
Contents

<i>List of contributors</i>	vii
1 Developments in consumer behaviour <i>Gordon R. Foxall and Victoria K. Wells</i>	1
PART I CONSUMER CULTURE	
2 People and things <i>Russell Belk</i>	15
3 Culture and consumer behavior: contextual and compositional components <i>C. Samuel Craig and Susan P. Douglas</i>	47
4 The role of culture in advertising humor <i>Marc G. Weinberger, Charles S. Gulas and Michelle F. Weinberger</i>	83
PART II CONSUMERS IN CONTEXT	
5 Retail and spatial consumer behaviour <i>Harry Timmermans</i>	121
6 Consumer behavior in a service context <i>Rodoula H. Tsiotsou and Jochen Wirtz</i>	147
7 Researching the unselfish consumer <i>Ken Peattie</i>	202
8 New developments in the diffusion of innovations <i>Ronald E. Goldsmith</i>	246
PART III CONSUMER IMPULSIVITY, COMPULSIVENESS AND BEYOND	
9 Discounting and impulsivity: overview and relevance to consumer choice <i>Luis L. Oliveira and Leonard Green</i>	285

- 10 Addictive, impulsive and other counter-normative consumption 323
Don Ross
- 11 A template matching technique of personality classification for the study of consumer behavior: case study of Lois the compulsive buyer 361
Paul J. Albanese

PART IV NEUROSCIENCE AND CONSUMER CHOICE

- 12 Consumer neuroscience 419
Peter Kenning, Mirja Hubert and Marc Linzmajer
- 13 The role of neurophysiology, emotion and contingency in the explanation of consumer choice 461
Gordon R. Foxall, Mirella Yani-de-Soriano, Shumaila Y. Yousafzai and Uzma Javed
- 14 Consumer involvement: review, update and links to decision neuroscience 523
Judith Lynne Zaichkowsky

PART V CONSUMER BEHAVIOUR IN EVOLUTIONARY PERSPECTIVE

- 15 Consumers are foragers, not rational actors: towards a behavioral ecology of consumer choice 549
Donald A. Hantula
- Index* 579