Consumer Behavior
Classical and Contemporary Perspectives

KARIN M. EKSTRÖM
MIKAEL OTTOSSON
ANDERS PARMENT

TRANSLATION
RIKARD EHNSIÖ

Studentlitteratur
CONTENTS

Preface 5
Author presentations 7

1 Introduction 9
   The Purpose and Learning Objectives of the Book 10
   The Definition of Consumer Behavior 11
   The Book’s Two Points of Departure 13
   The Two Comprehensive Theoretical Perspectives of This Book 22
   The Remaining Outline of the Book 25
   Summary 26

DEL I Introduction to Consumer Behavior

2 Consumer Behavior in a Changing Society 29
   A Changed Consumer Culture 30
   Consumption and Well-Being 36
   Consumption and Popular Culture 38
   The Role of Advertising 39
   Changes That Affect Consumption 39
   Actors That View Consumers as Subjects 40
   Summary 44

3 The History of the Subject of Consumer Behavior 45
   Consumer Behavior as a Field of Research 46
   The Development of the Subject over Time 47
   Consumer Behavior Research from 1980 up until Today 51
   Consumer Research with a Focus on Sustainability 53
   Summary 56

DEL II Theories Concerning Consumer Psychology and Decision-Making

4 The Buying Decision and Consumption Process 61
   The Stages of the Buying Decision Process 62
   The Stages of the Consumption Process 67
   Factors Influencing Purchases and Consumption 70
   Summary 80

5 Involvement and Different Types of Buying Behaviors 81
   Involvement 82
   Different Buying Behaviors 92
   Decision Rules and Decision-Making Strategies 97
   Influencing Decisions 99
   Summary 100

6 Habits and Loyalty 101
   Habits 102
   Loyalty 114
   Measuring Loyalty 117
   Two Key Dimensions of Loyalty – Behavior and Mentality 118
   Summary 126
7 Values and Attitudes 127
   Values 129
   Attitudes 134
   Attitudes and Cultural Differences as Basis for
      Segmentation 143
   Summary 148

8 Learning, Memory and Information
   Processes 149
   Perspectives on Learning 150
   Memory and Information 156
   Summary 164

9 Personality and Lifestyle 165
   Personality 166
   Lifestyle 178
   Summary 185

DEL III Theories Concerning Consumer Culture and
   Practices

10 Introduction to Theories Concerning Consumer
   Culture and Practices 189
   Consumer Culture as a Field of Research 190
   Four Research Approaches within CCT 191
   Consumption Practices as a Field of Research 198
   Summary 204

11 Cultures 205
   Cultural Meanings 206
   Cultural Categories 207
   Cultural Principles 208
   Processes through which Culture is Created 211
   Consumption in Different Countries and
      Regions 214

   Globalization, Localization, Glocalization 215
   Counter cultures and Political Consumption 218
   Summary 219

12 Social Structures, Social Comparison and Group
   Dynamics 221
   Social Structures 222
   Social Comparison 233
   Different Groups and Group Dynamics 238
   Summary 246

13 Relations to Artifacts 247
   Artifacts 248
   Aestheticization 251
   Relations to Artifacts and the Value and Status of
      Objects 253
   Relations to Brands 257
   Collecting as a Consumption Phenomenon 258
   The Sharing Economy 260
   Minimalism and Voluntary Simplicity 265
   Summary 266

DEL IV Conclusion

14 Reflections: After Consumption 269
   Two Comprehensive Theoretical Perspectives that
      Complement One Another 270
   The Book’s Two Points of Departure 274
   After Consumption 275
   The Consequences of Consumption – Who Is
      Responsible? 279
   Summary 281

References 283
Index 305