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3.3.2. Results -- 3.3.3. Discussion -- 3.4. SAVING SOLUTIONS -- 3.4.1. Product Demands -- 3.4.2. Prototype Generation and Selection -- Chapter 4 INVESTMENT STRATEGIES I -- 4.1. COMPANY CONCEPT (STUDY 3) -- 4.1.1. Method -- 4.1.2. Results -- 4.1.3. Discussion -- 4.2. COMPANY EVALUATION (STUDY 4) -- 4.2.1. Method -- 4.2.2. Results -- 4.2.3. Discussion -- 4.3. COMPANY POSITIONING (STUDY 5) -- 4.3.1. Method -- 4.3.2. Results. 4.3.3. Discussion -- 4.4. COMPANY CHARACTERISTICS -- 4.4.1. Universality of Corporate Personality Dimensions -- 4.4.2. Stability and Usefulness of Corporate Personality Dimensions -- Chapter 5 INVESTMENT STRATEGIES II -- 5.1. PERFORMANCE PREDICTION -- 5.1.1. Strategy Repertoire -- 5.1.2. Strategy Learning -- 5.1.3. Models for Strategy Selection -- Strategy Selection Learning Theory (SSL) -- Alternative Reinforcement Learning Theories -- Exemplar-Based Inferences -- 5.2. COMPANY SELECTION IN DIFFERENT ENVIRONMENTS (STUDY 6) -- 5.2.1. Method -- 5.2.2. Results -- 5.2.3. Discussion -- 5.3. COMPANY SELECTION WITH MEMORY COSTS (STUDY 7) -- 5.3.1. Method -- 5.3.2. Results -- 5.3.3. Discussion -- 5.4. COMPANY SELECTION WITH INFORMATION COSTS (STUDY 8) -- 5.4.1. Method -- 5.4.2. Results -- 5.4.3. Discussion -- 5.5. PROCESS MODELING -- 5.5.1. Strategies for Inferences -- 5.5.2. Strategy Selection Learning -- 5.5.3. Predicting Inferences -- 5.5.4. Adaptive Strategy Selection -- Chapter 6 GENERAL DISCUSSION -- 6.1. CHARACTERIZING MENTAL PROCESSES -- 6.1.1. Domain Specificity versus Universal Mechanisms -- 6.1.2. Learning and Intra-/Interindividual Variation -- 6.2. FINANCIAL PERSONALITY -- 6.2.1. Demand Variation -- 6.2.2. Tailored Products -- 6.3. ECONOMIC EVALUATION -- 6.3.1. Gains and Losses -- 6.3.2. Future Perspectives -- Empirical Foundation -- Interdisciplinarity -- Practical Importance -- ACKNOWLEDGEMENTS -- REFERENCES -- APPENDIX -- Appendix A: Derived Saving Structures -- Appendix B: The 10 Saving Factor Descriptions -- Appendix C: Individual Repgrid Results For The Concept 'Company' -- INDEX -- Blank Page.

Sommario/riassunto

Research in economics is increasingly open to empirical results. The advances in behavioural approaches are expanded here by applying cognitive methods to financial questions. The field of 'cognitive finance' is approached by the exploration of decision strategies in the financial settings of spending, saving, and investing. Individual strategies in these different domains are searched for and elaborated to derive explanations for observed irregularities in financial decision making. Strong context-dependency and adaptive learning form the basis for this cognition-based approach to finance. Experiments, ratings, and real world data analysis are carried out in specific financial settings, combining different research methods to improve the understanding of natural financial behaviour.