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From Routledge

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From Routledge : The Psychology of Design: Creating Consumer Appeal before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Psychology of Design: Creating Consumer Appeal:

Design plays an increasingly larger role today in creating consumer desire for products and liking for commercial messages. However, the psychological processes involved are only partially understood. In addition, design is inherently interdisciplinary, involving (among others) important elements of aesthetics, anthropology, brand strategy,

creativity, design science, engineering, graphic design, industrial design, marketing, material science, product design, and several areas within psychology. While researchers and practitioners in all of these fields seek to learn more about how and why "good" design works its magic, they may benefit from each others' work. The chapters in this edited book bring together organizing frameworks and reviews of the relevant literatures from many of these contributing disciplines, along with recent empirical work. They cover relevant areas such as embodied cognition, processing fluency, experiential marketing, sensory marketing, visual aesthetics, and other research streams related to the impact of design on consumers. Importantly, the primary focus of these chapters is not on product design that creates functional value for the targeted consumer, but rather on how design can create the kind of emotional, experiential, hedonic, and sensory appeal that results in attracting consumers. Each chapter concludes with Implications for a theory of design as well as for designers.

"the presentation of the material is thought provoking and may benefit practitioners studying the appeal of products to consumers. Researchers may benefit from the breadth of topics covered, packaged in a well-organized flow of topics." - S. R. Sisodiya, University of Idaho, CHOICE, 2016
About the Author
Rajeev Batra is the S.S. Kresge Professor of Marketing at the Ross School of Business at the University of Michigan, USA. Colleen M. Seifert is Professor of Psychology at the Department of Psychology at the University of Michigan, USA. Diann E. Brei is Professor of Mechanical Engineering and Associate Chair for Undergraduate Education at the University of Michigan, USA.