

A

absolute threshold the lowest level of stimulation necessary for detection by a person's sensory receptors

acceptance strategy a strategy employed by marketers when the brand they are promoting is not part of the target market's evoked set and the target market engages in extended decision making; the marketer must attract consumers' attention, or otherwise motivate them to learn about the brand

achievement role a role acquired as a result of performance, over which an individual has some degree of control

active problem a problem the consumer is aware of, or will become aware of, in the normal course of events

activity analysis analysis that focuses on a particular activity, such as preparing dinner, mowing the lawn or washing your hair; the survey or focus group attempts to determine what problems consumers face during the performance of that activity

actual state the condition the consumer perceives themselves to be in at this point in time

adaptation level theory the theory that people adjust to the level and type of stimulus to which they are accustomed—for example, an advertisement that stands out when new will eventually lose its contrast effect

adoption process the extended decision-making process undertaken when a new product is involved

affective choice a decision based primarily on feelings

affective component (of an attitude) the attitude holder's feelings or emotional reactions to the attitude object

affective growth motives motives that focus on achieving personal goals through personal development

affective interpretation the emotional or feeling response triggered by a stimulus

affective performance the emotional (affective) response that owning or using a product provides

affective preservation motives motives that focus on achieving personal goals while maintaining equilibrium

AIO inventory an instrument that aimed to measure individuals' lifestyles, focusing on the three dimensions of activities, interests and opinions

antecedent states features of an individual consumer that are not lasting characteristics. Rather, they are momentary moods or conditions—for example, the experience, from time to time, of low mood or high excitement that are not normally part of the individual's make-up

approach–approach motivational conflict a situation where the consumer faces a choice between two attractive alternatives

approach–avoidance motivational conflict a situation where the consumer faces both positive and negative consequences in the purchase of a particular product

ascribed role a role based on an attribute over which the individual has little or no control

aspirational reference group a group to which the individual does not belong but to which the individual has a positive attraction

attention occurs when a stimulus activates one or more sensory receptor nerves and the resulting sensations go to the brain for processing

attitude an enduring combination of motivational, emotional, perceptual and cognitive processes with respect to some aspect of our environment; a learned predisposition to respond in a consistently favourable or unfavourable manner with respect to a given attitude object

attitude object anything about which an individual can have an attitude, such as a physical object, issue, behaviour, other person, experience, event and so on

attribution theory an approach to understanding why consumers assign particular meanings to a person's behaviour, and whether it is due to inferred dispositional characteristics or situational factors or both

autonomic decision making a type of household decision making where either member of the couple makes the final decision

avoidance–avoidance motivational conflict a situation where the consumer faces two undesirable alternatives

awareness set a set of brands of which a consumer is aware, composed of three subcategories: the evoked set, the inept set and the inert set

B

behavioural component (of an attitude) the tendency of the attitude holder to respond in a certain manner towards the attitude object

benefit segmentation segmenting consumers on the basis of the benefit or benefits important to them

best–worst scale a scale that requires the consumer to rank a subset of items from most to least favourite

blind test a test in which the consumer is not aware of the product's brand name; such tests enable the marketer to evaluate the functional characteristics of the product and to determine whether a just-noticeable difference over a particular competitor has been obtained

bounded (of social classes) having limits, so that each social class is clearly separated from all others

brand community a group of people united in their admiration for a particular brand, characterised by a shared sense of belonging among members that distinguishes them from those outside the community

brand equity the value that consumers assign to a brand above and beyond, although derived from, any specific functional characteristics of the product

brand image the schematic memory of a brand, without reference to competing brands; compare product position

brand leverage a marketing strategy of capitalising on brand equity by giving the existing brand name to new products—also known as family branding, brand extension or umbrella branding

brand loyalty commitment to a brand by a consumer because they believe it best meets their overall needs, and because an emotional attachment ('liking it') has been formed

brand personality a set of human characteristics that become associated with a brand

brand-loyal decisions decisions made by a consumer who displays a high degree of product involvement and emotional attachment to that brand

buying-power index an index that combines an area's population, income and value of retail purchases

C

capture strategy a strategy employed by marketers when the brand is in the target market's evoked set and consumers engage in limited decision making; marketers need to provide information at the point of purchase

celebrity a high-profile person such as a television or movie star or sports figure

classical conditioning the process of using an established relationship between a stimulus and a response to bring about the association of that same response to a different stimulus

cognitive component (of an attitude) the attitude holder's beliefs and knowledge about the attitude object

cognitive dissonance the experience of inconsistency between attitude components

cognitive growth motives motives that focus on achieving a sense of meaning through personal development

cognitive interpretation a process whereby stimuli are placed within existing categories of meaning

cognitive learning the mental activities of humans as they work to solve problems or cope with situations; involves learning the ideas, concepts, attitudes and facts that contribute

to the ability to reason, solve problems and learn relationships without direct experience or reinforcement

cognitive preservation motives motives that focus on achieving a sense of meaning while maintaining equilibrium

cohort effects the principle that a younger age group may not behave the way a current older group behaves when they reach the same age

communication situation the situation in which consumers receive information about goods and services

comparative advertising a type of advertising that explicitly states how one brand or product compares with one or more of its competitors'

compensatory decision rule a decision rule that states that the brand that rates highest on the sum of the consumer's judgments of the relevant evaluative criteria will be chosen

complaint behaviour consumer action that involves contacting a supplier or third party to request the redress of dissatisfaction experienced when purchasing or using a product

compressed message a message that has been sped up to increase attention (e.g. a 30-second commercial reduced to 24 seconds)

compulsory recall when a firm is forced to recall its product, such as where the product may cause injury, does not comply with product standards or is subject to an unsafe goods order or banning order

conditioning learning that is based on the association of a stimulus (information) and a response (behaviour or feeling)

confidence value the consumer's ability to distinguish between brands based on the surrogate indicator

conformity the tendency to want to be like relevant and significant others

conjoint analysis a technique that provides data on the structure of consumers' preferences for product features and their willingness to trade one feature for more of another

conjunctive decision rule a decision rule that establishes the minimum required performance standard for each evaluative criterion, and selects all brands that surpass these minimum standards

constant-sum scale the most common method of direct measurement; requires the consumer to allocate 100 points in total to their evaluative criteria, with individual points allocated according to the relative importance of each criterion

consumer behaviour a discipline dealing with how and why consumers purchase (or do not purchase) goods and services

consumer behaviour audit a systematic review of all important aspects of consumer behaviour

consumer socialisation the processes by which people acquire the skills, knowledge and attitudes relevant to their functioning as consumers in the marketplace

consumer socialisation the processes by which young people acquire skills, knowledge and attitudes relevant to their functioning as consumers in the marketplace

consumer-to-consumer sale a sale that occurs when one consumer sells a product directly to another without a commercial intermediary

consumerism the activities of governments, businesses, independent organisations and concerned consumers aimed at protecting and enhancing the rights of consumers

consumption ritual a set of interrelated behaviours that occurs in a structured format, has symbolic meaning, is repeated periodically and involves the consumption of goods or services

consumption subculture a distinctive subgroup of society that self-selects on the basis of a shared commitment to a particular product class, brand or consumption activity

continuous innovation a product for which adoption requires relatively minor changes in behaviour

contrast refers to consumers' tendency to attend more closely to stimuli that contrast with their background than to stimuli that blend with it

corrective advertising advertising undertaken when a commercial or other source has caused a group of consumers to learn false information about a brand; a second series of commercials, designed to cause 'unlearning' and speed extinction of the incorrect information

cross-cultural marketing marketing activities that take into account the similarities and differences between cultures

cultural value a widely held belief within a culture that affirms what is desirable within that culture

culture a complex concept that includes the knowledge, beliefs, arts, laws, morals, customs and any other capabilities and habits acquired by individuals as members of a particular society

customer value the difference between all the benefits derived from a total product and all the costs of acquiring those benefits

D

day-after recall (DAR) the most popular method of measuring the attention-getting power of television commercials; individuals are interviewed the day after a commercial has been aired during a program they watched

decision rule a rule that describes how consumers select one alternative from those considered; consumers frequently use five rules, either singly or in combination, to make their decisions: conjunctive, disjunctive, elimination-by-aspects, lexicographic and compensatory decision rules

demographics description of a population in terms of its size, structure and distribution

desired state the condition the consumer would like to be in at this point in time

differential threshold a consumer's ability to notice changes or differences in levels of stimulation

diffusion process the manner in which a new product spreads throughout a market

discontinuous innovation a product for which adoption requires major changes in behaviour in an area of importance to the individual

disjunctive decision rule a decision rule that establishes a minimum level of performance for each important attribute (often a fairly high level); all brands that surpass the performance level for any key attribute are considered acceptable

disposal situation the situation in which the product and/or product packaging is discarded before or after use

disrupt strategy a strategy employed by marketers when the brand they are promoting is not part of the target market's evoked set and the target market engages in habitual decision making; the first task of this strategy is to disrupt the existing decision pattern

dissatisfaction the feeling experienced by a consumer whose expectations have not been met by a good or service

dissociative reference group a group to which the individual does not belong and that exercises a negative attraction on the individual; a group with whom the individual does not identify and with whom they wish to avoid association

duplex theory of memory a theory that proposes a distinction between short- and long-term memory

dynamically continuous innovation a product for which adoption requires a major change in an area of behaviour that is relatively unimportant to the individual

E

early adopters those who are next to adopt an innovative product after innovators

early majority those who are next to adopt an innovative product after early adopters

elaborative activities activities that occur in short-term memory and involve the use of previously stored experiences,

values, attitudes, beliefs and feelings to interpret and evaluate information in working memory as well as to add relevant previously stored information

elimination-by-aspects decision rule a decision rule that requires the consumer to rank the evaluative criteria in terms of their importance and establish a cut-off point for each criterion; all brands are first considered on the most important criterion

emotion arousal the motivation to activate certain emotional states

emotion research research that attempts to discover the role played by emotions in the consumer decision process

emotional appeal a type of advertising appeal designed primarily to elicit an affective response rather than to provide information or arguments

emotions the feelings connected with, or affective responses to, objects, people, messages and events—that is, the stimuli that individuals encounter

ethnic market a subcultural group segmented on the basis of ethnicity

ethnocentrism a belief in the superiority of our own culture and its products and that other cultures have or should have the same values as we do

etiquette generally accepted ways of behaving in particular social situations

evaluative criteria the features or desired characteristics of a product required to meet the consumer's needs; the features the consumer believes a product should have, such as suitable price, brand or ingredients

evoked (or consideration) set those brands that the consumer is willing to consider for the solution of a particular consumption problem

exhaustive (of social classes) every member of the social system must fit into a class

exographics a broad form of segmentation focusing on geographical regions

expectations the set of outcomes expected by a consumer before entering into an exchange

exposure occurs when a stimulus comes within range of a person's sensory receptors

extended decision making the response to a very high level of purchase involvement; an extensive internal and external information search is followed by a complex evaluation of multiple alternatives; after the purchase, uncertainty about its correctness is likely, and a thorough evaluation of the purchase will take place

extended information searchers consumers who undertake extensive external information searches before purchasing

external attribution the process whereby individuals attribute the cause of a favourable or unfavourable outcome to some outside force

external search the method used if a resolution to a problem is not reached through an internal search; the focus of the search then shifts to external stimuli relevant to solving the problem

extinction also known as forgetting, occurs when the reinforcement for a learned response is withdrawn, or the learned response is no longer used

F

family household a household unit that consists of two or more related people who live and eat in private residential accommodation

fear appeal a type of advertising appeal that uses the threat of negative (unpleasant) consequences if attitudes or behaviours are not altered

financial risk risk to the consumer's financial status as a result of purchase of a product

five-factor model of personality a theory that identifies five basic personality traits formed by genetics and early learning

format the manner in which the message is presented

G

generic problem recognition the recognition of a discrepancy that a variety of brands within a product category could resolve

geo-demographic analysis analysis focusing on the demographics of geographic areas, based on the belief that lifestyle and therefore consumption are largely driven by demographic factors

gestalt psychology a school of psychology that examines the processes by which information about a stimulus is organised and categorised into patterns by the human brain

global marketing a form of international marketing that aims to target particular consumer segments, regardless of where they are located in the world, using standardised marketing mixes

group two or more individuals who share a set of norms, values or beliefs and have certain implicitly or explicitly defined relationships that make their behaviours interdependent

group influences the influences that a group may have over an individual's choices, including choices of product category and type of product and/or brand used

H

habitual decision making a purchase decision effectively involving no decision as such; occurs when there is very low involvement with the purchase and results in repeat purchasing behaviour (also called routinised purchase behaviour)

hedonic attribute an attribute that is directly associated with the experience of pleasure

hemispheric lateralisation the concept that each of the two sides of the brain controls different types of activities

heuristic a mental 'rule of thumb' used by consumers to assist in the decision-making process

high-involvement learning situation a situation in which the consumer is motivated to learn or process the material

Hollingshead Index of Social Position (ISP) a two-item index for measuring social position

household the basic consumption unit for most consumer goods; often family-based, made up of individuals living under the same roof

household life cycle the concept that each household passes through a fairly regular and predictable progression of structural stages, each with its own characteristics, financial situation and purchasing patterns; for example, most Australian and New Zealand consumers grow up and leave their original household, and then begin a new household

human factors research research that attempts to determine human capabilities in areas such as vision, strength, response time, flexibility and fatigue, and the effect of such things as lighting, temperature and sound on these capabilities

humour appeal a type of advertising appeal that aims to get attention by using jokes, puns or any other device that makes the consumer laugh or smile

husband-dominant decision making a type of household decision making where the husband plays a more important role in determining the outcome

I

iconic rote learning learning the association between two or more concepts, in the absence of conditioning

ideal-point model a model that seeks to measure the distance between the levels of an attribute of an alternative product and that of a product considered ideal by consumers

identification influence occurs when an individual uses perceived group norms and values as a guide for their own attitudes or values; also called value-expressive influence

imagery the forming of mental images

importance the value that the consumer places on the information to be learned

impulse purchase a purchase made with little or no deliberation as a result of seeing a product and having a sudden, powerful urge to have it

inactive problem a problem of which the consumer is not aware

individual factors personal characteristics likely to influence how an individual consumer perceives and processes information

individual personality theories theories of personality based on the assumptions that all individuals have internal characteristics or traits and that, for these characteristics, there are consistent and measurable differences between individuals; compare social learning theories

inept set those brands the consumer considers completely unworthy of further consideration when attempting to solve a consumption problem; the consumer actively dislikes the brands in this set

inert set those brands of which the consumer is aware, but towards which he or she is basically indifferent

influential (of social classes) there must be behavioural variations between the classes

information overload when a consumer is confronted with so much information that they cannot or will not attend to all of it

information processing a series of interlinked activities by which stimuli are transformed into information and stored

informational influence occurs when an individual uses the behaviours and opinions of reference group members as potentially useful pieces of information

injurious consumption consumer behaviour that may be harmful to oneself or others

innovation an idea, practice or product perceived to be new by the relevant individual or group

innovators the first purchasers of an innovative good or service

instrumental performance the physical or functional performance of a product

intercept strategy a strategy employed by marketers when the brand they are promoting is not part of the evoked set of the target market, and the target market is engaged only in limited decision making; the objective is to intercept the consumer during their search for information on the brands in their evoked set

internal attribution the process whereby individuals attribute the cause of a favourable or unfavourable outcome to themselves

internal search use of information from memory

internet maven an individual who is relied on to provide information about the virtual marketplace

interpretation the assignment of meaning to sensations

isolation the separation of a stimulus object from other objects

J

just-noticeable difference (JND) the minimum amount of change in a stimulus that needs to occur for consumers to notice the difference

L

laggards those who are last to adopt an innovative product

late majority those who are next to adopt an innovative product after the early majority

latent motives motives that either are unknown to the individual or are such that the individual is reluctant to admit them

learning any change in the content or organisation of long-term memory; the result of information processing

lifestyle how a person lives—a function of inherent individual characteristics that have been shaped and formed through social interaction as that person moves through their life cycle

Likert scale a scale that requires consumers to indicate their degree of agreement or disagreement with each of a series of statements related to the attitude object

limited decision making decision making that covers the middle ground between habitual decision making and extended decision making; in its simplest form (lowest level of purchase involvement), it is very similar to habitual decision making—for example, a consumer may select a product without seeking information beyond internal memory that it ‘tastes good’; no other alternative may be considered

limited information searchers consumers who undertake limited external information searches before purchasing

logo how the name of a good or service is visually presented

long-term memory unlimited, permanent storage of learned items; can store many types of information, such as concepts, decision rules, processes and affective (emotional) states

low-involvement learning situation a situation in which the consumer has little or no motivation to learn or process the material

loyalty where a consumer has an emotional attachment to the brand and is committed to its ongoing purchase

M

‘masstige’ a phenomenon that occurs when a prestige brand becomes generalised to a wider target market and achieves large-volume sales inconsistent with its original positioning; describes goods and services that occupy a space between mass market and prestige, commanding a premium price over conventional products but not necessarily being positioned at the top of their category in terms of price

maintenance rehearsal activities that occur in short-term memory and involve the continual repetition of a piece of information in order to hold it in current memory for use in problem solving or transferral to long-term memory

maintenance strategy a strategy employed by marketers to maintain current purchase behaviour in a situation where the brand is purchased habitually by the target market

manifest motives motives that are known and freely admitted

market maven an individual who appears to have information about many kinds of products, places to shop and other aspects of markets; they both initiate discussions with others about products and shopping and respond to requests for market information; they are opinion leaders about the shopping process in general

market segmentation the basis of most marketing strategies, it involves identifying consumer groups with unique needs and/or purchasing processes, and developing specific marketing programs targeted at individual groups

marketing mix the combination of product, price, distribution and promotion

marketing strategy the combination of product, price, distribution and promotion most suited to a particular group of consumers

Maslow’s hierarchy of needs a theory designed to account for most human behaviour in general terms, stipulating a natural progression from physiological needs to higher, self-actualisation needs

McGuire’s psychological motives a fairly detailed motive classification system designed to account for a limited range of consumer behaviours

mediation arbitration by a third party

memory how the meanings given to perceptual sensations are recorded as information, either for short-term use or longer term storage; the total accumulation of prior learning experiences

message involvement the extent to which the consumer is involved with the message

misinterpretation imperfect or faulty allocation of meaning to a stimulus

mobile marketing marketing activities conducted through a network to which consumers connect using personal mobile devices

modernism the application of scientific principles to achieve progress

momentary conditions transient states of being, such as being tired, being unwell, having a lot of money, having no money, etc.

mood a transient state of mind that is generally not tied to a specific event or object

motivation the energising force that activates or triggers behaviour and provides purpose, direction and drive to that behaviour

motivational conflict the outcome of different motives driving consumers to opposite behaviours

motive a construct representing an unobservable inner force that stimulates and compels a behavioural response, provides specific direction to that response and drives the response until the inner force is satisfied

multi-attribute attitude model a model expressing attitudes as a function of a number of attributes and the beliefs associated with them by consumers in relation to any particular brand, each allocated with a particular coefficient reflecting its importance

multi-trait theories theories that describe personality as the compound sum of several identifiable traits

multiple-item index an index formed on the basis of several parameters

mutually exclusive (of social classes) an individual can belong to only one social class, although movement from one class to another over time is possible

N

netnography a qualitative research method ('ethnography on the internet') designed to investigate the consumer behaviour of communities and cultures that are present on the internet

neuromarketing the use of neuroscientific measures of emotion, such as magnetic resonance imaging (MRI), to understand consumers' responses to advertising and other marketing stimuli

non-compensatory decision rule a decision rule such that very good performance on one evaluative criterion cannot compensate for poor performance on another

non-family household a household made up of householders who live either alone or with others to whom they are not related

non-focused attention (or automatic monitoring) superficial and distracted allocation of processing ability to a stimulus

non-satisfaction a feeling experienced by a consumer when performance meets expectations that are at a level considered to be below a minimum standard

non-searchers consumers who do not engage in external information searches before purchasing

non-verbal communication the meanings a culture assigns to actions, events and things other than words, including time, space, friendship, agreements, things, symbols and etiquette

norm a general expectation about a behaviour that is deemed appropriate in a given social context

normative influence occurs when an individual chooses to fulfil group expectations in order to gain a reward or avoid a sanction; also referred to as utilitarian influence

norms general expectations about behaviours that are deemed appropriate within a particular social context

O

one-sided message a marketing communication that presents only the benefits of a product, without mentioning any negative characteristics it might possess, or any advantages a competitor might have

ongoing (or exploratory) search a search for information conducted both to acquire information for later use and because the process itself is pleasurable

operant (or instrumental) conditioning the process of learning whereby the consumer's response to a stimulus is either reinforced by a reward or discouraged by a punishment; it differs from classical conditioning primarily in terms of the role and timing of the reinforcement

opinion leader an individual who has greater long-term involvement with a product or service category (referred to as enduring involvement) than others in the group, and who therefore filters, interprets or provides information about those products or services for other members

ordered (of social classes) arrayed or spread out in terms of some measurement from lowest to highest

outlet image a given consumer's or a target market's perception of all the attributes associated with a particular retail outlet

P

perceived performance the way a good or service delivers benefits, as perceived by the consumer

perceived risk the risk, in the view of the consumer, attached to the purchase of a product; may include financial risk or social risk

perception the process by which we notice, attend to and interpret the stimuli—objects, messages and events—that we encounter in the world around us

perceptual defence the tendency for consumers to demonstrate decreased awareness of those stimuli that are not relevant to their current needs or interests, or for consumers to block out unwanted stimuli

perceptual mapping a method whereby consumers judge the similarity of alternative brands without specifying evaluative criteria; these judgments are then processed by computer to derive a perceptual map of the brands, of which the consumer's evaluative criteria are the dimensions

perceptual vigilance the tendency for consumers to demonstrate heightened awareness of those stimuli that are relevant to their current needs or interests

personality the unique psychological make-up of the individual; relates to an individual's characteristic response tendencies across similar situations, although the role played by the situation itself must also be recognised

physical surroundings the material environment surrounding the consumer at the time of communication, purchase or consumption

point-of-purchase (POP) display a device used by marketers and retailers at the point of sale to inform consumers or encourage them to buy; may comprise posters, cards, shelf wobblers, etc.

population distribution location of individuals in terms of geographic region and rural, urban or suburban location

population segment a group of consumers who are clustered together because of shared characteristics that cause them to have similar product needs

population size the number of individuals in a population

population structure description of a population in terms of age, income, education, occupation, and so on

position the location of a stimulus (e.g. an advertisement) within a medium or at the point of sale

positioning the way a product or brand compares to its competitors, as perceived by consumers

post-purchase activities those activities that follow purchase, including post-purchase evaluation, product use or non-use, and disposal

post-purchase dissonance doubt or anxiety about the correctness of one's decision after a purchase has been made

postmodernism a varied set of views and philosophies that share the belief that scientific principles may not necessarily lead to more or better knowledge

predictive value (of an attribute) consumer's perception that one attribute is an accurate predictor of another

preference strategy a strategy employed by marketers when the target market is using extended decision making, to cause the target market to select a brand already in their evoked set; a campaign is used that will result in the brand being preferred by members of the target market

price advertising advertising based on price alone

primary motivation dimension reflects the motivations, objectives and approaches to life that the individual finds desirable

principle of cognitive consistency the principle that all three attitude components tend towards consistency; a change in one attitude component typically produces related changes in the other two components

problem analysis analysis that starts with a list of problems and asks the respondent to indicate which activities, products or brands are associated with these problems; takes the opposite approach from product analysis and activity analysis

problem recognition the first stage in the consumer decision process, it must occur before decision making can begin; it is the result of a discrepancy between a desired state and an actual state that is sufficient to arouse and activate the decision process

product analysis similar to activity analysis but examines the purchase and/or use of a particular product or brand; consumers may be asked about problems associated with using, for example, their lawnmower or their hairdryer

product non-use when a consumer either returns or keeps a product without using it

product positioning a marketing strategy designed to achieve a specific brand image for a product

product recall when an unsafe product is recalled by its manufacturer, usually for a full refund or exchange

product repositioning a marketing strategy aimed at giving a clear and new position for a product in the minds of consumers

projective techniques techniques designed to measure feelings, attitudes and motivations that consumers would be unable or unwilling to reveal otherwise

psychographics attempts to describe and quantify consumers' lifestyles, including current activities, interests and opinions

pulsing rapid, frequent, close-together repetitions of an advertising message

punishment the opposite of reinforcement; any consequence that decreases the likelihood that a given response will be repeated in the future

purchase involvement the level of concern for, or interest in, the purchase process, once the purchase process has been triggered by the need to consider a particular purchase

purchase situation the situation in which product selection and purchase occurs

R

rank-ordering scale a scale that requires the consumer to rank a set of brands, advertisements or features in terms of overall preference, taste or importance

reasoning the most complex form of cognitive learning; in this process, the individual engages in creative thinking to restructure and recombine existing information as well as new information, forming new associations and concepts as a result

recognition test a market research technique aimed at estimating how many respondents, if shown an advertisement, can recognise it

recycling using material from products or packaging in future products and packaging

reference group a group whose presumed perspectives or values are being used by an individual as the basis for his or her current behaviour; in other words, a group that an individual uses as a guide for behaviour in a specific situation

reinforcement anything that increases the likelihood that a given response will be repeated in the future

relationship marketing an approach that emphasises long-term exchange and the building of customer loyalty as a competitive advantage

relative occupational class income (ROCI) the relationship of a family's total income to the median income of other families in the same occupational class

reminder purchase a purchase made as a result of the consumer seeing a product, which acts as a reminder that he or she needs it

repeat purchase behaviour a pattern of consumer behaviour that involves the purchase of the same good or service over time, with or without loyalty to that good or service

repetition repeated exposure to information; this increases the strength and speed of learning

resources dimension reflects the full range of psychological, physical, demographic and material means upon which the individual can draw

retail attraction model a method of calculating the level of store attraction, based on store size and distance; also called the retail gravitation model

retail outlet any source of goods or services for consumers

role a prescribed pattern of behaviour expected of a person in a given situation by virtue of the person's position in that situation

role commitment the desire to continue in the role position

role conflict a situation where incompatible role demands arise

role evolution the process whereby the behaviours and products appropriate for a given role change over time

role overload a situation where an individual attempts to fill more roles than their available time, energy or money allows

role parameters the range of behaviours acceptable within a given role

role specialisation the situation where, in a household or family, different members deal with different types of purchases, depending on their expertise and experience

role stereotype a shared visualisation of the ideal performer of a given role

role style individual variations in the performance of a given role

role-related product cluster a set of products generally considered necessary in order to fulfil a given role properly

Roy Morgan values segments a 10-segment lifestyle segmentation system developed for Australian consumers by Roy Morgan Research

S

sanction a punishment imposed on individuals for violating role parameters

satisfaction the ultimate goal of marketing; the feeling experienced by a consumer when perceptions of product performance match expectations that are at, or above, the minimum desired performance level

schematic memory patterns of association with respect to a particular concept

script memory of how a sequence occurs

selective exposure the process by which individuals deliberately seek out exposure to certain stimuli and avoid exposure to others

selective problem recognition the recognition of a discrepancy that only one brand in the product category can resolve

semantic-differential scale a scale that requires the consumer to rate an item on a number of scales bounded at each end by one of two polar adjectives (e.g. fast–slow, expensive–inexpensive)

semiotics the study of how meaning is created, maintained and altered; focuses on signs, which are anything that conveys meaning, including words, pictures, music, colours, forms, smells, gestures, products and prices

sensory discrimination the ability of an individual to distinguish between similar stimuli using one of the senses

servicescape the physical environment of service delivery

shaping the process of encouraging a partial response (such as consuming a free sample) which leads to the final desired response (such as purchasing at full price)

shopping orientation the particular approach and pattern of external information search and outlet selection formed by an individual consumer; the individual's shopping style

short-term memory the portion of total memory that is currently activated or in use; often referred to as working memory

single-item index an index that relies on a single parameter

single-trait theories theories that emphasise one personality trait as being of overwhelming importance

situation the set of factors other than the individual consumer and the stimulus object (e.g. product, television advertisement) to which the consumer might react (e.g. by purchasing the product or viewing the advertisement)

situational factors elements in the environment other than the focal stimulus that are likely to influence consumer behaviour

situational influence the influence on purchase decisions of situational factors

sleeper effect a communication phenomenon according to which the discounting of the message from a non-credible source dissipates over time, allowing the message to produce attitude changes similar to those delivered by a credible source

social learning theories theories that emphasise the environment as the important determinant of behaviour; compare individual personality theories

social marketing marketing designed to change societal attitudes in an effort to enhance public health and wellbeing

social risk risk to the consumer's public image as a result of purchase of a product

social stratification the process of assigning members of society to different groups, or classes, according to their social status

social surroundings the presence of other people who could have an influence on the individual consumer's behaviour

social-class system the hierarchical division of a society into relatively distinct and homogeneous groups with respect to attitudes, values and lifestyles

source credibility the degree to which the source of a message is viewed as credible or believable by the target market

spillover sale when an additional item is purchased by a customer who has come to purchase an advertised item

Starch scores the most popular technique for evaluating the attention-attracting power of print advertisements; respondents are shown advertisements from magazine issues they have recently read and asked to indicate which parts of the advertisement (headline, illustrations, copy) they recall reading

status crystallisation the degree of consistency on all status dimensions

stimulus discrimination the process of learning to respond differently to somewhat similar stimuli

stimulus factors the physical characteristics of a stimulus itself (e.g. an advertisement)

stimulus generalisation (often called the rub-off effect) the principle that, whenever a response is learned in one stimulus situation, other stimuli similar to those in the initial situation acquire some tendency to produce that response

stockout when a store is temporarily out of a particular brand or product

stockpiling buying goods ahead of anticipated needs

store atmospherics the store's internal environment. This affects shoppers' mood and willingness to visit and linger

store layout the physical layout and location of items within a store

subliminal message a message that is not consciously attended to by the audience exposed to it

surrogate indicator an attribute, such as price, used to estimate the level of a different attribute, such as quality

symbol a sign or object representing something else

symbolic performance the symbolic, expressive, aesthetic or image-enhancement performance of a product

syncretic decision making a type of household decision making where each member of the couple plays a joint role in determining the outcome

T

task definition the reason for engaging in the consumption behaviour; the task may reflect different buyer and user roles anticipated by the individual

temporal perspectives situational characteristics that deal with the effect of time on consumer behaviour

the lexicographic decision rule a decision rule that requires the consumer to rank the criteria in order of importance; the consumer then selects the brand that performs best on the most important attribute

theatre test a method of measuring the attention given to television commercials; viewers are shown commercials along with television programs in a theatre or cinema and asked to indicate which (and what aspects of those) commercials attracted their attention

time perspective a culture's overall orientation towards time

trade-in a product that a consumer sells back to the supplier when they purchase a new one

tri-component attitude model a model proposing that an attitude contains three components: cognitive (beliefs), affective (feelings) and behavioural (response tendencies)

two-sided message a marketing communication that presents both the good and bad points about a product

U

unplanned purchase a purchase that a customer did not intend to make prior to entering the point of purchase

usage (or consumption) situation the situation in which the purchased good or service will be used (or consumed)

use innovativeness when consumers use a product in a way other than the one it was sold for

utilitarian appeal a type of advertising appeal that informs consumers of functional benefits important to them

V

VALS™ a lifestyle segmentation system originally devised by SRIC-BI (now referred to as Strategic Business Insights, or SBI), which identifies nine general psychographic segments

value-expressive appeal a type of advertising appeal that creates a personality for the product or an image of the user

vicarious learning/modelling a type of learning based on the observation and imitation of the behaviour of others

voluntary recall a recall that is the result of customer complaints, or is undertaken by the manufacturer if further testing indicates faults or if the manufacturer is aware of actual or near injuries

W

Warner's Index of Status Characteristics (ISC) a system of measurement of social status based on four socioeconomic factors: occupation, source of income, house type and dwelling area

Weber's law a law stating that the stronger or larger the initial stimulus (e.g. an item's original price), the bigger the just-noticeable difference needs to be (e.g. an item's sale price) in order to be noticed

wife-dominant decision making a type of household decision making where the wife plays a more important role in determining the outcome

word-of-mouth communication informal communication between consumers about goods and services

word-of-mouth marketing the intentional influencing of consumer-to-consumer communications using marketing techniques