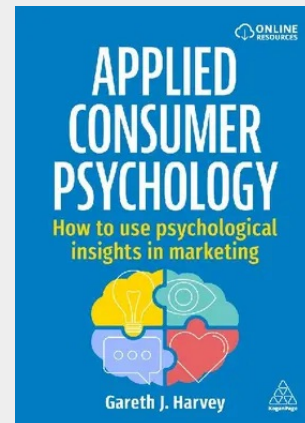


Applied Consumer Psychology

How to use psychological insights in marketing

Understanding the psychological elements of consumer behaviour is key for marketing success. This practical textbook will enable students to apply this knowledge across marketing tasks, from brand redesign to crafting a pricing strategy. *Applied Consumer Psychology* is structured around the different practical tasks that marketers face every day. The topics are explored using the latest research and applications, discussing the psychological mechanisms that explain the behaviour. Alongside classic experiments and theories such as Prospect Theory and Cialdini's Seven Principles of Persuasion, the book provides comprehensive coverage of contemporary research and findings. It features chapters on attention, motivation, personality and consumer learning and then demonstrates how these are used in practice across the marketing function. Students will learn how language in copywriting can affect perception of discount pricing and how eye-tracking technology can help understand what really captures people's attention in advertisements. Real-world examples from companies such as Persil, Boehringer Ingelheim and Cadburys bring these chapters to life. It will be supported by pedagogical features such as chapter summaries, a glossary of terms and multiple choice questions to help reinforce student learning. Online resources include lecturer PowerPoint slides and interactive experiments. *Applied Consumer Psychology* is ideal for students of consumer psychology, specifically at final year undergraduate and postgraduate levels.

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