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Titolo	Consumer Perception of Product Risks and Benefits // edited by Gerard Emilien, Rolf Weitkunat, Frank Lüdiche
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Descrizione fisica	1 online resource (XXIV, 596 p. 55 illus., 23 illus. in color.)
Disciplina	658.812
Soggetti	Economics - Psychological aspects Public health Clinical health psychology Marketing research Psychology—Methodology Psychometrics Statistics Behavioral/Experimental Economics Public Health Health Psychology Market Research/Competitive Intelligence Psychological Methods/Evaluation Statistics for Social Sciences, Humanities, Law
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di bibliografia	Includes bibliographical references at the end of each chapters.
Nota di contenuto	Product Risks: Types of Consumer Products -- Risks of Consumer Products -- Non-clinical Research-Based Product Assessment -- Clinical Research-Based Product Assessment -- Epidemiological Product Assessment -- Individual and Population Risks -- Risk Communication -- Perception of Product Risks and Benefits: Comprehension of Products and Messages -- Perception of Product Risks -- Measuring Risk Perception -- The Perception Risk Instrument (PRI) -- Role of Emotions in Risk Perception -- Rational Choice and Bounded Rationality -- Temporal Discounting of Future Risks --

Cognitive Styles and Personality in Risk Perception -- Consumer Values and Product Perception -- Consumer Behavior: Perception, Attitudes, Intentions, Decisions and Actual Behavior -- Consumer Products and Consumer Behavior -- Consumer Resistance: From Anti-consumption to Revenge -- Motivation -- Marketing and Market Research -- Consumer Behavior Research Methods -- Use, Abuse and Misuse -- Consumer Behavior in Subpopulations -- Regulation and Responsibility: Regulatory Prospective for Medicinal Products -- Regulations of Consumer Products -- Manufacturer Responsibilities -- Consumer Responsibilities -- Society and Policy Maker's Responsibilities -- Consumer Perceptions of Responsibility. .

Sommario/riassunto

This book reflects the current thinking and research on how consumers' perception of product risks and benefits affects their behavior. It provides the scientific, regulatory and industrial research community with a conceptual and methodological reference point for studies on consumer behavior and marketing. The contributions address various aspects of consumer psychology and behavior, risk perception and communication, marketing research strategies, as well as consumer product regulation. The book is divided into 4 parts: Product risks; Perception of product risks and benefits; Consumer behavior; Regulation and responsibility. .
