

HANDBOOK OF CONSUMER PSYCHOLOGY

EDITED BY
CURTIS P. HAUGTVEDT
PAUL M. HERR • FRANK R. KARDES



Lawrence Erlbaum Associates

Taylor & Francis Group

New York London

Contents

PREFACE	ix
CONTRIBUTORS	xi
I INTRODUCTION	
1 HISTORY OF CONSUMER PSYCHOLOGY	3
<i>David W. Schumann, Curtis P. Haugtvedt, and Edith Davidson</i>	
II CONSUMER INFORMATION PROCESSING	
2 THE ROLE OF KNOWLEDGE ACCESSIBILITY IN COGNITION AND BEHAVIOR: IMPLICATIONS FOR CONSUMER INFORMATION PROCESSING	31
<i>Robert S. Wyer, Jr.</i>	
3 CONSUMER MEMORY, FLUENCY, AND FAMILIARITY	77
<i>Antonia Mantonakis, Bruce W. A. Whittlesea, and Carolyn Yoon</i>	
4 CONSUMER LEARNING AND EXPERTISE	103
<i>J. Wesley Hutchinson and Eric M. Eisenstein</i>	
5 CATEGORIZATION THEORY AND RESEARCH IN CONSUMER PSYCHOLOGY: CATEGORY REPRESENTATION AND CATEGORY-BASED INFERENCE	133
<i>Barbara Loken, Lawrence W. Barsalou, and Christopher Joiner</i>	
6 CONSUMER INFERENCE	165
<i>Frank R. Kardes, Steven S. Posavac, Maria L. Cronley, and Paul M. Herr</i>	
7 EFFECTS OF SENSORY FACTORS ON CONSUMER BEHAVIOR: IF IT TASTES, SMELLS, SOUNDS, AND FEELS LIKE A DUCK, THEN IT MUST BE A ...	193
<i>Joann Peck and Terry L. Childers</i>	
8 STAGES OF CONSUMER SOCIALIZATION: THE DEVELOPMENT OF CONSUMER KNOWLEDGE, SKILLS, AND VALUES FROM CHILDHOOD TO ADOLESCENCE	221
<i>Deborah Roedder John</i>	

9	AGING AND CONSUMER BEHAVIOR <i>Carolyn Yoon and Catherine A. Cole</i>	247
III	MOTIVATION, AFFECT, AND CONSUMER DECISIONS	
10	POSITIVE AFFECT AND DECISION PROCESSES: SOME RECENT THEORETICAL DEVELOPMENTS WITH PRACTICAL IMPLICATIONS <i>Alice M. Isen</i>	273
11	THE NATURE AND ROLE OF AFFECT IN CONSUMER BEHAVIOR <i>Joel B. Cohen, Michel Tuan Pham, and Eduardo B. Andrade</i>	297
12	SELF-REGULATION: GOALS, CONSUMPTION, AND CHOICES <i>Kathleen D. Vohs, Roy F. Baumeister, and Dianne M. Tice</i>	349
13	GOAL-DIRECTED CONSUMER BEHAVIOR: MOTIVATION, VOLITION, AND AFFECT <i>Hans Baumgartner and Rik Pieters</i>	367
14	GOAL-DIRECTED PERCEPTION <i>Chris Janiszewski</i>	393
IV	PERSUASION, ATTITUDES, AND SOCIAL INFLUENCE	
15	ATTITUDE CHANGE AND PERSUASION <i>Curtis P. Haugtvedt and Jeff A. Kasmer</i>	419
16	ASSOCIATIVE STRENGTH AND CONSUMER CHOICE BEHAVIOR <i>Christopher R. M. Jones and Russell H. Fazio</i>	437
17	MEASURING THE NONCONSCIOUS: IMPLICIT SOCIAL COGNITION IN CONSUMER BEHAVIOR <i>Andrew Perkins, Mark Forehand, Anthony Greenwald, and Dominika Maison</i>	461
18	IMPLICIT CONSUMER COGNITION <i>Patrick T. Vargas</i>	477
19	EVOKING THE IMAGINATION AS A STRATEGY OF INFLUENCE <i>Petia K. Petrova and Robert B. Cialdini</i>	505
20	CONSUMER ATTITUDES AND BEHAVIOR <i>Icek Ajzen</i>	525
21	I KNOW WHAT YOU'RE DOING AND WHY YOU'RE DOING IT: THE USE OF PERSUASION KNOWLEDGE MODEL IN CONSUMER RESEARCH <i>Margaret C. Campbell and Amna Kirmani</i>	549
22	SOCIAL VALUES IN CONSUMER PSYCHOLOGY <i>Lynn R. Kahle and Guang-Xin Xie</i>	573

V	BEHAVIORAL DECISION RESEARCH	
23	CONSUMER DECISION MAKING: A CHOICE GOALS APPROACH <i>James R. Bettman, Mary Frances Luce, and John W. Payne</i>	589
24	DYNAMICS OF GOAL-BASED CHOICE: TOWARD AN UNDERSTANDING OF HOW GOALS COMMIT VERSUS LIBERATE CHOICE <i>Ayelet Fishbach and Ravi Dhar</i>	611
25	HEDONOMICS IN CONSUMER BEHAVIOR <i>Christopher K. Hsee and Claire I. Tsai</i>	639
26	BEHAVIORAL PRICING <i>Maggie Wenjing Liu and Dilip Soman</i>	659
27	PERCEPTIONS OF FAIR PRICING <i>James E. Heyman and Barbara A. Mellers</i>	683
28	ASSOCIATIVE LEARNING AND CONSUMER DECISIONS <i>Stijn M. J. van Osselaer</i>	699
VI	PRODUCTS, PREFERENCES, PLACES, AND PEOPLE	
29	A ROLE FOR AESTHETICS IN CONSUMER PSYCHOLOGY <i>JoAndrea Hoegg and Joseph W. Alba</i>	733
30	PRODUCT ASSORTMENT <i>Susan M. Broniarczyk</i>	755
31	BRANDS AND THEIR MEANING MAKERS <i>Chris T. Allen, Susan Fournier, and Felicia Miller</i>	781
32	THEORY IN CONSUMER-ENVIRONMENT RESEARCH: DIAGNOSIS AND PROGNOSIS <i>Sevgin A. Eroglu and Karen A. Machleit</i>	823
33	MUSIC AND CONSUMERS <i>James J. Kellaris</i>	837
34	CONSUMER PSYCHOLOGY OF SPORT: MORE THAN JUST A GAME <i>Robert Madrigal and Vassilis Dalakas</i>	857
35	DIVERSITY ISSUES IN CONSUMER PSYCHOLOGY <i>Jerome D. Williams, Wei-Na Lee, and Geraldine R. Henderson</i>	877
VII	CONSUMER WELL-BEING	
36	CONSUMERS AND THE ALLURE OF “SAFER” TOBACCO PRODUCTS: SCIENTIFIC AND POLICY ISSUES <i>Eugene Borgida, Anita Kim, Emily N. Stark, and Christopher Miller</i>	915

37	ASSESSING THE RELATIONSHIPS BETWEEN TOBACCO ADVERTISING AND PROMOTION AND ADOLESCENT SMOKING BEHAVIOR: CONVERGENT EVIDENCE <i>Marvin E. Goldberg</i>	933
38	THE SOCIAL MARKETING OF VOLUNTEERISM: A FUNCTIONAL APPROACH <i>Arthur A. Stukas, Mark Snyder, and E. Gil Clary</i>	959
39	HEALTH RISK PERCEPTIONS AND CONSUMER PSYCHOLOGY <i>Geeta Menon, Priya Raghubir, and Nidhi Agrawal</i>	981
40	TOWARD A PSYCHOLOGY OF CONSUMER CREATIVITY <i>James E. Burroughs, C. Page Moreau, and David Glen Mick</i>	1011
41	COMPULSIVE BUYING: REVIEW AND REFLECTION <i>Ronald J. Faber and Thomas C. O'Guinn</i>	1039
42	SUMMING UP THE STATE OF COPING RESEARCH: PROSPECTS AND PRESCRIPTIONS FOR CONSUMER RESEARCH <i>Adam Duhachek</i>	1057
VIII	ADVANCES IN RESEARCH METHODS	
43	SELF-REPORTS IN CONSUMER RESEARCH <i>Kimberlee Weaver and Norbert Schwarz</i>	1081
44	CROSS-CULTURAL CONSUMER PSYCHOLOGY <i>Sharon Shavitt, Angela Y. Lee, and Timothy P. Johnson</i>	1103
45	MEASUREMENT ERROR IN EXPERIMENTAL DESIGNS IN CONSUMER PSYCHOLOGY <i>Madhu Viswanathan</i>	1133
46	INDIVIDUAL DIFFERENCES: TOOLS FOR THEORY TESTING AND UNDERSTANDING IN CONSUMER PSYCHOLOGY RESEARCH <i>Curtis P. Haugtvedt, Kaiya Liu, and Kyeong Sam Min</i>	1161
47	NEUROECONOMICS: FOUNDATIONAL ISSUES AND CONSUMER RELEVANCE <i>Giovanna Egidi, Howard C. Nusbaum, and John T. Cacioppo</i>	1177
	AUTHOR INDEX	1215
	SUBJECT INDEX	1239