

consumer problems, as problems of the modern industrial society. Community law is an attempt to face these. If this law is expected to consider consumer interests, then these interests have to be asserted at Community level (pp. 427–430). There is nothing to add to this.

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BOOK NOTES

Ulf Bernitz & John Draper: Consumer Protection in Sweden: Legislation, Institutions and Practice, 2nd Ed. Stockholm: Institute for Intellectual Property and Market Law, 1986. ISBN 91-38-90762-3. 404 pp., SEK.

The book gives an overview of consumer legislation in Sweden, and then concentrates on two areas of international interest: the Marketing Practices Act, which is mainly concerned with the provision of adequate information from suppliers to consumers, and the Terms of Contract Act, which is aimed at preventing an abuse of standard contracts. Both acts are regarded as basically successful, even from the business point of view. A detailed appendix contains English translations of relevant Swedish legislation.

James Cecora: Standort und Lebenshaltung. Berlin: Duncker & Humblot, 1985. ISBN 3-428-05857-7. 197 pp., DM 98.00.

The author tries to investigate differences in expenditure patterns of households in urban and rural areas. To this end, a sample of 236 households in rural areas completed an expenditure diary for a period of six months. The data were compared to results published by the National Bureau of Statistics, which are based mainly on urban areas. Differences in expenditures for certain types of goods were found, e.g., the rural households spend more for clothing and energy and less for housing, media, and cosmetics than urban households.

Michael Dieterich: Konsument und Gewohnheit. Heidelberg: Physica, 1986. ISBN 3-7908-0338-3. 369 pp., DM 69.00.

This is an analysis of the development of habitual buying behaviour. After reviewing relevant theories, and concentrating on the three phases of a

buying decision proposed by Howard, an empirical study is presented. In this study, a sample of mothers who had just given birth to their first babies was monitored over an extended period to watch how much of a habit their buying of baby diapers became. It turns out that habit formation is mainly associated with a decrease in information acquisition, and with an increase in product knowledge. Implications for consumer information are suggested.

James S. Engel, Roger D. Blackwell, & Paul B. Miniard: Consumer Behavior, 5th Ed. New York: Holt, Rinehart, & Winston, 1986. ISBN 0-03-910722-1. 633 pp., £11.95.

The well-known textbook on consumer behaviour is still based on the original Engel, Kollat & Blackwell model, but has been considerably restructured. The first seven chapters now relate to the main stages of the model. After this, psychological and sociological foundations are treated in more detail. The book now includes a chapter on organizational buying behaviour, and also one on consumerism.

Rudolf Gümber: Handel, Markt und Ökonomik. Wiesbaden: Gabler, 1985. ISBN 3-409-13392-5. 282 pp., DM 78.00.

The empirically documented phenomenon that consumers overestimate considerably the profits of retailers forms the starting point of this book. After reviewing various arguments used to characterize retailers as exploiters, the role of retailers in economic theory is discussed starting with Ricardo, and ending with the general theory of equilibrium. It is shown that retailer profits can be legitimated by their function of minimizing transaction costs, and that misperceptions of retailer profits by the general public can be traced partly to unobservable cost variables.

Hans-Peter Haarland: Konjunktur und Kaufentscheidungen. Frankfurt: Peter Lang, 1985. ISBN 3-8204-9047-7. 309 pp., SFr 65.00.

The impact of phases of the business cycle on individual consumer decision-making is the subject of this volume. The author first dismisses the economic modelling approach based on rational behaviour and favours a behavioural approach. After reviewing the work of Katona on the subject, he develops a cognitive model of consumer decision-making, based mainly on expectancy-value theories. In this model, business cycles

influence buying behaviour only by influencing subjective perceptions, expectancies, and assumed causalities.

Sheila Harty: The Corporate Pied Piper. Penang: International Organisation of Consumers Unions, 1985. ISBN 967-9973-99-3. 46 pp., \$4.00.

A small booklet on the problem of using material published by manufacturers and other commercial sources in education. The situation in various countries is described, underfunding of education is isolated as one cause, and some suggestions for handling the problem are made.

Norbert Horn & Hartwig Piepenbrock (Eds.): Vergleichender Warentest. Landsberg am Lech: Moderne Industrie, 1986. ISBN 3-478-21500-5. 204 pp., DM 58.00.

This volume on comparative product tests is aimed mainly at a business audience. The director of the German Stiftung Warentest first gives a review of the workings of this institution. Effects of tests on consumer behaviour, on competition, and on suppliers are then reviewed, drawing on empirical studies carried out in West Germany. Finally, legal problems of comparative product tests are discussed, mainly concerned with the right to publicly criticize products, and the right to use test results in advertising.

Christian Joerges, Eugen Hiller, Knut Holzscheck, & Hans-W. Micklitz: Vertriebspraktiken im Automobilersatzteilsektor. Frankfurt: Peter Lang, 1985. ISBN 3-8204-7488-9. 407 pp., SFr 66.00.

Distributional practices in automobile spare-parts markets are analyzed, mainly with regard to an EEC Commission regulation on automobile distribution and servicing agreements. The selective distributional practices used by car manufacturers, generally legalized by the Commission regulation, are analyzed from a competition and consumer policy viewpoint, drawing on arguments advanced in jurisdiction in various countries.

F. Thomas Juster & Frank P. Stafford (Eds.): Time, Goods, and Well-Being. Ann Arbor, MI: Institute for Social Research, 1985. ISBN 0-87944-293-X. 542 pp., \$48.00.

A collection of twenty articles on time use studies, drawing on three data

bases that were collected by the Institute for Social Research by the use of diaries. The basic theoretical assumption is that the way time is used together with material and intangible capital stock determine human well-being. The first part of the book discusses alternative ways of measuring time use. Then various results are presented, looking both at different population groups and the same group over time. Finally, attempts to construct formal models of specific time uses are presented.

Lothar Müller-Hagedorn: Das Konsumentenverhalten. Wiesbaden: Gabler, 1986. ISBN 3-409-13605-3. 275 pp., DM 44.00.

Basic textbook on consumer behaviour. In the first part, determinants of consumer behaviour are reviewed based on the model by Howard and Sheth. After this, specific problem areas are taken up: segmentation by demographics, attitude models, and pricing research. A chapter on industrial buying behaviour concludes the volume.

OECD: International Trade and the Consumer. Paris: OECD, 1986. ISBN 92-64-12813-1. 296 pp., FF 95.00.

Proceedings from an OECD symposium held in 1984. The discussion included both implications of trade policy measures for consumers, and implications of consumer protection measures for international trade. The main assertion is that consumers benefit by free trade, and that consumer protection measures should not constitute trade barriers. Consumer interests should have a louder voice in the formulation of trade policy, for which several proposals are made.

Franz W. Peren: Einkommen, Konsum und Ersparnis der privaten Haushalte in der Bundesrepublik Deutschland seit 1970. Frankfurt: Peter Lang, 1986. ISBN 3-8204-9006-X. 279 pp., SFr 69.00.

Various macroeconomic consumption functions are compared using time series data for the period 1970 to 1982 for the Federal Republic of Germany. The models compared include all classical income hypotheses as well as some new models involving additional determinants of consumption. The results do not clearly favour one particular model. Rather, they show that the various models may be differentially well suited for different parts of the consumption budget.

Roland T. Rust, Linda L. Price, & V. Kumar: EEG Response to Advertisements in Print and Broadcast Media. Cambridge, MA: Marketing Science Institute, 1985. 28 pp., \$3.50.

The paper reviews research in the areas of hemispheric lateralization, EEG measurement, and advertising response. It then presents an experiment where brain waves were measured in response to natural advertising stimuli. Results show that there are some differences in brain wave activity according to advertising media.

Uwe Sander: Die Entwicklung des privaten Verbrauchs in der Bundesrepublik Deutschland. Frankfurt: Peter Lang, 1986. ISBN 3-8204-9314-X. 282 pp., SFr 61.00.

A model explaining aggregated and disaggregated consumption expenditures is developed. It takes into account effects of fiscal and monetary policies, real balance effects, as well as subjective variables such as economic uncertainty. Estimations on the basis of time series data and simulation results show that the model is largely capable of explaining the development of the consumption rate during the period 1968 to 1981.

Marshall S. Shapo: Towards a Jurisprudence of Injury: The Continuing Creation of a System of Substantive Justice in American Tort Law. Chicago: American Bar Association, 1984. 599 pp.

A very comprehensive study on American tort law, emphasizing its role in a free society, and how it has to adapt to prove useful in the next century. Possible goals and subjects of tort law, its rules, its relation to neighbouring fields of law, and its behavioural effects are addressed. Many recommendations for improvement are made.

Liisa Uusitalo: Environmental Impacts of Consumption Patterns. Aldershot: Gower, 1986. ISBN 0-566-05129-X. 184 pp., \$29.50.

In the theoretical part of the book, the traditional economic approach to consumption and environment is supplemented by concepts incorporating the social interdependence of consumer behaviour, leading to a "way of life approach" to the study of environmental impacts of consumption. In the empirical part, data from a variety of sources are used to document the ecological impact of consumption styles. Three ecologically relevant aspects of consumption styles are distinguished: decrease in home production, materialization of consumption, and expansion of private transport.

Ted Wheelwright (Ed.): Consumers, Transnational Corporations, and Development. Sydney: Transnational Corporations Research Project, University of Sydney, 1986. ISBN 0-908470-67-3. 390 pp., \$A 19.00.

A compilation of 18 essays written by researchers as well as policy makers, this book attempts to integrate three subjects: the relationships and conflicts between transnational corporations, economic development, and consumer interests. The various chapters survey different markets in which transnational corporations operate (e.g., food, pesticides, drugs, tobacco), investigate possible actions by the institutionalized international consumer movement vis à vis transnationals, and examine corporate response to consumerism (e.g., the well-known Nestlé boycott).

William L. Wilkie & Peter R. Dixon: Shopping for Appliances: Consumers' Strategies and Patterns of Information Search. Cambridge, MA: Marketing Science Institute, 1985. 41 pp., \$4.50.

A sample of 433 households completed a questionnaire on information search activities concerning a major durable recently bought. The results confirm previous studies indicating that search effort and amount of information sought is usually low. Consumers also generally indicated that they felt well informed and that they were satisfied with the purchase made. It is suggested that low levels of search may indeed be indicators of efficiency in the marketplace.