The purpose of this bibliographic instruction package is to help a non-library instructor prepare undergraduate students to find and use books, indexes, abstracts, periodical articles, and other printed reference sources in a search for published information on market research and consumer behavior. The package is divided into two episodes which can be presented in one class session. Episode I introduces students to the different forms of literature. Episode II teaches students how to locate library materials by using the card catalog and indexes and abstracts. The package includes summaries and lists of objectives for each episode, a materials list showing all transparencies and handouts for the training session, and a suggested script for the conduct of the session. For the student, the package provides paper copies of transparencies used by the instructor; these cover information searching procedures, forms of literature, Library of Congress (LC) subject headings, catalog filing rules, the "Business Periodicals Index," and "Psychological Abstracts." Also included are copies of transparencies showing a search log form and a checklist of questions for evaluating indexes and abstracts. An annotated bibliography of reference sources for research in consumer behavior and a consumer behavior research exercise conclude the instruction packet. (ESR)
Teaching Packages

Fundamentals of Research in Consumer Behavior

- Teacher's Notes
- Transparencies
- Bibliography
- Exercises

Prepared by
KRISTIN MCDONOUGH and PAULINE M. ROTHSTEIN

Baruch College Library Instruction Services

Prepared under a grant from Title III

Produced under a Title III H.E.A. Grant #10

Series Editor: Thomas V. Atkins

PERMISSION TO REPRODUCE THIS MATERIAL HAS BEEN GRANTED BY Thomas V. Atkins TO THE EDUCATIONAL RESOURCES INFORMATION CENTER (ERIC)
Research in Consumer Behavior

Introduction

The purpose of this learning package is to help the instructor prepare students to complete his course assignment. The scope of activities for this learning package has been limited to searches for published information for research in consumer behavior. Students will be prepared to find and use books, indexes, abstracts, periodical articles and other printed reference sources. The learning package provides for a practical approach to research in consumer behavior. Students will be taught to look for material which they can use to find information about specific retailers, issues and problems in retailing.

The learning package is divided into two episodes. Episode I, Choice of Materials, introduces students to the different forms of literature. Episode II, Access to Materials, teaches students how to find and use these sources. A summary and list of objectives is provided for each episode. A materials list includes all transparencies and hand-outs for the session. A script for the Conduct of the Session is provided. In this script parentheses ( ) are used to denote suggested instructor commentary to accompany the transparencies. You may choose to follow the script as it is or to improvise using the summary, list of objectives and transparencies. In either case, read the Conduct of the Session script first as a guide for your activities.

Episode I is designed to be taught first. Episode II is divided into two main sections: Using the card catalog to find books and using indexes and abstracts. These sections are designed so that you can teach them in any order and emphasize skills in areas you consider especially important. Examples for materials in the learning package have been selected to appeal to a wide range of students and instructors. If you would like to emphasize research on one specific aspect of consumer behavior or the use of a specific index or abstract, the library instruction services faculty will provide transparencies and instructional guides for this purpose. Please allow two weeks for production of these materials. For requests or questions about this learning package, call a member of the library instruction services faculty at Extension 3259. Episode II concludes with a review of the forms of literature. This review emphasizes the use of a variety of reference sources for beginning an information search.

The role of the instructor in the use of this learning package is crucial to its success. While a librarian can teach students how to use sources for research, he cannot generate the same enthusiasm for their use as can the course instructor. The instructor has had extensive first hand experience using many of the sources cited. More importantly, he knows exactly what he wants his students to learn and the depth and breadth of research he expects.

This learning package can be presented in one class session. The goal of this session should be to make students aware of information sources for research on consumer behavior. Most students will need many hours of practice using these sources to develop effective information searching skills.
**Research in Consumer Behavior**

**Purpose:** To learn to use published sources to find information for research on consumer behavior.

**Structure:**

**EPISODE I:** CHOICE OF MATERIALS. Discusses the different forms of material which can be used for bibliographic searching. Present examples of appropriate times to use each form. Describes the search strategy process. Emphasizes flexibility in search strategy.

**EPISODE II:** ACCESS TO MATERIALS. Discusses how to find books, reference books, and indexes.

How to Find Books. Explains the use of the Library of Congress List of Subject Headings to select subject headings for use in the card catalog. Discusses the use of the card catalog to locate books on consumer behavior and related subject areas. Explains how this approach can be used in other libraries with different kinds of catalogs.

How to Find and Use Indexes and Abstracts. Discusses the function of indexes as location tools, sources used to find other sources. Describes the use of the Business Periodicals Index, and Psychological Abstracts. Mentions other useful indexes. Provides a checklist for evaluating indexes and abstracts. Upon request detailed instruction and transparencies can be provided for any index the instructor chooses.

**Materials:**

This learning package includes transparencies for use with the instructional script. Copies of these transparencies can be produced and collated for distribution to students in a student materials packet.

**I. Transparencies**

A. Transparency 1 - Information Searching Procedure Chart  
B. Transparency 2 - Forms of Literature  
C. Transparency 3 - Search Log Form  
D. Transparency 4 - Library of Congress (LC) List of Subject Headings  
E. Transparency 5 - Library of Congress (LC) List of Subject Headings (Related Subject Areas)  
F. Transparency 6 - Catalog Filing Rules: Books about a Subject (General)  
G. Transparency 7 - Catalog Filing Rules: Books about a Subject (Specific)  
H. Transparency 8 - Catalog Filing Rules: Books Related to a Subject  
I. Transparency 9 - Business Periodicals Index  
J. Transparency 10 - Psychological Abstracts (Index)  
K. Transparency 11 - Psychological Abstracts (Abstract)  
L. Transparency 12 - Checklist of Questions to Answer About Indexes and Abstracts
II. Lists

A. Reference Sources for Research in Consumer Behavior
B. Baruch College Library: A Self-Guided Tour
C. Exercise for Consumer Behavior
Summary


A. Objective. To introduce students to the different forms of printed source materials which can be used to find information for research in consumer behavior.

At the end of this episode students will be able to:

--Identify specific forms of source material.
--Describe reasons for a search strategy, an orderly procedure for collecting information.
--Explain why specific forms of material may be best for specific search questions.

B. Episode Activities:

The instructor will review the student assignment. This assignment will provide the context for all activities. Students will be given a copy of the Information Searching Procedure Chart. They will use the chart to describe the function of different forms of source materials for research in consumer behavior. They will also receive a list which defines Forms of Literature. They will use a Search Log Form and a list of Reference Sources for Research in Consumer Behavior to discuss methods they can use to find information about consumer behavior.

II. Summary of Episode II. Access to Materials.

A. Objective. To make students aware of the skills required to locate books, reference books, and indexes to find information for research on consumer behavior.

At the end of this episode students will be able to:

--Use the Library of Congress List of Subject Headings to select subject headings for a topic.
--Use the card catalog at Baruch College Library to locate books on consumer behavior and related subject areas.
--Ask questions to locate books in any library catalog.

--Use the Business Periodicals Index
--Use Psychological Abstracts.
--Use the list of Reference Sources for Research in Consumer Behavior to identify other useful indexes and abstracts.
--Use the Checklist of Questions to Answer about Indexes and Abstracts to evaluate other indexes and abstracts.
--Describe several forms of reference books for research in consumer behavior.
--Suggest uses for specific forms of reference books.
--Explain how one other reference book could be used to begin the same information search.

B. Episode Activities:

The instructor will explain the use of the Library of Congress List of Subject Headings to select subject headings for research on consumer behavior. Using transparencies he will explain the filing rules for locating books in the card catalog. It is not expected that students will remember all the cataloging rules. Rather, the purpose of this section is to give them the background to begin to use the card catalog and to ask reference questions.

For some students indexes are a more effective way to begin research than the card catalog. The instructor will explain the purpose of indexes. He will use transparencies to provide instruction in the use of two indexes, the Business Periodicals Index and Psychological Abstracts. He will refer students to the reference list with indexes and abstracts. He will use a transparency with a Checklist of Questions to Answer about Indexes and Abstracts to help students evaluate other indexes and abstracts.

By the end of this session, the instructor will ask students to use the list of Reference Sources for Research in Consumer Behavior to select specific reference sources to begin their assignments. He will structure this discussion of reference sources to review the different forms of literature and the methods students can use to find them. The Learning Package includes suggested questions for this purpose.
Conduct of the Session

Episode I: Choice of Materials

1. Describe your student assignment. Using this assignment as the context for learning, explain that the purpose of this session is to make students aware of the many kinds of sources they can use to find information for research on consumer behavior. Note that while specific examples of sources on lists to be distributed refer to materials in the Baruch College Library, they can be used as a reference point to locate the same or similar materials in other libraries.


3. Transparency 1 - Information Searching Procedure Chart. (Mary kinds of sources can be consulted for information. This chart indicates the steps you can take before consulting sources. The chart describes two kinds of sources: access tools or secondary sources and primary sources.)
   a. (Looking at the chart who can explain what an access tool is?)
   b. (Would it be best to begin your search with an access tool or one of the sources on the right hand side of the chart? Why?) Establish that access tools are used to locate information. The other sources contain information.

4. Transparency 2 - Forms of Literature. The Forms of Literature list describes the sources on the right hand side of the Information Searching Procedures Chart. (Take a moment to read this list.)
   a. (What form of literature might you use to begin the information search for your assignment? Why?) Have students explain why they might use either access tools or other sources to find information for research on consumer behavior. Do not emphasize the card catalog at this point since it will be discussed later. Explain when to use specific kinds of sources.
   b. You can use the following list of suggestions to illustrate uses for the different forms of literature.
      1. A dictionary for a definition of terms related to the design of questionnaires: "attitude battery," "scaling," "Thurstones's law."
      2. A handbook for a concise discussion of the practical aspects of concept testing.

5. A general bibliography for an annotated list of material dealing with the evaluation of consumer mail surveys.

6. A specialized bibliography for a list of articles on brand loyalty among Hispanic consumers.

7. An index for a list of recent journal articles critiquing the use of the Fishbein model of attitude measurement.

8. An abstract for summaries of research studies on how primary school children develop consumer attitudes.


5. Return to Transparency 1 - Information Searching Procedure. Explain search procedure by following the left hand side of the chart:

   a. (At what point in a search would you use access tools? Why?)

   b. (When would you use other sources?) There are no right or wrong answers to these questions. For example, a student might use an index when he first consults sources. He might want to read more in a book to redefine his problem.

6. Transparency 3 - Search Log Form. Explain the sections of the form.

   a. Ask students to use this form to plan their search for information for their consumer behavior assignment.

   b. (Take a moment to plan your search. Who can explain the steps he might take to find information for this assignment?)

   c. (You may want to ask yourself specific questions about a consumer behavior.) The following sample questions may help you to choose useful information sources when you plan your search. Try to generate your own set of search questions for your consumer behavior topic.

       1. Which group of consumers do I want to study?
2. What special characteristics do they share?

3. What do I want to know about them?

4. What measures or tests are available to study this group of consumers?

5. How do I find out how these consumers behave under several different sets of circumstances?

6. How can I compare the behavior of this group of consumers with other consumers?

**Episode II: Access Materials**

1. You may want to begin your search for information with a book. To find books you can use the library's card catalog. How do you know under which subject heading you can find information on your topic? The Library of Congress Subject Headings List is used to determine the subject headings under which books are found in the catalog. The same subject headings are used in the Baruch College Library catalog and the catalogs of most other college and research libraries.

2. Transparency 4 - Library of Congress (LC) List of Subject Headings

   The instructor should point out:

   a. A word or phrase in bold face is an acceptable subject heading.
   b. sa = see also the following related, more specific headings.
   c. X = heading not used.
   d. XX = related but broader heading.
   e. "-" = subject subdivision
   f. (The LC List of Subject Headings is arranged in alphabetical order. Look under the subject heading which seems logical to you and you should find references to the appropriate Library of Congress (LC) heading to use in the card catalog).

3. Transparency 4 - Library of Congress (LC) List of Subject Headings

   The instructor should use this transparency to illustrate how students can find meaning using the sa, XX, X and "+" symbols in the LC List of Subject Headings. (Looking at the boldface heading, "Consumers" you will notice many more specific headings following the "sa" reference). The instructor should select several "sa" or see also headings and explain how they describe just one aspect or group of consumers. He may wish to discuss with students ways in which they can use the see also headings to narrow their topics or reduce the amount of information they must review for their research assignments. The instructor can explain how the XX headings can be used to broaden or expand topics, for example, at times when students want background material. Students can also be asked to notice the "+" subdivision for "Consumers", for example "+Attitudes." Please note that the sample LC headings from this transparency are just samples and that the regular large Red Book of LC Subject Headings contains many more see also headings and subdivisions. (Sure the LC list of Subject Headings is arranged...
alphabetically, it is helpful to look through several boldface headings before and after the main heading you select. You may find other useful subject headings using this method.

4. Transparency 5 - Library of Congress (LC) List of Subject Headings (Related Subject Areas)

The examples on this transparency illustrate several subject headings which are related to or describe specific areas of consumer behavior. The instructor may wish to review all or some of these subject headings. Students might be asked to suggest subject headings for information on their topics.

5. To find books in most libraries we must use a catalog. The Baruch College Library has a card catalog. Other libraries may have different types of catalogs. The New York Public Library has a book catalog. We'll spend some time describing the arrangement of the Baruch College Library catalog since most of you will be using it.

6. Catalog Filing Rules. Every book in the Baruch College Library is listed in the card catalog under its author, its title, and its subject. All books by the same author are grouped together. They are arranged alphabetically by title.

7. Catalog Filing Rules. Catalog cards about a subject are filed according to the following rules:

a. Transparency 6 - Catalog Filing Rules: Books about a Subject (General)

(Books about a subject are filed under the LC subject heading for that subject. They are grouped alphabetically by author within each subject heading. At the bottom of each catalog card "Tracings" list all the subject headings assigned to a specific book. Thus, this book can be found in the catalog by looking under the author, the subject heading, "consumers" or the title). The instructor may wish to explain further why student's would or would not want to look under additional subject tracings for listings for other books. Reasons for looking under additional subject headings might include finding more books, broadening a topic, narrowing a topic and developing a greater understanding of a subject area.

b. Transparency 7 - Catalog Filing Rules: Books about a Subject (Specific)

(For the LC Subject Headings List, you saw that all subject headings have more specific divisions or headings under which you can look to locate book titles. These headings may list books by sort such as Consumers-Case Studies or by further subject subdivisions such as Consumers Preferences. Remember, however, that the card catalog does not list periodical sources. Thus it will not have the most recent studies of consumer behavior). The instructor may wish to point out again that all catalog cards have tracings which
suggest further subject headings with greater specificity. Tracings on the first card include "Marketing Research - Case Studies" and "Motivation Research - Case Studies." The second card sample includes tracings for "Grocery Trade - United States" and "Branded Merchandise - United States."

d. Transparency 8 - Catalog Filing Rules: Books Related to a Subject

The many subject headings related to the heading "Consumers" in the Library of Congress List of Subject Headings are the same subject headings used for the cards in the card catalog. Here, three subject headings "Marketing Research," "Motivation Research (Marketing)," and "Brand Choice," are used for books related to consumer behavior. Students should be encouraged to check the tracings on all subject cards. They should be taught to use their knowledge of consumer behavior to generate a list of possible subject headings. They can then check this list of subject headings against the controlled vocabulary of the Library of Congress List of Subject Headings. In this way, they can develop a list of subject headings to use to find books in the card catalog.

8. The card catalog is an index to all the books in the Baruch College Library. There are specialized indexes to use for more current and for a greater variety of information sources. These indexes consist of multiple book volumes. Indexes may index books, book reviews, periodicals, conference papers, research studies, periodical articles, newspaper articles, or government publications. The advantage of indexes is that they list in one place a wide variety of material on a subject. They are also more current than books since they may be published monthly, quarterly, semi-annually, or annually. It is important to check the date of an index. If you need information on how television viewing habits of consumers changed during the past year as a result of the introduction of cable television into their area, you will need to look in a 1982 index volume.

9. Transparency 9 - Business Periodicals Index

Looking at the list of Reference Sources for Research in Consumer Behavior, you will see a list of indexes and abstracts. One of the most useful indexes for business information is the Business Periodicals Index. This index covers articles in most major and minor business periodicals. It is arranged alphabetically by subject. Looking at Transparency 9, you will see the subject heading "consumers." This heading is followed by subheadings for specific aspects of consumer behavior. In this sample page, "Attitudes" is one subheading. The last citation or article listing under "Consumers - Attitudes" provides an example for teaching students to interpret a citation in Business Periodicals Index. The instructor should point out the parts of each citation. He should note that the order of entry of information is the same for all bibliographic citations. He should also note that the front of each issue of Business Periodicals Index includes a list
of abbreviations for titles of all the periodical titles used in
the article citations. (The next heading, "Consumers preferences"
is followed by "see also" references which lead you to other more
specific headings such as "Brand Choice", "Consumers - Attitudes,"and "Food preferences").

10. Psychological Abstracts

Looking at the List of Reference Sources for Research in Consumer
Behavior you will see a list of indexes and abstracts. Psychological
Abstracts is one of the most useful indexes for research on consumer
behavior. It is an abstract journal which contains an index to its
contents. It has abstracts or summaries of all the articles it indexes.
It is issued monthly and cumulated every six months.

a. Transparency 10 - Psychological Abstracts - Subject Index
   (This index is arranged by subject. Under each subject
heading abstract references are arranged alphabetically by
their major subject emphasis. To use this index, you must
first look in the subject index, identify the abstract you
want, and write down the abstract number(s) for each abstract
you want to read). The instructor should point out the
abstract number 10733 under the heading Consumer Behavior on
the transparency. Note that Psychological Abstracts is-
published in two volumes, an index volume and an abstract
volume. Students should be reminded to select the index
volume and the abstract volume for the same dates. For this
discussion the instructor may wish to borrow Psychological
Abstracts subject index and abstract volumes from the library.

b. Transparency 11 - Psychological Abstracts - Abstract
   (The abstracts in Psychological Abstracts are arranged by
abstract number. This number appears in the upper left hand
corner of each abstract. It is followed on the next line,
by the name of the author of the material abstracted and the
rest of the bibliographic citation). The instructor can
review the bibliographic citation at the beginning of the
abstract. Note the author's affiliation and tell students
they may write to an author at this location if they want to
find out about his latest research or research in progress.
Ask students to read the abstract to identify the purpose,
method, and results of the research reported.

11. Transparency 12 - Checklist of Questions to Answer about Indexes and
Abstracts.

a. (While you can use the Business Periodicals Index and
Psychological Abstracts, other indexes and abstracts on the
list of Reference Sources for Research in Consumer Behavior
may also be useful to you. Each index and abstract journal
is unique. It is difficult to describe one method for
searching all indexes and abstract journals. It is helpful,
however, to examine each index or abstract journal you
decide to use before you attempt its use. This is a
checklist of questions you should ask about each index or
abstract journal you use. Not all questions apply to all
sources).
b. (Let's apply some of these questions to *Psychological Abstracts*). The instructor may wish to refer to Transparency 10, and 11 to answer these questions. If time is short, the instructor should choose several questions from the list for illustrative purposes. The instructor may wish to borrow sample volumes of *Psychological Abstracts* from the library for this purpose.

c. (Select one other index or abstract from the list of indexes and abstracts in *Reference Sources for Research in Consumer Behavior*. Why do you think it would be useful for finding information about your topic?) The instructor may wish to use this question to elicit information from the students about all the appropriate indexes and abstracts.

12. (At the beginning of this session we talked about the many different forms of literature. The list of *Reference Sources for Research in Consumer Behavior* includes specific examples of many forms of literature. Take a moment to look through it).

   a. (Who can describe one reference book which might be useful for this consumer behavior assignment?) Try to elicit enough student answers to describe and discuss a number of specific reference works. Describe specific reference sources which have been especially useful to you in writing your dissertation, preparing a lecture, or designing a marketing campaign, or researching a paper. You may want to borrow several sources you consider important from the library.

   b. The following questions may be used to encourage student discussion of reference sources. (Who can choose one reference book to begin an information search? Is there another book you might use to find the same or similar information?) Try to encourage students to use different approaches to finding information. Emphasize the variety of reference materials available.

13. Location of reference materials in the Baruch College Library. The packet of student materials includes the publication *Baruch College Library: A Self-Guided Tour*. Tell students about this tour. Encourage them to ask the reference librarians for help in finding information sources.

14. An Exercise for Research in Consumer Behavior is provided as an optional student assignment. However, the best evidence that students have learned to use research sources in consumer behavior is the quality of the research they do for their class assignment. Students should be encouraged to use the Search Log Form, Transparency 3, and to submit it with their class assignment.
Information Searching Procedure

1. Question Negotiation
   - Redefine Problem Statement
   - Prepare Summary Statement

2. Structure Search
   - Select Search Terms
   - Consult Resources
   - Need to Develop New Search Terms
     - yes
     - Need More Information
     - no

3. Need to Redefine Problem
   - yes
   - Select Information
   - Need More Information
     - yes
     - no

End Search

ACCESS TOOLS
- CARD CATALOG
- BOOK CATALOG
- BIBLIOGRAPHIES
- INDEXES
- ABSTRACTS

CONFERENCE PROCEEDINGS
- Handbooks
- Encyclopedias
- Dictionaries
- Journals
- Books
- Statistics
Forms of Literature

Books

The most familiar form of literature is the book. A single volume or book is known as a monograph.

Reference Books

Some books are considered reference books because they are designed by their arrangement and treatment to be consulted for specific information rather than to be read consecutively.

Directories

Provide an alphabetical or classified list (as of names and addresses). They may contain biographical and/or organizational listings.

Encyclopedias, Handbooks, Dictionaries, and Yearbooks are reference books. They are usually consulted for concise, factual information. They are a good place to begin an information search. Encyclopedias and Handbooks often include bibliographies. Yearbooks are published annually as reports of statistics or facts.

Bibliographies are lists of publications (books, articles, reports, documents, dissertations) selected and organized around a subject area or theme. These lists may be limited by the specificity of the subject scope, the dates or the type of material covered.

Dissertations or Theses are research papers written in partial fulfillment of an advanced degree. These academic papers compiled by one researcher are often valuable for research in the same subject field.

Periodicals include magazines and journals such as the Journal of Politics. A periodical is a publication issued at regular time intervals and intended to be continued indefinitely.

Indexes provide, in one place, references to works in specific subject areas or works by specific authors. Indexes are often in multiple volumes and cover long periods of time. They are used to locate bibliographic information about journal articles, books, essays and dissertations. All indexes are not the same in structure. Indexes may provide for subject, author, title, time period or other types of access. Instructions on how to use an index usually appear in the first pages of the index.

Abstracts may be included as part of indexes or they may be separate publications. They provide summaries of articles, reports, books, and other forms of published material.

Government Documents include any publications originating in or printed with the authority and expense of any office of a legally organized government. State, Federal and foreign governments as well as the United Nations publish material on many subjects. Some government documents are periodicals. Others are books or pamphlet.

Atlases include any volumes of tables, charts or plates that systematically illustrate a subject: political parties. Bound collections of maps are also atlases.
Search Log Form

1. Write a one sentence topic statement __________________________________________________________________________

2. List sources for background reading.
   __________________________________________________________________________
   __________________________________________________________________________
   __________________________________________________________________________

3. Use the card catalog. Find books.
   __________________________________________________________________________
   __________________________________________________________________________
   __________________________________________________________________________

4. Use indexes. Find Articles
   Indexes: __________________________________________________________________
   __________________________________________________________________________
   Articles: ___________________________________________________________________
   __________________________________________________________________________

Note: You may do three or four first.
Library of Congress (LC)
List of Subject Headings

Consumers
Here are entered works on consumer behavior. Consumers' guides are entered under Consumer education. Works on the economic theory of consumption are entered under Consumption (Economics).

sa Aged as consumers
. Consumer education
  Consumer panels
  Consumers' preferences
  Consumption (Economics)
  Men consumers
  Minorities as consumers
  Poor as consumers
  Spanish Americans as consumers
  Women as consumers
  Youth as consumers

x Consumer behavior
  Consumer demand

xx Marketing
  Purchasing
  Shopping

- Attitudes
  sa Consumers' preferences
  xx Attitudes (Psychology)
    Market surveys

sa - see also the following related, more specific headings
x - heading not used
xx - related but broader heading
"--" - subject subdivision
Library of Congress (LC)
List of Subject Headings
(Related Subject Areas)

Marketing literature
  sa Marketing - Bibliography
  xx Literature, Marketing
Marketing of design services
  See Design services
Marketing of farm produce
  See Farm produce - Marketing
Marketing of fruit
  See Fruit - Marketing
Marketing research
  sa Consumer panels
  Interviewing in marketing research
  Market surveys
  Motivation research (Marketing)
  Retail trade - Research
  Sales forecasting
  xx Marketing - Research
  xx Research
  Research, Industrial

Motivation research (Marketing)
  xx Advertising - Psychological aspects
  Marketing Research
  Motivation (Psychology)
  Research

Brand choice
  xx Brand loyalty
  xx Consumers' Preferences
Brand loyalty
  See Brand choice
Brand management
  See Product management
Brand names
  See Business names
  Trade-marks
### Catalog Filing Rules:
Books about a Subject

(General)

<table>
<thead>
<tr>
<th>CONSUMERS</th>
</tr>
</thead>
<tbody>
<tr>
<td>HC 79</td>
</tr>
<tr>
<td>6C M37</td>
</tr>
<tr>
<td>Mason, Roger S.</td>
</tr>
<tr>
<td>1. Consumers I. Title</td>
</tr>
</tbody>
</table>

tracings
Catalog Filing Rules:
Books about a Subject
(Specific)

CONSUMERS - CASE STUDY
Debruicker, F. Stewart.
Cases in consumer behavior / F. Stewart DeBruicker, Scott Ward. --
xii, 415 p.

1. Consumers--Case studies.
2. Marketing research--Case studies.
3. Motivation research (Marketing) Case studies. I. Ward, Scott, 1942--
joint author. II.Title

CONSUMERS' PREFERENCES
Four year trend study of household shopping behavior for private label
and branded grocery products, 1971-1974 (New York) : Woman's day, 1975

1. Grocery trade--United States
2. Branded merchandise--United States.
5. Woman's Day.

tracings
### Catalog Filing Rules:
Books Related to a Subject

<table>
<thead>
<tr>
<th>Tracings</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th><strong>MARKETING RESEARCH</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>HF 5415 .5 947</td>
</tr>
<tr>
<td>Peterson, Robert A.</td>
</tr>
</tbody>
</table>
Trends in consumer behavior research / Written by Robert A. Peterson.  
I.Title. |

<table>
<thead>
<tr>
<th><strong>MOTIVATION RESEARCH (MARKETING)</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>HF 5770 .D93</td>
</tr>
<tr>
<td>Dichter, Ernest, 1907-</td>
</tr>
</tbody>
</table>
Packaging, the sixth sense?: A guide to identifying consumer motivation /  
160 p. |
1. Packaging—Psychological aspects.  
2. Motivation research (Marketing) I. Title |

<table>
<thead>
<tr>
<th><strong>BRAND CHOICE</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>HF 5415 .3 352</td>
</tr>
<tr>
<td>Jacoby, Jacob.</td>
</tr>
</tbody>
</table>
Brand loyalty: measurement and management /  
xiv, 157 p. |
1. Brand choice.  
I. Chestnut, Robert W., joint author.  
II. Title |
CONSUMERS

Individual differences in search behavior for a nondurable W.L. Moore and D.R. Lehman.
bibl (p806-7) tabs J Consumer Res 7:296-307 D '80

Attitudes

Black and white consumer sentiment: financial conditions (table) Black Enterprise 22 11:80 N '80 128 F : 60 M '81

Consumer alienation. general dissatisfaction and consumerism issues: Z.V. Lambert tabs J Retailing 56: 3-24 Summ '80

CONSUMERS' preferences

See also
Brand choice
Consumers - Attitudes
Food preferences
Choosing multiple items from a product class
L. McAllister bibl tabs J Consumer Res 6: 213-34 D '79

BRAND choice

bibl. tabs J Mkt. Res 17: 323-34 Aug '80

Inflation sours broader brand loyalty. H.S. Rauch. Supermkt Bus 35: 9 Mr '80
Consumer Behavior
age & role of family, development of consumer information processing behaviors, kindergartners & 3rd & 6th graders & their mothers, 10733—— abstract no.
belief systems, intentions to buy innovative products, undergraduate business students, 9998
clothing as nonverbal communication & attitude toward clothing, credibility of message source in advertising & intent to purchase product, female consumers, 7502
consumer innovations concept & measurement based on adoption for new products, 14704
Learning to be consumers: The role of the family.

Journal of Communication, 1977(Win), Vol 27(1), 138-151. — Examined consumer information processing behaviors of children from a cognitive development perspective. Interviews were conducted with 615 kindergartners, 3rd-, and 6th-grade children and their mothers. Information processing skills assessed in the child interview were (a) understanding the purpose of TV commercials (Skill 1), (b) selecting performance attributes in considering a product purchase (Skill 2), (c) awareness of sources of information about new products (Skill 3), (d) comparing brands on the basis of functional characteristics (Skill 4), and (e) awareness of brands of different products (Skill 5). Some impact of family consumer socialization variables on the development of the child's general cognitive abilities, which in turn influence consumer skills, was shown for Skills 1, 2, and 3, where perceptual boundedness accounted for an average of 10.9% of the variance and family variables for an average of 10.0%. The influence of the family on the child's application of his/her cognitive abilities was seen in the findings that kindergartners medium or high in cognitive ability were significantly higher in Skills 1, 2, and 3 than kindergartners low in cognitive ability. Direct influence of the family on the child's learning of consumer skills was shown with Skills 4 and 5. — W. E. Lindsey.

Transparency 11
Checklist of Questions to Answer about Indexes and Abstracts

1. What specific subject areas are covered?
2. Does the index or abstract include instructions for using it? If so, where?
3. Is there a list of the specific primary sources indexed or abstracted? If so, where?
4. Is there a list of abbreviations used? Where?
5. Is there a list or thesaurus of the specific terms (subject headings or key words) used by the index or abstract? Where?
6. How often is the index or abstract issued?
7. Are there cumulations? How often?
8. If an index, how are the citations entered? By author? Title? Subject? Other?
9. If an abstracting journal, how are the abstracts arranged? In a classified order? Alphabetical order? By accession number? Other?
10. If an abstracting journal, what type of indexes are included, if any? Author? Title? Subject? Geographic? Corporate? Other?
11. What types of material are indexed or abstracted? Journals, books, government publications, proceedings, other?
12. What is the language of the material covered? English only? Foreign languages?
13. Is the material covered technical and research oriented or popular? Or both?
14. Are there any other special or unique features?
Reference Sources for Research on Consumer Behavior

In studying consumer behavior, the researcher can consult works about the discipline itself or marketing as well as works about other more tangentially related social science disciplines such as psychology and sociology. The following list includes basic reference works in several social science disciplines whose concerns and methodologies are close to those of the student of consumer behavior. In addition some statistical compilations that quantitatively describe the consumer and his buying habits are included.

BIBLIOGRAPHIES

REF
Z7165
.J5
B37


REF
Z7164
C81
B59


REF
Z7164
N18
B35
1974


An annotated listing of articles and selected books, arranged within the following broad categories: background, techniques, areas of research, communication and miscellaneous aspects.

REF
Z7164
M18


DICTIONARIES AND ENCYCLOPEDIAS

REF
BF
31
G6


This two-volume set affords brief, readable explanations of relevant terms such as "stimulus-response."

REF
HF5415
.J438


Concise definitions of concepts and techniques like projective drawing.

REF
HF5412
S52


**CONFERENCE PROCEEDINGS**


Attitude Research Conference. *Proceedings.* 1970. Annual. The focus of the papers delivered at this conference is on research gains in the area of testing consumer attitudes.

American Marketing Association. *Proceedings.* Chicago: A.M.A., 1951 - Annual. Papers delivered at the conference occasionally focus on topics such as anticipating the buying habits of the working women or minority family.

**HANDBOOKS**

Britt, Stewart H. ed. *The Dartnell Marketing Manager's Handbook.* Chicago: Dartnell, 1973. This comprehensive one-volume reference has 73 chapters each prepared by a team consisting of a marketing professor and executive. Of special interest would be the chapters on consumer behavior, and application of the sciences to marketing. Use subject index.


Lindzdy, Gardner. *Handbook of Social Psychology.* 5 v. Reading: Addison, Wesley, 1965. Each chapter in this five volume set is an extensive literature review on a variety of topics that engage the social psychologist. Chapter 40 volume 5 is especially relevant to consumer motivation. In addition, there are chapters dealing with attitude measurement, and related research methods. Use index in volume 5.
**INDEXES AND ABSTRACTS**

**Tables 3B & 4A**

**Business Periodicals Index.** New York: H.W. Wilson, 1960 to date.
- A subject index to over 200 English language periodicals including the major marketing journals.

**Table 4A**

**F&S Index of Corporations and Industries.** Cleveland: Predicasts, 1974 to date.
- Best index for current information on companies and industries. Part 1 is arranged by SIC number; Part 2 is arranged alphabetically by Corporation name. Major articles are indicated by a black dot.

**Table 2C**

- Offers lengthy abstracts of articles from American and British publications. Includes works from related fields like psychology, sociology, statistics. Index is in front.

**Table 4B**

- Abstracts books, journals, essays in books, conference proceedings, and dissertations, many in fields of applied psychology such as marketing and consumer behavior. Consult index to get brief summary of work and abstract number. Use the thesaurus for subject terms when these are not obvious.

**Table 2B**

- An index to a wide variety of popular American magazines including those oriented to consumers, Blacks and women. Use a more specialized index for the bulk of your research.

**Table 4B**

**Social Sciences Index.** New York: H.W. Wilson, 1974 to date.
- Covers scholarly journals in disciplines such as psychology and sociology.
STATISTICS

Table 2C


An index to statistics appearing in publications of the U.S. Federal government. The abstract describes the type of statistic and its exact location in the publication.

Table 2C


This publication locates and describes statistical compilations appearing in non-federal government publications as well as publications

REF


A useful compilation of U.S. Statistics and graphs from a wide variety of government and trade sources on the consumer and his behavior in the marketplace. Covers population, employment, income, consumer expenditures, production, distribution, prices.

REF


Current estimates, by state county, city, SMSA for population (by age), households, effective buying index, percentage of households by cash income groups, retail sales for six retail store groups, merchandise line sales estimates by locality and T.V. market retail sales by merchandise line.

REF


REF


Indexed in the American Statistics Index.

JOURNALS

Advertising Age
American Demographic
American Psychologist
Journal of Consumer Affairs
Journal of Consumer Research
Journal of Marketing
Journal of Marketing Research
Marketing News
Marketing Communications
Exercise for Consumer Behavior

1. Write your research topic statement here. Use one sentence.

2. Locate background reading for your topic. Use Reference Sources for Research in Consumer Behavior.

   Bibliographic citation(s) for background reading:

3. Use the Library of Congress List of Subject Headings to select at least two subject terms for your information search.
   1. 
   2. 

4. Use the card catalog on the 7th floor of Baruch College Library to locate books. List the call numbers and full bibliographic citations for two books you locate.

   Book 1
   Call number:
   Author(s):
   Title:
   Publisher:
   Date:

   Book 2
   Call number:
   Author(s):
   Title:
   Publisher:
   Date:

5. Find a source for specific information about one area of consumer behavior.

   Bibliographic citation:

   What did you find out about this area?

6. Use one index to find at least two periodical or newspaper articles about one area of consumer behavior.

   Periodical Index:

   Article 1
   Article author:
   Article title:
   Journal name:
   Journal date:
   Page numbers:

   Article 2
   Article author:
   Article title:
   Journal name:
   Journal date:
   Page numbers:

7. Go back to question number 1. Do you want to change your topic statement? Why? Why not?