

# BRIEF CONTENTS

Preface vi  
Features vii

For International Readers ix

|   |  |   |   |   |
|---|--|---|---|---|
| <b>1</b>  | <b>2</b>   | <b>3</b>                                      | <b>4</b>                                    | <b>5</b>  |
| <b>Hello, CB</b>                                | <b>Motivation</b>                                  | <b>Perception</b>                             | <b>Learning</b>                             | <b>Identity</b>                                     |
| Welcome to the Fascinating World of Consumers 2 | Consumer Motivations, Emotions, and Involvement 34 | Consumer Perceptions and Sensory Marketing 56 | Consumer Learning, Memory, and Nostalgia 84 | Consumer Values, Personality, and Self-Concepts 110 |

PART I INTRODUCTION | PART II INSIDETHEMIND

|  |   |   |   |   |
|--|---|---|---|---|
| <b>6</b>                                   | <b>7</b>                                    | <b>8</b>  | <b>9</b>                                    | <b>10</b>   |
| <b>Lifestyles</b>                          | <b>Attitudes</b>                            | <b>Persuasion</b>                                 | <b>Culture</b>                              | <b>Referents</b>                                      |
| Consumer Lifestyles and Psychographics 130 | Consumer Attitudes: Know-Feel-Do Models 150 | Molding Consumer Attitudes Across Involvement 170 | Consumers' Culture and Meaning Transfer 190 | Reference Groups, Opinion Leaders, & E-Fluentials 222 |

... OF THE CONSUMER | PART III THE CONSUMER'S ENVIRONMENT

|  |  |   |  |  |
|--|--|---|--|--|
| <b>11</b>  | <b>12</b>  | <b>13</b>   | <b>14</b>  | <b>15</b>  |
| <b>Decisions</b>                                     | <b>Satisfaction</b>                                      | <b>Shopping</b>   | <b>Age/Sex/Family</b>                            | <b>Ethnicity/Class</b>                             |
| Consumer Decision Making: Rational and Emotional 246 | Post-Choice Experience: Doubt, Satisfaction, Loyalty 286 | Consumer As Shopper: Store Choice, Loyalty, Impulsivity 306 | Gender, Age, and Family in Consumer Behavior 326 | Ethnic and Class Identity in Consumer Behavior 356 |

PART IV CONSUMER DECISION MAKING | PART V CONSUMER DIVERSITY

|  |   |   |  |
|--|---|---|--|
| <b>16</b>                              | <b>17</b>   | <b>EPILOGUE</b>                           | <b>SYMBOLIC CONSUMER BEHAVIOR</b>                              |
| <b>Fandom</b>                          | <b>Ethics</b>                                     | Crafting Responsive Marketer Response 440 | Post-Modern Consumption The Experiential and The Enchanted 448 |
| Consumer Relationships With Brands 388 | Marketers, Public Policy, Consumer Conscience 416 |   |  |

PART VI CONSUMER RELATIONSHIPS WITH THE WORLD OF GOODS | PART VII | PART VIII

| PART IX SPECIAL TOPICS  |   |  |   |
|---|---|--|---|
| <b>1</b>  | <b>2</b>  | <b>3</b>   | <b>4</b>  |
| Psych Meets Economics Why Consumers Can't Count Their Money 459 | Searching Proper Pleasure Life Stories via Brands 464 | Netnography Inside the Online Coffee Communities 469 | Gender Bender Brand Hijacks and Consumer Revolt 477 |

|                                     |
|-------------------------------------|
| <b>STRATEGY</b>                     |
| <b>Researching the Consumer</b> 482 |
| <b>Segmenting Consumers</b> 492     |
| PART X MARKETING MEETS CB           |

|              |                               |
|--------------|-------------------------------|
| <b>CASES</b> | From Air Stockings to ZinePak |
| 495 Trendy   | 1 2 3 4 5 6 7 8 9 10          |
| Classic      | 11 12 13 14 15 16 17 18       |
| Romantic     | 19 20 21 22 23 24 25 26 27    |

|                  |                     |
|------------------|---------------------|
| <b>RESOURCES</b> | About the Authors   |
| Index 11-14      | Glossary G2-G18     |
|                  | Photo Credits P1-P3 |