



Psychology of the Consumer and Its Development: An Introduction (The Springer Series in Adult Development and Aging)

Robert C. Webb

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An unusually understandable survey of the forces or perception and feeling that determine the purchases we make; the roles played by fashion, fads, and status; and the psychological needs that they fulfill. The book discusses how children become consumers and how they change as they age. Research based throughout, it shows how ads use classical conditioning, harnessing psychological motivation to create image and sell products.

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