Contents

	THE NATURE OF THE THEORY, AND A				
	SUM	MARY	1		
C1 .		19			
Chapter	1 T	heory: Function, Need, and Structure	3		
	1.	1 Functions of Theory	4		
	1.	2 The Problem of Buyer Behavior	11		
	1.	3 Structure of Theory	15		
	1.	4 Summary and Conclusions	22		
Chapter	2 S	ummary of the Theory of Buyer Behavior	24		
	2.	1 Buying Process	25		
	2.		28		
	2.	3 Relationships among Hypothetical Constructs	38		
	2.		48		
X= "					
PART II	STR	UCTURE OF THE THEORY	51		
Chapter :	3 Intervening and Exogenous Variables				
	3.3	Classification of Variables	55		
	3.	2 Output Variables	58		
	3.		63		
	3.		6 8		
	3.	0	91		
			xiii		

CONTENTS

hapter 4	Learning Subsystem				
	4.1 Brand Comprehension	96			
	4.2 Motives	99			
	4.3 Choice Criteria	118			
	4.4 Attitude	127			
	4.5 Intention (To Buy)	132			
	4.6 Confidence (In Choice)	143			
M)	4.7 Satisfaction				
	4.8 Purchase Decision	150			
	4.9 Summary of Learning Constructs	151			
Chapter 5	Perceptual Constructs				
	5.1 Influences on Quantity of Information	153			
	5.2 Perceptual Bias	168			
	5.3 Summary and Conclusions	183			
	5.4 Hypothetical Constructs and Intervening				
	Variables	186			
	5.5 Theory of Search	187			
	5.6 Routinized Response Behavior	188			
ā					
PART III	THE THEORY AND ITS MEASUREMENT	189			
Chanter 6	Attitude' as an Intervening Variable	191			
	6.1 Rules of Correspondence	192			
	6.2 Measurement and Scaling	197			
	6.3 A Multivariate Approach to Attitude'				
	Measurement	202			
	6.4 Dynamics of Attitude Change	220			
	6.5 Summary and Conclusions	226			
Chapter 7	Purchase Behavior and Brand Loyalty	229			
•	7.1 Purchase as an Intervening Variable	230			
	7.2 Stochastic Approaches to Brand Loyalty	233			
	7.3 Factor-Analytic Methods of Measuring Brand				
	Loyalty	247			
	7.4 Summary and Conclusions	272			

		CONTENTS	xv		
PART IV	ГНЕ	THEORY AND ITS APPLICATION	275		
Chapter 8	Product Innovation				
	8.1	Product Class	278		
	8.2	Search Behavior	286		
	8.3	Sources of Information	294		
	8.4	Exogenous Variables	321		
	8.5	Summary	328		
Chapter 9	Symbolic Communication				
	9.1	Significative versus Symbolic Communication	332		
	9.2	A Paradigm of Symbolic Communication	334		
	9.3	Source of Communication	341		
	9.4	Channels of Communication	354		
	9.5	Message and Its Effects on Response Sequence	370		
	9.6	Summary and Conclusions	388		
PART V S	UMM	MARY AND IMPLICATIONS	389		
Chapter 10	The	ory: Structure, Function, and Need	391		
	10.1	Introduction	391		
5×	10.2	Functions of the Theory	393		
	10.3	Need for the Theory	400		
	10.4	Summary of Relations among Structure,			
		Function, and Need	413		
Glossary of	Terms		415		
Bibliograph	y		42]		
Index			45]		