

Consumer Behavior A Cognitive Orientation

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Consumer Behavior A Cognitive Orientation

This psychological conflict between the preference for meat and moral response to animal suffering is what psychologists call the meat paradox which sits at the core of the plant-based movement.

The Psychology Behind The Adoption Of Plant-Based Products

You have probably often said to yourself: "This time, I will only buy what I need!" But then you still ended up coming home with things that were not on your shopping list.

The science behind impulse buying

Consumer behavior is commonly accepted to mean the ... because they usually require thoughtful cognitive deliberations, such as when buying a house or a car. Low-involvement purchases do not ...

Relationship Between Consumer Behavior & Target Markets

A new study conducted by researchers from Columbia University explored how kids' performance in school may be impacted by exposure to air pollution. Ac ...

Exposure to air pollution may impact kids' academic performance

Digital health solutions can dramatically improve patient care and slow rising costs. Yet achieving that at scale still has obstacles to overcome.

Vital signs: The growing impact of digital health innovation

How to make sure you don't take personalization too far The idea behind Muji was to manufacture and sell beautiful, inexpensive housewares, food, and apparel that every Japanese consumer might need.

January–February 2018

Dr Efron's research has appeared in top scholarly publications such as the Journal of Personality and Social Psychology, Psychological Science, Organizational Behavior and Human Decision Processes, ...

Organisational Behaviour

In spite of many clinical options, people with mental health problems including eating disorders often do not access professional help within the crucial first 12 months - in part because of lack of ...

New guidance for mental health

In spite of many clinical options, people with mental health problems including eating disorders often do not access professional help within the crucial first 12 months – in part because of lack of ...

Useful strategies can help alleviate mental health problems during the pandemic

In spite of many clinical options, people with mental health problems including eating disorders often do not access professional help within the crucial first 12 months—in part because of lack of ...

New guidance for people to seek mental health treatment

Consumer adoption of robotic devices to perform repetitive tasks like lawn cutting, vacuum cleaning, and clothes ironing is becoming an established market. As better-performing and more economically ...

Cybersecurity for consumer robots

Godrej Consumer Products Limited GCPL a leading emerging markets company and InnerHour a digital mental health platform have come together to offer Mind Ca ...

Godrej Consumer Products, InnerHour announce 'Mind Care'

Mild cognitive impairment & early form of Alzheimer's is a condition in which memory deteriorates, but a person remains functionally independent.

Meditation Benefits Patients With Mild Cognitive Impairment, Early Alzhiemers: Study

The eight startups shortlisted for the first cohort of Flipkart Leap – the e-commerce platform's flagship accelerator programme – included startups across retail tech, robotics as well as those in the ...

How three startups are enabling effective decisioning in wealth management, agriculture and consumer insights

In spite of many clinical options, people with mental health problems including eating disorders often do not access professional help within the crucial first 12 months - in part because of lack of ...

Consumer checklist to support people locate effective treatment for eating disorders

Godrej Consumer Products Limited (GCPL), a leading emerging markets company and InnerHour, a digital mental health platform, have come together to offer Mind Care+ programme for healthcare ...

Godrej Consumer Products and InnerHour announce 'Mind Care+' - an initiative for India's healthcare professionals

It's important to note that these were observational studies, so they can't prove that TV watching is the reason for people to develop cognitive decline or dementia, or that sedentary behavior ...

New research: Sedentary lifestyle is bad for your heart and brain

While the first wave of covid did shock Indian industry, it was followed by a digital Diwali and the hope of consumer behaviour regaining ... a new kind of customer orientation.

Second wave has sparked a complex interplay of consumer trends

Instant help on any device More affordable than seeing a face-to-face therapist Anonymous and private Program based on cognitive behavioral therapy Life hasn't slowed down, even amidst the Covid ...

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