

Visual Marketing

From Attention to Action



Edited by Michel Wedel • Rik Pieters

Visual Marketing From Attention To Action Marketing And Consumer Psychology Series

Barbara E. Kahn, Elizabeth N. Johnson



Visual Marketing From Attention To Action Marketing And Consumer Psychology Series:

Visual Marketing Michel Wedel, Rik Pieters, 2008 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

Visual Marketing: from Attention to Action (9780805862928)
(KEN-0087/08). Michel Wedel, 2007 Visual Marketing Michel Wedel, Rik Pieters, 2007-09-19 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 *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

Sensory Marketing Aradhna Krishna, 2011-02-25 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 ie 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 *The Aging Consumer* Aimee Drolet, Carolyn Yoon, 2020-10-01 The Aging Consumer Perspectives from Psychology and Marketing 2nd edition takes stock of what is known around age and consumer behavior identifies gaps and open questions within the research and outlines an agenda for future research There has been little systematic research done with respect to the most basic questions related to age and consumer behavior such as whether older adults versus young and middle age adults respond to marketing activities including pricing promotions product design and distribution Written by experts The Aging Consumer compiles research on a broad range of topics on consumer marketing from an individual to a societal level of analysis This second edition provides new versions of chapters contained in the 2010 volume that have been updated to reflect the latest psychological and marketing research and thinking Included also are ten new chapters which cover exciting new ground such as changes in metacognition in older adults motivated cognition of the aging consumer and a global perspective on aging and the economy across cultures This updated volume is beneficial for researchers and practitioners in marketing consumer behavior and advertising Additionally The Aging Consumer 2nd edition will appeal to professionals in other fields such as psychology decision sciences gerontology and gerontological social work and those who are concerned with normal human aging and its implications for the everyday behavior of older individuals It will also be of interest to those in fields concerned with the societal implications of an aging population such as economics policy and law Visual Marketing Barbara E. Kahn, Elizabeth N. Johnson, 2025-03-27 As the world accelerates towards the digital realm post pandemic it has never been more important for marketers and designers to have a solid understanding of visual marketing and the key principles and concepts behind it Visual Marketing analyses the post pandemic digital transformation including AI taking place across an increasingly competitive marketing landscape Against this background the book utilises proven principles in consumer psychology marketing and neuroscience to propose creative and useful visual strategies to increase the effectiveness of marketing efforts illustrating this with many contemporary real world examples Reflecting on observations around the radical disruption in the retail industry in particular the authors introduce the Kahn Retailing Success Matrix which has successfully guided marketing strategy across many industries The book also highlights the significant influence of visual and physiological principles on how human observers see and interpret visual stimuli and how applying these fundamental principles will provide marketers with incredible differential advantage in a customer centric world Readers will also gain in depth understanding of how to use new measurement tools that rely on data analytics choice and preference behaviour eye tracking and other measures of attention memory and emotions to evaluate strategies and measure success This innovative and incisive new textbook is a valuable resource for both undergraduate and postgraduate students of such subjects as Consumer Behaviour Marketing Strategy Visual Marketing and Retailing Online resources include course exercises lecture slides and suggested mini case studies Please visit www.routledge.com 9781032731322

Consumer Social Values Eda Gurel-Atay, Lynn R. Kahle, 2019-04-30 Social values are central to people's lives guiding behaviors and judgments and defining who we are This book advances understanding of consumer social values and their roles in the global marketplace by refining and directing existing knowledge of consumer behaviors With a diverse set of contributors from different parts of the world this engaging collection provides a unique examination of social values through cross cultural research It incorporates input from researchers with varying academic backgrounds from marketing to psychology and philosophy and also focuses on a range of methodological approaches including surveys ethnography interviews semantic analysis and neuroscience The book introduces innovative concepts and provides comprehensive coverage of several specialized areas to offer an important contribution to values research and discussion Key topics include values and choice means end chains relations among goals motives religion and personality value measurement and values related to specific services and industries Consumer Social Values is an essential resource for scholars students and practitioners of consumer psychology and marketing communications

Brands and Brand Management Barbara Loken, Rohini Ahluwalia, 2023-04-28 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

Cracking the Code: Leveraging Consumer Psychology to Drive Profitability Steven S. Posavac, 2015-02-12 The unique contribution of Cracking the Code is its spotlight on how the knowledge of consumer psychology principles can be used to improve managerial decision making and organizational performance Research on consumer behavior typically has a narrow focus and does not offer reliable and practical direction for marketers Taken collectively however the conclusions of research streams can provide valuable information from which managers can base their decisions The contributing authors of Cracking the Code offer a set of rules for managerial action that has been distilled from reviews of research areas in which they are experts The book contains systematic prescriptive advice based on state of the art knowledge from multiple research lines regarding how consumers think and choose The chapters cover fundamental topics such as new product management marketing mix strategy marketing communications and advertising social media and experiential marketing

A Handbook of Process Tracing Methods for Decision Research Michael Schulte-Mecklenbeck, Anton Kuehberger, Joseph G. Johnson, 2011-05-20 This handbook provides a critical review and user's guide to conducting and reporting process tracing studies of decision making Each chapter covers a specific method that is presented and reviewed by authors who are experts in the method's application to decision research The book ultimately illustrates and presents a multi method approach and is essential reading for graduate students and researchers wishing to undertake such studies on decision making

Handbook of Process Tracing Methods Michael Schulte-Mecklenbeck, Anton Kuehberger, Joseph G. Johnson, 2019-06-10 A Handbook of Process Tracing Methods demonstrates how to better understand decision outcomes by studying decision processes through the introduction of a number of exciting techniques Decades of research have identified numerous idiosyncrasies in human decision behavior but some of the most recent advances in the scientific study of decision making involve the development of sophisticated methods for understanding decision process known as process tracing In this volume leading experts discuss the application of these methods and focus on the best practices for using some of the more popular techniques discussing how to incorporate them into formal decision models This edition has been expanded and thoroughly updated throughout and now includes new chapters on mouse tracking protocol analysis neurocognitive methods the measurement of valuation as well as an overview of important software packages The volume not only surveys cutting edge research to illustrate the great variety in process tracing techniques but also serves as a tutorial for how the novice researcher might implement these methods A Handbook of Process Tracing Methods will be an essential read for all students and researchers of decision making

Sensory Marketing Bertil Hultén, 2020-04-27 Authored by Bertil Hultén one of the world's leading professors of sensory marketing this text brilliantly explains the techniques through which a sensory experience can be created to surround a consumer Sensory experiences combine not only to increase the chance of an immediate sale but to influence perception of a product which then plays into a customer's chance of return and brand loyalty for the future Hultén provides definitions insight boxes questions and case studies to provide an engaging learning experience The author is one of the most published professors in the field sharing exclusive expertise and experience The book is thorough yet accessible dedicating a chapter to each of the 5 senses

Qualitative Research Methods in Consumer Psychology Paul Hackett, 2015-08-20 While consumer research is founded on traditional quantitative approaches the insight produced through qualitative research methods within consumer settings has not gone unnoticed The culturally situated consumer who is in intimate dialogue with their physical virtual and social surroundings has become integral to understanding the psychology behind consumer choices This volume presents readers with theoretical and applied approaches to using qualitative research methods in ethnographic studies looking at consumer behavior It brings together an international group of leading scholars in the field of consumer research with educational and professional backgrounds in marketing advertising business education therapy and health Researchers teaching faculty and students in the field of consumer and social psychology will benefit from the applied examples of qualitative and ethnographic consumer research this volume presents

Handbook of Research Methods in Consumer Psychology Frank Kardes, Paul M. Herr, Norbert Schwarz, 2019-04-15 What impact can various research methods have on consumer psychology How can they help us understand the workings of the consumer mind And how can the field of consumer psychology best utilize these methods In the Handbook of Research Methods in Consumer Psychology leading consumer psychologists summarize key aspects of the

research process and explain how different methods enrich understanding of how consumers process information to form judgments and opinions and to make consumption related decisions Kardes Herr and Schwarz provide an in depth analysis of the scientific research methods needed to understand consumption related judgments and decisions The book is split into five parts demonstrating the breadth of the volume classic approaches contemporary approaches online research methods data analysis and philosophy of science A variety of leading researchers give insight into a wide range of topics reflecting both long standing debate and more recent developments in the field to encourage discussion and the advancement of consumer research The Handbook of Research Methods in Consumer Psychology is essential reading for researchers students and professionals interested in consumer psychology and behavior

Contemporary Issues in Branding Pantea Foroudi, Maria Palazzo, 2019-12-06 This book provides students and academics with a comprehensive analysis of the theory and practice of branding The challenge to explore new and effective ways of harnessing the power of communication to engage with company stakeholders in interactive immediate and innovative ways is ever present in the digital era Digital marketing and social media create opportunities for managers to communicate their brand s identity to their consumers and stakeholders Yet limited empirical research exists to elucidate these issues and less still that assists our understanding of branding issues at an international level Recognising the complexity and plurality at the heart of the branding discipline this text explores the relationship between brands identity and stakeholders Working through building designing and maintaining a brand the authors consider such aspects as strategic planning and campaign management research and measurement media relations employee communication leadership and change communication and crisis branding Critically differing methods and approaches applied to branding and communication research design are assessed including both qualitative and quantitative methods Proposing a mixture of theory and practice with international case studies this book is an invaluable companion for advanced undergraduate and postgraduate students academics of marketing and strategic brand management as well as managers and decision makers globally

I See Me, You See Me Pedro Santos Pinto Gamito, 2014-03-17 As one of the many by products of Moore s Law personal computers have in recent decades become powerful enough to record real time eye movements with video based eye trackers The decrease in the prices of eye tracking systems ETSs has been accelerating since the 1990s and their use in a variety of scientific domains expanding ETSs and related applications have shown a lot of promise in recent years and their widespread and ever increasing use in mainstream personal equipment for daily life has transformed them from a novelty into a relatively common tool This book showcases the state of the art in current eye tracking research by bringing together work from a wide range of application areas It grew out of the 3rd International Conference on Eye Tracking Visual Cognition and Emotion ETVCE 12 held at the Lusophone University Lisbon Portugal October 2012 This book provides an overview of the latest research in a broad range of disciplines for which eye movement is relevant and will inspire the intersection of knowledge between these areas However this is not a book of

Proceedings Rather it is an edited peer reviewed selection of chapters based on presentations at the conference and also includes invited chapters by authors who were not able to attend the conference The efforts of these contributors have resulted in a state of art book which will inspire and guide students lecturers researchers and developers in eye tracking research and stimulate the use of eye tracking across scientific disciplines **Jahrbuch Konsum &**

Verbraucherwissenschaften 2022 Christian Bala,Wolfgang Schuldzinski,2023-06-07 Im Mittelpunkt des Jahrbuchs Konsum Verbraucherwissenschaften 2022 stehen psychologische soziologische und ethische Aspekte von Kauf und Konsum Macht Kaufen tats chlich zufrieden Oder f hrt es zu Frust Freudlosigkeit oder Langeweile Werbung suggeriert einen Lustgewinn durch das Kaufen Jedes Produkt soll das Leben sch ner oder zumindest besser machen Doch macht das Kaufen tats chlich zufrieden Oder f hrt es nachdem der Reiz des Neuen verflogen ist zu Frust Freudlosigkeit oder Langeweile die durch ein neues Objekt berwunden werden soll Kann Konsum zu schlechtem Gewissen f hren oder eine nachhaltige Lebensweise zu berforderung Diese und andere Fragen nach psychologischen soziologischen und ethischen Aspekten von Kauf und Konsum stehen im Zentrum dieses Jahrbuchs Die Reihe Jahrbuch Konsum Verbraucherwissenschaften pr sentiert neben einem Schwerpunktthema neue Erkenntnisse aus Forschung und Praxis THE FUTURE OF CONSUMER PSYCHOLOGY SHIKHAR SINGH (THE ZENITH), The Future of Consumer Psychology Navigating Minds in a Changing World Decoding the Digital Consumer Explore how technology AI and immersive experiences are reshaping consumer behavior and decision making Personalization Hyper Relevance Uncover strategies for delivering highly personalized experiences that resonate with individual consumer needs and preferences while respecting ethical boundaries Sustainability Ethical Consumption Examine the rise of conscious consumerism and how brands can align with values like sustainability social responsibility and transparency The Psychology of Choice Architecture Learn how subtle nudges and choice architectures can influence consumer behavior promoting healthier choices and positive outcomes Emerging Technologies the Metaverse Dive into the potential impact of augmented reality virtual reality and the metaverse on consumer engagement and brand interactions Privacy Data Security Address the growing concerns around data privacy and security building trust through transparent and responsible data practices Future Proofing Your Strategy Gain actionable insights and frameworks to anticipate future trends adapt your strategies and stay ahead in the dynamic world of consumer psychology *The Routledge Companion to Marketing Research* Len Tiu Wright,Luiz Moutinho,Merlin Stone,Richard P. Bagozzi,2021-06-27 This single volume reference provides an alternative to traditional marketing research methods handbooks focusing entirely on the new and innovative methods and technologies that are transforming marketing research and practice Including original contributions and case studies from leading global specialists this handbook covers many pioneering methods such as Methods for the analysis of user and customer generated data including opinion mining and sentiment analysis Big data Neuroscientific techniques and physiological measures Voice prints Human computer interaction Emerging approaches such as shadowing netnographies

and ethnographies Transcending the old divisions between qualitative and quantitative research methods this book is an essential tool for market researchers in academia and practice

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