



AMERICAN
PSYCHOLOGICAL
ASSOCIATION

PsycINFO®

PSICOLOGIA DEL CONSUMATORE

Applicazioni Interdisciplinari

INTRODUZIONE

Perché le persone acquistino determinati prodotti o perché diano importanza ad alcuni oggetti piuttosto che ad altri, sono domande alle quali a lungo coloro che operano sul mercato hanno cercato di dare una risposta. L'indagine psicologica riguardante il posizionamento e la marca dei prodotti, la persuasione, il comportamento del consumatore e la pubblica opinione trova molteplici applicazioni nel marketing, nella pubblicità, nelle vendite, nelle pubbliche relazioni e nello sviluppo dei prodotti. PsycINFO, il primo database bibliografico dell'American Psychological Association, rappresenta un'inesauribile miniera di informazioni sulla psicologia del consumatore. Con oltre 2 milioni di documenti provenienti da fonti della psicologia accademica che datano dal XIX secolo, PsycINFO può divenire il punto focale delle vostre ricerche di marketing.

RISULTATI DELLA RICERCA: SELEZIONE DI CITAZIONI

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.

TITOLI DELLE MAGGIORI PUBBLICAZIONI

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

Attitudini e Comportamenti del Consumatore

- 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

Azienda

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

Ricerche sul Consumatore

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

Design di Prodotto

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

PsycINFO

Sales and Marketing, 2nd Floor
American Psychological Association
750 First Street, NE
Washington, DC 20002-4242 USA
E-mail quotes@apa.org
www.apa.org/databases

Printed in the United States of America



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