Record Nr. UNINA9910456319003321 Autore Jansson-Boyd Cathrine V **Titolo** Consumer psychology [[electronic resource] /] / Cathrine V. Jansson-Boyd Maidenhead,: Open University Press, c2010 Pubbl/distr/stampa **ISBN** 1-283-33837-8 9786613338372 0-335-23979-X Descrizione fisica 1 online resource (274 p.) Disciplina 658.8342 Consumer behavior - Psychological aspects Soggetti Consumers - Psychology Electronic books. Lingua di pubblicazione Inglese **Formato** Materiale a stampa Livello bibliografico Monografia Description based upon print version of record. Note generali Includes bibliographical references and index. Nota di bibliografia Nota di contenuto Front cover; Half title page; Title page; Copyright page; Contents; Preface; Acknowledgements; 1 Consumer Psychology: What it is and how it emerged; 2 Consumer memory and learning; 3 Perception and attention; 4 Identity and consumption; 5 The emotional consumer; 6 Attitudes; 7 Advertising psychology; 8 Motivational determinants of consumer behaviour; 9 Consumer decision-making and brand loyalty; 10 The Internet; 11 Children as consumers; 12 Consumption and happiness; 13 Consumers and the environment; References; Author index; Subject index; Back cover Psychology is central to an effective understanding of consumption Sommario/riassunto behaviours. The aim of this book is to provide an overall understanding for why people consume certain products and services and how this affects their behaviour and psychological well being.