

Consumer Behaviour and the Arts

A Marketing Perspective

François Colbert and Alain d'Astous

Contents

<i>List of figures</i>	x
<i>List of tables</i>	xi
<i>About the authors</i>	xii
<i>About the cover artist</i>	xv
<i>Preface</i>	xvi
PART 1	
Introduction	1
Chapter 1 Introduction to cultural consumption	3
<i>A night at the opera</i>	4
<i>The consumption of arts and culture</i>	7
<i>A conceptual model</i>	9
<i>Premises and chapter structure</i>	12
<i>References</i>	13
PART 2	
The psyche	15
Chapter 2 Personality and self-concept	17
<i>Personality</i>	17
<i>Self-concept</i>	21
<i>Personality and self-concept in the field of arts and culture</i>	22
<i>Implications for the marketing of arts and culture</i>	26
<i>Implications for research</i>	27
<i>References</i>	28

PART 3

Experience	31
Chapter 3 Perception	33
<i>Selective perception</i>	33
<i>Perceptual organization</i>	34
<i>Interpretation</i>	36
<i>Perception in the field of arts and culture</i>	38
<i>Implications for the marketing of arts and culture</i>	44
<i>Implications for research</i>	45
<i>References</i>	46
Chapter 4 Learning	49
<i>Consumers are learners by nature</i>	49
<i>Learning in the field of arts and culture</i>	58
<i>Implications for the marketing of arts and culture</i>	62
<i>Implications for research</i>	64
<i>References</i>	65
Chapter 5 Attitudes and affective states	68
<i>Consumers live affective experiences</i>	68
<i>Affective experiences in the field of arts and culture</i>	77
<i>Implications for the marketing of arts and culture</i>	81
<i>Implications for research</i>	82
<i>References</i>	84
Chapter 6 Decision-making	87
<i>The consumer decision process</i>	87
<i>Decision-making in the field of arts and culture</i>	93
<i>Implications for the marketing of arts and culture</i>	98
<i>Implications for research</i>	100
<i>References</i>	101

PART 4

The social environment	103
Chapter 7 Reference groups, culture, and subcultures	105
<i>Reference groups</i>	105
<i>Different types of reference group influence</i>	109
<i>Influencers</i>	110

	<i>Culture</i>	112
	<i>Subcultures</i>	114
	<i>Reference groups, culture, and subcultures in the field of arts and culture</i>	115
	<i>Implications for the marketing of arts and culture</i>	120
	<i>Implications for research</i>	122
	<i>References</i>	123
	PART 5	
	Conclusion	125
	Chapter 8 Marketing culture and the arts	127
	<i>References</i>	130
	<i>Appendix 1 Scientific journals and training programmes related to arts and culture (A&C) marketing</i>	131
	<i>Index</i>	135