

Annotated Bibliography

Barbara Gottfried Hollander,

“Addiction.” *MackinVIA*, <https://friscoisd.mackinvia.com/Reader/Launch?viaId=3033049&bookId=9958244&search=psychology&language=0&position=5809>.

Barbara Gottfried Hollander writes in her book *Addiction* (2012) about the major effects and symptoms of addiction and why it drives certain behaviors in those addicted. One of the chapters highlighted by Hollander is about gambling addictions. She covers why people are driven to gamble even though they may recognize the negative effects of it. They end up spending all their money, even family savings, to endorse their negative behavior. This led me to wonder, why would they be so interested in spending their money, knowing they're not getting any major benefit from it, but are hesitant to spend on products that would give them a good return for their money. My question was later explained when Hollander explained that people enjoy gambling because it gives them a “thrill” (20) which gives them an adrenaline rush and makes them want to gamble as an escape and release of stress. This also explains why people enjoy activities such as roller coaster rides. This helps my research because it explains why addictions motivate people to spend money, and how pushing for a thrill in certain products may cause consumers to come back for more or really appreciate the product/service.

Block, Lauren G., et al. "Consumer Behavior." *Encyclopedia of Business and Finance*, 3rd ed., vol. 1, Macmillan Reference USA, 2014, pp. 142-149. *Gale eBooks*,

link.gale.com/apps/doc/CX3727500068/GVRL?u=j043905009&sid=bookmark-GVRL&xid=c0f709ed. Accessed 10 Oct. 2022.

In the book *Consumer Behavior* (2014) written by Lauren G. Block, Patricia Williams and Veronika Ilyuk, the authors discuss the crucial part of motivation in consumer behavior and how the main determinant of motivation is a person's values. They describe how a person's values to be independent may cause them to buy a product that endorses this feeling or supports them to reach this value. Likewise, if someone holds health very dear to them, they may look for food options that both taste good and are nutritional or healthy for them. This helps my research because it shows me that by understanding people's values can help me develop products/services or advertisements for these products/services that make consumers feel like their values are reached or can be reached with the goods of the company. Every person has a certain value or set of values and catering to these can help better reach the consumers and encourage the sale of the products/services.

Parsons, William B. "Psychology: Psychology of Religion." *Encyclopedia of Religion*, edited by Lindsay Jones, 2nd ed., vol. 11, Macmillan Reference USA, 2005, pp. 7473-7481. *Gale eBooks*, link.gale.com/apps/doc/CX3424502530/GVRL?u=j043905009&sid=bookmark-GVRL&xid=d81c456a. Accessed 10 Oct. 2022.

William B. Parsons writes in his book *Psychology: Psychology of Religion* (2005) about the general idea of psychology behind religion and why it is such a large influential part of

people's lives and why it motivates them to make certain decisions or believe certain things.

Parsons identifies that the main ideas behind most religions that stuck with many people are ideas such as "a liberal theological atmosphere, the stress on authentic personal experience, [and] the growing disillusionment with dogmatic forms of religious expression" (7473). These ideas are beliefs that people agree with or also believe in. This helped me recognize that people like to follow what they believe in. For example, if a company is passionate about reducing the effects of global warming by recycling and reducing greenhouse gas emissions, a consumer who also believes the same thing as that company would be passionate about supporting that company and helping them or spreading awareness about that company. This helps my research because it helps me recognize that people like and follow stories they believe in, so an effective marketing strategy would be to create a mission statement or story for the company that many people would believe in and support.

Wayne Hoyer, "Consumer Behavior." *Google Books*, Google,
<https://books.google.com/books?hl=en&lr=&id=5Oa5DQAAQBAJ&oi=fnd&pg=PP1&dq=consumer%2Bbehavior&ots=eDFXrs0YB8&sig=kglNIUownenGcJtv1Vp0aNkJxyQ#v=onepage&q=consumer%20behavior&f=false>.

Wayne Hoyer summarizes the first chapter in *Consumer Behavior* (2016) through establishing 3 main components that affect consumer behavior greatly. He establishes that a consumer's "motivation, ability, and opportunity affect" (22) that person's thought process and ultimately the consumer decisions they make. These factors are at the heart of the psychology in

consumer behavior even affect memory. Hoyer discusses that these consumer behavior factors can also be symbolic to expressing an individual's identity. One example that this made me think of was how someone who likes a streetwear type style would definitely appreciate and remember a black cargo pant on sale versus someone more interested in chic clothing. This helps with reaching certain demographics as well. This pertains to my research in helping me understand the main motivating factors of a consumer and what can best stick with certain demographics through understanding the identity they like or associate with.

Weeks, Marcus. "Why Did You Behave Like That?" *Psychology*, DK Publishing, 2014, pp. 26-27. Heads UP. *Gale eBooks*, link.gale.com/apps/doc/CX3790800016/GVRL?u=j043905009&sid=bookmark-GVRL&xid=4ae02ea8. Accessed 10 Oct. 2022.

Marcus Weeks briefly explains a study in his article *Why did You Behave Like That* (2014) and later shows an example of how it was reflected in a real life example. The main idea Weeks covers in this article is the conditioned behavior of rewarding "good behavior" and punishing "bad behavior" to develop a habit of certain behaviors from childhood. He explains a study conducted by Watson and Thorndike about how they rewarded birds' good behavior with food and bad behavior with a minor electric shock. Eventually, the birds learned the behaviors that the researchers were looking for and it became a "social norm" for the birds to behave a certain way. Similarly, Weeks explains a real life example of this kind of behavior. He discusses how prejudice and other attitudes can be picked up from others, like how the birds learned from

other birds what they should and shouldn't do. The Clark's conducted an experiment where African-American and white children were both presented with a white doll and a black doll and asked to pick the one they preferred. The results showed a huge indication that both African-American and white children primarily preferred the white dolls, indicating the effect of attitudes and prejudice of those around them affected them significantly. This helps my research in understanding how certain behaviors and attitudes can be picked up from childhood and largely affect consumer behavior and interpretation, which helps me understand and better cater to the needs or wants of the demographic.