

# Contents

## Part I Social Influence

<b>1 Introduction to Social Influence: Why It Matters</b>	3
What Is Social Influence?	3
Groups and Connections	6
Consumers and Social Influence	8
Social Media and Social Networks: The Need for Connection.	10
Social Influence: Connectedness Is Changing Rapidly.	12
Who Influences Us?.	14
Why Study Influence?.	16
Why We Buy?.	17
A New Model of Social Influence	19
Summary	21
References.	22
<b>2 Social Influence History and Theories.</b>	23
Foundations of Social Influence	23
Paul Lazarsfeld and Elihu Katz: Social Communication	
Theory and the Two-Step Flow Model.	25
Everett M. Rogers: Diffusion of Innovation.	27
Opinion Leadership: Degrees or Types of Influence	34
Opinion Leaders, Being at the Center, and the Rise of Social Media . . .	34
Contagion: How Ideas Catch on: Bergman and Gladwell . . . . .	35
Time in the New Digital World . . . . .	37
Summary	38
References . . . . .	38
<b>3 Values, Attitudes, Opinions, Goals, and Motivation</b>	41
The Why Behind Behavior . . . . .	41
The Art of Being Mindful . . . . .	42
Values . . . . .	43

Attitudes and Opinions . . . . .	45
Goals . . . . .	47
Goal Formation in Established and Start-Up Companies . . . . .	50
Motivation . . . . .	51
Summary . . . . .	53
References . . . . .	54
<b>4 Communication and Social Media. . . . .</b>	<b>55</b>
What Is Communication? . . . . .	55
Communication and Socialization . . . . .	56
Communication Channels . . . . .	58
Consumer Socialization and Communication . . . . .	58
Aspects of Communication . . . . .	59
Social Media. . . . .	60
Advertising and Company Culture. . . . .	61
Social Analytics: Klout and Challengers . . . . .	63
The Model of Social Influence. . . . .	64
Influence Spiral . . . . .	64
Social Technologies and Economic Impact . . . . .	65
The Future of the Social Economy for Consumers . . . . .	67
Summary . . . . .	68
References . . . . .	69

## Part II Consumption

<b>5 What We Buy and Who We Listen to: The Science and Art of Consumption. . . . .</b>	<b>73</b>
Introduction . . . . .	73
Mobile Mind Shift. . . . .	74
Personality. . . . .	75
Consumer Economics . . . . .	75
Social Influence and Consumer Education . . . . .	76
Consumer Protection and Sustainability . . . . .	77
Schemata or Scripts. . . . .	79
Disgruntled Consumers. . . . .	79
Social Influence Definitions Related to Consumption . . . . .	80
Consumer Power . . . . .	84
E.M. Rogers and Innovators Revisited . . . . .	85
Brand Perception and Image . . . . .	86
Paul Lazarsfeld Revisited . . . . .	87
Advertising as a Social Influence . . . . .	87
Summary . . . . .	88
References . . . . .	89

<b>6 Decision Making and Problem Solving</b>	91
What Is Decision Making?	91
Thinking About Others	94
Difficulty Making Decisions	94
Decisions in Crisis and in Complexity	95
Decisions and Goals	96
Avoiding Mistakes	98
Cost–Benefit Analysis and Sustainable Consumption	98
What Is Problem Solving?	100
Success	101
Summary	102
References	103
<b>7 Households: Productivity and Consumption</b>	105
Households Matter	105
The Changing Nature of Households	108
Households as Subjects of Study	110
Productivity	112
Scarcity in Everyday Life	115
Elder Caregiving in Households	116
Innovation, Invention, and the Future	117
Consumption and Change	118
Consumption and Sustainability	120
Summary	122
References	122

### Part III Sustainability

<b>8 Social Influence and Sustainable Behavior</b>	127
Introduction	127
Social Influence: Offline and Online	130
The Nature of Social Influence	130
Offline Social Influence	131
Online Social Influence	133
Using Social Influence to Promote Sustainable Behavior	135
Promoting Sustainable Behavior Offline	136
Promoting Sustainable Behavior Online	138
Sustainability and Free Product Trials/Exclusivity	141
Sustainability and Brand Intelligence	142
Promoting Sustainable Behavior Online: An Example	142
Internal Use of Social Media to Promote Sustainable Behavior	143
Using Marketing Strategy to Promote Sustainable Behavior	144
Some Cautionary Notes	147
Summary	149
References	152

<b>9</b>	<b>Sustainably Managing Resources in the Built Environment. . . . .</b>	<b>155</b>
	Introduction . . . . .	155
	Barriers to Sustainable Behavior. . . . .	156
	Sustainability . . . . .	157
	Sustainability and the Built Environment . . . . .	159
	Resources. . . . .	161
	Material Resources. . . . .	161
	Energy . . . . .	162
	Financial. . . . .	162
	Built Environment . . . . .	162
	Building Technologies. . . . .	163
	Lighting . . . . .	167
	Summary . . . . .	168
	References . . . . .	169
<b>10</b>	<b>Influencing Behavior: Four Strategies . . . . .</b>	<b>171</b>
	Introduction . . . . .	171
	Four Strategies. . . . .	173
	Punishment or Penalties . . . . .	174
	Rewards or Incentives . . . . .	175
	Persuasion . . . . .	176
	Behavioral Change: A Combination of Techniques . . . . .	178
	Perspective on the Strategies: Transformations to the Better . . . . .	179
	Behavioral and Social Change: Why Is It so Difficult?. . . . .	180
	Discussion About Communication, About Sustainability . . . . .	181
	Summary . . . . .	182
	References . . . . .	183
	<b>Index. . . . .</b>	<b>185</b>

Social Influence and Sustainable Consumption

Goldsmith, E.B.

2015, XII, 187 p. 5 illus., Hardcover

ISBN: 978-3-319-20737-7