

Glossary

Absolute threshold is the minimum amount of stimulation that can be picked up by any of our senses.

Acceptance/rejection is when the consumer considers existing choice criteria and elaborates the message received to reach a point of acceptance or rejection of the information.

Acculturation relates to the idea of movement between places or cultural contexts.

Active learning involves the acquisition of knowledge before purchase, and therefore extensive information search.

Actual self refers to the core sense of self, that sense of self which is enduring and stable across situations.

Adaptation is the extent to which people's awareness of a stimulus diminishes over a period of time.

Affective component (of attitudes) relates to the emotional connection the consumer has with the target object about which an attitude is formed.

Aggregation is where the person becomes used to a new role and transforms within that role.

Anchoring is over-reliance on one piece of often irrelevant information to make a decision.

Approach–approach conflict is when you have to choose between two or more equally attractive alternatives.

Approach–avoidance conflict is when a desired goal also has negative consequences.

Archetype relates to the stable characters that capture basic ideas, feelings, fantasies, and visions that seem constant and frequently re-emerge across different times and places.

Aspirational groups are composed of people that the consumer can identify with or admire (often from afar), and aspires to be like in some way.

Attention is the mental activity given to a stimulus., and requires the focusing of attention, leading to perception and categorization of stimuli.

Attitude is a learned predisposition to respond in a consistently favourable or unfavourable manner in relation to some object.

Attitude object/act is the thing towards which the attitude is held, and can include brands, services, ideas, people, and behaviours.

Attributes are the characteristics or features of the attitude object/act.

Attributions arise when 'one evaluates the extent to which the initial product performance corresponds to one's level of aspiration vis-à-vis that product, and one then questions the cause of the outcome' (Weiner, 2000: 383).

Automatic mode is used to describe a human being that is operating routinely with little effort and no feeling of voluntarily being in control.

Availability heuristic refers to a situation where people judge the likelihood or frequency of something happening in the future by how easy it is to remember similar events.

Avoidance–avoidance conflict is when the choices available all have some apparent negative consequences.

Behavioural component (of attitudes) refers to the action or behaviours associated with the attitude object.

Behavioural intention is an intention to act in some way.

Behavioural learning is concerned with learning as a response to changes in our environment.

Beliefs are the thoughts an individual holds which describe the object of the attitude, its characteristics, and its relations to other objects.

Biogenic needs or innate needs enable us to survive, and include the need for food, water, and shelter.

Brand community refers to a non-geographically bound community who are connected through brand admiration, with a structured set of social relations.

Brand loyalty is 'any tendency for people to buy the same brand again, whilst usually also buying other brands' (Ehrenberg and Scriven, 1996:3).

Brand personality scale describes the underlying brand dimensions of sincerity, excitement, competence, sophistication, and ruggedness.

Choice architecture describes how the way a choice is presented influences the choice made.

Choice heuristics are processes which allow people to reduce the number of attributes to be considered for possible alternative choices.

Chunking is the grouping together of similar or meaningful pieces of information.

Closure is the tendency for people to fill in the 'missing' elements of an incomplete picture.

Coercive power is when conformity to the group is brought about through the threat of punishment.

Cognitive component (of attitudes) refers to the beliefs and thoughts the individual has in relation to the target attitude object, its character, and its relations to other things.

Cognitive dissonance is the state of having inconsistent beliefs and attitudes.

Cognitive learning theories focus on learning through internal mental processes and conscious thought.

Collective unconscious stores hidden memory traces inherited from the human ancestral past.

Compensatory models are made up of a number of beliefs and use a scoring system to derive a final score. Attributes are averaged such that a low score on one attribute can be compensated by a higher score on another attribute.

Compliance refers to publicly changing behaviour to fit in with the group but privately disagreeing, i.e. a behavioural shift without an attitudinal one.

Compliance heuristics are those heuristics built around the likelihood of choosing something based on complying with a request.

Comprehension is where the consumer searches (and identifies) meaning.

Compulsive buying is an unusual obsession with shopping such that it significantly affects the life of the person afflicted.

Conformity is the adoption of behaviour resulting from real or perceived pressure to comply with a person or group.

Conjunctive decision rule is when a consumer chooses a brand based on minimum levels for each of any key evaluative attributes.

Connectors are people who tend to know lots of other people, often from different subcultures to their own.

Consideration set includes brands from the evoked set that you might actually consider buying.

Consumer acculturation is 'the general process of movement and adaptation to the consumer cultural environment in one country by persons from another country' (Penaloza, 1994: 33).

Consumer ethnocentrism is based on the idea that ethnocentric individuals view their group (or culture) as superior to others, and therefore that in consumer terms there is a strong preference towards buying domestic, rather than foreign-produced, goods.

Consumer innovativeness is defined as a generalized tendency toward innovative behaviour applicable across product classes.

Consumer misbehaviour is a behavioural act by a consumer which violates accepted norms of consumption conduct.

Consumer theft refers to the desire to steal as a way of acquisition of consumer objects.

Consumer tribes are groups of people who are emotionally connected by similar consumption values and usage and who use the social linking value of products and services to create a community and express identity.

Consumption function maps the relationship between disposable income and level of wages.

Contamination is when objects associated with sacred events or people become sacred in their own right, for example items belonging to famous people.

Contactual or associative groups are generally close groups with which we interact regularly and where there is a degree of proximity.

Contexts of decisions are the environments within which consumption choices take place.

Continuous innovations are innovations that tend to create little change in consumption patterns and generally involve the introduction of a modified product rather than a totally new one.

Conventions are a specific form of custom, and relate to the norms for the conduct of everyday life.

Crowdsourcing occurs when a company or institution takes a function once performed by employees and outsources it to an undefined (and generally large) network of people in the form of an open call.

Culture is the sum total of learned ideas, beliefs, values, knowledge, and customs that together regulate the behaviour of members of a particular society.

Customs are the norms of behaviour that have been passed from generation to generation.

Decision rules are criteria used by consumers in the process of making a decision.

Declarative memory is specifically about knowing things. It is made up of two different types of memory systems, episodic memory and semantic memory, which remember different types of event.

Default is a preselected option without active choice.

Desacralization is when a sacred item or symbol is removed from its special place.

Desires are temporal wants which may or may not have a biological basis.

Differential threshold is the point at which we notice a difference between two stimuli.

Direct influence by a reference group refers to direct, often face-to-face, contact between members of a group.

Disclaimant group is one that we currently belong to, or perhaps belonged to in the past, but no longer want to associate ourselves with.

Disconfirmation paradigm is the difference between a consumer's pre-purchase expectations of the product's performance and their post-purchase experience.

Discontinuous innovation has a disruptive effect, and will require the establishment of new behavioural patterns by consumers.

Dissociative or avoidance groups are groups we have negative feelings towards and whom we avoid being associated with.

Double jeopardy is the phenomenon whereby brands with smaller market share have fewer buyers and those fewer buyers buy the brand less often.

Duplication of purchase analysis explains the degree to which brands within a category share their buyers with each of the other brands.

Dynamically continuous innovations create some change in behavioural patterns, but the magnitude of change is not very great.

Ego represents the interests of the individual, ensuring the necessary arbitration between the demands of the id and constraints of the superego.

Ego-defensive function (of attitudes) refers to the idea that attitudes can have the function of defending our self-image.

Ego involvement is when consumers perceive products or brands as relevant to their personal interests.

Elaboration continuum describes the amount of thought (elaboration) given to an advertising message/communication.

Elimination-by-aspects decision rule ranks evaluative aspects by importance and establishes a minimum cut-off point for each attribute.

Encoding refers to how information enters the memory.

Enculturation refers to how an individual learns the traditional content of his/her native culture.

Endogenous WOM is when conversations happen among consumers as part of their natural communication and when they are just passing on information about their experiences with a product or brand.

Endowment effect describes how highly we value what we already have, and it shows that people assign specific values to a thing relative to their situation.

Enduring involvement is 'the pre-existing relationship between an individual and the object of concern' (Houston and Rothschild, 1978: 3).

Engrams are neural networks connecting new memories with old ones.

Episodic memory refers to our memories of specific events and experiences, which have formed our autobiographical time line.

Evaluation refers to the process of determining how valuable, or important, something is to us.

Evaluative conditioning is defined as the changes in the liking of a stimulus (e.g. brand) linked to the pairing of that stimulus with other positive or negative stimuli (e.g. celebrity).

Evaluative criteria are those factors that we use to compare offerings to help make a choice.

Evoked set includes all brands the consumer is aware of which might meet their needs,.

eWOM is any positive or negative statement made by potential, actual, or former customers about a product or company, which is made available to a multitude of people and institutions via the internet.

Exchange value can be said to represent what the value of a good is to the consumer and therefore what it could be exchanged for, usually its price.

Exogenous WOM is word of mouth that occurs as a direct result of the firm's marketing efforts.

Expectancy-value model suggests that people form attitudes towards objects (e.g. brands) based on their expectations and evaluations of the attributes that make up the brand.

Expert power is when we are influenced to behave or purchase something by someone whom we recognize has particular expertise, for example a doctor or scientist.

Explicit memory is the conscious recollection of an experience.

Exposure ensures that the stimulus is in the appropriate place for consumers to have access to it. It involves sensory detection and registration through receptor organs.

Extended self refers to the idea that our possessions and belongings form such a close connection with us and our past that they come to represent us in some way.

Extinction is the decrease in the conditioned response which occurs when the unconditioned stimulus is removed from the conditioned stimulus.

Extrinsic need requires some return or goal from the external environment.

Fetishism of commodities is 'the disguising or masking of commodities whereby the appearance of goods hides the story of those who made them and how they made them' (Lury, 1999: 42).

Financial risk is the perception of a likely financial loss.

First-order conditioning occurs when a conditioned stimulus acquires motivational importance by being paired with an unconditioned stimulus, which is intrinsically aversive or rewarding.

Fixed interval schedule is when reinforcement is provided after a specific known period of time.

Fixed ratio schedule applies reinforcement after a specific number of responses.

Formal groups are formed by some kind of outside structure and are likely to have a formalized constitution and set of rules of conduct for members.

Framing refers to how we make a decision through the context in which a choice is presented to us.

Gestalt means 'whole' and refers to how people look for meaning and patterns in the stimuli in the environment as a whole rather than in terms of the individual parts.

Gift-giving rituals are the rituals surrounding giving presents to others.

Grooming rituals are those private behaviours that consumers undertake to aid the transition from private to public self (and back again).

Heuristics are methods to aid decision-making to arrive at satisfactory solutions by simplifying the complexity of assessing the probability and prediction of value in a choice situation.

Higher-order conditioning is the pairing of two conditioned stimuli.

Holiday rituals refer to the rituals associated with both tourism holidays and culturally bound holiday seasons.

Hyperbolic discounting refers to many people's inability to prefer future gains over current losses and where they place more emphasis on immediate pleasures and pains.

Id corresponds to primary needs, focused on immediate gratification, directing a person's psychic energy towards pleasurable acts without regard to the consequences.

Ideal or idealized self relates to the self we aspire to be like.

Ideal congruity refers to the extent to which the product image matches the ideal self-image.

Ideal social self-image is how consumers would like to be seen by significant others.

Identity schema represents one's understanding of oneself with respect to a particular role and is thus both personalized and often realistic.

Identity-ideal schema corresponds to how the person would like to become as one who enacts that role.

Ideology reflects the mental characteristics of a people, building on the assumption that members of a society possess the same worldview, ethos, ideas, and principles.

Implicit memory is remembering without conscious awareness.

Impulse purchasing is a sudden powerful urge to buy a product with little regard to the consequences of what we are buying.

Indirect influence occurs through an individual observing group members' behaviour and altering his/her own because of it.

Individualism refers to the ways in which individual goals are balanced against collective or group goals, with individualistic cultures prioritizing the individual's goals over those of the collective (and vice versa).

Inept set includes those brands that the consumer may have come across during their search or from previous experience but would not consider for this particular decision.

Inert set includes those brands not under consideration at all.

Informal groups are formed by a group of individuals who have some sort of commonality but no formal connection to each other.

Information search is the process by which we identify appropriate information to help aid our choice in a decision-making situation.

Informational conformity occurs when someone actively looks for guidance from the group where they lack knowledge or are in an ambiguous situation.

Informational group influence is when a consumer uses the reference group to actively obtain information from opinion leaders or experts in the group.

Informational power is based on logical argument and knowledge that someone may have acquired from experience or through the nature of their job.

Internalization involves both an attitudinal and behavioural change in favour of the group.

Interpretivist perspective stresses the subjective meaning of the consumer's individual experience and the idea that any behaviour is subject to multiple interpretations rather than one single explanation.

Intrinsic need is an internal motivation.

Involvement is the perceived relevance of a purchase to the consumer.

Just noticeable difference (JND) is the minimum change in a stimulus to be noticed by the majority of people.

Knowledge refers to the familiarity with people or things, which can include understanding, facts, information, and descriptions gained through experience and education.

Knowledge function (of attitudes) relates to the human need to have a meaningful, stable, and organized view of the world.

Law of buyer moderation is the tendency for light buyers to become heavier, and heavier buyers to become lighter.

Learning is the activity or process of acquiring knowledge or skill by studying, practising, or experiencing something.

Legitimate power is where the referent is seen to have authority by virtue of their position in the particular context.

Lexicographic decision rule is when the customer ranks the evaluative attributes by their importance.

Liminality is the period when a person is moving between roles in his/her life, and consequently is often unsure of him/herself.

Long-term orientation (LTO) reflects the degree of focus on the future the society has which relates to the time orientation of the culture and its perspectives on time and tradition.

Loss aversion describes the fact that most people dislike losses more than they like gains of an equivalent amount.

Malleable self refers to the idea that people will act differently according to the situation, influenced by social roles, cues, and the need for self-presentation.

Masculinity refers to motives that are classified as either achievement-oriented, with an emphasis in heroism, assertiveness, and material reward (labelled masculine in Hofstede's terms), or more consensus-oriented, where the emphasis is on cooperation, modesty, caring, and quality of life (labelled feminine in Hofstede's terms).

Materialism is a trait that captures the degree to which a consumer is overly concerned with physical objects and material goods.

Mavens are collectors and brokers of information, but they use this information and want to start discussions with others or respond to requests.

Memory is both a system and a process whereby information is received, sorted, organized, stored, and retrieved over time.

Mental accounting is when individuals allocate assets into separate non-transferable groupings to which they may assign different levels of utility.

Message-response involvement reflects the consumer's interest in marketing communications.

Microcultures are subgroupings within a culture, where people are classified based on shared demographic characteristics (e.g. age, regionality, ethnicity) or in terms of shared consumption interests.

Monomorphic opinion leaders are experts in a limited field.

Mores are particular forms of custom and have a strong moral overtone.

Motivation describes the processes that cause people to behave in a particular way.

Motivation to comply (MC) is the extent to which the consumer wishes to comply with or conform to the preferences of significant others.

Multi-trait approach (to personality) is where researchers are concerned with a number of personality traits taken together and how they combine to effect consumption.

Myth is a story that contains symbolic elements that express shared emotions and ideals of a culture.

Narrative approach (to identity) is where consumers are viewed as identity seekers and makers using marketplace resources to construct and express both individual and collective identities.

Needs are the result of the difference between the actual and desired states.

Near-stationary market is an established mature market, which appears stable over a period of several months or a year.

Negative self refers to the person you are not, and do not want to become.

Neuromarketing is 'the application of neuroscientific methods to analyse and understand human behaviour in relation to market and marketing exchanges' (Lee et al., 2007: 200).

Neutral operants are responses from the environment that neither increase nor decrease the probability of a behaviour being repeated.

Non-compensatory models are where some overriding factors or attributes are dominant in the choice process.

Normative beliefs (NBs) are the individual's perception about relevant or important others' beliefs that the individual should engage in a behaviour or not.

Normative conformity applies when a person wants to fit in with the group or is afraid of being rejected by them and will publicly accept the group's view even if privately they do not agree.

Norms are informal rules that govern behaviour.

Novelty refers to the deviation from the expected likelihood of an event on the basis of both previous information and internal estimates of conditional probabilities. Novelty can

refer to the quality of being new, original, or unusual, and in marketing it can include new or unfamiliar products, services, brands, ideas, people, or experiences.

Objectification is the process whereby sacred qualities are attributed to mundane items.

Operant conditioning is the changing of behaviour through reinforcement following a desired response.

Opinion leaders are 'individuals who exert an unequal amount of influence on the decisions of others' (Rogers and Cartano, 1962: 435).

Opinion seekers are people who seek opinions and information to help their purchase decision.

Parental yielding is when a parental decision-maker is influenced by a child's request and 'surrenders'.

Passing off is the marketing of a good in a way that enables it to be mistaken for another brand. It relies on the phenomenon of stimulus generalization.

Passive learning is the acquisition of knowledge without active learning.

Penetration is the proportion of people who buy an item in a given time period.

Perceived behavioural control is the person's perception of how easy or difficult it is likely to be for them to perform a particular behaviour.

Perception is the process through which information in the form of stimuli in the environment is selected, organized, and interpreted through the sense organs.

Perceptual defence is when a consumer inhibits perception of potentially threatening or unpleasant stimuli.

Perceptual vigilance is when a consumer consciously or unconsciously filters stimuli for relevance.

Performance or functional risk is the perception of how well the product will perform its expected task.

Personal unconscious is a Jungian term that refers to anything which is not presently conscious but can be, holding previously conscious experiences and memories that have been repressed, forgotten, suppressed, or ignored.

Personality is the combination of the characteristic patterns of thoughts, feelings, and behaviours that make up an individual's distinctive character.

Persuasion heuristics refer to how consumers take short cuts when processing advertisers' messages.

Physical risk is the perception of harm that a product or service might have.

Polymorphic opinion leaders are experts in a number of areas, although generally within a particular category such as sport, fashion, food, or technology.

Positivist approach emphasizes the objectivity of science and the consumer as a rational decisionmaker.

Possession rituals are the rituals associated with moving products from the marketplace to the home or workplace.

Possible selves are personalized representations of one's self in future states.

Power distance (PD) refers to how people in a culture view power relationships and the degree to which they accept superior and subordinate relationships.

Prediction heuristics are where the consumer is trying to predict an outcome such as 'If I buy a new mobile phone now, when will I need to update it?'

Priming is the alteration of people's behaviour outside their conscious awareness as a result of their first exposure to certain sights, words, sensations, or activities.

Principle of proximity states that things we see close together are perceived to be more related than things that are seen as farther apart.

Problem recognition is a realization that a problem needs to be solved through purchase.

Procedural memory is memory involved with knowing how to do things. and allows us to remember how to perform tasks and actions.

Product involvement is the perceived personal relevance of the product, based on needs, values, or interest.

Profane consumption is the term used to capture those consumer objects and events that do not share the 'specialness' of sacred objects.

Psychogenic needs are socially acquired needs and include the needs for status, affiliation, self-esteem, and prestige.

Psychographics is based on building a picture (sometimes literally) based on demographics, alongside activities, interests, and opinion variables.

Psychological risk is the risk that reflects the individual's perception of themselves.

Purchase frequency is the average number of times consumers purchase a brand in a given time period.

Quantified self refers to the idea that tracking metrics can lead to self-improvement in some way.

QR (quick response) codes are optical machine-readable barcodes that record and store information related to items.

Reactance is a motivational state which acts as a counterforce to threats to a person's freedom.

Recognition requires the memory to retrieve information by experiencing it again.

Recollection is when we reconstruct memory through a range of different narratives and bits of memory.

Reference groups are those groups that are used by a person as a basis for comparison and guidance when forming their beliefs, attitudes, and behaviours.

Referent power is influence that stems from our admiration of the qualities of a person, and how we try to imitate those qualities by copying their behaviour.

Reflective mode is used to describe when a person gives effortful attention to a mental activity, and this is often associated with considered choice and concentration.

Relearning is when you relearn something that you had previously learned, and the process of relearning helps you to remember and retrieve.

Representativeness heuristic is when we judge something on the basis of how similar it is to something else.

Retention is when learning has to be retained in the memory for future use.

Retrieval is the process whereby we remember and access our stored memories.

Reverse socialization is where parents acquire consumer skills from their children.

Reward power may be present when a person responds to the influence of the group and is rewarded in some way.

Rites of passage rituals are a specific type of ritual that marks a change in a person's social status.

Ritual refers to a symbolic and expressive activity, often comprising multiple behaviours which occur in a fixed sequence and are repeated over time.

Ritual artefacts are the objects and products that accompany or are consumed in a ritual setting.

Ritual audience is the people who witness or are involved in a ritual in some way.

Ritual performance roles are the roles occupied by people involved in the ritual as they perform according to the script.

Ritual script guides the use of the ritual artefacts— which artefacts to use, by whom, the sequence of use, and the types of comment that accompany the ritual.

Role schema contains shared representations, such as norms and cultural stereotypes about 'doing' a particular social role.

Sacred consumption is used to refer to objects and events that are set apart from normal activities, and are treated with some degree of respect or awe.

Salesmen (relating to opinion leaders) are the arch persuaders, who will not accept 'no' for an answer and are always looking for an opportunity to get their message across to someone else.

Salient beliefs are the most relevant beliefs for any given person at the time the attitude is considered.

Schemas are cognitive frameworks which are used to organize and interpret information.

Scientific approach in consumer behaviour emphasizes the objectivity of science and the consumer as a rational decision-maker.

Selective exposure is the active seeking and avoidance of stimuli.

Self-concept refers to the sum total of our thoughts, feelings, and imaginations as to who we are.

Self-congruity refers to the extent to which a product image matches a consumer's self-image.

Self-gifts are a specific example of gift giving, where consumers purchase self-gifts as a way of regulating their behaviour.

Self-schema are thoughts and feelings you have about yourself, based on past experiences, especially those resulting from your own experience and the feedback you receive.

Semantic memory involves the structuring of specific records, facts, concepts, and knowledge about the world we live in.

Semiotics is concerned with exploring the links between signs and symbols and the meanings they signify and convey.

Separation is the point of detachment or separation from the original group or status held by the individual.

Sign or symbolic value is the symbolic meaning consumers attach to goods to construct and participate in the social world.

Similarity refers to how things that are similar to one another are perceived to be more related to each other than to those that are dissimilar.

Single-trait approach (to personality) is where the focus is on isolating the key trait of interest and how this impacts on consumption.

Situational involvement is involvement with a product class or brand dependent on some other event.

Situational self recognizes the self-concept as a dynamic entity, where different aspects of self are activated depending on the different situations the consumer is in.

Social power is the degree of influence an individual or organization has among their peers and within society as a whole.

Social risk is the personal and social risk that may arise from a purchase.

Social self, sometimes referred to as the 'looking glass self', is how consumers believe they are seen by significant others.

Status groups are communities of people linked together on the basis of wealth, status, and power.

Stimulus generalization occurs when a stimulus similar to a conditioned stimulus (CS) elicits a similar conditioned response.

Storage is how the encoded information is retained in the memory.

Subcultures can be defined in terms of shared demographic characteristics (e.g. age, regionality, ethnicity) or in terms of shared consumption interests.

Subculture of consumption is defined as a group of consumers connected through a 'shared commitment to a particular product class, brand or consumption activity' (Schouten and McAlexander, 1995: 43).

Subjective norm construct represents a person's perceptions of specific significant others' preferences as to whether the person should or should not engage in the behaviour.

Sumptuary laws are laws that attempt to control and regulate permitted consumption activities.

Superego reflects the rules, values, and norms imposed by society, and serves as the person's conscience working to prevent the id from seeking selfish gratification.

Symbolic consumption is the tendency of consumers to rely and focus on the meanings attached to goods, beyond their physical properties.

Symbolic interactionism states that relationships with other people play a large part in forming the self.

Symbolic interactionist perspective views the self as emerging out of the mind, which develops out of social interaction, and patterned social interaction as forming the basis of social structure.

Terminal values are our desired end-states in life and preferred paths to achieving them, constituting the purposes and goals for which we believe human life should be lived.

Theory of cognitive dissonance is based on the belief that people need consistency or consonance between their behaviour and their attitudes.

Time risk is the risk embodied in the uncertainty regarding the time required to buy or learn to use the product.

Trait-based approach (to personality) regards personality as being the sum of a set of traits or qualities about a person, which can be used to predict or explain consumption behaviour.

Transformative consumer research (TCR) refers to a stream of research that focuses on benefiting consumer welfare and quality of life across the world.

Uncertainty avoidance (UA) relates to the way that a cultural group feels about ambiguity, and the extent to which members of a culture avoid uncertainty (and accordingly avoid risk), or embrace risk (and uncertainty).

Use value can be described as the value of a good to the consumer in terms of the usefulness it provides.

Utilitarian function (of attitudes) stems from the idea that consumers seek maximum utility and value from their consumption.

Utilitarian reference group influence is when a person complies with perceived expectations of those with whom they socialize, including family members and work colleagues.

VALS™ (acronym for Values and Lifestyle) is a trade-marked segmentation system, based on US adult consumers, where subjects are grouped into eight segments using the VALS™ questionnaire, which consists of questions around primary motivations and resources.

Value-expressive function (of attitudes) is concerned with the drive to express important aspects of the self and, linked to this, of the self that one aspires to be.

Value-expressive influence (of groups) is when someone buys a particular brand to enhance their image and because they admire characteristics of people who use the brand.

Values are the desired end-states in life and preferred paths to achieving them, constituting the purposes and goals for which we believe human life should be lived.

Variable interval is when the reinforcement occurs at some unknown but consistent rate.

Variable schedules are where reinforcement is provided on an irregular basis.

Volitional control is a state where there are no internal or external factors preventing performance of the behaviour.

Wants are specific manifestations of motives and are linked to a specific goal object.

Weak ties act as a bridge between other different but strong social networks.

Weber's law suggests that the stronger the initial stimulus, the more difference would be required for a change to be noticed.

Weights are the levels of importance attached to object attributes.

Word of mouth (WOM) is an informal communication, either positive or negative, about goods, services, and sellers.