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# KONSUMENTENPSYCHOLOGIE

## Indisziplinäre Anwendungen

### EINFÜHRUNG

Warum Menschen bestimmte Produkte kaufen oder warum sie einigen Produkten anderen gegenüber größere Bedeutung beimessen sind Fragen, die Unternehmen seit langem zu beantworten suchen. Was psychologische Forschung zu Produktpositionierung und Branding, Überzeugung, Verbraucherverhalten und öffentliche Meinung ergeben hat, findet Anwendung im Marketing, der Werbung, im Vertrieb, in PR und Produktentwicklung. PsycINFO, die erste bibliographische Datenbank der American Psychological Association, ist eine reiche Informationsquelle für Konsumentenpsychologie. Mit mehr als 2 Millionen Eintragungen aus Quellen der akademischen Psychologie, die bis ins 19. Jahrhundert zurückgehen, kann PsycINFO als Ausgangspunkt für Ihre Marktforschung dienen.

### SUCHERGEBNISSE: AUSGEWÄHLTE ZITATE

#### **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.

### THEMENBEZOGENE JOURNALTITEL

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

### Verbrauchereinstellung und Konsumverhalten

- 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

### Geschäftswesen

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

### Konsumforschung

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

### Produktdesign

- 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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