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| 1. Record Nr.           | UNINA9910170987303321                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| Autore                  | Wagner Sigmund A. <1966->                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
| Titolo                  | Understanding green consumer behavior : a qualitative cognitive approach / / Sigmund A. Wagner                                                                                                                                                                                                                                                                                                                                                                                     |
| Pubbl/distr/stampa      | London ; ; New York, : Routledge, 1997                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| ISBN                    | 1-134-72859-X<br>1-280-31837-6<br>9786610318377<br>0-203-44403-5                                                                                                                                                                                                                                                                                                                                                                                                                   |
| Edizione                | [1st ed.]                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
| Descrizione fisica      | 1 online resource (305 p.)                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| Collana                 | Consumer research and policy                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| Disciplina              | 658.8/342                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
| Soggetti                | Consumer behavior<br>Green products<br>Motivation research (Marketing)<br>Motivation (Psychology)                                                                                                                                                                                                                                                                                                                                                                                  |
| Lingua di pubblicazione | Inglese                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
| Formato                 | Materiale a stampa                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| Livello bibliografico   | Monografia                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| Note generali           | Description based upon print version of record.                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| Nota di bibliografia    | Includes bibliographical references (p. 264-280) and index.                                                                                                                                                                                                                                                                                                                                                                                                                        |
| Nota di contenuto       | Book Cover; Title; Contents; List of figures; List of tables; Preface; Acknowledgements; Introduction; A COGNITIVE STUDY INTO ENVIRONMENTALLY ORIENTED CONSUMPTION; COGNITIVE CONSUMER RESEARCH; EMPIRICAL RESEARCH INTO GREEN CONSUMER BEHAVIOUR; CLASSIFICATION OF CONSUMERS; INTERPRETATION OF KNOWLEDGE STRUCTURES; EXPERIENCE AND LEARNING: THE PROBLEM SOLVING BEHAVIOUR OF THE GREEN CONSUMER; THE BEGINNING OF KNOWLEDGE; Appendices; Glossary; Notes; Bibliography; Index |
| Sommario/riassunto      | There is evidence that most western markets have been affected by green consumer behaviour. This book deals with the questions surrounding this phenomenon, the theories and the practice. Previously only available in hardback.                                                                                                                                                                                                                                                  |