Index

Note: **Bold** pagination indicates an entry on the topic indexed.

acceleration of consumption 563
acculturation 1-6. See also: cross-cultural research, culture shock
accumulation 89
achievement vanity 606–7
Achieving Society, The 380
acquisition value 495
activity–pace–quality–time 626
adaptation 1–2, 151–2
adaptation level theory 495–6
adaptive conjoint analysis 398
adaptive decision making 48
adaptive rationality 481
addicted buyer profile 14–15
addiction 6–12, 12–16, 165, 168, 252, 279, 474, 608. See also: psychological discount rate
addictive buying 12–17, 42
additive-difference rule 79
adjustment 151–4
adolescents and shoplifting 539–40
adoption of new products 111–14
advertisements 283
Advertising Fictions 327
Advertising the American Dream 327
affect 40, 182–3, 206
affect and collecting 91
affiliation 456
agape 260
age differences; in debt 141; in unemployment 585
ageism 267–8
agency theory 583
Ajzen, Icek 202–3, 559
Akerlof, George 27, 87, 628–30
alcoholism 6–11, 477
alienation 150
Allais, Maurice 593
Allais paradox 490
altruism 17–22, 231, 297, 485, 598. See also: morals, green investing, trust
altruistic giving 260
altruistic personality 17–18
altruistic voting 21
anchoring 287–8
animal experiments 22–7, 476–7
anomie 150
anorexia 608
anthropology 27–32. See also: cross-cultural research
anxiety 150, 243, 427
Arden, Elizabeth 623
ARIMA 219–20
Aristotle 270, 431, 476
arousal-elaboration model 242–3
Arrow, Kenneth 27, 129–30, 593
ASEAN 5
aspiration price 498
asset 209–12, 215–21; markets 215–22
assimilation models 2–3
assimilation–contrast theory 495–6
ATM 329
attitude change 432–3
attitudes 60, 81, 202–4, 207, 411, 432–3, 559; and behaviour 171–3, 432; in tourists 567–8; to the poor 466–7
attribute weights 395–9, 446–9
attributes 99, 159, 163, 204–5, 346, 394–9, 450–51, 495–6, 610–11; in evaluation 119; of innovation 112; subjective and objective 397–8
attribution theory 32–7, 424, 583. See
also: lay economic beliefs
attribution–emotion–action theory 466–7
attributions 33–6, 385; for debt 140, 143;
for gifts 261; for poverty 465–7
auction 215; dollar 193
Austrian School economists 402, 594, 604
automatic and strategic thinking 273
autonomous decisions 299
autonomy 456
availability 284–6; heuristic 534
aversion; loss 530, 535; risk 111, 223–4,
356–7, 421, 489, 527, 551, 593
axioms of choice 223–5
axioms of rationality 488
Ayres, Mary 624
backward induction rationality 493
balance theory 81
bandwagon effects 106
banks 73
bargaining 406
Barthel, Diane 621
Bartos, Rena 624
basic needs 401–4
battle of sexes game 491–2
Baudrillard, Jean 460
Beauty Myth, The 621
Becker, Gary 6, 8–11, 19–20, 25, 385
behavioural life-cycle hypothesis 518–19
behaviourism 38–46, 176–9, 271–2, 601–3
beliefs 213, 358–62
Belk, Russell 108, 374, 453–4
Bentham, Jeremy 590–91, 595, 599–600
bequest motive 521
bequests 91, 517
Berg, Louis 547
Berlin, Isaiah 165
Bettman, James R. 46–50, 514, 527
biases 284–9
binary logit model 158
binary probit model 158
binary relationships 370–72
birthday 258, 261
black market 28
blood donation 277
body image 608
bookmakers 248
Bordo, Susan 621
Bossen, Hermann 600
bounded rationality 20, 274, 481, 494,
512–13
brand 44; awareness 50; choice 343–5;
concept 448; equity 50–52, 56, 451–2;
extension 50–51; image 50; knowledge
50; location 449; loyalty 53–63, 275,
610–13; performance audit 58;
strategy 612; utility 394–5, 446–9
bribes 261
brokers 533–4
Brown, Helen Gurley 624
Brumberg, R. 305–7
bubbles 215–21, 536, 554
budgeting 63–8
bulimia nervosa 608
business culture 188
business cycles 551–4
business ethics 389
business expatriates 153–4
buying experience 14
buying impulsiveness trait 331
bystander effect 18
Canetti, Elias 552
captured versus elusive forms of rationality
484
cardinal utility 591–3
career choice 158
Carson, Rachel 170
Cartesian duality 459
casino 247–50
caste system 27
casual impulse buying 330
catastrophe theory 237
categorization theory 116
category rating 597
causal attributions 320
causality 103, 438–9
celebrity endorsement 36
cellular phones 82–3
centipede game 492–3
Index

certainty and uncertainty 419-20
characteristic function 254
charity 66, 259
chasing 251
Chernobyl 171
children’s consumption 69-72, 125
children’s saving 72-5, 520
Chinese Values Survey 147
Chivas-Regal effect 195
choice 84-6; conjoint analysis models 101-3; consistency 480; deferral 75-81; elasticity 162; facilitation 121-6; heuristics 47, 423; preemption 121-2, 126-7; restriction 80; set 75-7; uncertainty 79
Christmas 258-9; presents 73
class differences in gambling 249
classic 237
classical conditioning 272, 324-5
Club of Rome 170
cluster analysis 450
coding and protocol analysis 469
cognition and emotion 183-4
cognitions—affect—behaviour 312
cognitive biases 619; in negotiation 407.
See also: heuristics
cognitive curiosity 277
cognitive dissonance 81-8, 525. See also: escalation of commitment
cognitive maturation 145
cognitive response methodology 468-72
cognitive science 273-5
cognitive scripts 297
cognitive structure 116
Coleman Hypothesis 577-9
Coleman, James 577
collecting 88-92, 429
collective behaviour 233
collective representation 180
collectors 88-92
colloquia on economic psychology 291-2
commitment 434, 564; rationality 482
commodity bundle 592
commonsense theory 358-62
communication 259-60; in negotiation 406-7
communism 570-74
compensating wage differentials 356
compensation and conspicuous consumption 107-9
compensatory models 394
competition in conspicuous consumption 107
compliance-gaining 433-5
compulsive buying 12-13, 330-31
compulsive gamblers 249, 252
compulsive gambling 42
conceptual framework relativism 440
Concorde 196
conflict of interest 167
conformism 629
conformity 179
congruity 92-8
congruity theory 92-9. See also: cognitive dissonance
conjunct analysis 99-106
connectionist models 273-5
conscience 579
conscious thought models 206
conservation 171
consistency 107; norm 193, 197; cognitive 81
conspicuous consumption 106-11, 260, 271, 374, 384, 544, 606
constant parameter learning model 611-13
constraints on choice 79
construct laddering 428-9
construct permeability 426, 429
construct validity 132
constructionism 441
constructs 425-9, 444
customer behaviour setting 42-3
customer boycott 255-6
customer choice 46-8, 495
customer decision making 419
customer demand 22-6
customer information 123-4
customer innovativeness 111-15
customer knowledge 115-21, 417
customer movement 389
Index

consumer preferences 543-4
consumer protection 121-8
Consumer Reports 123
consumer revolution 375
consumer socialization 71-2
consumer sovereignty 542, 545
consumerism 29, 168, 178, 318
consumption by children 69-72, 125
consumption by older people 264, 267
content analysis 327, 376
context dependence 398-9
contextual rationality 481-3
contingencies 39
contingent buying 330
contingent valuation 128-34, 597
continuum of impulse buying 329-30
contractarian models 594
contractarian rationality 483
contractual saving 350
control heuristic 321
convenience products 427
conventions 134-9. See also: entrepreneurship
convergent validity 586
cooperation 576, 580
coordination game 136
coping style 243
corporate cultures 137
cosmetic surgery 605
cost over-runs 194, 196
cost–benefit analysis 128-30, 171, 419
counter-preferential choice 167
crash, market 216, 218, 536
creativity 187-8, 276
credit 139-44, 177; cards 64-65, 86, 329,
384; principle 298
crisis debt 140-2
Croly, Jane Cunningham 623
cross-cultural; adaptation 568; generality
144; replication 145-6; research 144-8, 179-80
cross-section data 586-7
Csikszentmihalyi, Mihaly 364-5, 454
cultural adaptation 1-2
cultural homogenization 5
cultural norms 27
cultural relativism 440
cultural studies 459
cultural values 2
culture effect 412
culture engineering 414
culture fatigue 150
culture shock 149-55
customer loyalty 50
customs 134
dating heuristic 285
dating relationship 260-61
debt 29-30, 86, 139-44, 177, 361, 518; and
gifts 259
decision making 42, 512-13; under
uncertainty 222
decision rules 78-9, 98, 394, 470
decision theory 419-20, 488-91
decisions and search 524-6
Decoding Advertisements 621
deconstruction 367-73
deficiency motivation 164
delayed gratification 7, 9, 72, 464, 473-8,
518, 521, 539
deliberative rationality 482
Demorest, Ellen 623
Demos 73
deontology 230
dependency syndrome 6
depression 571, 584, 586
Depression, Great 582
Derrida, Jacques 368-73, 459
desires 601, 618
destination choice 566
development of material values 377-8
deviants 136
Dhar, Ravi 76-9
différence 370-72
differential equations 218-20
diffusion 111-12; time 111
dignity 318
diminishing marginal utility 591-3, 600-602
Dirichlet theory 54-62
disconfirmed expectations 277
Index

discount factor 593
discount rate 472–8
discourse 459
discrete choice models 102–3, **156–64**
discretionary saving 350
discursive approach to poverty 465–6
disincentive effects 26
dissonance 81–8
distributive payoffs 405
dividends 215–21
divorce 305, 308
dollar auction 193
double jeopardy 55, 61–2
dual self **164–9, 317**
Duplication of Purchase Law 57
dyads 296
dynamic process tracing approach 522–3

Earl, Peter 79, 182, 243, 293, 426–9, 468, 551, 629
Eastern Europe **570–75**
eating disorders 606
ecology and consumption **170–75**
economic beliefs 360
economic cognition, development of 74
economic growth 380–81
Economic Man 473
economic signaling theory 417–18
economic socialization **175–81**. See also:
children’s consumption, children’s saving
economic transformation 570–74
economic world of children 176
eccstasy 278–9
Edgeworth, F. Y. 600, 602
efficiency 615, 619; versus equality 230–32; wages 628–30
efficient market hypothesis 532–3
efficient market theories 219
effort 619–24
egalitarianism 230
egoism 298
ego-transcendence 164
Elaboration Likelihood Model 344
elasticity 403, 428, 515; choice 162; price 24
*Elemente der Psychophysik* 595
embedding 129–32
embodied cognition 271, 274
emotion 182–7, 429; and consumer behaviour 48–9, **182–7, 276–9**; and possessions 451; in speculation 553–4; and trust 580
empathy 18
endogenous uncertainty 490–93
energy conservation 172
enjoyment and consumption 109
Enlightenment, the 389, 486
entrepreneurs 138, 187–192, 380, 390
entrepreneurship 31, **187–92**. See also:
McClelland hypothesis
environmental concern 171
environmental goods 129
environmental knowledge 173
environmental quality 128
environmental valuation 128
envy 374
evy-free 231
episodic and semantic memory 277
equilibrium 254
equimarginal principle 600
equity 146, 559; premium puzzle 593; principle 298; theory 255, 630
Erikson, Erik H. 583
escalation of commitment 535, **192–201**
*Essay on the Nature and Signzjkance of Economic Science* 603
ethical investing 390–91
ethical relativism 440
ethical unit trusts 390–91
ethics 232
ethnic capital 357
ethnography 278; self 337
Etzioni, Amitai 20–21, 86, 232, 627
evaluation 432, 526–7
evasion of tax **556–60**
evolution and altruism 20
evolutionary game theory 255
evolutionary stable strategy 255, 579
Index

exchange 29–30; and gifts 257–61; theory 298
exegesis 281
existential beliefs 360
exogenous uncertainty 488–90
expectancy value model 201–8, 238. See also: multiattribute utility models
expectancy value theory 97
expectations 134–8, 201, 208–15, 349
expected utility 396; theorem 489; theory 223–5
experimental asset markets 215–22
experimental control 227–8
experimental economics 215–22, 222–9
experimental introspection 339–40
experimental studies 324
expert consumers 116–19, 122–3
expertise 530; in consumption 118
explication 367–8
exponential discounting 473–8
expressive rationality 167, 482
extended rationality 167–8, 482
extended self 90, 453–4
extensive games 253
extensive rationality 481
external search 527–8
externalities 126
extraversion/introversion 141, 243
extrinsic motivation 108, 501
extrinsic reward 501–2
extrospection 337
Exxon Valdez 130, 171

factor analysis 397
fair day’s work 627–8
fair price 497
fair wage 628–30
fairness 227, 230–33, 362, 390, 436, 629; and tax 559
family 296–304; decision making 20, 70–71; life cycle 304
fashion 15, 233–9, 422, 544; trends 236–8
fear appeals 239–46
fear of flying 567
fear–drive model 240

feature-matching 76–7
features 99
Fechner, Gustav 595, 602
Fechner’s Law 602
female labour force 353–7
Feminine Mystique, The 622–3
feminism 280, 620–24
Festinger, Leon 81–85
financial management 522
first order preferences 166
Fishbein, Martin 202–3, 238, 559
Fisher, Irving 601
fixed-pie error 407
flow 364–6
folk knowledge 431–2, 435–6
folk psychology 36, 361; of persuasion 431–2, 435–6
folk theory 324–5
forbearance 575
forced compliance 85
foreign culture 149–55
foreign currency 385
Fox-Genovese, Elizabeth 624
fragmentation 461
framing 65, 214, 242, 421, 519, 553
Frank, Robert 19
Frankfurt, Harry 317
fraud 576
free will 165
free-ride 167
Freidan, Betty 622–3
Freud, Sigmund 383, 552, 622
Freudian theory 89–90
Friedman, Milton 389
Fromm, Erich 164
full profile models 101
functional congruity 97
functions of emotion 183
fundamental value 215–20
fundamentals 553–4
fungibility 519; of money 386
futures market 216–17
fuzzy set 331, 508

Galen, Claudius 476
Index

gambler’s fallacy 286
Gamblers Anonymous 252
gambling 182, 225, 247–53, 421, 551–2
game theory 217, 231, 253–7, 405–6, 484, 488–93, 576–9, 592
gaming machine 248
gender differences 179; in aging 263–4; in gambling 249
gender norms 303
generic sunk cost problem 197–8
Georgescu-Roegen, Nicholas 315–16
gestalt 98, 368
Giffen good 24
gift exchange 29, 31; and labour 627–8
gift-giving 257–61; by the old 265–7
gifts 15, 21, 184, 257–62, 3847, 457
gothic arches 237
Great Depression 582
green consumer 171
green investing 388–92
group conformity 536–7
growing old 262–9
growth motivation 164
Guiding Light, The 548
guilt 427, 629
Gutman, Jonathan 428

habits 9–10, 270–75, 298, 432, 508, 601.
See also: conventions
habitual purchase 299
habitual saving 521
happiness 543, 615–19
Hawthorne Works 629
health decision making 242–4
health economics 598
hedonic consumption 203, 276–80
hedonic editing 64
hedonic judgement 186
hedonic pricing 132
hedonism 601, 604
hedonistic consumption 375
Heider, Fritz 32, 36
heirlooms 268, 454
helplessness 584

hermeneutic circle 281–2
hermeneutics 280–84
Hermes 280
heroic quest 278
Herrnstein, Roger 40–41
hesitation 79
heuristics 126, 204, 272, 284–9, 393, 416, 513–14, 526, 528, 534–5
hierarchical choice models 399
hierarchy of needs 315–16, 617–18
high involvement 341–6, 396, 514–15
hindsight bias 287, 535
hire purchase 139
Hirschman, Albert 27
history of economic psychology 289–96
hoarding 89–90
Hobson, John 315–16
Hofstede, Geert 146–7
Homer 199, 476
hopelessness 571
house mortgage 139
household 296; budget 63; decision making 296–304; life cycle 304–10; production 560
housewives 548–9, 620
housing consumption 305
Howard, John A. 310–14
how-do-I-feel? heuristic 285
human capital 357
humanism 164
humanistic literature 326–8
humanistic perspective 314–19. See also: dual self
Hume, David 270
Hummert, Frank 546–7
hybrid forms of rationality 484–5
hyperbolic discounting 474–8
hyperinflation 209, 335
hyper-rationality 485–6
hyperreality 460
hysteresis 589

IAAP 292
IAREP 291–3
ideal self-image 93
Index

identity development 457–8
IIA property 159–60
Iliad 199
illusion of control 320–23
images in advertising 323–8, 620–24
immediate gratification 7, 9, 14, 142, 473–8, 518, 521, 615
immigrants 1–6, 125
immigration 1
impulse buying 184, 203, 274–5, 328–33, 464; and shoplifting 538
impulse control disorder 13
impulses 13
impulsive consumption 329
impulsiveness 429
incentives 500–501
income inequality 570, 574
income life cycle 305
income tax evasion 556–9
income-compensated price change 23
income-constant price change 24
incomes of the old 264, 267
incompatibility error 407–8
Index of Consumer Sentiment 349–51, 519–20
Indian immigrants 3–4
indifference curves 561
individual differences in saving 516–17
individualism 230
individualism–collectivism 146–7, 408
inequality 145, 263
inertia 136, 275
inflation 209, 212, 333–6, 351
inflationary expectations 335
influence 431; tactics 299–302, 434
informal sector 28–9
information deficiency 528
information disclosure 121, 123
information flow 533–4
information overload 125–7, 528
information processing 115–20, 272, 325, 341–6, 395, 431, 513–15, 520; effort 205–6; in search 527–8
Information Processing Theory of Consumer Choice, An 46
information search 122–3, 126, 561
Inglehart, Ronald 375–8
inheritance 266, 268
initial public offerings 221, 533
innovation 111–15, 137–8, 187–92
innovative communicators 112
innovators 119
insider–outsider models 631
installment credit 139
instrumental conditioning 272
instrumental needs 402
instrumental orientation 108–9
instrumental rationality 167
instrumental values 413
integrative payoffs 405
interaction principles 297–8
interpersonal persuasion 433–5
intertemporal bargaining 477–8
interpersonal choice 72, 140, 593
interpersonal time use 563–4
interval scale 204, 591
interview methods 523–4
intrinsic interest 500, 505
intrinsic motivation 363, 386, 500–505
intrinsic satisfaction 108
introspection 206, 336–40, 470, 603
introspective research 336–41
inverted U 239–42, 308, 528
investor psychology 533, 551
investor rationality 531–5
invisible hand 388–9
involvement 341–7, 429, 514–15, 527
involvement scale 345
jackpots 247
Jahoda, Marie 582–4
James, William 270, 383, 601
Japanese management 411–12
Jevons, W. S. 591, 599–602
job mobility 353, 357
job package 356–7
job quality 584–7
Journal of Consumer Research 49
Journal of Economic Psychology 292
Joyless Economy, The 293, 366
Index

judgement under uncertainty 284
just world belief 360, 466
justice 230–32
justification of past decisions 192

Kant, Immanuel 164, 230, 318
Kantian rationality 483
Katona, George 141, 270, 290, 348–52, 384, 519, 521
Kelly, George 424–7
Keynes, John Maynard 210, 213, 350, 384, 487, 520, 550, 552–3
kitsch 237
kleptomania 539–40
Knetsch, Jack 129, 132, 292
Knight, Frank 28, 290, 603
Kuhn, Thomas 104, 274
Kula ring 30
labelling 65–6
labour force 587–8
laboratory experiment 22–6
labour market 263, 353–7, 620
labour productivity 626–30
labour supply 22–6, 353–8
labour–leisure model 561
Lane, Robert 615
language of gifts 260–61
launch strategy 114
law of large numbers 286
Laws of Imitation, The 289
lay economic; beliefs 358–62, 424;
    thinking 598. See also: attribution
    theory, personal construct theory
lay explanations for poverty 465–7
lay theories 32–6; of persuasion 431–2, 435–6
lay thinking 487
Le Bon, Gustav 552
Lea, Stephen 176, 292
learned helplessness 142, 321
learning model of addiction 7
leisure 247–8, 355, 363–7, 560–63, 583;
    state 364
lemons markets 255–6
Lévi-Strauss, Claude 369
lexicographic preferences 131
liberalism 404
life cycle 73, 140–42; consumption 64;
    hypothesis 264–5; model 304–8, 517–19; patterns 563–4
life expectancy 570
likelihood ratio 161
literary explication 367–73
Loasby, Brian 426
locus of control 141, 188, 201, 243, 464, 585–7
logical positivism 437–42
logit analysis 397, 399
logit transformation 447
longitudinal studies 587–8
long-term memory 115
loss aversion 530, 535. See also: risk
    aversion
lotteries 247, 320–22
love 297–300
low involvement 341–6, 393, 514–15. See also: involvement
loyalty 20, 53–63, 628
lulling effect 127
luxuries 403, 606; and necessities 386, 541, 543
macroeconomics 310
magic and money 385
management 411–14
management teams 191
managerial viewpoint on positioning 449–52
marbles 178
Marchand, Roland 327
marginal attribute utility 395–6, 446
marginal effects 162
marginal utility 91, 162, 316, 356, 564, 598, 600–604
Marienthal 582
marital roles 301–3
market opportunity 188–9
Index

market volatility 533, 550, 554
Marketing Management 311
marketing management 43–5
marketing managers 328
marketing strategies 515
marriage 576
Marshall, Alfred 106, 403, 553, 600–601
Maslow, Abraham 164, 314–18, 364, 402, 566, 600, 617
mass psychology 552–4
matching 40–41; law 25
material possession attachment 454–8
material values 316, 374–80, 455
material well-being 542, 545
materialism 14–15, 109, 374–80, 383, 455, 607
mathematical modeling 218
MAUT 102
maximization 40. See also: utility
maximization
maximum likelihood estimation 158
McClelland hypothesis 380–82
McClelland, David C. 380–82, 574
mean reversion 532
meanings of money 383–4
means–end chain analysis 428–9
means–end framework 205–7
means-testing 265
measurement issues in unemployment 586
media 235, 378
medical model of addiction 7
meditative introspection 339
melioration 40
memory 527–8; and habit 274; in consumer
choice 47–8; and consumer knowledge
116
Menger, Carl 402, 600, 603
mental accounting 63–8, 496, 519
mental accounts 195; and debt 143
mental health 322, 582–9
mental illness 6–12, 463–4, 539
merit goods 404
merit-based allocation 231
meta-analysis 240, 502–5
meta-preference ordering 166, 317
meta-rationality 480, 483–4
methodological pluralism 360
methodological rigour 280
methodology; in consumer research
437–45; in economic psychology
293–4
Mexican immigrants 3–4
microeconomic theory 26, 310, 560–61
Midgley–Dowling measure 114
Miller’s Rule 203
minimal rationality 481
mistrust 577–8
mixed motive negotiations 406
modernism 459
Modigliani, Franco 305–7
MONANOVA 104, 397, 447
money 383–8; as gift 258; illusion 333;
management 142; metaphors 383
monopoly 42
morals 388–92
mores 134
Morgenstern, Oskar 255, 489–90, 592–3
Mother Moran 546–7
motion sickness 566
motivation 201, 380–81, 473; of
entrepreneurs 188; research 310; for
search 527; of tourists 565–6
motives for saving 520–21
multiattribute utility 445–8, 451–2; models
392–400; utility theory 102. See also:
expectancy value models, positioning
multiattribute brand evaluation 394
multiattribute models 97, 202–4, 392–400,
445–9
multibrand buying 57, 60
multidimensional scaling 397
multinomial logit model 158, 161
multiple selves 615
n–Ach 380–81. See also: need for
achievement
NAFTA 5
naive scientist 32
narratives 461
Nash equilibrium 492
natural rationality 481
nature–nurture debate 18
necessity 403
need for achievement 464, 574. See also: n–Ach
need for stimulation 185
needs 316–17, 401–4; and wants 401–5, 609
negative montonic model 239–43
negotiation 405–10
neoclassical; demand theory 24; economics 512; theory of choice 80; theory of labour supply 353–6
neo-pragmatists 479
nested logit model 160
network analysis 465
Neulinger, John 363–4
new brands 448–9
New Critics 368
New Welfare Economics 590, 592
Newtonian débâcle 438
nihilism 442–3
NOAA 130–33
noncompensatory multiattribute models 449, 451
noncompensatory preference models 394
non-competing groups 357
non-compliance 556–9
non-expert consumers 116–19
nongenerosity 374
nonreliable inference 117
non-traditional households 304–9
nonzero order behaviour 611
normative; beliefs 359; models 297; principles 288
norms 134, 171, 189, 190, 202, 258, 271, 359, 386, 433, 540, 553, 555, 580, 627–8; cultural 8, 27; equity 146
nostalgia 48, 455
objective and subjective measures of consumer knowledge 119–20
objective quality 416
occupational status 108
Ogilvy on Advertising 607
Ogilvy, David 607
Ölander, Folke 290
old age insurance 87
one-shot interactions 576, 578–9
on-site behaviour 567–8
open rationality 483
operant behaviour 38–45
operant psychology 23
opportunism 21
opportunity costs 83
oppression of women 621
optimal arousal theory 182, 185, 241, 365–6
optimism bias 193, 287
ordinal utility 592, 595
ordinalist fallacy 317
ordinary least squares 104
organizational behaviour 626
organizational culture 411–15
Organizing and Memorizing 348
overconfidence 287, 320
pain 602
Painted Dreams 546
palmistry 442
panel research 293
panic 550–54
parallel response model 241–2
parametric rationality 481
parent–child purchase 70–71
parenting 355–6
pari-mutuel betting 248
participant observation 338
particularism 460–61
partners 297–300
part–whole bias 129–32
paternalism 399
pathological gambling 251–2
payoffs 488
peak experience 364
peer pressure 9
Peirce, Charles Sanders 271–4
penetration 53
pensions 263
perceived freedom 363
perceived personal importance 344
perceived quality 51, **416-19, 496**
perceived risk 186, 416, **419-24, 529-30**; of shoplifting 538
perception of economics 571-2
perceptual map 446
perfect equilibrium 254
perfect planning 330
performance decrement and reward **500-505**
performance, effects of culture 412-14
permanent income hypothesis 517
personal construct theory **424-31, 515**
personal involvement 344-6
personality disorders 424-5
personality traits 171; in tax 558-60
perspective theory 214
perspective-taking 109
persuasion 239-46, 344, **431-7**
phantomcentrism 371
Phelps, Charlotte 19-21
phenomenological analysis 470-71
philanthropy 260
Phillips, Irna 546
philosophy **437-45**
physical appearance 605-8
Piaget, Jean 176, 179
Pico della Mirandola, Giovanni 164-5
pilgrimage 278
Pillsbury 546
planner and doer 166, 518
Plato 253, 312, 473
play economy 73-4, 178-9
pleasure 599, 602
plural rationality 198-9
pluralism 441
pocket money 73
Poland 570-74
political ideology and poverty 465
polygamous consumers 53
portfolio 209, 212, 534; choice model 160
positioning **445-53**
positive monotonic model 239-43
positivism 437-40
possessions 109, 259, 375, **453-8**; as symbols 268; of the old 265-8
possessiveness 374
posterior rationality 483
postmaterialism 376-7
postmodernism 368, 372, 437, 439, **458-63, 479**. See also: hermeneutics
post-purchase behaviour 94
post-purchase consumption 193-6
poststructuralism 459
potlatch 260
poverty 141, 361-2, 384, 404, **463-8, 570**; and aging 263-5
power in negotiation 406-7
practical rationality 482
preference ordering 79, 615
prestige 107
pre-understanding 281-2
price 333-6; earning effect 533; elasticity 24; information 44; memory 334; trend 218-21
price-quality judgement 416-18
price-tier theory 497
principle of precedence 402-3
principled bargaining 409
Principles of Psychology, The **270**
prisoner’s dilemma 19, 136, 168, 406, 478, **576**
privatization 572-3
probabilistic reasoning 288
probabilities of outcomes 208, 211
probability 320-22; and distributional conflict 299
problem debt **139-40**
procedural rationality 487-8, 493-4
processing dynamism 342
procrastination 79
Proctor and Gamble 546-8
product evaluation 118-19
product knowledge 115-20
product regulation 126
product satisfaction 186
product-image 93, 96
profit analysis 448-9
project completion studies 193-5
projective data 471
projective tests 178
Index

prospect theory 64–5, 196, 224, 250, 399, 495–6
prospective rationality 198
prosuming 486
protection motivation theory 242
protest bids 131–2
protocol analysis 225, 468–72
psychoanalysis 338
psychographics 425
psychological discount rate 472–9
Psychological Economics 293
Psychology of Leisure, The 363
public choice theorists 596
public goods 595–9; problem 173
purchase motivation 94
puritans 622–3
Putting on Appearances 621
Q-method 96
qualitative response model 156
quality cues 416–17
quasi-rationality 481
quota samples 131
radical behaviourism 38, 41
radio 546–8
rafting 278
random parameter model 611–13
random utility: maximization 484–5; model 157
random walk 219; hypothesis 531–2
ratings 103
rational choice 489–93, 560–61; theory and taxation 556–60
rational economic man 270, 318
rational expectations 210–12, 216
Rationalist philosophers 488
rationality 480–95; and addiction
6–12; and gambling 250; and game theory 256; relativism 440; set 480–83; theories of 231, 480–87; and uncertainty 487–95
Rawls, John 230–31, 594
realism 227, 437, 439
reality relativism 440–41
reasoned action model 559
reciprocity 29, 259–60, 575–81; rules 303
recollection of tourism 568–9
recreational shopping 185
reduction of dissonance 81–8
reference prices 399, 495–9
regret 80, 85
reinforcement 39–41
relative deprivation 623
relative income hypothesis 517
relative resource contributions 303
relative wage 355
relativism 437, 440–42
repeat buying 60
repertory grid 424–7
repetitive habit pattern 7
repositioning 446, 452
representativeness heuristic 284–6, 534
reputation 416
reservation price 498
reservation value 225
residual saving 350, 521
resolute rationality 483
response involvement 342–3
retirement 262–6
revealed preference 592
rewards 472; and intrinsic motivation 500–506, 562
Reynaud, Pierre–Louis 290
rhetoric 325
rhetorical approach 322
Richins, Marsha 109
rites of passage 507
ritual 260, 411, 506–11; behaviour 275; syntax 509
Robbins, Lionel 592, 603
Robinson, Phyllis 624
romantic adventure 278
roulette 225
routines 273
<table>
<thead>
<tr>
<th>Index</th>
</tr>
</thead>
<tbody>
<tr>
<td>rule governed behaviour 39</td>
</tr>
<tr>
<td>rules of thumb 526</td>
</tr>
<tr>
<td>Russell, Lillian 623</td>
</tr>
<tr>
<td>SABE 292–3</td>
</tr>
<tr>
<td>safety equipment 87</td>
</tr>
<tr>
<td>salad bowl analogy 3</td>
</tr>
<tr>
<td>sales estimation 448</td>
</tr>
<tr>
<td>sample size effects 287</td>
</tr>
<tr>
<td>Samuelson, Paul 592</td>
</tr>
<tr>
<td>SASE 292–3</td>
</tr>
<tr>
<td>satiation 600, 611</td>
</tr>
<tr>
<td>satisfaction 615–19</td>
</tr>
<tr>
<td>satisficers 527</td>
</tr>
<tr>
<td>satisficing 393, 494, 512–16</td>
</tr>
<tr>
<td>scarcity of time 563</td>
</tr>
<tr>
<td>schedules of reinforcement 39</td>
</tr>
<tr>
<td>Schumpeter, Joseph 514</td>
</tr>
<tr>
<td>scientific realism 437, 442–4</td>
</tr>
<tr>
<td>Scitovsky, Tibor 182–3, 293, 366, 418, 618</td>
</tr>
<tr>
<td>scripts in negotiation 406–9</td>
</tr>
<tr>
<td>search 418; for information 122–3, 126, 561; processes 118, 524–31</td>
</tr>
<tr>
<td>second order preferences 166</td>
</tr>
<tr>
<td>Second Wave 620, 624</td>
</tr>
<tr>
<td>security 215–16</td>
</tr>
<tr>
<td>segmentation 450–51</td>
</tr>
<tr>
<td>segmented labour market 357</td>
</tr>
<tr>
<td>segregation 2–3</td>
</tr>
<tr>
<td>self- and other-rules 43</td>
</tr>
<tr>
<td>self-actualization 316</td>
</tr>
<tr>
<td>self-concept theory 92, 95</td>
</tr>
<tr>
<td>self-congruity 97</td>
</tr>
<tr>
<td>self-control 331, 476–8, 518</td>
</tr>
<tr>
<td>self-esteem 14–16, 94–6, 243, 387, 583–8, 620–21</td>
</tr>
<tr>
<td>self-explicated weight models 101</td>
</tr>
<tr>
<td>self-gifts 184, 260</td>
</tr>
<tr>
<td>self-gratification 89–91</td>
</tr>
<tr>
<td>self-image 90, 92–4</td>
</tr>
<tr>
<td>self-image theory 92–4</td>
</tr>
<tr>
<td>self-interest 230–31, 390–92, 545, 598</td>
</tr>
<tr>
<td>self-love 544–5</td>
</tr>
<tr>
<td>self-optimizing behaviour 215–16</td>
</tr>
<tr>
<td>self-serving bias 35, 287</td>
</tr>
<tr>
<td>semantic differential 96</td>
</tr>
<tr>
<td>semiotics 325</td>
</tr>
<tr>
<td>Sen, Amartya 27, 166–7, 317, 480, 615, 619</td>
</tr>
<tr>
<td>sensation seeking 276, 610</td>
</tr>
<tr>
<td>sequential decision structure 160</td>
</tr>
<tr>
<td>sequential equilibrium 255</td>
</tr>
<tr>
<td>serials 546–9</td>
</tr>
<tr>
<td>sex object 620, 624</td>
</tr>
<tr>
<td>Shacke, George 213–14, 317, 321–2</td>
</tr>
<tr>
<td>share market 531–7</td>
</tr>
<tr>
<td>shares 209–10, 216, 218</td>
</tr>
<tr>
<td>Shefrin, Hersh M. 518–19</td>
</tr>
<tr>
<td>shopping spree 13</td>
</tr>
<tr>
<td>signaling 579–80</td>
</tr>
<tr>
<td>Silent Spring 170</td>
</tr>
<tr>
<td>Simon, Herbert 20, 208, 272, 292, 311, 313, 351, 393, 493–4, 512–16</td>
</tr>
<tr>
<td>Sirgy, M. Joseph 92–8</td>
</tr>
<tr>
<td>Sismondi, Simonde de 315</td>
</tr>
<tr>
<td>situational involvement 343–4</td>
</tr>
<tr>
<td>Skinner box 23</td>
</tr>
<tr>
<td>Skinner, B. F. 38, 41</td>
</tr>
<tr>
<td>skydiving 182, 278–9</td>
</tr>
<tr>
<td>slot machine 247</td>
</tr>
<tr>
<td>Slutsky-compensated price change 23</td>
</tr>
<tr>
<td>Slutsky–Hicks theory 22, 26</td>
</tr>
<tr>
<td>Slutsky–Hicks–Allen 290</td>
</tr>
<tr>
<td>Smith, Adam 106, 230, 356, 388, 541–5, 626</td>
</tr>
<tr>
<td>Smith, Vernon 215, 217, 220, 221, 223, 552</td>
</tr>
<tr>
<td>smoking and lung cancer 242–4</td>
</tr>
<tr>
<td>snob effects 106</td>
</tr>
<tr>
<td>soap opera 546–50</td>
</tr>
<tr>
<td>social acceptance 90</td>
</tr>
<tr>
<td>social choice 594</td>
</tr>
<tr>
<td>social cognition 33</td>
</tr>
<tr>
<td>social comparison theory 384</td>
</tr>
<tr>
<td>social consciousness 171</td>
</tr>
</tbody>
</table>
Index

social Darwinism 230
social dialogue 231
social dilemmas 173
social dynamics 233–4, 238
social exchange 259
social influence 235
social interaction 235
social investments 390
social justice 231–2
social learning 18, 138
social mobility 2
social rules 389
social status 606–7
social symbolism 233
socialism 404
socialist ideology 572
socialization and addictive buying 15
socioeconomic preferences 572–4
sojourner 150–53
solution concepts 253–6
Sommers, Christina Hoff 624
source credibility 243
South Pacific 31
souvenirs 454
speculation 86–7, 221, 536, 550–55
split loyalty 59
stage games 253
stages of culture shock 151
status and gifts 260
stereotypes 326–7
stochastic parameter model 613
stock market 531. See also: experimental asset markets, share market
strategic rationality 481
strategic signaling 192
strategy formation 451
strategy in decision making 47
strategy in negotiation 406–7
stress 48, 585
stress and inflation 334
strong-culture thesis 412
structuralism 369–71
student debt 141
style 235–7
subgame perfect equilibrium 226, 254
subjective and objective well-being 617
subjective expected utility models 192, 202
subjective probability 202
subliminal advertising 622
substantive rationality 493–4
substitution effects 23
suffrage movement 623
suicide 571
sunk costs 192–9
superannuation 263–4
superfairness 231
supermarkets 178
superwoman 620
surprise 213–14
survey 177; of consumer expenditures 307; data 351; design 129–31
sustainability 172
symbolic consumption 506–7
symbolic meaning 234–8; of money 383–4
symbolic nature of postmodernism 462
symbolic value of gifts 258
symbols 411; in consumption 544
sympathy 482
Symposium on Consumer Behavior 310
systemic rationality 482
tactics in negotiation 408
tangible rewards 504–5
Tarde, Gabriel 289
targeting 450–51
Taster’s Choice advertisements 549
tax evasion 556–60
taxpayers 351, 556–60
technology 190
television 548–9; advertising and children 69–70
temporary preference 475–6
text 281–2, 368–71
Thaler, Richard 64, 166, 292, 495–6, 518–19
theatre-ticket phenomenon 195
Thematic Apperception Tests 19
Theory of Buyer Behavior, The 312
Theory of Moral Sentiments 542–3
two-dimension 178
theory of the firm 626–7
Index

Theory of the Leisure Class, The 289
thinking aloud 468
Third World 28–9
time allocation 560–64
time diaries 562
time pressure 529
time series 211, 376; analysis 219–20
time use 560–5
timing and protocol analysis 468–9
timing of spending 65–6
tips 67, 385–6
Today’s Children 546
Tolman, Edward C. 201, 203
totalizator 248
tourism 1, 565–70
traditional households 304–9
tragedy of the commons 172
transaction costs 576
transaction utility 64; theory 196
transactional value 495
transcendence 278–9
transformation in Eastern Europe 570–75
translation processes 2
travel 273, 566
travellers 150–3
treatment of addicted buyers 16
trust 168, 232, 391, 575–81
tulipmania 536, 552
Tversky, Amos 64–5, 79, 195, 214,
223–5, 272, 284, 287, 292, 535, 554
twin studies 7

U-curve 152–4
ultimatum bargaining 253; game 226–7
Ulysses 475–6
Unbearable Weight 621
unconscious 270–74
understanding in hermeneutics 282
unemployment 154, 177–8, 467, 570,
582–90, 630; and aging 263;
attributions for 33–6
union–management interaction 405
universality 145
unplanned purchases 329
use of time 560–65
utilitarian 590, 594; economics 276;
judgement 186; rationality 483
utilitarianism 230, 391
utility 590–95, 599–604, 615; debts 301,
303; maximization 8–10, 19, 63, 165,
182, 199, 390, 391, 480, 484, 512,
516–18, 526, 531–2, 561, 594, 600,
615, 620, 626; of public goods 595–9.
See also: contingent valuation; theory
474, 599–604
utility–effort curve 626–7
value formation 225
value of money 145
value-based theory 77
values 171, 174, 206–7, 374, 411; cultural
2
Van Raaij, Fred 290
Van Veldhoven, Gery 290
vanity 544, 605–9
variety-seeking behaviour 610–14. See
also: brand loyalty
Veblen effect 106
Veblen, Thorstein 106–7, 271, 289, 294,
544, 601, 606
verbal choice protocols 46
verbal rewards 504–5
verbalization 468
verifiability principle 440
Vicary, James 622
Vienna Circle 438
Viner, Jacob 600
visual advertising 324
vividness of information 243
von Boehm-Bawerk, Eugen 601
von Neumann, John 255, 489–90, 592–3
wage rigidity 630
Walras, Léon 600–602
wants 317, 401–4, 601. See also: needs and
wants
War without Inflation 348
Wärneryd, Karl-Erik 290
warnings 124–5
Warr, Peter 582, 585, 587

648
Index

Watson, John B. 38, 601
Wealth of Nations, The 542, 544
Weber, Max 107, 270, 603
Webley, Paul 73, 176–8
welfare economics 591
welfare state 572
well-being 121, 561–2, 564, 570–71, 582–90, 615–19; and inflation 333–4; subjective 561–2, 564
Wicke, Jennifer 327
widows 264, 266
will 477–8
Williamson, Judith 621
willingness to accept 128–32, 225–6
willingness to pay 128–33, 163, 225–6
windfall gains 66
winner’s curse 225
withdrawal symptoms 6
Wolf, Naomi 621
women in advertising 327, 620–26. See also: images in advertising
work effort 626–32
work-related values 146–7
World Health Organization 13
wrapping 259
Yale School 369

Zajonc–Lazarus exchange 183
zero discounting 473
zero order behaviour 611
zero-sum game 405