

Table of contents

Preface	vii
1. Karl-Erik Wärneryd, "Economic psychology as a field of study"	2

PART I. THEORETICAL BACKGROUND

Introduction to Part I	45
2. Gery M. van Veldhoven, "Dynamic aspects of economic behavior: Some determinants"	52
3. W. Fred van Raaij, "Information processing and decision making. Cognitive aspects of economic behavior"	74
4. Rik G.M. Pieters and W. Fred van Raaij, "The role of affect in economic behavior"	108
5. Rik G.M. Pieters, "Attitude-behavior relationships"	144
6. Karl-Erik Wärneryd, "Social influence on economic behavior"	206

PART II. HOUSEHOLD ECONOMIC BEHAVIOR

Introduction to Part II	251
7. Erich Kirchler, "Household economic decision making"	258
8. Christian R.A. Pinson and Eduardo L. Roberto, "Consumer behavior and the marketing activities of firms"	294
9. Monroe Friedman, "Models of consumer choice behavior"	332

PART III. BUSINESS BEHAVIOR

Introduction to Part III	361
10. James G. March and Guje Sevón, "Behavioral perspectives on theories of the firm"	368
11. Karl-Erik Wärneryd, "The psychology of innovative entrepreneurship"	404
12. Wesley J. Johnston and W.C. Benton, "Bargaining, negotiations, and personal selling"	448

PART IV. THE SOCIETAL PERSPECTIVE

Introduction to Part IV	475
13. Piet Vanden Abeele, "Economic agents' expectations in a psychological perspective"	478
14. Dick J. Hessing, Karyl A. Kinsey, Henk Elffers, and Russell H. Weigel, "Tax evasion research: Measurement strategies and theoretical models"	516
15. Gordon E. O'Brien, "Work and leisure"	538
16. Theo B.C. Poiesz and Jasper von Grumbkow, "Economic well-being, job satisfaction, income evaluation, and consumer satisfaction: An integrative attempt"	570
17. Adrian F. Furnham, "Unemployment"	594
18. W. Fred van Raaij, "The use of natural resources" .	638
SUBJECT INDEX	657
PERSON INDEX	667