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By Martina Hartner

GRIN Verlag. Paperback. Book Condition: New. Paperback. 132 pages. Dimensions: 8.3in. x 5.8in. x 0.3in. Diploma Thesis from the year 2005 in the subject Psychology - Work, Business, Organisational and Economic Psychology, grade: 1, University of Vienna, 110 entries in the bibliography, language: English, abstract: Different motivation tendencies, aspirations and fears connected to the same action quite often happen to contradict each other. A person looks at the positive (approaching) and negative (avoiding) sides when aiming towards a goal or reaching a decision. For example, on the one hand a student wants to go swimming, as it is a nice warm summer day, but on the other hand the student should be studying for his upcoming exam. The student undergoes a conflict about what to do. The following work is based on this special kind of conflict called approach-avoidance conflict. In consumer behaviour literature (cf. Solomon, Bamossy, and Askegaard, 2001), this conflict is often mentioned regarding the general decision of whether or not a certain product will be bought. Positive as well as negative aspects of the product are judged and weighted when reaching a decision. Thus, it is assumed that this kind of conflict also occurs in the...



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