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Social Psychology of Consumer Behavior Michaela Wänke, 2008-12-16 This volume provides coverage of the latest social psychological research into consumer behavior including cognitive and affective processes media influences and self regulation

Consumer Behavior over the Life Course George P. Moschis, 2019-01-31 This book examines consumer behavior using the life course paradigm a multidisciplinary framework for studying people s lives structural contexts and social change It contributes to marketing research by providing new insights into the study of consumer behavior and illustrating how to apply the life course paradigm s concepts and theoretical perspectives to study consumer topics in an innovative way Although a growing number of marketing researchers either implicitly or explicitly subscribe to life course perspectives for studying a variety of consumer behaviors their efforts have been limited due to a lack of theories and methods that would help them study consumers over the lifecycle When studying consumers over their lifespan researchers examine differences in the consumer behaviors of various age groups e g children baby boomers elderly etc or family life stages e g bachelors full nesters empty nesters etc inferring that consumer behavior changes over time or linking consumption behaviors to previous experiences and future expectations Such efforts however have yet to benefit from an interdisciplinary research approach This book fills this gap in consumer research by informing readers about the differences between some of the most commonly used models for studying consumers over their lifespan and the life course paradigm and providing implications for research public policy and marketing practice Presenting applications of the life course approach in such research topics as decision making maladaptive behaviors e g compulsive buying binge eating consumer well being and cognitive decline this book is beneficial for students scholars professors practitioners and policy makers in consumer behavior consumer research consumer psychology and marketing research

Consumer Behavior Knowledge for Effective Sports and Event Marketing Lynn R. Kahle, Angeline G. Close, 2011-01-07 The growing complexity and importance of sports and event marketing has pushed scholars and practitioners to apply sophisticated marketing thinking and applications to these topics This book deals with the professional development in the sense that sports marketing can be viewed as an application of consumer behavior research Readers will learn about new opportunities in using consumer behavior knowledge effectively in the areas of influencing behaviors in society and sports building relationships with consumers through sports and events and providing services to consumers through sport and event sponsorships This book by a superb group of authors includes comprehensive reviews innovative conceptual pieces empirical research and rigorous attention to data

Understanding Consumer Behavior and Consumption Experience Rajagopal, Raquel Castano, 2015-01-31 Abstract This book discusses the indispensable value of understanding consumer activities and the crucial role they play in developing successful marketing strategies by focusing on concepts such as consumer perceptions consumption culture and the influence of information technology Provided by publisher

Strategic Innovative Marketing and Tourism Androniki

Kavoura, Efsthios Kefallonitis, Apostolos Giovanis, 2019-07-03 This book covers a very broad range of topics in marketing communication and tourism focusing especially on new perspectives and technologies that promise to influence the future direction of marketing research and practice in a digital and innovational era Among the areas covered are product and brand management strategic marketing B2B marketing and sales management international marketing business communication and advertising digital and social marketing tourism and hospitality marketing and management destination branding and cultural management and event marketing The book comprises the proceedings of the International Conference on Strategic Innovative Marketing and Tourism ICSIMAT 2018 where researchers academics and government and industry practitioners from around the world came together to discuss best practices the latest research new paradigms and advances in theory It will be of interest to a wide audience including members of the academic community MSc and PhD students and marketing and tourism professionals Handbook of Consumer Psychology Curtis P. Haugtvedt, Paul M. Herr, Frank R. Kardes, 2018-12-07 This Handbook contains a unique collection of chapters written by the world's leading researchers in the dynamic field of consumer psychology Although these researchers are housed in different academic departments ie marketing psychology advertising communications all have the common goal of attaining a better scientific understanding of cognitive affective and behavioral responses to products and services the marketing of these products and services and societal and ethical concerns associated with marketing processes Consumer psychology is a discipline at the interface of marketing advertising and psychology The research in this area focuses on fundamental psychological processes as well as on issues associated with the use of theoretical principles in applied contexts The Handbook presents state of the art research as well as providing a place for authors to put forward suggestions for future research and practice The Handbook is most appropriate for graduate level courses in marketing psychology communications consumer behavior and advertising *Psychological Foundations of Marketing* Allan Kimmel, Allan J Kimmel, 2018-01-12 This is the only textbook to provide an applied critical introduction to the role of psychology in marketing branding and consumer behavior Ideally suited for both students and professionals the new edition is a complete primer on how psychology informs and explains marketing strategies and how consumers respond to them The book provides comprehensive coverage of Motivation the human needs at the root of many consumer behaviors and marketing decisions Perception the nature of perceptual selection attention and organization and how they relate to the evolving marketing landscape Decision making how and under what circumstances it is possible to predict consumer choices attitudes and persuasion Personality and lifestyle how insight into consumer personality can be used to formulate marketing plans Social behavior the powerful role of social influence on consumption Now featuring case studies throughout to highlight how psychological research can be applied in the marketplace and insightful analysis of the role of digital media and new technologies this award winning textbook is required reading for anyone interested in this fascinating and evolving subject Psychological Foundations of Marketing , 2012-11-12 A CHOICE

Outstanding Academic Title 2013 Are we influenced by ads even when we fast forward them Do brands extend our personalities Why do we spend more when we pay with a credit card Psychological Foundations of Marketing considers the impact of psychology on marketing practice and research and highlights the applied aspects of psychological research in the marketplace This book presents an introduction to both areas and provides a survey of the various contributions that psychology has made to the field of marketing Each chapter considers a key topic within psychology outlines the main theories and presents various practical applications of the research Topics covered include Motivation The human needs at the root of many consumer behaviors and marketing decisions Perception The nature of perceptual selection attention and organization and how these perceptual processes relate to the evolving marketing landscape Decision making How and under what circumstances it is possible to predict consumer choices attitudes and persuasion Personality and lifestyle How insight into consumer personality can be used to formulate marketing plans Social behavior The powerful role of social influence on consumption This book will be of great interest to a diverse audience of academics students and professionals and will be essential reading for courses in marketing psychology consumer behavior and advertising

The Psychology of Financial Consumer Behavior Dominika Maison, 2019-02-28 This book stresses the psychological perspective in explaining financial behavior Traditionally financial behaviors such as saving spending and investing have been explained using demographic and economic factors such as income and product pricing The consequence of this way of thinking is that financial institutions view their clients mostly from the perspective of their income By taking a psychological approach this book stresses the perspective of consumers confronted with a quickly changing financial world the changing of financial offers and products savings investments loans the changing of payment methods from cash to cheques cards and mobile payments the accessibility and temptation of goods and the changing of insurance and pension systems The Psychology of Financial Consumer Behavior provides insight into the thought processes of consumers in a variety of financial topics Coverage includes perceptions of wealth the pleasure or pain of spending cashless transactions saving and investing loans planning for the future taxes and financial education The book holds appeal for researchers professionals and students in economics psychology economic psychology marketing and consumer science or anyone interested in financial behaviors

Advanced Network Technologies and Intelligent Computing Anshul Verma, Pradeepika Verma, Kiran Kumar Pattanaik, Sanjay Kumar Dhurandher, Isaac Woungang, 2024-08-07 The 4 volume proceedings set CCIS 2090 2091 2092 and 2093 constitute the refereed post conference proceedings of the Third International Conference on Advanced Network Technologies and Intelligent Computing ANTIC 2023 held in Varanasi India during December 20 22 2023 The 87 full papers and 11 short papers included in this book were carefully reviewed and selected from 487 submissions The conference papers are organized in topical sections on Part I Advanced Network Technologies Part II Advanced Network Technologies Intelligent Computing Part III IV Intelligent Computing

Wiley International Encyclopedia of Marketing, 6 Volume Set, 2011-02-07

With over 300 entries from hundreds of global experts this is one of the premier marketing reference resources available worldwide The 6 volume WIEM provides scholars and professionals with an international guide to marketing concepts and applications The far reaching new developments challenges and opportunities that have arisen in recent years are fully reflected in the entries Scholars and professionals will enjoy the flexible multi level structure with entries ranging from topics summaries to short essays reviewing areas of development and debate Entries are further extended by sophisticated cross referencing both among volumes and between encyclopedia entries and external sources The encyclopedia is also available online For ease of reference the entries are arranged alphabetically within each of the subject volumes Designed to encompass the scope of modern marketing the volumes cover Volume 1 Marketing Strategy Volume 2 Marketing Research Volume 3 Consumer Behavior Volume 4 Advertising and Integrated Communication Volume 5 Product Innovation and Management Volume 6 International Marketing

Handbook of Research Methods in Consumer Psychology Frank Kardes,Paul M. Herr,Norbert Schwarz,2019-04-15 What impact can various research methods have on consumer psychology How can they help us understand the workings of the consumer mind And how can the field of consumer psychology best utilize these methods In the Handbook of Research Methods in Consumer Psychology leading consumer psychologists summarize key aspects of the research process and explain how different methods enrich understanding of how consumers process information to form judgments and opinions and to make consumption related decisions Kardes Herr and Schwarz provide an in depth analysis of the scientific research methods needed to understand consumption related judgments and decisions The book is split into five parts demonstrating the breadth of the volume classic approaches contemporary approaches online research methods data analysis and philosophy of science A variety of leading researchers give insight into a wide range of topics reflecting both long standing debate and more recent developments in the field to encourage discussion and the advancement of consumer research The Handbook of Research Methods in Consumer Psychology is essential reading for researchers students and professionals interested in consumer psychology and behavior

The Cambridge Handbook of Creativity James C. Kaufman,Robert J. Sternberg,2010-08-23 The Cambridge Handbook of Creativity is a comprehensive scholarly handbook on creativity from the most respected psychologists researchers and educators This handbook serves both as a thorough introduction to the field of creativity and as an invaluable reference and current source of important information It covers such diverse topics as the brain education business and world cultures The first section Basic Concepts is designed to introduce readers to both the history of and key concepts in the field of creativity The next section Diverse Perspectives of Creativity contains chapters on the many ways of approaching creativity Several of these approaches such as the functional evolutionary and neuroscientific approaches have been invented or greatly reconceptualized in the last decade The third section Contemporary Debates highlights ongoing topics that still inspire discussion Finally the editors summarize and discuss important concepts from the book and look to what lies ahead

Superior Customer Value in the New Economy Simon Ang,Alejandro Oliva,2004-05-27 Great companies consistently meet and exceed customer desires Superior Customer Value in the New Economy Concepts and Cases Second Edition offers a blueprint for responding effectively to customer demands and for creating the benchmarks common to world class service companies The Second Edition elaborates on the latest perspectives of the busin

Assessment and Treatment of Childhood Problems, Second Edition Carolyn S. Schroeder,Betty N. Gordon,2002-07-01 This popular book guides clinicians and students in assessing and treating common childhood problems Written in a highly accessible style the volume presents an overview of healthy development examines risk and protective factors for psychopathology and spells out a behaviorally oriented model of assessment and treatment planning for children aged 2 12 Each problem focused chapter reviews the literature on the topic at hand and provides step by step guidelines for practice illustrated with helpful case examples Featuring appendices that describe widely used assessment instruments the book also contains more than 20 reproducible measures clinical forms and parent handouts ready to photocopy and use

Handbook of Research in School Consultation William P Erchul,Susan M Sheridan,2014-06-11 The field of school consultation which is centered principally in school psychology and cuts across related disciplines such as special education and school counseling has never had a comprehensive volume that examines its research perspectives and methodologies its models of practice and its future research directions That is the mission of this Handbook It provides both producers and consumers of school consultation with an invaluable snapshot of its current boundaries and rapidly growing content Key features of this outstanding new book include the following research oriented whereas many books dealing with school consultation practice have appeared over the last decade none has attempted to provide a comprehensive review of research findings and methods supporting its growing body of evidence based practice author expertise chapter authors are well known for their contributions to the school consultation research literature and collectively are recognized for their ability to translate scientific findings into implications for practice commentary chapters commentary chapters written by leading scholars provide integrative critiques of the book s three major sections This book is intended for researchers graduate students and practitioners in school psychology and related human service disciplines including special education counselor education counseling psychology and school social work

Artificial Intelligence and Information Technologies Arvind Dagur,Dhirendra Kumar Shukla,Nazarov Fayzullo Makhmadiyarovich,Akhatov Akmal Rustamovich,Jabborov Jamol Sindorovich,2024-07-31 This book contains the proceedings of a non profit conference with the objective of providing a platform for academicians researchers scholars and students from various institutions universities and industries in India and abroad and exchanging their research and innovative ideas in the field of Artificial Intelligence and Information Technologies It begins with exploring the research and innovation in the field of Artificial Intelligence and Information Technologies including secure transaction monitoring real time assistance and security for advanced stage learners researchers and

academicians has been presented It goes on to cover Broad knowledge and research trends about artificial intelligence and Information Technologies and their role in today s digital era Depiction of system model and architecture for clear picture of AI in real life Discussion on the role of Artificial Intelligence in various real life problems such as banking healthcare navigation communication security etc Explanation of the challenges and opportunities in AI based Healthcare education banking and related Industries Recent Information technologies and challenges in this new epoch This book will be beneficial to researchers academicians undergraduate students postgraduate students research scholars professionals technologists and entrepreneurs

The Oxford Handbook of Impulse Control Disorders Jon E. Grant, Marc N. Potenza, 2012 Research in the area of impulse control disorders has expanded exponentially The Oxford Handbook of Impulse Control Disorders provides researchers and clinicians with a clear understanding of the developmental biological and phenomenological features of a range of impulse control disorders as well as detailed approaches to their treatment

The Handbook of Social Psychology, 6th Edition Daniel T. Gilbert, Susan T. Fiske, Eli J. Finkel, Wendy B. Mendes, 2025-05-19 Since 1954 The Handbook of Social Psychology has been the field s most authoritative reference work The 6th edition of this essential resource contains 50 new chapters on a wide range of topics written by the world s leading experts Published in 2025 and available only in digital form The Handbook is free to read online and to download in Epub format or PDF at <https://www.thehsp.com> Editors Daniel T Gilbert Harvard University Susan T Fiske Princeton University Eli J Finkel Northwestern University Wendy B Mendes Yale University

Handbook of Strategic e-Business Management Francisco J. Martínez-López, 2013-11-19 This research handbook provides a comprehensive integrative and authoritative resource on the main strategic management issues for companies within the e business context It covers an extensive set of topics dealing with the major issues which articulate the e business framework from a business perspective The handbook is divided into the following e business related parts background evolved strategic framework for the management of companies key business processes areas and activities and finally emerging issues trends and opportunities with special attention to diverse Social Web related implications The articles are varied timely and present high quality research many of these unique contributions will be especially valued and influential for business scholars and professionals interested in e business Many of the contributors are outstanding business scholars who are or have been editors in chief of top ranked management and business journals or have made significant contributions to the development of their respective fields

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