**FURTHER READING**

For an indication of some of the surrogates people use when deciding on whether to buy a new product, see Roger Bennett and Helen Gabriel (2000) Charity affiliation as a determinant of product purchase decisions, *Journal of Brand and Product Marketing*, *9* (4/5): 255–68. It turns out that people’s perception of the value-for-money aspects of products sold by charities affects their view of other products that may be entirely unrelated to the first products.

For a much deeper account of loyalty programmes and involvement, take a look at Wan Jou-Wen’s book *The Effect of the Reward Programme Scheme: The Effect of Timing of Reward, Business Longevity and Involvement on Consumers’ Perception and Behavioural Intention Toward the Reward Programme* (Saarbrücken: VDM Verlag, 2009). The title is almost as long as the book, but it does offer a very deep (and academic) insight into the interrelationship between loyalty programmes, involvement and timing.

Many models of consumer behaviour seem to assume that people think about what they are doing when making decisions. Gerd Gigerenzer disagrees – and his book *Gut Feelings: Short Cuts to Better Decision Making* (Harmondsworth: Penguin, 2008) outlines the idea that we make our best decisions based on gut instinct rather than conscious thought. This is a book for people who enjoy some controversy!

Involvement, and especially involvement in luxury brands, is alive and well and lives in Japan. *The Cult of the Luxury Brand: Inside Asia’s Love Affair with Luxury*, by Radha Chadha and Paul Husband (London: Nicholas Brealey International, 2006), tells the whole story of how Asian countries have discovered consumerism – and gone for it in a big way.

An aspect of decision-making which is often ignored is the decision to say ‘enough is enough’. John Naish’s book *Enough: Breaking Free from the World of Excess* (London: Hodder Paperbacks, 2009) offers as its main premise the idea that human beings are hard-wired to grab as much as they can of anything they like, when in fact there is a point at which further acquisitions simply become tiresome. It’s an interesting read for those who have doubts about the consumerist society in which we live.

Jonathan Fields’ *Uncertainty: Turning Fear and Doubt into Fuel for Brilliance* (New York: Portfolio Hardcover, 2011) is a self-help book. The author talks about ways of reducing the fear that arises from uncertainty – and he certainly experienced the downside of uncertainty, having opened a new business in Manhattan the day before the 9/11 terrorist attacks.