

The Theory of **BUYER BEHAVIOR**

JOHN A. HOWARD

AND

JAGDISH N. SHETH

Columbia University

John Wiley & Sons, Inc.

NEW YORK • LONDON • SYDNEY • TORONTO

Contents

PART I THE NATURE OF THE THEORY, AND A SUMMARY	1
<i>Chapter 1 Theory: Function, Need, and Structure</i>	3
1.1 Functions of Theory	4
1.2 The Problem of Buyer Behavior	11
1.3 Structure of Theory	15
1.4 Summary and Conclusions	22
<i>Chapter 2 Summary of the Theory of Buyer Behavior</i>	24
2.1 Buying Process	25
2.2 Description of Constructs	28
2.3 Relationships among Hypothetical Constructs	38
2.4 Summary and Conclusions	48
PART II STRUCTURE OF THE THEORY	51
<i>Chapter 3 Intervening and Exogenous Variables</i>	53
3.1 Classification of Variables	55
3.2 Output Variables	58
3.3 Input Variables	63
3.4 Exogenous Variables	68
3.5 Summary	91
	xiii

Chapter 4	<i>Learning Subsystem</i>	94
4.1	Brand Comprehension	96
4.2	Motives	99
4.3	Choice Criteria	118
4.4	Attitude	127
4.5	Intention (To Buy)	132
4.6	Confidence (In Choice)	143
4.7	Satisfaction	145
4.8	Purchase Decision	150
4.9	Summary of Learning Constructs	151
Chapter 5	<i>Perceptual Constructs</i>	152
5.1	Influences on Quantity of Information	153
5.2	Perceptual Bias	168
5.3	Summary and Conclusions	183
5.4	Hypothetical Constructs and Intervening Variables	186
5.5	Theory of Search	187
5.6	Routinized Response Behavior	188
PART III THE THEORY AND ITS MEASUREMENT		189
Chapter 6	<i>Attitude' as an Intervening Variable</i>	191
6.1	Rules of Correspondence	192
6.2	Measurement and Scaling	197
6.3	A Multivariate Approach to Attitude' Measurement	202
6.4	Dynamics of Attitude Change	220
6.5	Summary and Conclusions	226
Chapter 7	<i>Purchase Behavior and Brand Loyalty</i>	229
7.1	Purchase as an Intervening Variable	230
7.2	Stochastic Approaches to Brand Loyalty	233
7.3	Factor-Analytic Methods of Measuring Brand Loyalty	247
7.4	Summary and Conclusions	272

PART IV THE THEORY AND ITS APPLICATION	275
Chapter 8 Product Innovation	277
8.1 Product Class	278
8.2 Search Behavior	286
8.3 Sources of Information	294
8.4 Exogenous Variables	321
8.5 Summary	328
Chapter 9 Symbolic Communication	331
9.1 Significant versus Symbolic Communication	332
9.2 A Paradigm of Symbolic Communication	334
9.3 Source of Communication	341
9.4 Channels of Communication	354
9.5 Message and Its Effects on Response Sequence	370
9.6 Summary and Conclusions	388
PART V SUMMARY AND IMPLICATIONS	389
Chapter 10 Theory: Structure, Function, and Need	391
10.1 Introduction	391
10.2 Functions of the Theory	393
10.3 Need for the Theory	400
10.4 Summary of Relations among Structure, Function, and Need	413
Glossary of Terms	415
Bibliography	421
Index	451