

Consumer Socialization

George Moschis (1987)

Overview of book - 197 propositions

Introduction

- Conceptual model of consumer behaviour
- Origins of consumer socialization
- Concept of socialization today
- Consumer Socialization

A conceptual model of consumer socialization

- The model
 - age or life cycle position
 - social/cultural structural constraints
 - socialization agents
 - learning process
 - modelling
 - reinforcement
 - social interaction
 - content or criterion behaviour (knowledge and skills)
- Consumer role
- Consumer behaviour
- Anticipatory consumer socialization
 - acquisition of attitudes and values
 - acquisition of information
 - acquisition of skills

Measurement models for socialization

- Antecedent variables
 - social structures
 - social class
 - ethnic background
 - age and life cycle
- Socialization processes (communication)
 - interpersonal processes
 - mass communication processes
- Outcomes of socialization
 - relative measures
 - absolute measures

Theoretical perspectives

- Types of theories explaining socialization over the life cycle
 - developmental theories
 - social learning theories
 - social systems theory
- Theoretical perspectives over the life span
 - developmental perspectives
 - social learning theories
 - socio-economic effects
 - disengagement theory
 - engagement theory
 - social breakdown theory
 - subculturation
 - personality theory

Family influences (14 propositions)

Types of family influences

- parental
- child
- spouse
- sibling

Childhood and adolescence

direct influences:

- consumer behaviour

- family communication processes (structures and patterns)

- indirect influences over interacting with other socialization agents

- mediating effects (family modifies effects of other agents)

Peer influences (19 propositions)

- Compliance, identification and internalization

- Direct influences

- Indirect influences

- Mediating effects

Mass Media influences (37 propositions)

- Models of mass media influence (individual and social-system levels)

- Models of advertising effects

- Mass media effects on young consumers

- cognitive affect

- affective responses

- behavioral responses

- second order consequences of media

- effect of conditions under which child is exposed to media

- Mass media effects on adults

- direct effect

- indirect effect

- programming effects

- advertising

- television

- magazines

- radio

Effects of other socialization agents (14 propositions)

- School (especially formalized consumer education programs)

- Siblings

- Retailers

- Church (morality and right and wrong)

Effects of age and life cycle (38 propositions)

- Childhood

- Adolescence

- Adulthood

- Late adulthood

- role perceptions

- general consumption patterns

- information processing

- purchasing patterns

- sources of information used

- product selection

- payment method

- dissatisfaction and complaining

- dysfunctional consumer behaviour

Effects of gender and birth order (21 propositions)

Socioeconomic influences (19 propositions)

social class
values
self perceptions
environmental factors (life opportunities for learning)
stereotyping

Racial influences (18 propositions)

Cultural and subcultural Influences (ethnicity, language and religious subcultures) (17 propositions)