

EMOTIONAL DECISIONS

Tradeoff Difficulty and Coping
in Consumer Choice

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Emotional Decisions Mary Frances Luce, James R. Bettman, John W. Payne, 2001-01 Focusing on antecedents and consequence this work provides a model of trade off difficulty The authors advance a framework for the integration of the emotional and cognitive aspects of decision making and argue that consumers appraise their choices in light of their goals and coping strategies

Handbook of Consumer Psychology Curtis P. Haugtvedt, Paul M. Herr, Frank R. Kardes, 2018-12-07 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 The Handbook presents state of the art research as well as providing a place for authors to put forward suggestions for future research and practice The Handbook is most appropriate for graduate level courses in marketing psychology communications consumer behavior and advertising

Decision Making Michal Skorepa, 2017-09-16 Decision Making provides a broad survey of the field of decision making from the perspective of the economics researcher The book is divided into two parts the first provides a concise and systematic overview of the field of decision research and the second goes deeper into key topics and debates within the field

Conflict and Tradeoffs in Decision Making Elke U. Weber, Jonathan Baron, Graham Loomes, 2001 The essays in this book address questions about the causes of conflict and its effects

The Why of Consumption Cynthia Huffman, David Glen Mick, S. Ratneshwar, 2003-09-02 This book brings together an international collection of authors from a variety of disciplines who offer new and critical perspectives summarize key findings and provide important theoretical frameworks to guide the reader through the why of consumption The book answers questions such as What is the nature of motives goals and desires that prompt consumption behaviours Why do consumers buy and consume particular products brands and services from the multitude of alternatives afforded by their environments How do consumers think and feel about their cravings Unique in focus and with multifaceted approach which anyone interested in consumption and consumer research will find fascinating this topical book provides an excellent overview of current research and imparts key insights to illuminate the subject for both academics and practitioners alike

Why Do They Make Things so Complicated? Lisa Monika Anna Mützel, 2017-05-05 In the past 50 years consumers buying situations have not become easier Consumers remain easily overwrought by complex buying situations that involve buying complex products or services such as laptops or insurances In such situations consumers find it difficult to make a decision and must spend high levels of cognitive effort on it Prior consumer research has addressed the

complexity of buying situations in several research streams such as in choice complexity or product complexity literature. However, previous researchers have not reached consensus on what constitutes the complexity of a buying situation. Furthermore, they have mostly concentrated on cognitive constructs and emotional constructs have been rather unexplored. To close these research gaps, this dissertation provides an in-depth conceptualization of complex buying situations by developing a comprehensive reference framework. Furthermore, this dissertation differs from prior research by examining in detail negative emotional responses to complexity. NERCO: A reliable and valid NERCO scale is developed that consists of two factors: emotional resignation and fear of post-purchase dissonance. An experiment investigates the influence of two input variables of the reference framework: 1) the number of alternatives in the consumer's price class and 2) the perceived expertise of the salesperson who provides a recommendation in a buying situation on perceived choice complexity and on NERCO. This dissertation paves the way for numerous directions for future research on the complexity of buying situations by providing theoretical fundamentals in the form of a detailed conceptualization and by precisely defining the research gaps.

Creating Images and the Psychology of Marketing Communication Lynn R. Kahle, Chung-Hyun Kim, 2006-08-15 This book based on a conference in Seoul, Korea in 2004 examines the image research in 3 parts under the theory of brand attachment. The 3 parts are: Theories of Image, Country Image and Individual and Celebrity Source Image. **The Paradox Planet** Larry Light, Joan Kiddon, 2017-07-18 Beginning with the Age of We in the 1950s and moving to the Age of Me to today the Age of I, this book examines how polarization and anger has changed how companies must manage their brands. Larry Light and Joan Kiddon, the leaders of Arcature LLC consultants in brand management, examine societal changes and global, local, and personal forces through the lens of marketers. They explain how to leverage paradox promises into brand-focused strategies and actions that create a pathway to profitability, create extraordinary brand experiences for individuals and communities, and build strong brands in a world of contradictory needs and benefits. In today's world, people want their individuality to be recognized but they also want to belong to a group that shares their distinctiveness. People want to be independent and interconnected, which is the underlying paradox affecting how we make decisions today. Navigate how to satisfy conflicting needs and look beyond single-minded solutions with the insights and guidance in **The Paradox Planet**. **Measurement Error and Research Design** Madhu Viswanathan, 2005-02-10 Measurement Error and Research Design is an ideal text for research methods courses across the social sciences, especially those in which a primer on measurement is needed. For the novice researcher, this book facilitates understanding of the basic principles required to design measures and methods for empirical research. For the experienced researcher, this book provides an in-depth analysis and discussion of the essence of measurement error and the procedures to minimize it. Most important, the book's unique approach bridges measurement and methodology through clear illustrations of the intangibles of scientific research. **BOOK JACKET** **Theoretical Foundations of Law and Economics** Mark D. White, 2008-12-22 The economic approach to law or law and economics is by

far the most successful application of basic economic principles to another scholarly field but most of the critical appraisal of the field is scattered among law reviews and economics journals Theoretical Foundations of Law and Economics provides an original book length examination of the methodology and philosophy of law and economics featuring essays written by leading legal scholars philosophers and economists The contributors take issue with many of the key tenets of the economic approach to law such as its assumption of rational behavior its reliance on market analogies and its adoption of efficiency as the primary goal of legal decision making They discuss the relevance of economics to the law in general as well as to substantive areas of the law such as contracts torts and crime Blackwell Handbook of Judgment and Decision Making

Derek J. Koehler, Nigel Harvey, 2008-04-15 The Blackwell Handbook of Judgment and Decision Making is a state of the art overview of current topics and research in the study of how people make evaluations draw inferences and make decisions under conditions of uncertainty and conflict Contains contributions by experts from various disciplines that reflect current trends and controversies on judgment and decision making Provides a glimpse at the many approaches that have been taken in the study of judgment and decision making and portrays the major findings in the field Presents examinations of the broader roles of social emotional and cultural influences on decision making Explores applications of judgment and decision making research to important problems in a variety of professional contexts including finance accounting medicine public policy and the law *JMR, Journal of Marketing Research* ,2005 Ohio State Journal on Dispute Resolution ,2010

Looking Forward, Looking Back: Drawing on the Past to Shape the Future of Marketing Colin Campbell, Junzhao (Jonathon) Ma, 2015-12-01 This volume includes the full proceedings from the 2013 World Marketing Congress held in Melbourne Australia with the theme Looking Forward Looking Back Drawing on the Past to Shape the Future of Marketing The focus of the conference and the enclosed papers is on marketing thought and practices throughout the world This volume resents papers on various topics including marketing management marketing strategy and consumer behavior Founded in 1971 the Academy of Marketing Science is an international organization dedicated to promoting timely explorations of phenomena related to the science of marketing in theory research and practice Among its services to members and the community at large the Academy offers conferences congresses and symposia that attract delegates from around the world Presentations from these events are published in this Proceedings series which offers a comprehensive archive of volumes reflecting the evolution of the field Volumes deliver cutting edge research and insights complimenting the Academy s flagship journals the Journal of the Academy of Marketing Science JAMS and AMS Review Volumes are edited by leading scholars and practitioners across a wide range of subject areas in marketing science **Review of Marketing Research** Naresh Malhotra, 2017-10-19 First Published in 2017 Routledge is an imprint of Taylor Francis an Informa company *Handbook of Marketing* Barton A Weitz, Robin Wensley, 2006-08-11 NEW IN PAPERBACK The Handbook of Marketing is different that Barton Weitz and Robin Wensley are its editors should suggest something out of the ordinary A

glance at the contributors e g Wilkie Webster Day Shocker Keller Hauser Winer Stewart Parasuraman Zeithaml puts the matter to rest The Handbook is an extraordinary effort The blurb on the dust jacket is an understatement the Handbook will be invaluable to advanced undergraduates graduate students academics and thoughtful practitioners in marketing the book is far more than that in short the Handbook is probably invaluable to all academic researchers Journal of Marketing Handbook of Marketing is a rich compilation of thorough reviews in the field of marketing management The editors have selected premier marketing scholars and have given them the opportunity to examine their area of expertise in a format much less confining than those provided by the major journals in the field The authors have taken this opportunity and have done an outstanding job not only of reviewing and structuring the extensive body of thought in many major areas of marketing management but also of providing valuable suggestions for further research They have brought together major contributions from the field of marketing and from other related disciplines I strongly encourage marketing scholars to consider Handbook of Marketing The text will certainly appeal to those with interests in marketing management it may also be useful to those who are more focused on methodological issues but interested in topics that need additional rigorous investigation In summary Weitz and Wensley should be congratulated for the excellent work in developing Handbook of Marketing The book fills a major void in the marketing literature on marketing management and will serve the discipline for many years to come Journal of Marketing Research This text achieves the rare goal of covering marketing clearly and deeply with no unnecessary examples or pretty pictures For the enquiring mind it is a wonderful link between a basic knowledge of marketing concepts and a grasp of where research in marketing is taking us Ken Simmonds Emeritus Professor of Marketing and International Business London Business School The Handbook of Marketing presents a major retrospective and prospective overview of the field of marketing and provides a landmark reference at a time when many of the traditional boundaries and domains within the marketing discipline have been subject to change A high calibre collection compiled by an international and extremely distinguished advisory board of marketing academics With contributions from leading scholars in the field each covering the latest research issues in particular areas of expertise Each chapter provides the necessary background for study and research of specific empirical and theoretical topics in marketing The Handbook of Marketing will be invaluable to advanced undergraduates graduate students and academics in marketing International Advisory Board Sonke Albers Christian Albrechts University of Kiel Germany Erin Anderson INSEAD France Rick Bagozzi Rice University USA Patrick Barwise London Business School Rod Brodie University of Auckland Anne T Coughlan Northwestern University George Day University of Pennsylvania Lars Gunnar Mattsson Stockholm School of Economics Hubert Gatignon INSEAD France H kan H kansson The Norwegian School of Management Stephen J Hoch University of Pennsylvania USA Kevin Keller Dartmouth College USA Donald Lehmann Columbia University USA Gilles Laurent HEC France Leonard Lodish University of Pennsylvania Richard Lutz University of Florida David Midgley INSEAD France David Montgomery Stanford University USA

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Wiley International Encyclopedia of Marketing, 6 Volume Set, 2011-02-07 With over 300 entries from hundreds of global experts this is one of the premier marketing reference resources available worldwide The 6 volume WIEM provides scholars and professionals with an international guide to marketing concepts and applications The far reaching new developments challenges and opportunities that have arisen in recent years are fully reflected in the entries Scholars and professionals will enjoy the flexible multi level structure with entries ranging from topics summaries to short essays reviewing areas of development and debate Entries are further extended by sophisticated cross referencing both among

volumes and between encyclopedia entries and external sources The encyclopedia is also available online For ease of reference the entries are arranged alphabetically within each of the subject volumes Designed to encompass the scope of modern marketing the volumes cover Volume 1 Marketing Strategy Volume 2 Marketing Research Volume 3 Consumer Behavior Volume 4 Advertising and Integrated Communication Volume 5 Product Innovation and Management Volume 6 International Marketing

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