



AMERICAN  
PSYCHOLOGICAL  
ASSOCIATION

PsycINFO®

# 消費者心理

活用例

## はじめに

多くの企業は、消費者が商品を購入する理由、そして数ある種類の中から特定の商品を選ぶ理由について、長い間調査を行っています。製品の位置づけとブランド力、説得力、消費者行動、および世論に関する心理学的調査は、マーケティング、広告、販売、広報活動および製品開発に応用することができます。米国心理学会が作成している PsycINFO の文献データベースには、消費者心理に関する数多くのデータが収録されています。1800 年代から現代まで、200 万件以上の心理学に関する文献が含まれている PsycINFO は、マーケティング調査において必要となる貴重な情報を網羅しています。

## 文献名による検索結果:

**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*. Vol 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.

## 関連ジャーナル タイトル例

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

### 企業

- 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

### 消費者態度および行動

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

### 消費者調査

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

### 製品設計

- 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](mailto:quotes@apa.org)  
[www.apa.org/databases](http://www.apa.org/databases)

*Printed in the United States of America*



AMERICAN  
PSYCHOLOGICAL  
ASSOCIATION

PsycINFO®

消費者心理