



AMERICAN
PSYCHOLOGICAL
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PsycINFO®

PSYCHOLOGIE DU CONSOMMATEUR

Applications Interdisciplinaires

INTRODUCTION

Les entreprises ont consacré beaucoup de temps à l'étude de certaines questions telles que « Pourquoi le consommateur choisit-il un produit plutôt qu'un autre? » et « Pourquoi les consommateurs accordent-ils plus d'importance à certains articles? ». La recherche psychologique portant sur les stratégies de marque et le positionnement d'un produit, la persuasion, le comportement du consommateur et l'opinion publique couvre des domaines tels la commercialisation, la publicité, les ventes, les relations publiques et le développement de produit. En tant que première base de données bibliographiques publiée par l'American Psychological Association, PsycINFO constitue une source abondante de renseignements sur la psychologie du consommateur. Offrant plus de 2 millions d'archives tirées de sources psychologiques scientifiques qui remontent jusqu'aux années 1800, PsycINFO peut servir de centre de référence dans le cadre de vos recherches en commercialisation.

RÉSULTATS DE LA RECHERCHE: RÉFÉRENCES SÉLECTIONNÉES

Decision making and coping of functionally illiterate consumers and some implications for marketing management.

By Viswanathan, Madhubalan; Rosa, José Antonio; Harris, James Edwin. *Journal of Marketing*. 69(1), Jan 2005, 15-31.

Romantic love and sex: Their relationship and impacts on ad attitudes.

By Huang, Ming-Hui. *Psychology & Marketing*. Vol 21(1) Jan 2004, 53-73.

The effects of time constraints on consumers' judgments of prices and products.

By Suri, Rajneesh; Monroe, Kent B. *Journal of Consumer Research*. Vol 30(1) Jun 2003, 92-104.

Purchase motives versus characteristics which explain our choices.

By Zawadzka, Anna Maria. *Polish Psychological Bulletin*. Vol 34(3) 2003, 167-173.

On the robustness and the direction of the effect of cause-related marketing.

By Yechiam, Eldad; Barron, Greg; Erev, Ido; Erez, Miriam. *Journal of Consumer Behaviour*. Vol 2(4) Jun 2003, 320-332.

The relationship of attitudes, habit and loyalty to market share in relation to a staple good in a local grocery store: An exploratory study.

By Chaudhuri, Arjun. *Journal of Business & Psychology*. Vol 11(2) Win 1996, 265-274.

An empirical analysis of umbrella branding.

By Erdem, Tuelin. *Journal of Marketing Research*. Vol 35(3) Aug 1998, 339-351.

TITRES DE JOURNAUX PERTINENTS

Creativity & Innovation
Management

European Journal of Marketing

Family & Consumer Sciences
Research Journal

International Journal
of Marketing Research

International Marketing Review

International Review of Retail,
Distribution & Consumer
Research

Journal of Advertising

Journal of Advertising Research

Journal of Business & Psychology

Journal of Consumer Affairs

Journal of Consumer Behaviour

Journal of Consumer Culture

Journal of Consumer Psychology

Journal of Consumer Research

Journal of International
Consumer Marketing

Journal of Marketing

Journal of Nonprofit
& Public Sector Marketing

Marketing Science

Psychology & Marketing

Comportement et Attitudes du Consommateur

- Aesthetic Preferences
- Attitude Measures
- Behavioral Economics
- Brand Preferences
- Choice Behavior
- Conservatism
- Curiosity
- Diets
- Exercise
- Femininity
- Food Preferences
- Health Attitudes
- Health Behavior
- Hygiene
- Life Satisfaction
- Lifestyle
- Lifestyle Changes
- Openmindedness
- Personal Values
- Preference Measures
- Public Opinion
- Self Determination
- Self Esteem
- Weight Control
- Well Being

Entreprise

- Business Management
- Costs and Costs Analysis
- Economics
- Entrepreneurship
- Globalization
- Marketing
- Professional Networking
- Professional Organizations
- Quality Control
- Supply and Demand

Recherche des Besoins des Consommateurs

- Advertising
- Brand Names
- Consumer Satisfaction
- Fraud
- Health Knowledge
- Interest Inventories
- Mail Surveys
- Marketing
- Mass Media Telephone Preference Measures
- Surveys
- Television Advertising

Conception de Produits

- Advertising
- Computer Assisted Design
- Consumer Protection
- Consumer Surveys
- Marketing
- Public Relations
- Quality Control
- Retailing
- Social Approval
- Social Influences
- Social Perception
- Warning Label

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