



Social Psychology Of Consumer Behaviour

Michaela Wanke



Social Psychology Of Consumer Behaviour:

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Richard Bagozzi, Zynep Gurhan-Canli, Joseph Priester, 2002-08-16 How do consumers process information How do they make choices and decisions How are decisions translated into actions of consumption How can marketing influence and respond to consumers The Social Psychology of Consumer Behaviour illuminates an area of intense academic and wider interest bringing together research and practical insights into how theories in social psychology can be applied to consumer behaviour Core themes include information processing and social cognition communication processes attitude models emotion social identity theory and action theory Within each of the major areas of social psychology a historical perspective is provided current knowledge reviewed theories and findings critiqued and directions for future research appraised The Social Psychology of Consumer Behaviour provides a deeper perspective than standard texts which tend to be either atheoretical overly encyclopedic or outdated It considers why consumers buy what they do and how they go about making individual and group decisions concerning consumption The result is essential reading for students researchers and practitioners in psychology and marketing as well as for those in related fields such as public policy public health health psychology political science and sociology **Social Psychology of Consumer Behavior** Michaela Wanke, 2015-06-12

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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

Social Psychology of Consumer Behavior Michaela Wänke, 2017-08-01 **The Cambridge Handbook of Consumer Psychology** Cait Lamberton, Derek D. Rucker, Stephen A. Spiller, 2023-04-06 In the last two years consumers have experienced massive changes in consumption whether due to shifts in habits the changing information landscape challenges to their identity or new economic experiences of scarcity or abundance What can we expect from these experiences How are the world's leading thinkers applying both foundational knowledge and novel insights as we seek to understand consumer psychology in a constantly changing landscape And how can informed readers both contribute to and evaluate our knowledge This handbook offers a critical overview of both fundamental topics in consumer psychology and those that are of prominence in the contemporary marketplace beginning with an examination of individual psychology and broadening to topics related to wider cultural and marketplace systems The Cambridge Handbook of Consumer Psychology 2nd edition will act as a valuable guide for teachers and graduate and undergraduate students in psychology marketing management economics sociology and anthropology

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

Psychological Ownership and Consumer Behavior Joann

Peck, Suzanne B. Shu, 2018-05-02 This pathbreaking volume expands on the construct of psychological ownership placing it in the contexts of both individual consumer behavior and the wider decision making of consumer populations An individual's feeling of ownership toward a target represents the perception that something is mine and is highly relevant to buying and relating to specific goods economic and health decision making and especially salient given today's privacy concerns psychological ownership of digital content and personal data Experts analyze the social conditions and cognitive processes concerning shared consumer experiences and psychological ownership Contributors also discuss possibilities for socially responsible forms of psychological ownership using examples from environmental causes and the behavioral mechanisms involved when psychological ownership becomes problematic as in cases of hoarding Included among the topics Evidence from young children suggesting that even legal ownership is fundamentally psychological Ownership the extended self and the extended object Psychological ownership in financial decisions The intersection of ownership and design Can consumers perceive collective psychological ownership of an organization Whose experience is it anyway Psychological ownership and enjoyment of shared experiences Psychological ownership as a facilitator of sustainable behaviors including stewardship Future research avenues in psychological ownership Psychological Ownership and Consumer Behavior pinpoints research topics and real world issues that will define the field in the coming years It will be especially useful in graduate classes in marketing consumer behavior policy interventions and business psychology

Applying Social Cognition to Consumer-Focused Strategy Frank R. Kardes, Paul M. Herr, Jacques Nantel, 2006-04-21 Applying Social Cognition to Consumer Focused Strategy a book in the Advertising and Consumer Psychology series sponsored by the Society for Consumer Psychology focuses on the most important recent developments at the interface of social cognition and marketing and develops integrative theoretical frameworks with rich practical implications More specifically the chapters offer a novel and thought provoking perspective on consumer focused strategy or the effects of marketing stimuli and activities on an integrated system of consumer processes and responses Divided into four parts this book offers new perspectives on consumer information processing selective or one sided information processing and attribution theory discusses how asking questions in focus groups surveys and experiments leads consumers to create opinions that would not have occurred to them otherwise advances a new approach for modeling uncertainty and a new framework for thinking about uncertainty

summarizes recent developments concerning the Implicit Association Test and their implications for branding strategy develops a new approach for analyzing the effects of intention on behavior and unplanned purchase behaviors discusses the devaluation effect and shows both how implementation intentions can be used to increase new product consumption and also how promotion versus prevention regulatory focus influences consumer preferences and focuses on consumer information processing and persuasion The text is intended for advanced graduate students academics and practitioners who embrace cutting edge paradigms and methodologies in social cognitive consumer research

The Psychology of Consumer

Behavior Brian Mullen, Craig Johnson, 2013-06-17 After years of study in the area of consumer behavior Mullen and Johnson bring together a broad survey of small answers to a big question Why do consumers do what they do This book provides an expansive accessible presentation of current psychological theory and research as it illuminates fundamental issues regarding the psychology of consumer behavior The authors hypothesize that an improved understanding of consumer behavior could be employed to more successfully influence consumers use of products goods and services At the same time an improved understanding of consumer behavior might be used to serve as an advocate for consumers in their interactions in the marketplace

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