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# consumer psychology



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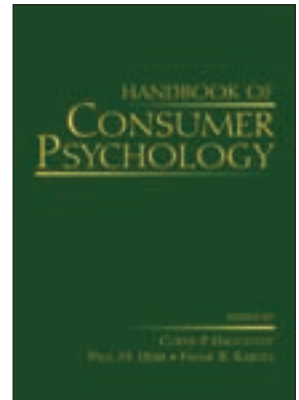
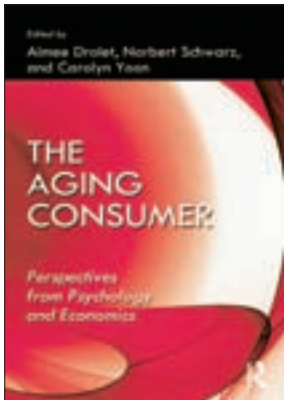
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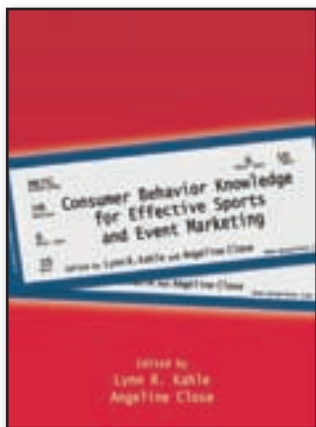


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# CONSUMER BEHAVIOR KNOWLEDGE FOR EFFECTIVE SPORTS AND EVENT MARKETING

Lynn R. Kahle & Angeline G. Close (Eds.)  
University of Oregon and the University of Nevada Las Vegas, USA

*"In my 19 years as head basketball coach at UNLV, I witnessed the value of understanding consumer behavior to improve our sports program and brand. Building a sports brand via engaging events entails understanding emotion, psychology, and relationships. This book employs tested theories to give managers connection with the community."* - Jerry Tarkanian, "Tark the Shark", NCAA Div. I National Basketball Champion Head Coach, 1990

*"This book adds to our understanding of the complex world in which the sports consumer resides. The diversity of the topics explored, the up-to-date data and issues described, and the expertise of the editors and authors are key features of this volume."* - Gregg Bennett, Texas A&M, USA

The growing complexity and importance of sports and event marketing has pushed scholars and practitioners to apply sophisticated marketing thinking and applications to these topics. This book deals with the professional development in the sense that sports marketing can be viewed as an application of consumer behavior research. Readers will learn about new opportunities in using consumer behavior knowledge effectively in the areas of a) influencing behaviors in society and sports, b) building relationships with consumers through sports and events, and c) providing services to consumers through sport and event sponsorships. This book, by a superb group of authors, includes comprehensive reviews, innovative conceptual pieces, empirical research and rigorous attention to data.

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# TRANSFORMATIVE CONSUMER RESEARCH FOR PERSONAL AND COLLECTIVE WELL-BEING

Sponsored by the Association for Consumer Research

David Glen Mick, University of Virginia, USA; Simone Pettigrew, University of Western Australia; Cornelia (Connie) Pechmann, University of California, USA; Julie L. Ozanne, Virginia Tech, USA (Eds.)

*"Just like the typical shopping mall, this book offers something tempting to everyone—whether you're a researcher, practitioner, reformer, student, or simply a curious consumer. But unlike most stuff at the mall, the ideas on display here won't make you fat and broke and degrade the environment, but instead, they provide new insights on how we can consume sustainably, healthily, and wisely on a changing and increasingly constrained planet." - Erik Assadourian, Worldwatch Institute, USA*

Daily existence is more interconnected to consumer behaviors than ever before, encompassing many issues of well-being. This unique volume edited by expert international authors will look at opportunities for well being and help consumers, policy administrators and marketers navigate many problems facing today's consumers.

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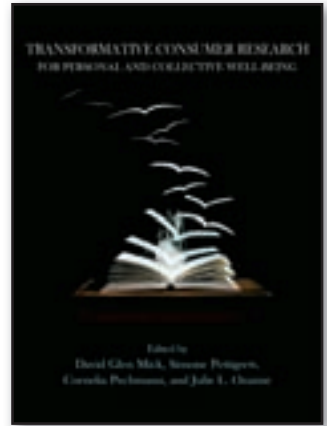
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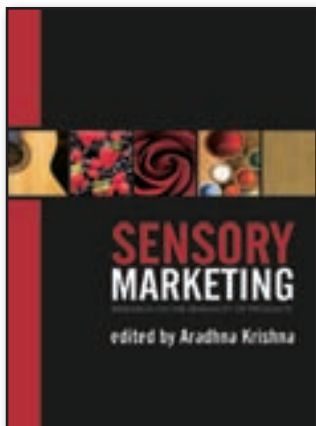
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# SENSORY MARKETING

## Research on the Sensuality of Products

Aradhna Krishna, University of Michigan, USA (Ed.)

*"Understanding the role that the touch, taste, smell and sight play in marketing is important and underserved. Aradhna Krishna's new edited book is thorough and wide-ranging, as well as thought provoking and illuminating. This will be an influential book, critical for anyone studying the impact of senses in marketing."* - **Jennifer Aaker, Stanford University**

*"Professor Krishna has successfully tackled the challenge of bringing together academic authorities on all the senses that influence our emotions and decision-making. A "must read" for every product marketer and branding expert."* - **Harald H. Vogt, Founder and Chief Marketer, Scent Marketing Institute**

What is sensory marketing and why is it interesting and also important? Krishna defines it as "marketing that engages the consumers' senses and affects their behaviors." In this edited book, the authors discuss how sensory aspects of products, i.e., the touch, taste, smell, sound, and look of the products, affect our emotions, memories, perceptions, preferences, choices, and consumption of these products. We see how creating new sensations or merely emphasizing or bringing attention to existing sensations can increase a product's or service's appeal. The book provides an overview of sensory marketing research that has taken place thus far. It should facilitate sensory marketing by practitioners and also can be used for research or in academic classrooms.

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Preface and Acknowledgments. *A. Krishna*, Introduction. **Part 1. Haptics.** *J. Peck*, Does Touch Matter? Insights from Haptic Research in Marketing. *R.L. Klatzky*, Touch: A Gentle Tutorial with Implications for Marketing. *A.C. Morales*, Understanding the Role of Incidental Touch in Consumer Behavior. *T.L. Childers, J. Peck*, Information and Affective Influences of Haptics on Product Evaluation: Is What I Say How I Feel? **Part 2. Olfaction.** *M. Morrin*, Scent Marketing: An Overview. *R.S. Herz*, The Emotional, Cognitive and Biological Basics of Olfaction: Implications and Considerations for Scent Marketing. *M.O. Lwin, M. Wijaya*, Do Scents Evoke the Same Feelings Across Cultures?: Exploring the Role of Emotions. *M. Morrin, J. Chebat, C. Gelinas-Chebat*, The Impact of Scent and Music on Consumer Perceptions of Time Duration. **Part 3. Audition.** *J. Meyers-Levy, M.G. Bublitz, L.A. Peracchio*, The Sounds of the Marketplace: The Role of Audition in Marketing. *E. Yorkston*, Auxiliary Auditory Ambition: Assessing Ancillary and Ambient Sounds. *D.W. Dahl*, Understanding the Role of Spokesperson Voice in Broadcast Advertising. *M. Carnevale, D. Lerman, D. Luna*, Hear is the thing: Auditory Processing of Novel Non-word Brand Names. **Part 4. Vision.** *P. Raghurib, Visual Perception: An Overview. A. Chattopadhyay, G.J. Gorn, P. Darke*, Differences and Similarities in Hue Preferences between Chinese and Caucasians. *E.A. Greenleaf*, Does Everything Look Worse in Black and White? The Role of Monochrome Images in Consumer Behavior. *B.E. Kahn, X. Deng*, Effects on Visual Weight Perceptions of Product Image Locations on Packaging. **Part 5. Taste.** *A. Krishna, R.S. Elder*, The Gist of Gustation: An Exploration of Taste, Food, and Consumption. *P. Rozin, J. Hormes*, Psychology and Sensory Marketing, with a Focus on Food. *P. Chandon*, Estimating Food Quantity: Biases and Remedies. *A. Krishna, N. Aydinoglu, B. Wansink*, Do Size Labels Have a Common Meaning Among Consumers? **Part 6. The Future.** *R.S. Elder, N. Aydinoglu, V. Barger, C. Caldara, H.E. Chun, C.J. Lee, G. Mohr, A. Stamatogiannakis*, A Sense of Things to Come: Future Research Directions in Sensory Marketing.

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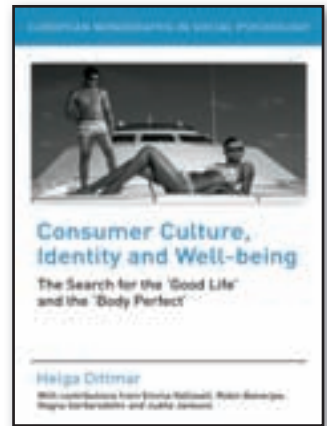
# CONSUMER CULTURE, IDENTITY AND WELL-BEING

## The Search for the 'Good Life' and the 'Body Perfect'

Helga Dittmar, University of Sussex, UK

*European Monographs in Social Psychology Series*

*"Dr. Dittmar has done us a great service by writing a book on the importance of 'consuming' to society and to individual identity and well-being that is both scholarly and accessible. The book tackles some tough questions regarding who and what people want to be, how they go about constructing their 'selves', and just what is it that people want from life and why. I wish more research psychologists were writing books like this."* - James E. Maddux, George Mason University, Washington, USA



Advertising, materialism and consumption are central aspects of contemporary Western culture. We are bombarded with idealized images of the perfect body, desirable consumer goods, and affluent lifestyles, yet psychology is only just beginning to take account of the profound influence these consumer culture ideals have on individuals' sense of identity and worth.

*Consumer Culture, Identity, and Well-Being* documents the negative psychological impact consumer culture can have on how individuals view themselves and on their emotional welfare. It looks at the social psychological dimensions of having, buying and wanting material goods, as well as the pursuit of media-hyped appearance ideals. In particular, it focuses on:

- The purchasing of material goods as a means of expressing and seeking identity, and the negative consequences of this
- Psychological buying motivations in conventional buying environments and on the Internet
- The unrealistic socio-cultural beauty ideals embodied by idealized models.

Throughout, different approaches from social psychology are integrated, such as self-completion, self-discrepancy and value theory, to create a comprehensive theoretical framework for understanding the impact of internalizing core consumer culture ideals on how individuals see themselves and the implications this has for their psychological and physical health.

This book is of interest to anybody who wants to find out more about the psychological effects of living in modern consumer societies on children, adolescents, and adults. More specifically, it will be of interest to students and researchers in social psychology, sociology, media studies, communication and other social sciences, as well as to psychologists, health workers, and practitioners interested in the topics of identity, consumption pathologies, body image, and body-related behaviors.

### CONTENT

1. Understanding the Impact of Consumer Culture. 2. To Have is to Be? Psychological Functions of Material Possessions. 3. Consuming Passions? Psychological Motives for Buying Consumer Goods. 4. Is this as Good as it Gets? Materialistic Values and Well-Being. 5. I Shop Therefore I Am? Compulsive Buying and Identity-Seeking. 6. Does Size Matter? The Impact of Ultra-Thin Media Models on Women's Body Image and on Advertising Effectiveness. 7. Think 'Ideal' and Feel Bad? Using Self-Discrepancies to Understand Negative Media Effects. 8. What is Beautiful and Who is 'Cool'? Consumer Culture and Socialisation. 9. What is the Price of Consumer Culture? Consequences, Implications, and the Cage Within.

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# THE PSYCHOLOGY OF ADVERTISING

**Bob M. Fennis & Wolfgang Stroebe**  
Utrecht University, The Netherlands

*"This book is extremely well-written. The authors have done an outstanding job of explaining and summarizing complex topics in a manner that advanced undergraduates and graduate students can understand and appreciate. The book is thorough, accurate and scientifically grounded and is the most sophisticated and advanced summary of the host of psychological processes that influence advertising effectiveness."* - **Frank R. Kardes, University of Cincinnati, USA**

*"This book provides an impressive, elaborate and thoroughly researched review of the academic literature on the psychology of attitudes and attitude change, with an emphasis on advertising and consumer*

*behavior. It provides a well written overview of the research, I learned a lot from reading it, and enjoyed it greatly!"* - **Peeter Verlegh, Erasmus University, The Netherlands**

Advertising is a ubiquitous and powerful force, seducing us into buying wanted and sometimes unwanted products and services, donating to charity (even to causes we have not heard of before), voting for political candidates (even of questionable reputation), and changing our health-related lifestyles for better or worse. The impact of advertising is often subtle and implicit, but sometimes blatant and impossible to overlook.

This book discusses key topics from the fields of social and consumer psychology. Important questions are addressed in the volume such as:

- What impact does advertising have on consumer behavior? What causes this impact?
- What are the psychological processes responsible for the effectiveness of advertising?
- How do consumers make sense of advertising messages?
- What messages "get across" and when and why?

This is the first book to offer a comprehensive and state-of-the-art overview of the psychological findings on the impact of advertising, and to discuss this research in the context of recent developments in the fields of social and consumer psychology. It presents and discusses results of both classic and contemporary studies in an engaging style that avoids highly technical language.

The authors have included a glossary of frequently used concepts which assist student comprehension, making it a unique and invaluable volume for advanced undergraduate and graduate students, as well as researchers and lecturers in social psychology, marketing, and communications. It is also a useful resource for professionals working in advertising, public health, public services and political communication.

## CONTENTS

1. Setting the Stage. 2. How Consumers Acquire and Process Information from Advertising. 3. How Advertising Affects Consumer Memory. 4. How Consumers Form Attitudes Towards Products. 5. How Consumers Yield to Advertising: Principles of Persuasion and Attitude Change. 6. How Advertising Influences Buying Behaviour. 7. Beyond Persuasion: Achieving Consumer Compliance without Changing Attitudes.

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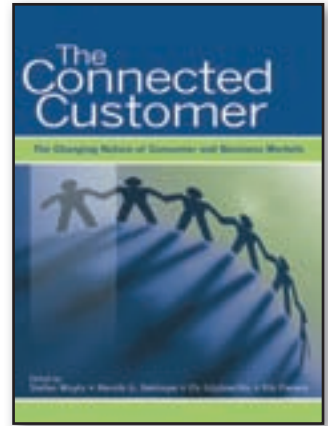
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# THE CONNECTED CUSTOMER

## The Changing Nature of Consumer and Business Markets

Stefan H.K. Wuyts, Marnik G. Dekimpe, Els Gijbrecchts,  
F.G.M. (Rik) Pieters, Tilburg University, The Netherlands  
(Eds.)

*"The mantra of marketing practice today is connectivity--creating deeper connections with customers to enhance brand equity, generate more loyalty, develop new products, and achieve other goals. This book features research by some of the world's best academics on the topic of connectivity. It is a must-read for any academic, student, or practitioner interested in what we know about viral marketing, social networks, emotion, word-of-mouth, and a number of other topics related to how to create and improve customer relationships."* - **Russell Winer, Chairman, Marketing Department, Stern School of Business, New York University, USA**



*"This is a timely topic that should find relatively broad interest. Moreover there are no up-to-date competing volumes and the lineup of authors is strong."* - **Norbert Schwarz, University of Michigan, USA**

In today's connected consumer environment, customers are better informed and harder to please, but they also leave a more visible evidence trail in the form of improved databases and customer information. Consumers are increasingly interconnected through various sorts of social networks, a trend that is facilitated by recent advances in electronic media and telecommunication (i.e., MySpace, Facebook, Twitter and Cyworld). Consumers are also increasingly connected with brands and seek to play a more participative role in their relationship with companies, stimulating companies to reconsider how to connect with consumers.

This book consists of a collection of chapters by thought-leaders in the field of marketing and beyond that deals with the rich facets of connectivity. This edited volume is a great source of research ideas and fresh theory building for academics and students in marketing and related areas who wish to understand this exciting field. It will be a source of inspiration for practitioners who are eager to take up the challenge and adapt their marketing strategies to the changing nature of consumer and business markets.

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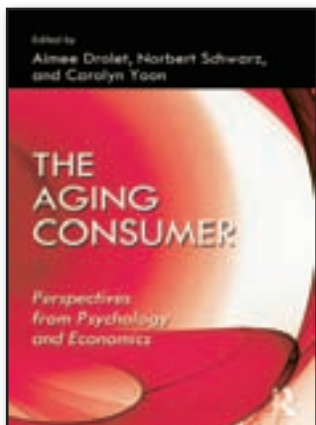
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January 2010: 6x9: 376pp

Hb: 978-1-84872-837-0: \$69.95

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## THE AGING CONSUMER

### Perspectives From Psychology and Economics

Aimee Drolet, UCLA Anderson School, USA; Norbert Schwarz, University of Michigan, USA; Carolyn Yoon, University of Michigan, USA

*Marketing and Consumer Psychology Series*

Series Ed: Curtis P. Haugtvedt

*"Despite the greying of the population (to which I can personally attest), too little has been done to examine the important intersection between research on aging and consumer research. Such work is critical due to the increased complexity of the world facing older consumers, including health, housing, retirement, and other important decisions.*

*The chapters in this volume provide much needed insights into how age may moderate the typical findings of consumer research, which increases not only our understanding of this important segment but also the prospects for developing interventions that will enhance the lives of elderly consumers."* - **Jim Bettman, Duke University, USA**

*"This book brings together in one volume wide ranging research into the changing consumption patterns of the aging population and the theoretical and practical implications of these changes. It is a scholarly approach to an under researched issue; it is likely to be taken by just about any 'self respecting' academic library."* - **Susan Auty, Lancaster University, UK**

At present, about 45 million Americans are over the age of 65, and by 2020, one out of every six Americans will be 65 or older. These statistics are reflective of a worldwide phenomenon in developing and developed countries alike unrivalled since the Industrial Revolution.

This edited volume, written by experts in many fields, examines the economic and psychological research on how aging consumers behave, make decisions, and choose in the marketplace. The book takes stock of what is known, identifies gaps and open questions, and outlines an agenda for future research. It covers topics from the individual to the societal level of analysis.

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June 2010: 6x9: 328pp

Hb: 978-1-84872-810-3: \$70.00

Pb: 978-1-84872-811-0: \$39.95

[www.psypress.com/marketing-and-consumer-psychology/9781848728110](http://www.psypress.com/marketing-and-consumer-psychology/9781848728110)

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# BRANDS AND BRAND MANAGEMENT

## Contemporary Research Perspectives

Barbara Loken, Rohini Ahluwalia, Michael J. Houston  
University of Minnesota, USA (Eds.)

*Marketing and Consumer Psychology Series*

Series Ed: Curtis P. Haugtvedt

*"This volume reflects the work of arguably the most talented collection of brand researchers at any top business school in the world, as well as contributions of other leading branding thought leaders from organizations. It offers perspectives and insights that will be vital to successful brand management in the future. Specifically, it addresses branding topics that have been of enduring interest (brand extensions and brand alliances) as well as topics that have become increasingly more important in recent years (corporate social responsibility and brand emotions) It provides alternative perspectives on brands and their meaning, measurements, management and protection." - Kevin Lane Keller, Dartmouth University USA; internationally-known branding expert and author of Strategic Brand Management*

*"This cutting edge volume offers an authoritative approach to understanding the science of branding. The chapters from top experts on branding mine the best research from a range of disciplines, providing fascinating insights for scholars and managers alike. If you have ever wondered how to design successful brand alliances, how to cultivate brand loyalty among consumers, how brands develop symbolic meanings, and why some brands become "cultural icons" then read this book!" - Sharon Shavitt, University of Illinois USA; President-Elect, Association for Consumer Research*

Very few books exist that meaningfully integrate the rich and vast body of scientific research and theories that have accumulated in the field, relating to both traditional and contemporary topics in branding. This book accomplishes that task, with contributions from leading experts in the science of branding, national and international. The book should appeal to all students, faculty, and marketing professionals with an interest in research findings about brands, and an interest in deepening their understanding of how consumers view brands.

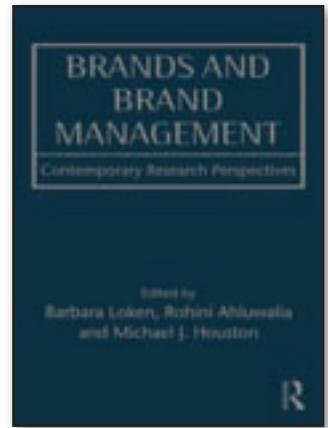
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# HANDBOOK OF CONSUMER PSYCHOLOGY

Curtis P. Haugtvedt, The Ohio State University, USA; Paul M. Herr, University of Colorado at Boulder, USA; Frank R. Kardes, University of Cincinnati, Ohio, USA (Eds.)

*Marketing and Consumer Psychology Series*

Series Ed: Curtis P. Haugtvedt

This *Handbook* contains a unique collection of chapters written by the world's leading researchers in the dynamic field of consumer psychology. Although these researchers are housed in different academic departments (ie. marketing, psychology, advertising, communications) all have the common goal of attaining a better scientific understanding of cognitive, affective, and behavioral

responses to products and services, the marketing of these products and services, and societal and ethical concerns associated with marketing processes. Consumer psychology is a discipline at the interface of marketing, advertising and psychology. The research in this area focuses on fundamental psychological processes as well as on issues associated with the use of theoretical principles in applied contexts.

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**2008: 7x10: 1280pp**  
**Hb: 978-0-8058-5603-3:**

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# CONSUMER BEHAVIOR AND ADVERTISING INVOLVEMENT

Selected Works of Herbert E. Krugman

Edward P. Krugman

Cahill Gordon & Reindel, LLP, New York, USA

*Marketing and Consumer Psychology Series*

Series Ed: **Curtis P. Haugtvedt**

*"I think the compilation of Krugman's work is great. Where can I buy one right now?? The breadth of his topics is wonderful, touching on many important persuasion topics in Consumer Behavior, media and advertising. His work spans almost four decades, going back to the post war days and propaganda and forward to the media and advertising studies in the 70s and 80s. I would think this would be a great reference book on a number of persuasion topics with excellent cross referencing possibilities. I don't think the consumer scientists of today are aware of the breadth of his contribution to this body of knowledge."* - **David Schumann, University of Tennessee, USA**



This book is an honor to the many important contributions of Herbert Krugman, past president of APA, The Division of Consumer Psychology and The Association for Public Opinions Research. This reader contains his selected works in Consumer Behavior and Advertising which combine insights from Cognitive Psychology, Social Psychology and Survey Methodology. William Wells, University of Minnesota, has provided the foreword and section overviews for the book which will help it appeal to all academics and students of consumer research.

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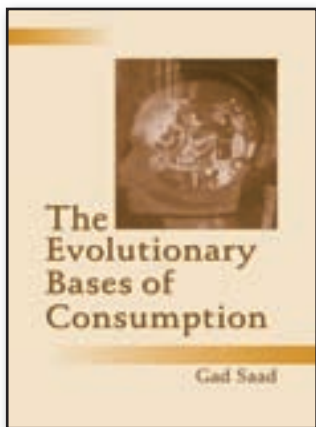
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**Hb: 978-0-8058-5788-7: \$69.95**  
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# THE EVOLUTIONARY BASES OF CONSUMPTION

Gad Saad

Concordia University, Canada

*Marketing and Consumer Psychology Series*

Series Ed: **Curtis P. Haugtvedt**

*“Saad’s book The Evolutionary Bases of Consumption is aimed at academic researchers studying aspects of consumer psychology, students and practitioners in advertising or marketing, or nonconsumer psychologists who enjoy interdisciplinary research. The book suggests that there is broad applicability of Darwinian principles to the study of consumer behavior. ... It is the first book of its kind.” - Jill M. Sundie, PsycCRITIQUES*

*The Evolutionary Bases of Consumption* by Gad Saad applies Darwinian principles in understanding our consumption patterns and the products of popular culture that most appeal to individuals. The first and only scholarly work to do so, this is a captivating study of the adaptive reasons behind our behaviors, cognitions, emotions, and perceptions. This lens of analysis suggests how we come to make selections such as choosing a mate, the foods we eat, the gifts that we offer, and more. It also highlights how numerous forms of dark side consumption, including pathological gambling, compulsive buying, pornographic addiction, and eating disorders, possess a Darwinian etiology.

Engaging and diverse in scope, the book maps consumption phenomena onto four key Darwinian modules: survival, reproduction, kin selection, and reciprocal altruism. As an interesting proposal, the author suggests that media and advertising contents exist in their particular forms because they are a reflection of our evolved human nature - negating the notion that they exist through the reverse causal link, as proposed by social constructivists. The link between evolutionary theory and consumption behaviors is detailed throughout the book via an examination of (among many other topics):

- Appearance-enhancing products and services
- Financial and physical risk-taking
- Use of sexual imagery and the depictions of women in advertising
- Television programs, movies, songs, music videos, literature, religion, and art.

*The Evolutionary Bases of Consumption* will appeal to evolutionists who desire to explore new areas wherein evolutionary theory can be applied; consumer and marketing scholars who wish to learn about the ways in which biological-and evolutionary-based theorizing can be infused into the consumer behavior/marketing/advertising disciplines; as well as other interdisciplinary scholars interested in gaining knowledge about the power of evolutionary theory in explaining a wide range of behavioral phenomena.

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2007: 6x9: 360pp

Hb: 978-0-8058-5149-6: \$115.00

Pb: 978-0-8058-5150-2: \$49.95

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# VISUAL MARKETING

## From Attention to Action

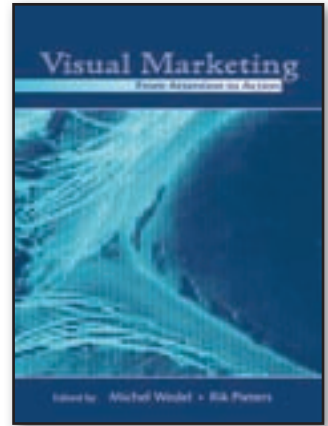
Michel Wedel, University of Maryland, USA

Rik Pieters, Tilburg University, Netherlands (Eds.)

*Marketing and Consumer Psychology Series*

Series Ed: **Curtis P. Haugtvedt**

*"Although vision is perhaps the primary human sensory modality, vision research is perhaps the most advanced of research on sensory systems, and marketers provide a multitude of visual information to consumers via ads, packaging, and other media, ironically we know relatively little about how visual information affects consumers. This volume takes a large step toward addressing that lack of knowledge by providing both conceptual approaches and applications that point the way toward developing a science of visual marketing. This is an important contribution that should stimulate thinking and research in this crucial domain."* - **Jim Bettman, Duke University, USA**



This comprehensive volume aims to further research and theory development in visual marketing. By bringing together leading researchers in the field, it strives to contribute to the establishment of visual marketing as a coherent discipline. The chapters represent an array of issues in visual marketing. They address three areas in theory: attention and perception, visual cognition and action and choice. The chapters go beyond what is known, and offer in many cases a more speculative and visionary account of the directions that visual marketing research could and should take.

Rather than being confined to advertising only, this new volume shows how visual marketing permeates almost all consumer and marketing activities. It will be of interest to undergraduate and graduate students in marketing, management, industrial design, and consumer and social psychology. Professional practitioners, especially those involved with marketing communications, retail, and in store marketing and market research, will also benefit from the empirically based and innovative ideas put forth in this book.

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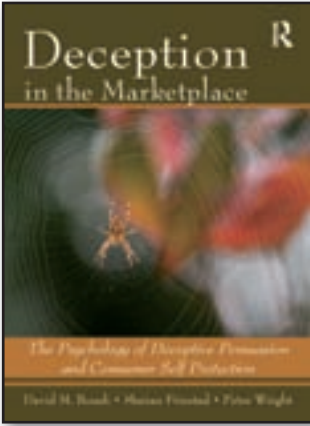
Series Foreword, *C.P. Haugtvedt*. *M. Wedel, R. Pieters*, Introduction to Visual Marketing. **Part 1. Visual Attention and Perception.** *K. Rayner, M.S. Castelhana*, Eye Movements During Reading, Scene Perception, Visual Search and While Looking at Print Advertisements. *R. Pieters, M. Wedel*, The Informativeness of Eye-Movements for Visual Marketing: Six Cornerstones. *N.T. Tavassoli*, The Effect of Selecting and Ignoring on Liking. **Part 2. Visual Cognition.** *E.F. McQuarrie*, Differentiating the Pictorial Element in Advertising: A Rhetorical Perspective. *E. Greenleaf, P. Raghurir*, Geometry in the Market Place. *P. Raghurir*, Are Visual Perception Biases Hard-Wired? *A. Krishna*, Spatial Perception Research: An Integrative Review of Length, Area, Volume, and Number Perception. **Part 3. Action and Choice.** *J. Meyers-Levy, R. Zhu*, Perhaps the Store Made You Purchase It: Toward an Understanding of Structural Aspects of Indoor Shopping Environments. *P. Chandon, J.W. Hutchinson, E.T. Bradlow, S.H. Young*, Measuring the Value of Point-of-Purchase Marketing with Commercial Eye-Tracking Data. *H. Cho, N. Schwarz, H. Song*, Images and Preference: A Feeling-as-Information Analysis. Epilogue. *C. Janiszewski*, Rethinking Visual Communication Research: Updating Old Constructs and Considering New Metaphors.

2007: 6x9: 328pp

Hb: 978-0-8058-6292-8: \$90.00

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# DECEPTION IN THE MARKETPLACE

## The Psychology of Deceptive Persuasion and Consumer Self-Protection

David M. Boush, Marian Friestad, Peter Wright, University of Oregon, USA

*"A remarkable piece of work. Thought-provoking and illuminating ... This will be an influential book, critical for anyone studying marketplace deception. It will stretch your mind."* - Jennifer Aaker, Stanford University, USA

*"Consumers today are inundated at every turn by complex and subtle forms of marketplace deception that they are ill-prepared to detect or deflect. This book by three of the most reputed scholars on persuasion is not only timely, but also thorough, insightful, and practical. It broadens and deepens the concept of marketplace deception through its review of relevant social science, while it also extends and specifies the range of skills that consumers of all ages must acquire to safeguard their best self-interests. This book should be must-reading for ethical leaders in professional marketing associations, for regulators and policy administrators, and for educators of the next generations of consumers."* - David Glen Mick, University of Virginia, USA

This is the first scholarly book to fully address the topics of the psychology of deceptive persuasion in the marketplace and consumer self-protection. Deception permeates the American marketplace. Deceptive marketing harms consumers' health, welfare and financial resources, reduces people's privacy and self-esteem, and ultimately undermines trust in society. Individual consumers must try to protect themselves from marketers' misleading communications by acquiring personal marketplace deception-protection skills that go beyond reliance on legal or regulatory protections. Understanding the psychology of deceptive persuasion and consumer self-protection should be a central goal for future consumer behavior research.

The authors explore these questions: what makes persuasive communications misleading and deceptive? How do marketing managers decide to prevent or practice deception in planning their campaigns? What skills must consumers acquire to effectively cope with marketers' deception tactics? What does research tell us about how people detect, neutralize and resist misleading persuasion attempts? What does research suggest about how to teach marketplace deception protection skills to adolescents and adults?

Chapters cover theoretical perspectives on deceptive persuasion; different types of deception tactics; how deception-minded marketers think; prior research on how people cope with deceptiveness; the nature of marketplace deception protection skills; how people develop deception protection skills in adolescence and adulthood; prior research on teaching consumers marketplace deception protection skills; and societal issues such as regulatory frontiers, societal trust, and consumer education practices.

This unique book is intended for scholars and researchers. It should be essential reading for upper level and graduate courses in consumer behavior, social psychology, communication, and marketing. Marketing practitioners and marketplace regulators will find it stimulating and authoritative, as will social scientists and educators who are concerned with consumer welfare.

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**2009: 6x9: 264pp**

**Hb: 978-0-8058-6086-3: \$64.95**

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# SOCIAL PSYCHOLOGY OF CONSUMER BEHAVIOR

Michaela Wänke (Ed.)

Universität Basel, Switzerland

*Frontiers of Social Psychology Series*

The *Social Psychology of Consumer Behavior* brings together the most promising and theoretically fruitful research developments by internationally renowned scholars, whose work is at the cutting edge of research. Experts from both fields – social psychology and consumer behavior – provide an informed, up-to-date overview, from an original integrative perspective.

The aim of this volume is two-fold. On the one hand, the application of social psychology to consumer behavior is meant to broaden the horizon of social psychologists. On the other hand, students and researchers of consumer behavior will be offered an advanced account of relevant theories tailored to their interests. While the range of topics is rather broad – including the construal of judgments and decisions, affective and cognitive feelings, social and media influences, and goals and self-regulation – each chapter is focused on one specific theoretical or methodological perspective and thereby gives a comprehensive and penetrative account of the relevant issues and the respective research.

The volume provides an invaluable resource to students, researchers, and instructors in social psychology, consumer psychology, consumer behavior, and marketing.

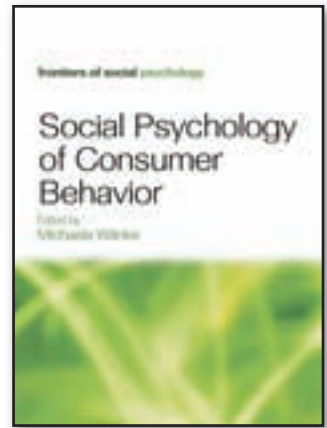
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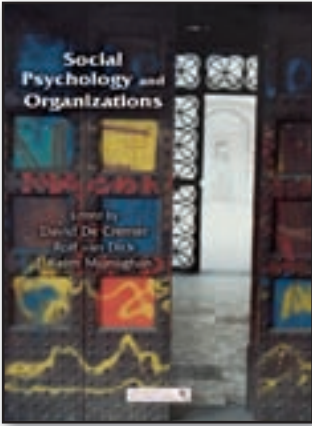
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# SOCIAL PSYCHOLOGY AND ORGANIZATIONS

David De Cremer, Tilburg University, The Netherlands; Rolf van Dick, Goethe University Frankfurt, Germany; J. Keith Murnighan, Northwestern University, USA (Eds.)

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*"This is a stunning collection of many of the most interesting people in the field addressing the most interesting social psychological issues in organizations. Buy it!" - Max Bazerman, Straus Professor, Harvard University, USA*

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This book is one of the first to provide an overview of recent developments in social psychological theory as it applies to organizational issues. It brings together outstanding scholars whose research touches the interfaces of social psychology, IO psychology and organizational behavior.

Social psychology deals with social interactions between individuals and groups. As individuals populate, run, and confuse (!) organizations, analyzing individual behavior and interpersonal interactions is critical for understanding organizational effectiveness and success, as well as individual satisfaction and well-being. The chapters in this volume address the critical topics for current and future organizational life such as prosocial and antisocial behavior, ethics, trust, creativity, diversity, stress, conflict, power and leadership and many more.

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**Mark Batey**

Brand Consultant

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*"A thorough, wide-ranging book, which nicely integrates major theories and concepts of consumer behavior from the distinctive viewpoint of brand meaning."* - **Bernd Schmitt, Columbia Business School, USA**

How a company 'positions' a brand is not necessarily how the consumer perceives that brand. Brands allow marketers to add meaning to products and services, but it is consumers who ultimately determine what a brand means. The sources of brand meaning are many and varied, as are the ways in which meanings become attached to brands.

*Brand Meaning* takes a comprehensive and holistic look at how consumers find and create meaning in brands. It explores the fundamental conscious and unconscious elements that connect people with products and brands. Traditional marketing concepts are questioned, and a new brand meaning framework is put forward. The book lays out new and fertile territory for the understanding of how brands can both assimilate and provide meaning. It will leave readers with a better appreciation of what *brand* means and what brands mean.

Primarily intended as a supplemental reader for undergraduate, graduate and MBA courses, the book's scope should also make it rewarding and valuable reading for practitioners in the fields of marketing and advertising.

## CONTENTS

Introduction. 1. About Brands. 2. Human Motivation: How and Why We Seek Meaning. 3. Perception. 4. The Meaning of Things. 5. Brand Meaning: Definition and Directions. 6. Brand Meaning and Brand Strategy. 7. The Evolution of Brand Meaning. 8. Brand Communication. Appendix 1. Appendix 2

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Tina Lowrey (Eds.)

University of Texas-San Antonio, USA

*"This book offers a novel and thought-provoking perspective regarding how consumer behavior theories and research can inform consumer shopping behavior and retailing strategies."* - Laura Peracchio, University of Wisconsin, USA

This book explores how traditional retailing operates in the new competitive environment of a combined e-tailing and brick and mortar marketplace. In drawing together the cutting-edge research of a global group of experts in the field of consumer behavior, this volume addresses questions such as: which psychological theories can provide insights into why so many consumers still flock to traditional shopping environments?

What situational factors promote or inhibit 'physical' shopping? Which methodologies best capture moderators and mediators of various shopping behaviors?

This volume advances the field of consumer psychology by covering the e-tail vs. traditional retail discussion from a 21st Century perspective. Topics include:

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- Methodological innovations for studying shopping
- Social identity variables that impact shopping
- Third party influences on shopping decisions
- Synergies between brick and mortar retailers and their electronic counterparts.

This volume will be of interest to both marketing professionals and graduate students in the areas of advertising, retailing, consumer behavior, marketing communications and psychology.

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T.M. Lowrey, Preface: Brick & Mortar Shopping in the 21st Century: An Overview. **Part 1. Mood and Cognition Effects on Shopping Behavior.** R. Kozinets, Brands in Space: New Thinking About Experiential Retail. K.-Y. Wang, L.A. Peracchio, D. Luna, The Role of Thin Slice Judgments in Retail Environments. D. Allan, Music Effects on Shopping Behavior: A Review of Experimental Evidence. M.K. Hogg, E. Penz, Online vs. Offline Purchasing Strategies: A Preliminary Investigation and Conceptualization of Approach-Avoidance Conflicts in Shopping Behavior. **Part 2. New Findings in Retailing Strategy.** S. Crader, J.L. Zaichkowsky, The Art of Marketing. R.L. Benedktus, III, M.K. Brady, P.R. Darke, C.M. Voorhees, Building Trust in Multi-Channel Firms: The Interacting Effects of Physical Presence, Brand Familiarity, and Consensus Information. N.U. Saqib, R.V. Manchanda, Brand Evaluations of Co-Branded Products: The Brand Licensing Effect. **Part 3. The Influence of Social Identity Variables on Shopping Behavior.** L. Tuncay, C.C. Otnes, Exploring the Link Between Masculinity and Consumption. J.D. Williams, M.O. Lwin, A.-M.G. Hakstian, V.A.R. Gooding, Developing a Power-Responsibility Equilibrium Model to Assess "Brick & Mortar" Retail Discrimination: Balancing Consumer, Corporate, and Government Interests. J.A. Ruth, The Shopping Environment as Crossroads of Society: Insights From Retail Experiences in Apartheid and Post-Apartheid South Africa. **Part 4. Methodological Innovations for Studying Shopping Behavior.** O.B. Büttner, G. Silberer, Assessing In-Store Consumer Cognition: The Validity and Prognostic Value of Video-Cued Thought Protocols. D. Paulson, Cartoon Sequence Stimuli: Addressing the Mystery of Consumer Decision-Making and Rationale. G. Silberer, Behavior at the POS – Classical and Newer Methods of Recording It.

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Advertising Research Foundation

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## SOCIAL INFLUENCE

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**Kipling D. Williams**, Purdue University, USA

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Vol. 5/3: July 2010: 96pp

PB: 978-1-84872-734-2: \$44.95

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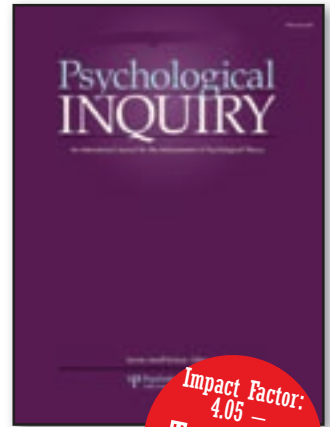
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(Vol. 21:1, 2010, 2-25)

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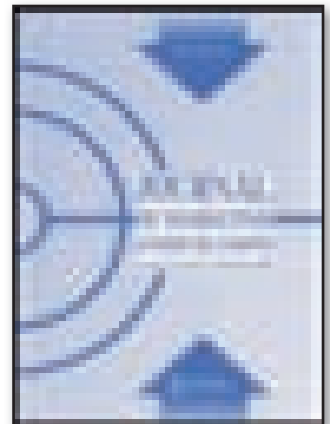
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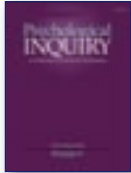
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