SYMBOLIC AND FORMAL APPEAL AT THE US OPEN GOLF CHAMPIONSHIP: TOWARDS AN INTEGRATED THEORY OF CONSUMER BEHAVIOR

Lewis Hershey, Fayetteville State University, USA

ABSTRACT

This paper adapts a theory of literary criticism that integrates both the positivist and interpretative streams of consumer research, provides a terminology for categorizing both internal and external influences on consumption, and allows for hypothesizing about the interaction of unobservable internal processes with external observable ones.