

# Consumer Psychology

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## Interdisciplinary Applications

### Introduction

Why people purchase the products they do or why they attach importance to some items over others have been questions that businesses have long sought to answer. Psychological research on product positioning and branding, persuasion, consumer behavior, and public opinion has applications in marketing, advertising, sales, public relations, and product development. PsycINFO, the premier bibliographic database from the American Psychological Association, is a rich source of information on consumer psychology. With more than 2 million records from scholarly psychological sources that date to the 1800s, PsycINFO can serve as the focal point for your marketing research.

### Search Results: Selected Citations

#### **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.

### Relevant Journal Titles

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

# Sample Search Terms

## Business

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

## Consumer Attitudes and Behavior

- 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

## Consumer Research

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

## Product Design

- 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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Abstracts  
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