

# Consumer Psychology In Behavioural Perspective Consumer Research Policy Series

Consumer BehaviorEuropean Perspectives on Consumer BehaviourHandbook of Research Methods in Consumer PsychologyConsumer Behavior and InsightsThe Routledge Companion to Consumer Behavior AnalysisResearch in Consumer BehaviorCustomer BehaviourPsychological Ownership and Consumer BehaviorConsumer PsychologyCustomer BehaviorConsumer Psychology in a Social Media WorldConsumer Behavior and Marketing StrategySatisfaction: A Behavioral Perspective on the ConsumerOnline Consumer BehaviorSelected Aspects of Consumer BehaviorHandbook of Developments in Consumer BehaviourThe Psychology of Financial Consumer BehaviorEssentials of Consumer BehaviorOnline Consumer PsychologyConsumer Behaviour Analysis: The behavioural basis of consumer choiceThe Dark Side of Social MediaPerspectives in Consumer BehaviorConsumer BehaviourGender, Culture, and Consumer BehaviorConsumer Psychology in Behavioral PerspectiveThe Social Psychology of Consumer BehaviourHandbook of Consumer PsychologyRoutledge International Handbook of Consumer PsychologyConsumer Psychology of Tourism, Hospitality and LeisureConsumer Behavior and Advertising InvolvementSocial Psychology of Consumer BehaviorConsumer BehaviorConsumer Behavior AnalysisConsumer BehaviorInterpreting Consumer ChoiceAdvanced Introduction to Consumer Behavior AnalysisUnderstanding the ConsumerConsumer Behaviour Analysis: The behavioural economics of consumptionThe Cambridge Handbook of Consumer PsychologyThe Evolutionary Bases of Consumption

## Consumer Behavior

"When considering how we should introduce this volume, we reflected on our own lives as women who both grew up in America, but whose heritages are distinct. We are both daughters of male liberal arts professors who provided most of the family income, while our mothers focused on child-rearing and community activities, as well as by-choice educational pursuits and forays into the working world. Linda is a first-generation American whose parents emigrated to the U.S. in 1970. Cele's ancestors were early U.S. settlers whose families relied on hard work and the G.I. Bill to fend off blows dealt by the Depression. We decided to offer examples of how gender, culture and consumption intersect in memories that demonstrate the dramatic and dynamic changes in these three areas over our lifetimes"--Provided by publisher.

## European Perspectives on Consumer Behaviour

Consumption is the primary economic activity in our post-industrial society. We are consumers, not producers. Consumer behavior analysis is leading heterodox marketing scholarship and innovative applied behavioral work, with much to offer both constituencies. This volume shows how consumer behavior analysis fits within a larger-scale approach to marketing, consumer psychology, behavior analysis and organizational behavior management. Describing both theoretical analyses and empirical studies including laboratory experiments in e-commerce, in-store

experiments in grocery shopping, and an analysis of the counterfeit goods market, this book is a working example of translational research. It contains tools and studies to help understand contemporary consumer behavior, particularly for those in marketing. Scholars will appreciate the theory and real-world applications evident in each chapter when considering their own research direction. All students of marketing theory, behavior analysis and consumer choice will find this collection a thought-provoking tool for further understanding of a new behavioral approach to marketing strategy, consumer decisions and marketing firms. This book comprises articles originally published in the Journal of Organizational Behavior Management.

## **Handbook of Research Methods in Consumer Psychology**

This book approaches consumer psychology from a unique perspective - it covers the entire lifespan, from birth to old age. Childhood and youth are not discussed as areas special, different and remote from the rest of consumer research but are integrated into our development as humans. Consumption is viewed as a process by groups and individuals with the cycle continuing through to disposal or ownership and possession. The author discusses how people's natural lifespan influences their relationship to the things they own, how preferences are developed from childhood and how motivations for purchases change throughout their lives from childhood to old age. This book brings together the most recent findings and theories on child and youth consumption, including children's understanding of advertising and marketing, teen and youth identities and their consumption tastes. Moving through Erikson's life stages chapters continue on to adulthood, the mid-life 'crisis' and possessions and ownership in older consumers. This is a deeply interdisciplinary work that will be of interest to scholars across the fields of psychology, business and marketing, as well as to the more general consumer.

## **Consumer Behavior and Insights**

Important marketing and industrial psychology concepts are applied to southern African business scenarios in this overview of consumer behavior. Case studies, applications, and research findings illustrate market characteristics of consumer motivation, attitudes, and loyalty. Information is presented on creating market value for the consumer by using smart marketing strategies that consider the role of family-based decision making, organizational buying behavior, and relationship-based buying.

## **The Routledge Companion to Consumer Behavior Analysis**

The Routledge Companion to Consumer Behavior Analysis provides a unique and eclectic combination of behavioral, cognitive and environmental perspectives to illuminate the real-world complexities of consumer choice in a marketing-oriented economy. Edited by a leading authority in the field, the contributing authors have created a unique anthology for understanding consumer preference by bringing together the very latest research and thinking in consumer behavior analysis. This comprehensive and innovative volume ranges over a broad multi-disciplinary perspective from economic psychology, behavioral psychology and experimental

economics, but its chief focus is on the critical evaluation of consumer choice in the natural settings of affluent, marketing-oriented economies. By focussing on human economic and social choices, which involve social exchange, it explores and reveals the enormous potential of consumer behavior analysis to illuminate the role of modern marketing-oriented business organizations in shaping and responding to consumer choice. This will be of particular interest to academics, researchers and advanced students in marketing, consumer behavior, behavior analysis, social psychology, behavioral economics and behavioral psychology.

## **Research in Consumer Behavior**

This Handbook examines the area of consumer behaviour from the perspective of current developments and developing areas for the discipline, to new opportunities that comprehend the nature of consumer choice and its relationship to marketing. Consumer research incorporates perspectives from a spectrum of long-established sciences: psychology, economics and sociology. This Handbook strives to include this multitude of sources of thought, adding geography, neuroscience, ethics and behavioural ecology to this list. Encompassing scholars with a passion for researching consumers, this Handbook highlights important developments in consumer behaviour research, including consumer culture, impulsivity and compulsiveness, ethics and behavioural ecology. It examines evolutionary and neuroscience perspectives as well as consumer choice. Undergraduate and postgraduate students and researchers in marketing with interests in consumer behaviour will find this enriching resource invaluable.

## **Customer Behaviour**

The Dark Side of Social Media takes a consumer psychology perspective to online consumer behavior in the context of social media, focusing on concerns for consumers, organizations, and brands. Using the concepts of digital drama and digital over-engagement, established as well as emerging scholars in marketing, advertising, and communications present research on some unintended consequences of social media including body shaming, online fraud, cyberbullying, online brand protests, social media addiction, privacy, and revenge pornography. It is a must-read for scholars, practitioners, and students interested in consumer psychology, consumer behavior, social media, advertising, marketing, sociology, science and technology management, public relations, and communication.

## **Psychological Ownership and Consumer Behavior**

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.

## **Consumer Psychology**

This book 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.

## **Customer Behavior**

Presents advanced consumer research, whether empirical or conceptual, qualitative or quantitative. This title features the papers which have been selected from the best papers at the 2011 Consumer Culture Theory Conference held in Chicago Illinois in July, 2011.

## **Consumer Psychology in a Social Media World**

Social media (e.g., Facebook, LinkedIn, Groupon, Twitter) have changed the way consumers and advertisers behave. It is crucial to understand how consumers think, feel and act regarding social media, online advertising, and online shopping. Business practitioners, students and marketers are trying to understand online consumer experiences that help instill brand loyalty. This book is one of the first to present scholarly theory and research to help explain and predict online consumer behavior.

## **Consumer Behavior and Marketing Strategy**

This wide-ranging yet focused text provides an informative introduction to consumer behavior supported by in-depth, scientifically grounded coverage of key principles and applications. CONSUMER BEHAVIOR: SCIENCE AND PRACTICE, 1e, International Edition devotes ample attention to "classic" consumer behavior topics, including consumer information processing, consumer decision making, persuasion, and the role of culture and society on consumer behavior. In addition, this innovative new text explores important current topics and trends relevant to modern consumer behavior, such as international and ethical perspectives, an examination of contemporary media, and a discussion of online tactics and branding strategies. This versatile text strikes an ideal balance among theoretical concepts, cutting-edge research findings, and applied real-world examples that illustrate how successful businesses apply consumer behavior to develop better products and services, market them more effectively, and achieve a sustainable competitive advantage. With its strong consumer-focused, strategy-oriented

approach, CONSUMER BEHAVIOR: SCIENCE AND PRACTICE, 1e, International Edition will serve students well in the classroom and help them develop the knowledge and skills to succeed in the dynamic world of modern business.

## **Satisfaction: A Behavioral Perspective on the Consumer**

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.

## **Online Consumer Behavior**

This book is an honor to the many important contributions of Herbert Krugman, past president of APA, The Division of Consumer Psychology and The Association for Public Opinions Research. This reader contains his selected works in Consumer Behavior and Advertising which combine insights from Cognitive Psychology, Social Psychology and Survey Methodology. William Wells, University of Minnesota, has provided the foreword and section overviews for the book which will help it appeal to all academics and students of consumer research.

## **Selected Aspects of Consumer Behavior**

This book is a core text for students of consumer or buyer behaviour. It looks at the subject from a psychological perspective and psychological themes that cross different areas are highlighted, such as personality and lifestyle effects.

## **Handbook of Developments in Consumer Behaviour**

## **The Psychology of Financial Consumer Behavior**

Essentials of Consumer Behavior offers an alternative to traditional textbooks for graduate students. Shorter than competing books, but no less rigorous, it includes unique material on vulnerable consumers and ethics. Balancing a strong academic foundation with a practical approach, Stephens emphasizes that consumer behavior does not simply equate to buyer behavior. She examines the thoughts, feelings, and behaviors that shape consumers' attitudes and motivations in relation to brands, products, and marketing messages. Providing a concise guide to the discipline, the author covers key themes such as vulnerable consumers, new technologies, and collaborative consumption. The book is supported by a rich companion website offering links to videos and podcasts, surveys, quizzes, further readings, and more. It will be a valuable text for any graduate student of consumer behavior or marketing, as well as any interested consumers.

## **Essentials of Consumer Behavior**

Without arguing that behaviorist explanations are better than those of cognitivism, Foxall (psychology, Cardiff U., Wales) explores the contribution to consumer research of the experimental analysis of behavior, in which the causation of behavior is attributed to factors external to the individual. Cognitive explanations, which ascribe observed act

## **Online Consumer Psychology**

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.

## **Consumer Behaviour Analysis: The behavioural basis of consumer choice**

The Social Psychology of Consumer Behavior brings together the most promising and theoretically fruitful research developments by internationally renowned scholars, whose work is at the cutting edge of research. Experts from both fields – social psychology and consumer behavior – provide an informed, up-to-date overview, from an original integrative perspective. The aim of this volume is two-fold. On the one hand, the application of social psychology to consumer behavior is

meant to broaden the horizon of social psychologists. On the other hand, students and researchers of consumer behavior will be offered an advanced account of relevant theories tailored to their interests. While the range of topics is rather broad - including the construal of judgments and decisions, affective and cognitive feelings, social and media influences, and goals and self-regulation - each chapter is focused on one specific theoretical or methodological perspective and thereby gives a comprehensive and penetrative account of the relevant issues and the respective research. The volume provides an invaluable resource to students, researchers, and instructors in social psychology, consumer psychology, consumer behavior, and marketing.

## **The Dark Side of Social Media**

This work shows how the various elements of consumer analysis fit together in an integrated framework, called the Wheel of Consumer Analysis. Psychological, social and behavioural theories are shown as useful for understanding consumers and developing more effective marketing strategies. The aim is to enable students to develop skills in analyzing consumers from a marketing management perspective and in using this knowledge to develop and evaluate marketing strategies. The text identifies three groups of concepts - affect and cognition, behaviour and the environment - and shows how these they influence each other as well as marketing strategy. The focus of the text is managerial, with a distinctive emphasis on strategic issues and problems. Cases and questions are included in each chapter.

## **Perspectives in Consumer Behavior**

Why do consumers make the purchases they do, and which ones make them truly happy? Why are consumers willing to spend huge sums of money to appear high status? This Handbook addresses these key questions and many more. It provides a comprehensive overview of consumer psychology, examining cutting-edge research at the individual, interpersonal, and societal levels. Leading scholars summarize past and current findings, and consider future lines of inquiry to deepen our understanding of the psychology behind consumers' decision making, their interactions with other consumers, and the effects of societal factors on consumption. The Cambridge Handbook of Consumer Psychology will act as a valuable guide for faculty as well as graduate and undergraduate students in psychology, marketing, management, sociology, and anthropology.

## **Consumer Behaviour**

This unique handbook maps the growing field of consumer psychology in its increasingly global context. With contributions from over 70 scholars across four continents, the book reflects the cross-cultural and multidisciplinary character of the field. Chapters relate the key consumer concepts to the progressive globalization of markets in which consumers act and consumption takes place. The book is divided into seven sections, offering a truly comprehensive reference work that covers: The historical foundations of the discipline and the rise of globalization The role of cognition and multisensory perception in consumers' judgements The social self, identity and well-being, including their relation to advertising Social and

cultural influences on consumption, including politics and religion Decision making, attitudes and behaviorally based research Sustainable consumption and the role of branding The particularities of online settings in framing and affecting behavior The Routledge International Handbook of Consumer Psychology will be essential reading for anyone interested in how the perceptions, feelings and values of consumers interact with the decisions they make in relation to products and services in a global context. It will also be key reading for students and researchers across psychology and marketing, as well as professionals interested in a deeper understanding of the field.

## **Gender, Culture, and Consumer Behavior**

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.

## **Consumer Psychology in Behavioral Perspective**

Consumer Psychology in a Social Media World seeks to illustrate the relevance of consumer psychology theory and research to understanding the social media world that has rapidly become a key component in the social and economic lives of most individuals. Despite the rapid and widespread adoption of social media by consumers, research focused on individuals' use thereof and its implications for organizations and society has been limited and published in scattered outlets. This has made it difficult for those trying to get either a quick introduction or an in-depth understanding of the associated issues to locate relevant scientific-based information. The book is organized into five broad sections. The first presents a summary overview of social media, including a historical and cultural perspective. The second section is focused on social media as a modern form of word of mouth, always considered the most impactful on consumers. It also touches upon a motivational explanation for why social media has such a strong and broad appeal. Section three addresses the impact that consumers' switch to social media as a preferred channel has had on marketers' branding and promotional efforts, as well as the ways in which consumer involvement can be maintained through this process. Section four takes a methodological perspective on the topic of social media, assessing ways in which big data and consumer research are influenced by

novel ways of gathering consumer feedback and gauging consumer sentiment. Finally, section five looks at some consumer welfare and public policy implications, including privacy and disadvantaged consumer concerns. Consumer Psychology in a Social Media World will appeal to those who are involved in creating, managing, and evaluating products used in social media communications. As seen in recent financial and business market successes (e.g., Facebook, Twitter, LinkedIn, Instagram, Pinterest, WhatsApp, etc.), businesses focused on facilitating social media are part of the fastest growing and most valuable sector of today's economy.

## **The Social Psychology of Consumer Behaviour**

### **Handbook of Consumer Psychology**

With titles such as, "The Changing Consumer in the European Union", "How Consumers Trade Off Behavioral Costs and Benefits", and "Marketing Universals: Consumers' Use of Brand Name, Price, Physical Appearance, and Retailer Reputations as Signals of Product Quality", this book offers a unique collection of forty of the most well-known and influential European consumer behavior papers from the last twenty years. Covers the four key areas of the foundations of consumer behavior, individual processes, social influences, and alternative approaches.

### **Routledge International Handbook of Consumer Psychology**

Online Consumer Psychology addresses many of the issues created by the Internet and goes beyond the topic of advertising and the Web to include topics such as customization, site design, word of mouth processes, and the study of consumer decision making while online. The theories and research methods help provide greater insight into the processes underlying consumer behavior in online environments. Broken into six sections, this book: focuses on community and looks at the Internet's ability to bring like-minded individuals from around the world into one forum; examines issues related to advertising, specifically click-through rates and advertising content placed within gaming online and wireless networks; provides readers with reasons why consumers customize products and the benefits of customization; discusses the psychological effects of site design; asks the question of whether the Internet empowers consumers to make better decisions; and discusses research tools that can be used online.

### **Consumer Psychology of Tourism, Hospitality and Leisure**

The Evolutionary Bases of Consumption by Gad Saad applies Darwinian principles in understanding our consumption patterns and the products of popular culture that most appeal to individuals. The first and only scholarly work to do so, this is a captivating study of the adaptive reasons behind our behaviors, cognitions, emotions, and perceptions. This lens of analysis suggests how we come to make selections such as choosing a mate, the foods we eat, the gifts that we offer, and more. It also highlights how numerous forms of dark side consumption, including

pathological gambling, compulsive buying, pornographic addiction, and eating disorders, possess a Darwinian etiology. Engaging and diverse in scope, the book maps consumption phenomena onto four key Darwinian modules: survival, reproduction, kin selection, and reciprocal altruism. As an interesting proposal, the author suggests that media and advertising contents exist in their particular forms because they are a reflection of our evolved human nature - negating the notion that they exist through the reverse causal link, as proposed by social constructivists. The link between evolutionary theory and consumption behaviors is detailed throughout the book via an examination of (among many others): appearance-enhancing products and services; financial and physical risk-taking; use of sexual imagery and the depictions of women in advertising; and television programs, movies, songs, music videos, literature, religion, and art. The Evolutionary Bases of Consumption will appeal to evolutionists who desire to explore new areas wherein evolutionary theory can be applied; consumer and marketing scholars who wish to learn about the ways in which biological-and evolutionary-based theorizing can be infused into the consumer behavior/marketing/advertising disciplines; as well as other interdisciplinary scholars interested in gaining knowledge about the power of evolutionary theory in explaining a wide range of behavioral phenomena.

## **Consumer Behavior and Advertising Involvement**

This concise introduction presents a rigorous analysis of consumer choice from the perspective of consumer behavior analysis. Gordon Foxall provides a deeper understanding of what consumers actually buy and the nature of the utility that shapes and maintains patterns of consumption.

## **Social Psychology of Consumer Behavior**

### **Consumer Behavior**

Historical and current perspectives on consumption -- A historical context for understanding consumption -- Contemporary perspectives on consumer behavior -- Consumer research -- Micro-view of consumption -- Perceptual processes -- Learning and memory -- Personality, self, and motivation -- Attitude theory and behavior change -- Decision-making and involvement -- Macro-view of consumption -- Patterns of buyer behavior -- Groups, social processes, and communications -- Culture -- Where are we going? -- Ethics and social responsibility -- Future trends in consumer behavior -- Glossary -- Index.

### **Consumer Behavior Analysis**

Now in a completely revamped second edition, the authors of Customer Behavior have adapted the content, length, and end-of-chapter materials in the text, producing a new text that is tailored specifically to upper level 4-year programs, or to graduate level programs. Its managerial approach focuses not only on the household consumer but also on the business customer market. This text goes beyond the conventional subject matter of consumer behavior textbooks, focusing

not only on the role of customers as buyers, but also on their roles as users and payers.

## **Consumer Behavior**

### **Interpreting Consumer Choice**

Designed for advanced MBA and doctoral courses in Consumer Behavior and Customer Satisfaction, this is the definitive text on the meaning, causes, and consequences of customer satisfaction. It covers every psychological aspect of satisfaction formation, and the contents are applicable to all consumables - product or service. Author Richard L. Oliver traces the history of consumer satisfaction from its earliest roots, and brings together the very latest thinking on the consequences of satisfying (or not satisfying) a firm's customers. He describes today's best practices in business, and broadens the determinants of satisfaction to include needs, quality, fairness, and regret ('what might have been'). The book culminates in Oliver's detailed model of consumption processing and his satisfaction measurement scale. The text concludes with a section on the long-term effects of satisfaction, and why an understanding of satisfaction psychology is vitally important to top management.

### **Advanced Introduction to Consumer Behavior Analysis**

No time in the history, consumption is considered to be as important as in today's world. It defines who we are, how well/perfect we perform our multiroles within the society (buying the most expensive clothes means being the best mom for instances), what symbolic meanings we attribute to our belongings, and how rich/clever/fashion conscious or innovative we are. Due to multidisciplinary and multimethod character of the concept of consumer behavior, it is appropriate to study it accordingly in order to understand the subject with its different aspects and holistically. Especially with the cultural, social, and technological changes within today's world, this issue becomes prominent. This book is a modest try for that end.

### **Understanding the Consumer**

Annotation. Knowledge of consumer psychology and consumer behaviour in relation to tourism is valuable in determining the success of tourism and hospitality ventures. The book is an edited collection of papers from the 3rd Symposium on Consumer Psychology of Tourism, Hospitality and Leisure, held in Melbourne, Australia in January 2003. Themes covered by the papers include attitudes, emotions and information processing; motivation and learning; consumption systems; decision and choice; experience and satisfaction; market segmentation; attraction and loyalty; and image and interpretation.

### **Consumer Behaviour Analysis: The behavioural economics of consumption**

Drawing on the unique academic and professional experience of its author, *Consumer Behavior* explores the contribution that each of the major social science disciplines has made to the study of the field. The book considers the perspective of each of these disciplines in turn, enabling students to critically evaluate their individual strengths, weaknesses, biases and limitations. International case studies and discussion questions are included throughout the text to demonstrate applied theories and provoke critical analysis. *Consumer Behavior* is ideal for advanced undergraduate and postgraduate students of consumer behavior and consumer psychology.

## **The Cambridge Handbook of Consumer Psychology**

This book provides a basic understanding of the subject of consumer behavior. A better understanding in terms of why and how people consume is particularly relevant in today's society since consumption has become an increasingly important part of people's lives. This book differs from most previous textbooks by describing the subject of consumer behavior based on two comprehensive theoretical fields: theories concerning consumer psychology and decision-making, and theories concerning consumer culture and practices. These two perspectives complement one another and contribute to a better understanding of the complexity of consumption. Furthermore, the book has a sustainability perspective.

## **The Evolutionary Bases of Consumption**

Interpretive consumer research usually proceeds with a minimum of structure and preconceptions. This book presents a more structured approach than is usual, showing how a simple framework that embodies the rewards and costs associated with consumer choice can be used to interpret a wide range of consumer behaviours from everyday purchasing and saving, innovative choice, imitation, 'green' consumer behavior, to compulsive behaviors such as addictions (to shopping, to gambling, to alcohol and other drugs, etc). Foxall takes a qualitative approach to interpreting behavior, focusing on the epistemological problems that arise in such research and emphasizing the emotional as well as cognitive aspects of consumption. The author argues that consumer behaviour can be understood with the aid of a very simple model that proposes how the consequences of consumption impact consumers' subsequent choices. The objective is to show that a basic model can be used to interpret consumer behaviour in general, not in isolation from the marketing influences that shape it, but as a course of human choice that is dynamically linked with managerial concerns.

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