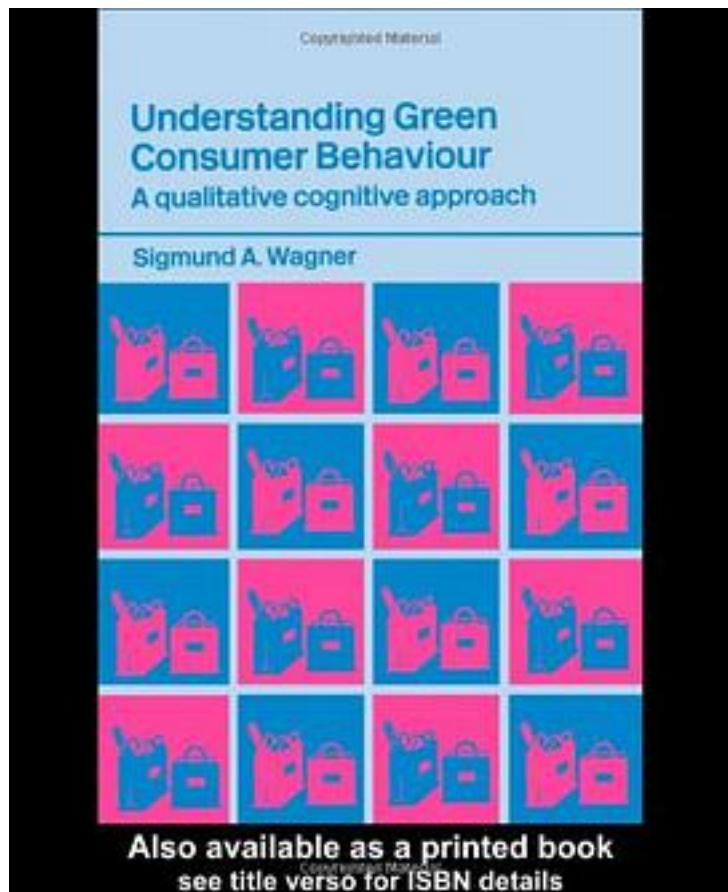


Understanding Green Consumer Behaviour



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著者:Wagner, Sigmund A.

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Despite a century of intensive research into the human mind, our understanding of how people in everyday life actually make choices and solve problems is surprisingly limited. Understanding Green Consumer Behaviour recommends a fundamental re-orientation regarding the ideas and methods which are applied in contemporary

cognitive research. Through the study of green, environmentally friendly consumers, Understanding Green Consumer Behaviour examines basic aspects of the working of the human mind. The book adopts an interdisciplinary approach, drawing on insights from psychology and anthropology as well as the author's own intensive field research. This comprehensive interdisciplinary framework allows the author to develop an understanding of the entire cognitive process, addressing such questions as: How do consumers develop 'meaning' regarding green products? How are such processes subconsciously structured by certain activities of the mind? How intelligent and successful are consumers in assessing the environmentally friendly attributes of products in daily life?

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