

# Contents

Editorial Board . . . . .	xi
About the Editor-in-Chief . . . . .	xiii
About the Associate Editors . . . . .	xv
Contributors. . . . .	xvii
A Note From the Publisher. . . . .	xxi
Introduction. . . . .	xxiii
 <b>Part I. Perspectives on Consumer Psychology. . . . .</b>	 <b>1</b>
Chapter 1. Consumer Psychology: Evolving Goals and Research Orientations . . . . .	3
<i>Joel B. Cohen and William L. Wilkie</i>	
Chapter 2. The Activation and Use of Declarative and Procedural Knowledge . . . . .	47
<i>Robert S. Wyer, Jr.</i>	
Chapter 3. Intentional Behaviorism: A Research Methodology for Consumer Psychology . . . . .	79
<i>Gordon R. Foxall</i>	
Chapter 4. Structural Equation Models in Consumer Research: Exploring Intuitions and Deeper Meanings of SEMs . . . . .	103
<i>Richard P. Bagozzi</i>	
Chapter 5. Understanding the Changing Role and Functions of Marketing. . . . .	143
<i>Kevin Lane Keller</i>	
 <b>Part II. Consumers Have Demographic and Psychographic Characteristics . . . . .</b>	 <b>163</b>
Chapter 6. Poverty and Consumer Psychology . . . . .	165
<i>Ronald Paul Hill</i>	
Chapter 7. Children as Consumers: A Review of 50 Years of Research in Marketing . . . . .	185
<i>Deborah Roedder John and Lan Nguyen Chaplin</i>	
Chapter 8. Gender Research in Marketing, Consumer Behavior, Advertising, and Beyond: Past, Present, and Future. . . . .	203
<i>Linda Tuncay Zayer and Kathryn P. Ponder</i>	
Chapter 9. A Structural Versus Dynamic View of Personality in Consumer Behavior . . . . .	219
<i>Suresh Ramanathan</i>	
Chapter 10. Consumer Values . . . . .	249
<i>Eda Gurel-Atay</i>	
Chapter 11. Lifestyle and Sport: Emulation Marketing . . . . .	267
<i>Pierre Valette-Florence, Tony Meenaghan, and Lynn R. Kahle</i>	

<b>Part III. Consumers Live in a Social Psychological World . . . . .</b>	<b>299</b>
Chapter 12. Cultural Influences on Consumer Psychology . . . . .	301
<i>Carlos J. Torelli and Sharon Shavitt</i>	
Chapter 13. Attitude Change and Persuasion: Classic, Metacognitive, and Advocacy Perspectives . . . . .	323
<i>Zakary L. Tormala and Derek D. Rucker</i>	
Chapter 14. Social Relationships and Consumer Behavior . . . . .	351
<i>Kelley Gullo Wight, Peggy J. Liu, James R. Bettman, and Gavan J. Fitzsimons</i>	
Chapter 15. Sustainability: Understanding Consumer Behavior in a Circular Economy. . .	373
<i>Marius Claudy and Mark Peterson</i>	
Chapter 16. Marketing Ethics, Ethical Consumers, and Ethical Lapses . . . . .	393
<i>Ann-Marie Kennedy and Sommer Kapitan</i>	
Chapter 17. The Role of Time in Consumer Psychology . . . . .	413
<i>Ashwani Monga, Ozum Zor, and Rafay A. Siddiqui</i>	
Chapter 18. Psychological Aspects of Economic Expectations . . . . .	429
<i>Richard Curtin</i>	
<b>Part IV. Businesses Use Psychology to Communicate With Consumers . . . . .</b>	<b>449</b>
Chapter 19. Language and Consumer Psychology . . . . .	451
<i>Ruth Pogacar, Alican Mecit, Fei Gao, L. J. Shrum, and Tina M. Lowrey</i>	
Chapter 20. The Consumer Psychology of Traditional Media . . . . .	471
<i>Esther Thorson</i>	
Chapter 21. Social Media: From Classic Psychological Theories to New Opportunities . .	489
<i>Cait Lamberton and Ashlee Humphreys</i>	
Chapter 22. Celebrity Endorsements . . . . .	513
<i>Eda Gurel-Atay</i>	
<b>Part V. Consumers Process Cognitions and Affect . . . . .</b>	<b>527</b>
Chapter 23. Omission Neglect and Consumer Judgment and Inference Based on Limited Evidence . . . . .	529
<i>Frank R. Kardes, Steven S. Posavac, and Donald R. Gaffney</i>	
Chapter 24. Three Mechanisms of Mind–Body Influence: Feelings, Concepts, and Procedures . . . . .	551
<i>Spike W. S. Lee and Lorenzo Cecutti</i>	
Chapter 25. The Interplay of Affect and Cognition: A Review of How Feelings Guide Consumer Behavior. . . . .	581
<i>Rashmi Adaval and Maria Galli</i>	
Chapter 26. Consumer Involvement and Engagement: From Involvement’s Elaboration Likelihood to Engagement’s Investment Propensity . . . . .	609
<i>Linda D. Hollebeek and Rajendra K. Srivastava</i>	
Chapter 27. Neural Basis of Consumer Decision Making and Neuroforecasting . . . . .	621
<i>Alexander Genevsky and Carolyn Yoon</i>	
Chapter 28. Consuming for Happiness. . . . .	637
<i>Siok Kuan Tambyah and Soo Jiuan Tan</i>	

<b>Part VI. Businesses Use Psychology to Carry Out Functions . . . . .</b>	<b>647</b>
Chapter 29. Omnichannel Retailing: A Consumer Perspective . . . . .	649
<i>Peter C. Verhoef, Koert van Ittersum, P. K. Kannan, and Jeff Inman</i>	
Chapter 30. Perceived Price Differences and Consumer Behavior . . . . .	673
<i>Kent B. Monroe</i>	
Chapter 31. The Brand Property Strength Framework: Integrating Theory and Research on Brand Consumer Psychology . . . . .	691
<i>Joseph R. Priester, Monique A. Fleming, Leigh Anne Novak Donovan, and Chaumanix Dutton</i>	
Chapter 32. Innovation and Product Development. . . . .	713
<i>Doug Hall</i>	
Chapter 33. Human Factors Research and User-Centered Design . . . . .	725
<i>Robert W. Proctor, Leon Zeng, and Kim-Phuong L. Vu</i>	
Index . . . . .	739

## About the Editor-in-Chief

**Lynn R. Kahle, PhD**, has always believed that consuming food contributes to happiness and sustaining health. He received his PhD in social psychology from the University of Nebraska (corn-fed beef) and subsequently worked as a postdoctoral fellow at the University of Michigan Institute for Social Research (Frankenmuth chicken). He is an emeritus professor of marketing and recipient of the 2014 Thomas Stewart Distinguished Professorship at the University of Oregon Lundquist College of Business (Dungeness crab, fresh strawberries). For many years he chaired the department of marketing there (Voodoo doughnuts, pinot wine). He served as founding director of the Warsaw Sports Marketing Center (craft beer, hazelnuts). He has also taught at Hanyang University in Seoul (kimchi), Pace University in New York (pizza), Griffith University in Australia (bbq'd prawns), Copenhagen Business School in Denmark (smørrebrød), and Singapore Management University (chili crab). Dr. Kahle has enjoyed a study abroad program in Vienna, Austria (Wiener schnitzel), and won a Fulbright scholarship to work in Phnom Penh, Cambodia (Samlor korko).

He previously served as president of the Society for Consumer Psychology. He represented consumer psychology for two terms on the American Psychological Association Council of Representatives and chaired the APA Membership Board. He advocated for human rights as the president of the City of Eugene Human Rights Presidents' Council. Meetings of these groups often involved a tuna sandwich lunch.

He was honored with the Lifetime Achievement Award from the American Marketing Association Consumer Behavior SIG and the Distinguished Career Contributions to the Scientific Understanding of Sports Business from the American Marketing Association Sports SIG. He received the Stotlar Award for Education from the Sport Marketing Association. Champagne is nice on occasion.

Dr. Kahle helped develop the List of Values and has subsequently conducted research on values and lifestyles. His work has been published in such places as the *Journal of Personality and Social Psychology*, *Journal of Consumer Psychology*, *Journal of Consumer Research*, and *Journal of Marketing*. He has also studied consumption in relation to religion, to sport, and to sustainability. His 15 books include *Marketplace Lifestyles in an Age of Social Media* with Pierre Valette-Florence and *Consumer Social Values*, edited with Eda Gurel-Atay. And for dessert he sometimes likes tiramisu, because it deliciously combines diverse layers into a substantial collection of integrated tastes.

## About the Associate Editors

**Tina M. Lowrey, PhD**, is a professor of marketing at HEC Paris. Her research interests include children's consumer behavior, materialism, the application of psycholinguistic theory to marketing communications, and gift giving and ritualistic consumption. Her work has appeared in numerous journals, including the *Journal of Consumer Research*, *Journal of Consumer Psychology*, *Journal of Marketing*, *Journal of the Association for Consumer Research*, *International Journal of Research in Marketing*, and *Journal of Advertising*. She is currently serving on the JCR Policy Board and is on the editorial review boards of the *Journal of Consumer Psychology*, *International Journal of Research in Marketing*, and *Journal of Advertising*. She edited *Brick & Mortar Shopping in the 21st Century* and *Psycholinguistic Phenomena in Marketing Communications* (both Erlbaum). She co-edited *The Routledge Companion to Consumer Behavior* (with Mike Solomon). She has chapters in *Contemporary Consumption Rituals: A Research Anthology* (which she co-edited with Cele Otnes); *Handbook of Research on Identity Theory in Marketing*; *The Psychology of Entertainment Media: Blurring the Lines Between Entertainment and Persuasion*; *The Sage Handbook of Persuasion: Developments in Theory and Practice*; *Handbook of Media Effects*; *Go Figure: New Directions in Advertising Rhetoric*; *Handbook of Qualitative Research Methods in Marketing*; *Marketing Communication: Emerging Trends and Developments*; *Gender Issues and Consumer Behavior*; *Gift Giving: A Research Anthology*; and *New Developments and Approaches in Consumer Behavior Research*, among others. Dr. Lowrey has served as the Association for Consumer Research (ACR) Treasurer, cochaired the first-ever virtual ACR conference in 2020 (which was supposed to be in Paris), cochaired three European and Latin American ACR conferences, and solo-chaired a Society for Consumer Psychology (SCP) boutique conference and an American Psychological Association Division 23 conference. She received a BBA in Finance from the University of Houston, an MS in Advertising from the University of Illinois, and her PhD in Communication and Social Psychology from the University of Illinois. Dr. Lowrey has taught at Rider University (New Jersey) and the University of Texas at San Antonio, and is currently at HEC Paris (serving as PhD coordinator at the latter two institutions). She has visited at ESCP Paris, NYU, Tulane, University of Sydney, and Wharton. She currently teaches two doctoral seminars at HEC: research methods to PhD students in all business disciplines, and consumer behavior to primarily marketing students. And, yes, she agrees with Lynn that champagne is always good, and has not yet found any cuisine that isn't wonderful!

**Joel Huber, PhD**, is the Alan D. Schwartz Professor Emeritus at the Fuqua School of Business, Duke University. He received his undergraduate degree from Princeton and his MBA and PhD in 1974 from the Wharton School of the University of Pennsylvania. In addition to Fuqua, he has taught at the business schools at Penn, Columbia, and Purdue University. He was associate dean for the Daytime program at Fuqua from 1995 to 1999. He is on the review boards for numerous journals and has been an associate editor for the *Journal of Consumer Research*, *Journal of Consumer Psychology*, *Marketing Science*, and *International Journal of Research in Marketing*. From 2006 to 2009 he served as editor-in-chief for the *Journal of Marketing Research*, and from 2014 to 2020 he was the inaugural editor-in-chief for the *Journal of the Association for Consumer Research*.

Dr. Huber's research interest focuses on predicting and understanding market choice, with a continuing focus on ways to measure preference through choice-based conjoint analysis. He has worked for many years with Sawtooth Software and others to help develop new ways to determine how best to measure consumers' product desires and beliefs.

A series of grants from the U.S. Environmental Protection Agency led to studies of the value of cleaner lakes and streams and healthier drinking water. That work later evolved into a number of studies with W. Kip Viscusi and Jason Bell exploring household recycling behavior from a large national sample of households between 2005 and 2015. Research with Martin Meissner and others has used eye tracking to reveal the way people process complex repeated choice tasks.

His published papers are available on his website at [https://faculty.fuqua.duke.edu/~jch8/bio/publications.htm?\\_ga=2.257412619.1024440125.1616942882-98465899.1570455756](https://faculty.fuqua.duke.edu/~jch8/bio/publications.htm?_ga=2.257412619.1024440125.1616942882-98465899.1570455756).

# Introduction

## OVERVIEW

Consumer psychology studies the human behavior of purchase and consumption activities, as well as decisions about products, services, ideas, and experiences. It investigates a myriad of motives, social interactions, and choices that drive individual economic and consumption behaviors and processes, as well as their consequences, ranging from individual happiness to environmental conditions to societal well-being. One textbook described consumer behavior as encompassing the broad topics of “buying, having, and being” (Solomon, 2017), exposing the existential centrality of consumption. Consumption could be viewed as the manifest expression of human needs and desires. As Gloria Steinem said, “We can tell our values by looking at our checkbook stubs.” Today it might be our credit card statements rather than checkbook stubs that depict our discretionary choices as consumers. Regardless, consumer psychology certainly is the foundation of expression for business and economic exchange.

Although this handbook is the first on consumer psychology in the American Psychological Association (APA) series, we hope to build on our non-APA predecessors. Haugtvedt et al. (2008) produced an excellent *Handbook of Consumer Psychology*, which we hope this volume updates. Likewise, the *Routledge International Handbook of Consumer Psychology*, by Jansson-Boyd and Zawisza (2017), also contributed an important addition to this space, on which we hope to expand. We do not dive deeply into methodology here because a recent handbook has done a thorough and admirable job on that topic (Kardes et al., 2019).

This handbook surveys what we currently know in the area of consumer psychology, including basic historical reviews. It identifies the most pertinent sources of information in both core and emerging literature. Chapters pinpoint practical issues, probe unresolved and controversial topics, and present future theoretical, research, and practice trends. The tone is meta-analytic. It lays out controversies but seeks to be balanced.

Several aspirations guided our planning for this handbook. We assume readers have a high level of curiosity and desire to have a greater understanding of consumer issues at a sophisticated level. We target the content toward a primary audience of psychologists, consumer researchers, practitioners, and graduate students. We summarize consumer knowledge relevant to advertisers, anthropologists, brand managers, communicators, economists, environmentalists, guardians of public policy, home economists, investors, marketers, social workers, and sociologists. This handbook is mostly about psychology, although we realize that other disciplines have important ideas to contribute to understanding this area (e.g.,

economics, sociology, anthropology). We organize around psychological constructs such as involvement and happiness, important consumer differences such as age and gender, and social processes from culture to current changes in social media. Theory about behavior guides the science of consumer psychology.

## MARKETING CONCEPT

The way people conceptualize marketing has often been misunderstood. Consumer psychology does indeed dominate marketing activity, but that dominance is usually not centered on tricking or misleading consumers. Rather, the concern is satisfying consumers. Some people assume that consumer psychology first enters into marketing with advertising and promotional communication, but that assumption is usually incorrect. Often the easiest way to market a product is to involve the customer, beginning at the earliest stages. The marketer first determines what the consumer or group of customers (target market) want or need, frequently considering consumer psychology along the way. Then the marketer develops the product designed to address the identified wants or needs, as discussed by Hall (Chapter 32) and by Proctor, Zeng, and Vu (Chapter 33). After designing a prototype of the product, the marketer determines, again with psychological research, whether the new product meets the needs of the consumer from the perspective of the consumer (Chapter 26, by Hollebeek and Srivastava). Then the marketer determines strategies (Chapter 5, by Keller) for issues such as how much to charge (Chapter 30, by Monroe), how to distribute the product (Chapter 29, by Verhoef, van Ittersum, Kannan, and Inman), and how to brand the product (Chapter 31, by Priester, Fleming, Donovan, and Dutton). All of these steps should be informed by consumer psychology. According to Keller's Chapter 5, customers are attracted to firms' products when "they can offer products and services that customers value more than the price that they pay for them" (p. 144). If the product and strategy have been developed with careful attention to consumer psychology, the communication phase (Chapters 19–22, by Pogacar, Mecit, Gao, Shrum, and Lowrey; Thorson; Lamberton and Humphreys; and Gurel-Atay) is much easier. The message is not "You should buy this item because I made it" but rather "You should buy this item because it was created to satisfy your psychological needs and desires."

This idea is sufficiently central to marketing that it has been called the *marketing concept*: "The marketing concept holds that the key to success at achieving organizational goals is being more effective than competitors at delivering and communicating superior customer value to your target market" (Kotler & Keller, 2012, p. 18). The focus is always on the consumer and creating happiness or satisfaction (Chapter 28, by Tambyah and Tan).

## ORGANIZATION OF THIS VOLUME

The book is divided into several sections. Part I provides critical perspectives of the field. Chapter 1, by Cohen and Wilkie, presents an evocative history of the development of consumer psychology as an area of knowledge, capturing a number of evolving research goals and orientations. Chapter 2, by Wyer, summarizes important work on how ideas about products and market purchases are activated by cues in the external environment and learned procedures. Chapter 3, by Foxall, provides one philosophy of science for psychological research. It articulates different ways psychologists measure and use hypothesized mental constructs like emotions, goals, and thoughts to increase our ability to predict and

understand human behavior. Chapter 4, by Bagozzi, examines structural equation modeling, an important methodological approach to understanding how different environmental and economic variables jointly affect or are affected by the behavior of consumers. The final chapter of Part I, Chapter 5, by Keller, places consumer psychology in the context of the marketing concept and the larger discipline of marketing.

Part II emphasizes individual differences across consumers with important demographic and psychographic characteristics that apply to consumer psychology. Hill, in Chapter 6, focuses on the noteworthy concerns of people with a low income, but people with other income levels also have unique needs and concerns. Chapter 7, by John and Chaplin, investigates children by looking at that one age category, but people in other age categories, such as young adults or senior citizens, also have unique needs and concerns. Zayer and Pounders (Chapter 8) explore selected gender issues. Ramanathan (Chapter 9) describes personality research in consumer psychology. Gurel-Atay (Chapter 10) reviews social values, and Valette-Florence, Meenaghan, and Kahle (Chapter 11) discuss lifestyle and sports.

Part III examines recent advances in social psychology, investigating the psychology of consumer action in a social world. Torelli and Shavitt (Chapter 12) explore cultural influences, and Tormala and Rucker (Chapter 13) tackle the classic social psychology topic of attitude change. Wight, Liu, Bettman, and Fitzsimons (Chapter 14) detail the influence of close social relationships with family and friends. The next contributions concern the social and ethical effects of consumers' actions. Claudy and Peterson (Chapter 15) look at the sustainability effects from consumer disposal of products, and Kennedy and Kapitan (Chapter 16) present the ethical implications of the ways consumers treat each other in the marketplace. Note that other chapters (e.g., Hill, Chapter 6) also discuss important societal issues. Monga, Zor, and Siddiqui (Chapter 17) reflect on time and its psychological consequences for consumption. Consumers have expectations based on their experiences, described in the chapter by Curtin (Chapter 18). He explores the role of conscious and nonconscious influences on consumers' expectations of future economic conditions. These expectations are measured, among other places, by his widely cited and influential University of Michigan Survey of Consumer Sentiment.

Part IV explores how businesses communicate formally with consumers and how consumers communicate with each other. Pogacar, Mecit, Gao, Shrum, and Lowrey (Chapter 19) demonstrate the ways language alters both actions and beliefs. Thorson (Chapter 20) explores traditional media, and Lamberton and Humphreys (Chapter 21) consider the phenomenal growth of social media and the influence that it has on consumption, activities, and well-being. Finally, Gurel-Atay (Chapter 22) discusses use of celebrity endorsers.

Part V explores affect and cognition, especially as they relate to consumer decisions. Kardes, Posavac, and Gaffney devote Chapter 23 to omission neglect and consumer judgment and inference based on limited evidence. Lee and Cecutti (Chapter 24) consider that bodily feelings can alter emotions, beliefs, and procedures. Chapter 25, by Adaval and Galli, looks at the interplay of affect and cognition in how feelings guide consumer behavior. Hollebeek and Srivastava's Chapter 26 discusses consumer involvement. Humans are animals with neurological characteristics, and Chapter 27, by Genevsky and Yoon, explores insight on consumer psychology from neurological data. Chapter 28, by Tambyah and Tan, reaches deeply into the existential issue of happiness from consumption.

Part VI probes the psychological aspects of how businesses and organizations understand and attempt to influence consumers, organized by the various roles and functions of marketing departments. Chapter 29, on channels, by Verhoef, van Ittersum, Kannan, and

Inman, looks at the rapidly changing world of retailing to omnichannel marketing, where channels intermix between electronic sources and brick-and-mortar stores. Chapter 30, by Monroe, explores the psychological issues that companies consider in setting prices. It looks both at the level and at the form of prices offered to consumers. Chapter 31, by Priester, Fleming, Donovan, and Dutton, on branding, summarizes antecedents and consequences of seven brand properties. A brand's influence can range from relatively weak to relatively strong and enduring. The authors' framework is unique in characterizing these properties as sequentially increasing in strength. Those topics lower in the hierarchy, such as attitudes and associations, may be more easily changed in the near term, but those topics with more strength, such as brand relationships and community, are both harder to alter and exhibit greater consumer influence over time. In Chapter 32, Hall notes that organizations try to innovate offerings for an ever-changing world. Very few products or services have survived unchanged for more than a century. Innovation and creativity are not magical processes but rather ones that psychology can understand and improve. Finally, human factors research tries to design what people want and can use effectively, as discussed by Proctor, Zeng, and Vu in Chapter 33. Human factors research too relies on a psychological foundation.

## FINAL THOUGHTS

We wish to acknowledge that many of the chapter authors also served as reviewers for other chapters. We deeply appreciate the patience and cooperation of the authors, in addition to their broad and deep intellectual prowess.

Of course, scientific knowledge is a moving target; thus, we acknowledge that this handbook does not cover everything about consumer psychology. It does give substantial examination of many of the important topics. We hope that it provides a starting point for a dialectical examination (cf. Kahle et al., 2000) of what we know about consumer psychology and how to move knowledge forward in this meaningful and vital area of human behavior.

Lynn R. Kahle  
Editor-in-Chief

Tina M. Lowrey  
Joel Huber  
Associate Editors

## REFERENCES

- Haugtvedt, C. P., Herr, P. M., & Kardes, F. R. (Eds.). (2008). *Handbook of consumer psychology*. Lawrence Erlbaum.
- Jansson-Boyd, C. V., & Zawisza, M. J. (Eds.). (2017). *Routledge international handbook of consumer psychology*. Routledge.
- Kahle, L. R., Liu, R., Rose, G. M., & Kim, W. S. (2000). Dialectical thinking in consumer decision making. *Journal of Consumer Psychology*, 9(1), 53–58. [https://doi.org/10.1207/s15327663jcp0901\\_5](https://doi.org/10.1207/s15327663jcp0901_5)
- Kardes, F. R., Herr, P. M., & Schwartz, N. (Eds.). (2019). *Handbook of research methods in consumer psychology*. Routledge. <https://doi.org/10.4324/9781351137713>
- Kotler, P., & Keller, K. L. (2012). *Marketing management* (14th ed.). Prentice Hall.
- Solomon, M. R. (2017). *Consumer behavior: Buying, having, and being* (12th ed.). Pearson.