Consumer Psychology In Behavioural Perspective Consumer Research Policy Series

Social Psychology of Consumer Behavior
- Consumer Behavior over the Life Course
- The Routledge Companion to Consumer Behavior Analysis
- Consumer Behaviour Analysis: The behavioural basis of consumer choice
- The Cambridge Handbook of Consumer Psychology
- Consumer Behavioural Intentional Behaviorism
- A Behavioral Perspective on the Consumer
- Consumer Behavior: The Routledge Companion to Consumer Behavior Analysis
- Essentials of Consumer Behavior
- Consumer Psychology
- Tourism, Hospitality and Leisure
- Consumer Behavior and the Behavioral Sciences
- Consumer Psychology
- Social Psychology of Consumer Behavior
- The Dark Side of Social Media
- Consumer Psychology
- Psychology in Social Media
- WorldOnline Consumer Psychology
- Interpreting Consumer Choice Perspectives in consumer behavior
- Routledge International Handbook of Consumer Psychology
- Consumer Behaviour: The Dark Side of Social Media
- Research Business Behavior and Consumer Psychology
- Handbook of Consumer Psychology
- Consumer Behavior Theory
- Perspectives from Psychology and Marketing
- A Behavioral Perspective on the Consumer
- Online Consumer Behavior
- Understanding Consumer Behavior and Consumption Experience
- Advanced Introduction to Consumer Behavior Analysis
- Consumer Analysis and Handbook of Research Methods in Consumer Psychology
- Consumer Behavior
- Consumer Psychology in Behavioural Perspective
- The Aging Consumer
- The Theory of Buyer Behavior
- The Psychology of Consumer Behavior
- Consumer Psychology in Behavioral Perspective
- Selected Aspects of Consumer Behavior
- The Psychology of Financial 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.

Intentional behaviorism is a philosophy of psychology that seeks to ascertain the place and nature of cognitive explanation of behavior by empirically determining the scope of an extensional account of behavior based on the limitations of a behavioral approach to explanation. This book draws on an empirical program of research in economic psychology to establish a route to a reliable and justifiable intentional explanation of behavior. Since the cognitive revolution in psychology, intentional explanations of behavior have become the norm, and as the methodology that provides the normal science component of psychology, cognitivism is sometimes accepted relatively uncritically. However, there is a lack of understanding of the role of psychological research in determining the place and shape of intentionality. This book explicates the philosophy of psychology that the author has devised and applied in his work on economic psychology and behavioral economics. Given the provenance of intentional behaviorism, economic and consumer psychology forms the primary application basis for the book. This book provides a theoretical background to understanding how and why consumers make the choices they do. The book integrates behavioral economics, consumer psychology, and decision-making research to explore intentional behaviorism, which is proposed as a philosophical framework for consumer psychology, viewing economic behavior in the contexts of modern human consumers in affluent marketing-oriented societies. Integrates research in behavioral economics, decision-making, cognitive psychology, and consumer psychology. Offers readers an interdisciplinary look at intentionality and intentional explanations. Proposes a theory of intentional behaviorism to explain economic behavior, consumer choice, and other decision-making. Examines the methodologies of philosophers of mind such as Dennett and Searle.

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.

The Aging Consumer: Perspectives from Psychology and Marketing, 2nd edition takes stock of what is known around age and consumer behavior, identifies gaps and open questions within the research, and outlines an agenda for future research. There has been little systematic research done with respect to the most basic questions related to age and consumer behavior, such as whether older adults versus young and middle-age adults respond to marketing activities including pricing, promotions, product design, and distribution. Written by experts, The Aging Consumer compiles research on a broad range of topics on consumer marketing, from an individual to a societal level of analysis. This second edition provides new versions of chapters contained in the 2010 volume that have been updated to reflect the latest psychological and marketing research and thinking. Included also are ten new chapters which cover exciting new ground, such as changes in metacognition in older adults, motivated cognition of the aging consumer, and a global perspective on aging and the economy across cultures. This updated volume is beneficial for researchers and practitioners in marketing, consumer behavior, and advertising. Additionally, The Aging Consumer, 2nd edition will appeal to professionals in other fields such as psychology, decision sciences, gerontology and gerontological social work, and those who are concerned with normal human aging and its implications for the everyday behavior of older individuals. It will also be of interest to those in fields concerned with the societal implications of an aging population, such as economics, policy, and law.

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.

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.

The Social Psychology of Consumer Behavior brings together the most promising and theoretically fruit 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 twofold. 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 Social Psychology of Consumer Behavior brings together the most promising and theoretically fruit 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 twofold. 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.

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.

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 nature 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.

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 nature 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.
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.

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.

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.

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.

This book is concerned how to apply behavioral economy method to predict consumer behavior. Also I shall compare to explain what advantages and disadvantages between any one of my solvable suggestions and the any one of the company’s choice of solvable method to these any one sample industry consumer behavioral economic challenges to aim to let any reader to judge whether how to choose the solvable method is better. This book can provide sample industries to let students to learn how to behavioral economy method to predict consumer behaviors. This book divides part one and part two. Part one explains what behavioral economy function and mean is and how applying this method to predict consumer behavior. Part two explains what psychological method mean and function and how applying this method to predict consumer behavior. In Behavioral economics part, it can provide more realistic psychological foundations. This book is intended to explain why consumer behaviors and economy has close relationship and apply economic concept to explain how the consumer chooses to do whose consumption of decision. In part one, it shall indicate how the process of behaviour economic field develops, then I shall show what methods are used to measure behavioural economy. Next, I shall indicate what the main two categories of behavioural economy are as well as I shall explain what risky and uncertain outcomes of individual behavior economic theories are as well as what behavioral game theory is. Finally, I shall explain how policy makers or decision makers can apply behavioral economy concept to do whose policy decision as well as I shall also indicate why behavioral economy and psychology which has close relationship to influence consumption of decision. In this part, I shall indicate underground train and Disney entertainment theme park and University and unground train transportation and environmental protection businessmen etc. enterprises to explain how which can apply psychological methods to predict which client's preferable behavioral choice to achieve economic benefits more easily. Thus, if company or individual businessman can predict labour psychology or client psychologic consumption behavior. Then, which can have more confidence to attract more clients or reduce labour turnover. This book is suitable to any economists or policy makers or individual consumption makers or students or businessmen who have interest to learn how to apply behavioural economy methods to judge to do the most reasonable or the most right economic activities to achieve economic benefit in everyday life. In my this book, the main important aim, I give examples to explain how to apply psychological and behavioral economic both view point related methods to predict consumer individual behavior to let businessmen learn how to choose the reasonable or right methods to attract consumers to choose to buy whose products or consume whose services to win competitors more easily. In this book final part, I shall indicate clear reasons to explain why I agree behavioral economy method and psychological method can be used to predict consumer behavior in
nowadays society.

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.

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.

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 (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.

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.

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.

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.

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.

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.

This book critically examines and analyzes the classical and neoclassical behavioral theories in reference to consumer decision-making across the business cultures. Discussions in the book present new insights on drawing contemporary interpretations to the behavioral theories of consumers, and guide the breakthrough strategies in marketing.

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

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.

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.

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.

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

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.
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.

Copyright code : 1b60a4a1819aacf1ae55d1bc0317cf63