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Consumer psychologists are perhaps most easily identified by their membership in the Society for Consumer Psychology (SCP; Division 23 of APA) or the Association for Consumer Research (ACR) and their publications in the Journal of Consumer Psychology or the Journal of Consumer Research.

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Consumer Behavior and E-Commerce: Brazilian Case Study

Like many hopeful undergraduates, Freeman Wu once intended to pursue a career in medicine. He did eventually become a doctor — just not the kind who can operate on you. Wu is now an assistant professor of marketing at the Owen Graduate School of Management, where he teaches the Principles of Marketing class and researches aesthetics and consumer behavior.

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According to the five-stage model in consumer buying process, consumers are classified into potential consumers, ordinary consumers and loyal consumers (Mowen and Minor, 2001). It is assumed in ...

Consumer Psychology

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The consumer behavior is dynamical and suffers continuous changes. For Mowen and Minor (2003), these changes processes show three phases: buying, consuming and disposal. The greater part of the researches on consumer behavior is centered on the

buying phase, and trying to evaluate what influences the consumer's choice.

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