**FURTHER READING**

*Classical Motivation Theories: Similarities and Differences Between Them*, by Stephanie Hoffman, is that rare thing: a commercially published undergraduate dissertation. Stephanie is German, and the thesis is published by GRIN Verlag GmbH (Norderstedt, 2006). It provides a very useful and thoughtful set of comparisons between several classical motivation theorists (some of which have not been included in this chapter, for various reasons). Incidentally, the thesis got a B+.

For a psychologist’s viewpoint on expectancy models, Henning V., Hennig-Thurau, T. and Feiereisen, S. (2012) Giving the expectancy-value model a heart. *Psychology and Marketing*, *29* (10): 765–81, gives an interesting insight into motivation.

A lot of the time, our attitude towards hedonic behaviour is actually learnt from our family socialisation. Thus communication from within such environments can prove to be an important factor, especially for adolescent children. An excellent article by Hollmann et al. (2015) highlights the motivational antecedents and consequents of the mother–adolescent communication – a fascinating insight into the communication between parents and their children: Hollmann, J., Gorges, J. and Wild, E. (2015) Motivational antecedents and consequences of the mother–adolescent communication, *Journal of Child and Family Studies*, July. doi: 10.1007/s10826-015-0258-8.

Christmas is, of course, a time for hedonic behaviour. For a useful overview of how people create meaning for their hedonic consumption, take a look at: C. Tynan and S. McKechnie (2009) Hedonic meaning through Christmas consumption: a review and model. *Journal of Customer Behaviour*, *8* (3): 237–55.

Caroline Tynan and Sally McKechnie also collaborated on a paper about the co-creation of value in hedonic consumption. This takes a somewhat non-traditional view of hedonism. The paper is: C. Tynan, S. McKechnie and C. Chhuon (2010) Co-creating value for luxury brands. *Journal of Business Research*, *63* (11): 1156–263.

There is, of course, a downside to hedonic consumption. Not everything that feels good is good for us – and this applies especially to alcohol. Students are famous for enjoying a drink – but maybe this next paper will provide some food for thought! E.N. Banister and M. Piacentini (2006) Binge drinking – do they mean us? Living life to the full in students’ own words. *Advances in Consumer Research*, *33*: 390–8.