



Handbook of Consumer Psychology (Marketing and Consumer Psychology)

By -

Psychology Press, 2008. Book Condition: New. Brand New, Unread Copy in Perfect Condition. A+ Customer Service! Summary: Introduction. D.W. Schumann, C.P. Haugtvedt, E. Davidson, History of Consumer Psychology. Part 1: Consumer Information Processing. R.W. Wyer, The Role of Knowledge Accessibility in Cognition and Behavior: Implications for Consumer Information Processing. A. Kronlund, B. Whittlesea, C. Yoon, Consumer Memory, Fluency, and Familiarity. W. Hutchinson, E. Eisenstein, Consumer Learning and Expertise. B. Loken, L. Barsalou, C. Joiner, Categorization Theory and Research in Consumer Psychology: Category Representation and Category-Based Inference. F. Kardes, M.L. Cronley, S. Posavac, P. Herr, Consumer Inference. J. Peck, T.L. Childers, Effects of Sensory Factors on Consumer Behavior. D. Roedder John, Stages of Consumer Socialization: The Development of Consumer Knowledge, Skills, and Values from Childhood to Adolescence. C. Yoon, C. Cole, Older Consumers and Information Processing. Part 2: Motivation, Affect, and Consumer Decisions. A. Isen, Positive Affect and Decision Processes: Some Recent Theoretical Developments with Practical Implications. J. Cohen, M. Pham, E. Andrade, The Nature and Role of Affect in Consumer Behavior. K. Vohs, R. Baumeister, D. Tice Selfregulation: Goals, Consumption, and Choices. H. Baumgartner, R. Pieters, Goal-Directed Consumer Behavior: Motivation, Volition, and Affect. C. Janiszewski, Goal Directed Perception. Part 3:...



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