



AMERICAN
PSYCHOLOGICAL
ASSOCIATION

PsycINFO®

PSICOLOGÍA DEL CONSUMIDOR

Aplicaciones Interdisciplinarias

INTRODUCCIÓN

Por qué las personas compran los productos que compran o por qué le dan más importancia a algunos artículos son preguntas que desde hace mucho las empresas han intentado responder. La investigación psicológica del posicionamiento de productos y el desarrollo de marcas, la persuasión, el comportamiento del consumidor y la opinión pública puede aplicarse al marketing, la publicidad, las ventas, las relaciones públicas y el desarrollo de productos. PsycINFO, la principal base de datos bibliográfica de la Asociación Americana de Psicología, es una valiosa fuente de información sobre psicología del consumidor. Con más de 2 millones de registros de fuentes psicológicas académicas que datan del Siglo XIX, PsycINFO puede ser el punto central de su investigación de mercado.

RESULTADOS DE LA BÚSQUEDA:

REFERENCIAS BIBLIOGRÁFICAS SELECTAS

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

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REVISTAS ESPECIALIZADAS DEL ÁREA

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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

EJEMPLO DE PALABRAS CLAVE

Actitudes y Comportamiento del Consumidor

- 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

Empresa

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

Investigación del Consumidor

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

Diseño de Productos

- 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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