CONTENTS

Preface		xiii
About the Aut	hors	xvii
PART 1 INI	DIVIDUAL ASPECTS OF CONSUMER BEHAVIOUR	0
Chapter 1	Consumer Motives and Values	2
Chapter 2	Consumer Response to Marketing Actions: 1	28
Chapter 3	Consumer Response to Marketing Actions: 2	58
Chapter 4	Consumer Response to Marketing Actions: 3	86
Chapter 5	Consumer Demographics	106
Chapter 6	Consumer Psychographics	128
Article	M Piacentini and G Mailer (2004) Symbolic Consumption in Teenagers' Clothing Choices, <i>Journal of Consumer Behaviour</i> , Vol 3 No 39, pp 231–264	152
PART 2 SC	CIAL AND GROUP ASPECTS OF CONSUMER BEHAVIOUR	168
Chapter 7 Chapter 8	Social Group, Tribal and Household Buying Influences Culture and Subculture	170 198
Article	A M Belch and L A Willis (2002) Family Decision at the Turn of the Century: Has the Changing Structure of Households Impacted the Family Decision-Making Process?, <i>Journal of Consumer Behaviour</i> , Vol 2 No 2, pp 111–124	224
DADT 2 IN	TTEGRATED APPROACHES TO CONSUMER BEHAVIOUR	240
Chapter 9	New Product Buying	242
Chapter 10	Repeat, Loyal and Relational Buying	264
-	Data-based Consumer Behaviour	288
Chapter 11 Chapter 12	Consumer Misbehaviour	308
Article	J A Fitchett and A Smith (2002) Consumer Behaviour in an Unregulated Market: The Satisfactions and Dissatisfactions of Illicit Drug Consumption, Journal of Consumer Behaviour, Vol 1 No 4, pp 355-368	324

Article	A G Woodside (2004) Advancing Means-End Chains by Incorporating	
	Heider's Balance Theory and Fournier's Consumer-Brand Relationship Typology, Psychology and Marketing, Vol 21 No 4, pp 279-294	340
Glossary		354
References		368
Index		390
Publisher's	Acknowledgements	402

DETAILED CONTENTS

PART 1 INDIVIDUAL ASPECTS OF CONSUMER BEHAVIOUR	0
Chapter 1 Consumer Motives and Values	2
Introduction	2
Motivation	4
Positive and Negative Motivation	6
Internal and External Motivation	7
Maslow's Hierarchy of Needs	7
Freudian Theory of Motivation	11
Id	12
Superego	12
Ego	12
Memetics	16
Cognitive Dissonance as Motivator	17
Motivation and Shopping	17
Values	20
Motivation Research	23
Projective Techniques	23
Means-End Chain Analysis and Laddering	25
Summary	26
Questions	26
Further Reading	27
Chapter 2 Consumer Response to Marketing Actions: 1	28
Introduction	28
Exposure	30
Attention	32
Techniques to Gain and Hold Attention	33
Perception and Interpretation	38
Sensory Systems	38
Perception Organization	42
Sensory Thresholds	48
Sensory Discrimination	49
	

DETAILED CONTENTS

Just Noticeable Difference	50
Selective Attention and Perception	51
Product Perception	52
Perception and Evoked Sets	53
Perception and Intangibility of Services	54
Symbolism in Perceptual Interpretation	55
Summary	56
Questions	56
Further Reading	57
Chapter 3 Consumer Response to Marketing Actions: 2	58
Introduction	58
Learning	59
Behavioural Learning	59
Cognitive Learning	63
Stimulus Generalization and Discrimination	66
Measurement of Learning	66
Attitudes	67
The Structural Approach to Attitudes and Attitude Cha	
Alternative Attitude Models	72
The Functional Approach to Attitudes	75
Changing Attitudes and Behaviour	76
Attitude Reinforcement	81
Attitude Segmentation	82
Summary	82
Questions	83
Further Reading	84
Chapter 4 Consumer Response to Marketing Actions: 3	86
Introduction	86
Action	87
Impulse Buying	87
Direct Marketing 'Calls to Action'	89
Post-Purchase	90
Customer Satisfaction	90
Cognitive Dissonance	92
Involvement	97
Summary	102
Questions	103
Further Reading	103
Chapter 5 Consumer Demographics	106
Introduction	106
Age and Generational Cohorts	107
Generation Y (or 'N')	109

DETAILED CONTENTS ix

	Generation X (or Baby Busters)	110
	Between X and Boomer	112
		112
	Baby Boomers	112
_	The Over-50s	115
C	Gender Understanding Consumer Behaviour via Information Processing Styles	119
_		121
	Sexuality	124
_	Social Grade	125
	Summary	126
	Questions	126
F	Further Reading	
Chapter 6	Consumer Psychographics	128
	Introduction	128
	Lifestyle	128
-	Personality Variables	135
	Brand Personality	138
	Social Character Research	139
	Self-Concept	140
	Dimensions of Self	140
	Multiple Selves	140
	Extended Self	141
	Self-Image Congruence	143
	An Alternative Approach for Measuring Self-Image Congruence	144
		147
	Summary	147
	Questions	150
	Further Reading	
Article	M Piacentini and G Mailer (2004) Symbolic Consumption in Teenagers' Clothing Choices, <i>Journal of Consumer Behaviour</i> , Vol 3 No 39 pp 231-264	152
PART 2	SOCIAL AND GROUP ASPECTS OF CONSUMER BEHAVIOUR	168
O1	Social Group, Tribal and Household Buying Influences	170
Chapter 7	Introduction	170
	Social Groups	171
	Reference Groups	171
	Conformity and Independence	173
	Leadership	177
	Social Power	178
		178
	Negative Reference Groups	179
	Non-Membership Reference Groups	179
	Tribal and Postmodern Consumer Behaviour	183
	Virtual Groups	

ī	Samily Influences On Consumer Behaviour	186
-	Consumer Behaviour by Family Type	187
	Intergenerational Influence	187
	The Family Life Cycle	187
	Roles and Decision-Making in the Family	189
	Husband-Wife Decision Making	189
	Children and Pester Power	192
	Parent Power	195
:	Summary	195
(Questions	196
1	Further Reading	197
Chapter 8	Culture and Subculture	198
_	Introduction	198
	Culture	199
	Culture and Meaning	199
	Cultural Rituals	201
	Values	203
	Cultural Differences and Similarities	204
	Use of Humour	208
	The Internet Crossing Cultures	208
	Country of Origin Effects	209
	Subcultures	210
	Ethnic Subcultures	211
	Ethnicity and Ethnic Identity	211
	Ethnicity and Acculturation	213
	The Need for Understanding Ethnic Subcultures in the UK	215
	Targeting Ethnic Subcultures	216
	Crossing Cultures	220
	Summary	220
	Questions	222
	Further Reading	222
Article	A M Belch and L A Willis (2002) Family Decision at the Turn of the Century:	
	Has the Changing Structure of Households Impacted the Family Decision-	
	Making Process?, Journal of Consumer Behaviour, Vol 2 No 2 pp 111-124	224
PART 3	INTEGRATED APPROACHES TO CONSUMER BEHAVIOUR	240
Chapter	9 New Product Buying	242
,	Introduction The Control of the Cont	242
	Foundation Theory	243
	Diffusion-Adoption of Innovations Innovation and its Types	243 243

DETAILED CONTENTS XI

	CT	244
	Criteria for Acceptance of Innovations	246
	The Communication of Innovation	247
	Adoption	249
	Adopter Categories	251
Adapt	ers vs. Innovators	253
Two-	and Multi-Step Flows of Communications	253
	Opinion Formers and Opinion Leaders	260
	Simulating Opinion Leaders	262
	Diffusion Patterns	262
Sumr	nary	263
Ques	tions	263
Furth	er Reading	
or . 10	Repeat, Loyal and Relational Buying	264
	duction	264
Intro	at Purchasing Behaviour	265
Repe	nd Repeat Purchasing: Loyalty	268
Веуо	Attraction	269
	Interaction	270
	Progression	270
	Deterioration	270
	Cessation	272
	Reclamation	272
-		273
Loya	Ity Loyalty and Satisfaction	274
	Customer Switching Behaviour	275
	Customer Loyalty and Loyalty Programmes	276
-	ond Loyalty: Relational Consumption	278
Bey	Key Relational Constructs	281
	Guanxi	283
	Experiential Consumption	283
		285
	nmary	286
	estions ther Reading	286
		288
Chapter 11	Data-based Consumer Behaviour	288
Inti	roduction	289
Un	derstanding Consumer Behaviour from Personalized Behavioural Data	289
	Transactional Data	292
	Personalized 'Surveillance' Data	294
Un	derstanding Consumer Behaviour Via Personalized Profile Data	294
	Geodemographic Profiles	299
	Lifestyle Profiles	300
	Genetic Profile Data	30.

DETAILED CONTENTS

	Biographics and Individualism	301
		301
	Biographics	302
	Individualism Consumer Reaction to Individualized Consumer-Organization Interaction	302
	Consumer Reaction to individualized Consumer Consumer	303
tak di	Physical/Interaction Privacy	303
	Information Privacy	305
	Summary	305
	Questions	306
	Further Reading	
~ •	12 Consumer Misbehaviour	308
Chapter		308
	Introduction	309
	Consumer Misbehaviour Typologies	310
	Misbehaviour in Acquiring Products	311
	Product Misuse	311
	Idealistic Rationale for Misbehaviour	313
	Consumer Misbehaviour with Respect to Marketing Activities	315
	Consumer Misbehaviour with Respect to Products and Services	316
	Consumer Misbehaviour with Respect to Price	317
	Consumer Misbehaviour with Respect to Distribution	318
	Consumer Misbehaviour with Respect to Promotion	
	Consumer Misbehaviour with Respect to Relationship Marketing	319
	and Marketing Databases	319
	Consumer Misbehaviour with Respect to Market Research	327
	Consumer Misbehaviour with Respect to Marketers' Employees	319
	and Other Consumers	320
	Behaviour Balances	321
	Summary	322
	Questions	322
	Further Reading	344
Article	J A Fitchett and A Smith (2002) Consumer Behaviour in an Unregulated	
Article	Market: The Satisfactions and Dissatisfactions of Illicit Drug Consumption,	
	Journal of Consumer Behaviour, Vol 1 No 4 pp 355–368	324
	Journal of Consumer Denavious, vol 1 140 x pp 333-300	
Article	A G Woodside (2004) Advancing Means-End Chains by Incorporating	
	Heider's Balance Theory and Fournier's Consumer-Brand Relationship	
	Typology, Psychology and Marketing, Vol 21 No 4 pp 279-294	340
	VI	