

Behavioural Research for Marketing

A Practitioner's Handbook

Julian Adams

Contents

Preface.....	xi
Acknowledgements	xv
1 Introducing theory	1
1.1 Applying theory as a research decision tool	2
1.1.1 Defining theory	2
1.1.2 How theory evolves over time	2
1.1.3 Connecting researchers to theory	3
1.1.4 Determining theory prediction and testability	3
1.2 How research philosophies inform theory	5
1.2.1 Ontological and epistemology assumptions	5
1.2.2 Methodological considerations	5
1.2.3 Research paradigms/frameworks	5
1.2.4 Theory of social structure and individual agency	6
1.3 The plan of the book	8
1.3.1 Aims of the book	8
1.3.2 Book content	9
1.4 References/further reading	9
2 How social influence creates and sustains behaviour	10
2.1 Social norms: understanding the unwritten rules we live by	12
2.1.1 Defining social norms	12
2.1.2 Reviewing social norm theory	12
2.1.3 Measuring social norms in behavioural research	20
2.1.4 Social norms theory in action	22
2.1.5 Implications for behavioural research	26
2.1.6 References/further reading	27
2.2 Norm following: defining non-instrumental behaviour	28
2.2.1 Defining norm following	28
2.2.2 Reviewing norm following theory	28

2.2.3	Measuring following in behavioural research	29
2.2.4	Norm following theory in action	30
2.2.5	Implications for behavioural research	30
2.2.6	References/further reading	31
2.3	Norm conforming: avoiding censure or punishment	32
2.3.1	Defining norm conforming	32
2.3.2	Reviewing norm conforming theory	32
2.3.3	Measuring conformity in behavioural research	34
2.3.4	Norm conforming theory in action	34
2.3.5	Implications for behavioural research	38
2.3.6	References/further reading	39
2.4	Social identity: dividing the world into 'us' and 'them'	39
2.4.1	Defining social identity	39
2.4.2	Reviewing social identity theory	40
2.4.3	Measuring social identity in behavioural research	44
2.4.4	Social identity theory in action	44
2.4.5	Implications for behavioural research	48
2.4.6	References/further reading	48
2.5	Symbolic interactionism: creating shared meaning through social interactions	49
2.5.1	Defining symbolic interactionism	49
2.5.2	Reviewing symbolic interactionism theory	50
2.5.3	Measuring symbolic interactions in behavioural research	54
2.5.4	Symbolic interactionism theory in action	56
2.5.5	Implications for behavioural research	58
2.5.6	References/further reading	59
2.6	Social practices: accounting for habitual behaviour	59
2.6.1	Defining social practices	59
2.6.2	Reviewing social practice theory	60
2.6.3	Measuring social practices in behavioural research	64
2.6.4	Social practice theory in action	65
2.6.5	Implications for behavioural research	67
2.6.6	References/further reading	67
3	How personality governs behavioural tendencies.....	68
3.1	Two minds: determining conscious and unconscious thinking	70
3.1.1	Defining the conscious and unconscious mind	70
3.1.2	Reviewing conscious and unconscious mind theory	70
3.1.3	Measuring the conscious and unconscious mind in behavioural research	80

3.1.4	Conscious and unconscious mind theory in action	84
3.1.5	Implications for behavioural research	88
3.1.6	References/further reading	88
3.2	Constructivism: understanding perceptions	89
3.2.1	Defining constructivism	89
3.2.2	Reviewing constructivism theory	89
3.2.3	Measuring constructivism in behavioural research	92
3.2.4	Constructivism theory in action	94
3.2.5	Implications for behavioural research	98
3.2.6	References/further reading	98
3.3	Personality traits: measuring temperament	99
3.3.1	Defining personality traits	99
3.3.2	Reviewing personality trait theory	99
3.3.3	Measuring personality traits in behavioural research	106
3.3.4	Personality trait theory in action	107
3.3.5	Implications for behavioural research	110
3.3.6	References/further reading	110
3.4	Conditioning: responding to environmental stimuli	112
3.4.1	Defining conditioned behaviour	112
3.4.2	Reviewing conditioning theory	112
3.4.3	Measuring conditioning in behavioural research	116
3.4.4	Conditioning theory in action	116
3.4.5	Implications for behavioural research	117
3.4.6	References/further reading	118
4	How motivational forces drive behaviour	119
4.1	Hierarchy of needs: determining physiological and higher order needs	120
4.1.1	Defining hierarchy of needs	120
4.1.2	Reviewing hierarchy of needs theory	121
4.1.3	Measuring hierarchy of needs in behavioural research	124
4.1.4	Hierarchy of needs theory in action	125
4.1.5	Implications for behavioural research	129
4.1.6	References/further reading	129
4.2	Two factor theory: addressing motivational and hygiene factors	130
4.2.1	Defining motivator and hygiene factors	130
4.2.2	Reviewing motivator and hygiene theory	131
4.2.3	Measuring motivator and hygiene factors in behavioural research	133

- 4.2.4 Motivator and hygiene theory in action 134
- 4.2.5 Implications for behavioural research 135
- 4.2.6 References/further reading 135
- 4.3 Self-efficacy: harnessing the power of self-belief 136
 - 4.3.1 Defining self-efficacy 136
 - 4.3.2 Reviewing self-efficacy theory 136
 - 4.3.3 Measuring self-efficacy in behavioural research 140
 - 4.3.4 Self-efficacy theory in action 141
 - 4.3.5 Implications for behavioural research 144
 - 4.3.6 References/further reading 144
- 4.4 Collective efficacy: achieving shared goals 145
 - 4.4.1 Defining collective efficacy 145
 - 4.4.2 Reviewing collective efficacy theory 145
 - 4.4.3 Measuring collective efficacy in behavioural research 146
 - 4.4.4 Collective efficacy theory in action 147
 - 4.4.5 Implications for behavioural research 148
 - 4.4.6 References/further reading 148
- 4.5 Cognitive dissonance: addressing attitude and behaviour disharmony 148
 - 4.5.1 Defining cognitive dissonance 148
 - 4.5.2 Reviewing cognitive dissonance theory 149
 - 4.5.3 Measuring cognitive dissonance in behavioural research 151
 - 4.5.4 Cognitive dissonance theory in action 151
 - 4.5.5 Implications for behavioural research 153
 - 4.5.6 References/further reading 153
- 5 How judgements influence behaviour..... 155**
 - 5.1 Locus of control: making sense of our behaviour 157
 - 5.1.1 Defining locus of control 157
 - 5.1.2 Reviewing locus of control theory 158
 - 5.1.3 Measuring locus of control in behavioural research 161
 - 5.1.4 Locus of control theory in action 161
 - 5.1.5 Implications for behavioural research 166
 - 5.1.6 References/further reading 166
 - 5.2 Judging others: making sense of other people's behaviour 167
 - 5.2.1 Defining attributions about other people's behaviour 167
 - 5.2.2 Reviewing attribution theory 167
 - 5.2.3 Attribution theory in action 170

5.2.4	Implications for behavioural research	171
5.2.5	References/further reading	171
5.3	Nonverbal communication: how to read nonverbal cues	172
5.3.1	Defining nonverbal communication	172
5.3.2	Reviewing nonverbal communication theory	173
5.3.3	Identifying different types of nonverbal communication	175
5.3.4	Measuring nonverbal communication in behavioural research	181
5.3.5	Implications for behavioural research	182
5.3.6	References/further reading	182
5.4	Making judgements in practice: controlling for bias	183
5.4.1	Defining judgement bias	183
5.4.2	Judgement bias about our own behaviour	183
5.4.3	Judgement bias about others' behaviour	184
5.4.4	Judgement biases in action	184
5.4.5	How to guard against judgement bias	188
5.4.6	Implications for behavioural research	189
5.4.7	References/further reading	190
6	How to select theory	191
6.1	The underuse, selective use and misuse of theory	191
6.2	Key stages to theory selection	192
6.2.1	Defining the research problem, a precursor to theory selection	192
6.2.2	Selecting theory	192
6.3	Conclusion: applying theory in behavioural research	193
6.3.1	Theory as a research decision tool	193
6.3.2	Considering both social structure and individual agency	194
6.3.3	Applying theory in practice	194
6.3.4	And finally	194
Index		195