

# **The Cambridge Handbook of Psychology and Economic Behaviour**

Edited by

ALAN LEWIS



**CAMBRIDGE**  
UNIVERSITY PRESS

# Contents

List of figures	page ix
List of tables	xiii
Notes on the contributors	xv

## Part I Introduction, theory and method

<b>1. Introduction</b>	<b>3</b>
<i>Alan Lewis</i>	
<b>2. Theory and method in economics and psychology</b>	<b>9</b>
<i>Denis Hilton</i>	

## Part II Finance

<b>3. The economic psychology of the stock market</b>	<b>39</b>
<i>Karl-Erik Wärneryd</i>	
<b>4. Stock prices: insights from behavioral finance</b>	<b>64</b>
<i>Werner F. M. De Bondt</i>	
<b>5. Inter-temporal choice and self-control: saving and borrowing</b>	<b>105</b>
<i>Paul Webley and Ellen K. Nyhus</i>	
<b>6. Financial decisions in the household</b>	<b>132</b>
<i>Carole Burgoyne and Erich Kirchler</i>	
<b>7. Corporate social responsibility: the case of long-term and responsible investment</b>	<b>155</b>
<i>Danyelle Guyatt</i>	

## Part III Consumer behaviour in the private sector

<b>8. Consumption and identity</b>	<b>181</b>
<i>Russell Belk</i>	
<b>9. Wealth, consumption and happiness</b>	<b>199</b>
<i>Aaron Ahuvia</i>	

---

<b>10. Comparing models of consumer behaviour</b>	<b>227</b>
<i>Gerrit Antonides</i>	
<b>Part IV Consumer behaviour in the public sector</b>	
<b>11. Lay perceptions of government economic activity</b>	<b>255</b>
<i>Simon Kemp</i>	
<b>12. How big should government be?</b>	<b>281</b>
<i>John G. Cullis and Philip R. Jones</i>	
<b>13. Integrating explanations of tax evasion and avoidance</b>	<b>304</b>
<i>Valerie Braithwaite and Michael Wenzel</i>	
<b>Part V Environment</b>	
<b>14. Sustainable consumption and lifestyle change</b>	<b>335</b>
<i>Tim Jackson</i>	
<b>15. Environmentally significant behavior in the home</b>	<b>363</b>
<i>Paul C. Stern</i>	
<b>16. Economic and psychological determinants of car ownership and use</b>	<b>383</b>
<i>Tommy Gärling and Peter Loukopoulos</i>	
<b>17. Environmental morale and motivation</b>	<b>406</b>
<i>Bruno S. Frey and Alois Stutzer</i>	
<b>18. Contingent valuation as a research method: environmental values and human behaviour</b>	<b>429</b>
<i>Clive L. Spash</i>	
<b>Part VI Biological perspectives</b>	
<b>19. Neuroeconomics: what neuroscience can learn from economics</b>	<b>457</b>
<i>Terry Lohrenz and P. Read Montague</i>	
<b>20. Evolutionary economics and psychology</b>	<b>493</b>
<i>Ulrich Witt</i>	
<b>21. Evolutionary psychology and economic psychology</b>	<b>512</b>
<i>Stephen E. G. Lea</i>	
Index	527