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# Editorial: Emotional rescue

This issue completes the third volume of the *Journal of Consumer Behaviour*. Among subscribers, authors, reviewers and readers, the Journal has gone from strength to strength over the last three years. As confirmation of this, the Journal will, from issue 4/1, be published bi-monthly. This is great news for us and gratitude is extended to all who have supported, praised, contributed to and read the Journal, which has quickly established itself as a major player in its field. All contributions are subjected to a rigorous double blind reviewing process which confers acceptance on around one third of the papers submitted, yet despite this there exists a sufficient number of papers to guarantee full issues for the next two years. This surely is a sign of the Journal's maturity and high standing.

In the current issue, there are five academic and two practice papers. There is a general theme revolving around 'emotional' dimensions of consumer behaviour, yet most of the papers also explore interesting and developing research methodologies.

The issue begins with a paper by Georgios A. Bakamitsos and George J. Siomkos, who examine the effect of 'mood' on advertising practice and within stores. Affective states can inform the advertising message used and vice versa. It is interesting to note that the topicality of this is reflected in recent practice. Nissan, for example, are experimenting with television commercials that match the content of the programming (Balmond 2004a, 2004b). Bakamitsos and Siomkos discuss the implications within copy testing and message creation and extend this into the possibilities for in-store atmospherics.

The next paper, by Andrea Davies and James A. Fitchett, investigates consumer experiences when they 'cross cultures'. People who move from one

cultural environment to another (migrants, travellers and visitors) are shown to fit different clusters based on their original patterns of consumption and materialism. The paper reports a survey of nearly 600 international postgraduate students visiting the UK, which provides many insights for those of us involved with running courses for such students, who experience degrees of unexpected 'culture shock'. The researchers also report their qualitative phase of research: ethnography, which involved an interesting mix of interviewing, observation and accompanied shopping over a three-month period.

Vincent-Wayne Mitchell and Gianfranco Walsh then explore gender differences in German consumer decision-making styles. They apply Sproules and Kendall's (1986) inventory of consumer styles and find that the method appears to still be appropriate for females but that emerging male styles might lead to modified methodology. The country-specific findings could well have implications for marketing practice and indeed for methodology.

Next in line is the paper by Richard Elliott and Clare Leonard, who report on an interpretive study among 8-12 year olds from poor homes in the UK. The authors focus on attitudes toward fashion brands, specifically trainers, and the study reveals that the children form clear stereotypes about the wearer of different types and brands of trainer. Peer pressure is confirmed as a major pressure on perceptions and consumption behaviour (or at least consumption aspiration). Unfortunately, marketing continues to target children either directly or indirectly and despite some pleas for greater social responsibility in this area, there is little evidence of change – or is it all too easy for an academic to say this?

Cognitive dissonance with respect to food consumption is the focus of the next paper, by Olivier Brunel and Paul-Emmanuel Pichon. The authors focus on the key issues which apply to us all today with regard to food safety: what is safe to eat and how do we reduce our perceived risk? Brunel and Pichon draw from risk reduction theory but also from stress and coping theory, in addition to conducting semi-directive interviews which reveal a new classification of risk reducers.

This issue's practice papers also explore interesting methodologies within mainly 'emotion'-based consumer behaviour contexts. The first paper, by Jeremy Pincus, is concerned with motivation research and how a synthesis is taking place between different approaches to this. Pincus traces the development of - for example - instinct, psychoanalytical, gestalt, cognitive, personality and 'unmet needs'-based theories of motivation, and stresses the importance of a new synthesis in motivation research, which appears to echo the pleas for a 'bricolage' of approaches (Barker et al 2001). This assumes additional significance in the era in which consumers increasingly engage with a 'total' brand experience, which in turn makes any monolithic approach to consumer motivation research potentially obsolete and incomplete.

Richard Woods' paper is also concerned with research methodologies

within an 'emotional' context. Woods explores qualitative approaches for matching appropriate brand emotions with consumer segments, and discusses the practical difficulties involved. He demonstrates the use of mood boards and concept tests and advances the proposition of three-dimensional stimuli which can help define consumers' emotional maps more effectively - the author's 'Brandcepts' technique.

In sum, this issue boasts a bumper crop of papers, all with lessons for different aspects of emotions-related research approaches.

The next issue will be the first bi-monthly edition of the Journal and thanks are extended once again to all who made this possible.

**Martin Evans**  
**Managing Editor**  
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