Handbook of Developments in Consumer Behaviour

Edited by

Victoria Wells
*Durham Business School, Durham University, UK*

Gordon Foxall
*Cardiff Business School, Cardiff University, UK*

*Edward Elgar*
Cheltenham, UK • Northampton, MA, USA
Contents

List of contributors vii

1 Developments in consumer behaviour 1
   Gordon R. Foxall and Victoria K. Wells

PART I CONSUMER CULTURE

2 People and things 15
   Russell Belk

3 Culture and consumer behavior: contextual and compositional components 47
   C. Samuel Craig and Susan P. Douglas

4 The role of culture in advertising humor 83
   Marc G. Weinberger, Charles S. Gulas and Michelle F. Weinberger

PART II CONSUMERS IN CONTEXT

5 Retail and spatial consumer behaviour 121
   Harry Timmermans

6 Consumer behavior in a service context 147
   Rodoula H. Tsiotsou and Jocheh Wirtz

7 Researching the unselfish consumer 202
   Ken Peattie

8 New developments in the diffusion of innovations 246
   Ronald E. Goldsmith

PART III CONSUMER IMPULSIVITY, COMPULSIVENESS AND BEYOND

9 Discounting and impulsivity: overview and relevance to consumer choice 285
   Luis L. Oliveira and Leonard Green
10 Addictive, impulsive and other counter-normative consumption
   *Don Ross*

11 A template matching technique of personality classification for the study of consumer behavior: case study of Lois the compulsive buyer
   *Paul J. Albanese*

**PART IV NEUROSCIENCE AND CONSUMER CHOICE**

12 Consumer neuroscience
   *Peter Kenning, Mirja Hubert and Marc Linzmajer*

13 The role of neurophysiology, emotion and contingency in the explanation of consumer choice
   *Gordon R. Foxall, Mirella Yani-de-Soriano, Shumaila Y. Yousafzai and Uzma Javed*

14 Consumer involvement: review, update and links to decision neuroscience
   *Judith Lynne Zaichkowsky*

**PART V CONSUMER BEHAVIOUR IN EVOLUTIONARY PERSPECTIVE**

15 Consumers are foragers, not rational actors: towards a behavioral ecology of consumer choice
   *Donald A. Hantula*

*Index*