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
modeling
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)