

CONSUMER SOCIAL VALUES

Edited by Eda Gurel-Atay and Lynn R. Kahle

CONTENTS

SECTION I

Key Issues in Social and Cultural Values **1**

- 1 Introduction: Advances in Social and Cultural Values:
Implications for Communications and Consumer
Researchers **3**
Eda Gurel-Atay and Lynn R. Kahle
- 2 Strategic Marketing Imperatives and Insights: Common
Pitfalls and Solutions **12**
Thomas J. Reynolds

SECTION II

Specific Applications of Values Research and Theory **37**

- 3 Self-Sufficiency and Materialism: Scale Development and
Its Implications **39**
Yupin Patarapongsant and Nicha Tanskul
- 4 “I” Value Contrast, but “We” Appreciate Harmony: Self-
Construal Reflects Cultural Differences in Response to
Visual Design **50**
Kristina Haberstroh and Ulrich R. Orth

vi Contents

5	Subcultural Ethos: The Dynamic Reconfiguration of Mainstream Consumer Values <i>Emre Ulusoy and Paul G. Barretta</i>	70
6	Handmade: How Indie Girl Culture Is Changing the Market <i>Rachel H. Larsen and Lynn R. Kahle</i>	87
7	Understanding the Voter Decision Trade-off Analysis as a Foundation for Developing More Predictive Polling Methodologies <i>Thomas J. Reynolds</i>	107
8	Money Attitudes and Social Values: A Research Program and Agenda <i>Gregory M. Rose, Altaf Merchant, Mei Rose, Aysen Bakir, and Drew Martin</i>	127
9	Social Media and Values <i>Christopher Lee and Lynn R. Kahle</i>	145
SECTION III		
Spiritual Aspects of Values		153
10	Meditation and Consumption <i>Nicha Tanskul and Yupin Patarapongsant</i>	155
11	Religion: The New Individual Difference Variable and Its Relationship to Core Values <i>Elizabeth A. Minton and Lynn R. Kahle</i>	171
SECTION IV		
Methodological Approaches		183
12	Mapping Human Values: Enhancing Social Marketing through Obituary Data Mining <i>Mark Alfano, Andrew Higgins, and Jacob Levernier</i>	185
13	Apple's Religious Value: A Consumer Neuroscience Perspective <i>Yi-Chia Wu</i>	208

14	Country-to-Animal-to-Brand-to-Consequences Unaided Evocations: Uncovering Consumer-brand DNA Using Zoomorphic Metaphor Elicitation	227
	<i>Drew Martin, Nitha Palakshappa, and Arch G. Woodside</i>	
15	A Comparison and Contrasting of the List of Values and the Schwartz Value Scale	241
	<i>Eda Gurel-Atay, Lynn R. Kahle, Jorge Bertinetti Lengler, and Chung-Hyun Kim</i>	
	<i>Notes on Contributors</i>	253
	<i>Author Index</i>	261
	<i>Subject Index</i>	271