Sample Searches in Marketing & Advertising

Scenario: An e-commerce manager would like to learn more about what makes an online shopping experience satisfying.
Search: Electronic Retailing AND Consumer Satisfaction
Results: Articles on return shipping policies, customer retention strategies, and measurements of online service quality.

Scenario: An advertising executive would like to know more about how advertising impacts brand loyalties among consumers in their 20s and 30s.
Search: Advertising AND Brand Preferences, use the Age Group limiter to select Young Adulthood (18 to 29 yrs) OR Thirties (30 to 39 yrs)
Results: Articles on product placements in TV and movies, the use of celebrity endorsements, mobile advertising, and the impact of social media.

Scenario: A regional manager for a clothing chain would like to know more about how customers' emotions play into their shopping habits.
Search: Emotions AND (Shopping OR Retailing)
Results: Articles exploring the affect of the retail environment, such as atmosphere or number of other shoppers, and consumers' perception of pricing.
Selected Search Terms

The search terms provided here are just a few excerpts from the many relevant terms in PsycINFO’s thesaurus. If you aren’t sure how to use these terms (called Subject Terms, Subject Headings, or Index Terms depending on your interface), check with your librarian or consult the PsycINFO Quick Reference Guide you may also have received at the same time as this handout.

Marketing
- Audiences
- Product Design
- Public Relations

Consumer Attitudes
- Brand Preferences
- Consumer Satisfaction
- Expectations
- Loyalty
- Regret

Lifestyle & Behavior
- Choice Behavior
- Empty Nest
- Family Socioeconomic Level
- Internet Usage
- Living Arrangements
- Television Viewing

Advertising
- Mass Media
- Radio
- Social Marketing
- Television Advertising

Products
- Brand Names
- Clothing
- Fads and Fashions
- Toys

Shopping
- Electronic Commerce
- Hobbies
- Materialism
- Ownership
- Personalization
- Shopping Centers

Consumer Research
- Behavioral Economics
- Customer Relationship Management
- Costs and Cost Analysis
- Research and Development

Business Organizations
- Entrepreneurship
- Hospitality Industry
- Newspapers
- Pharmaceutical Industry
- Small Businesses

Consumer Protection
- Consumer Education
- Laws
- Quality Control
- Warning Labels