

READ • APPLY • EXPERIENCE

Augmented Reality	Authenticity	I see it, therefore it is.	Ambient Advertising	Social Media
Your Big Life Project	Bobos Lifestyle	With brands I build my Identity	Involvement as the Big Arbiter	Framing Effect
The Enchanted Consumer	Parody Consumption	You talk but I will listen to myself	Five Exchange Resources	Nostalgia
Brands to adore, brands to love	USER—The Code for Consumption-Value	Some of my decisions intrigue me	The idea that marketers create consumer needs is overrated	
Collaborative Consumption	Status Crystallization	I like what marketers offer, but I have to be vigilant	Forming the Frame, not Targeting	
SAVVY MARKETER	The Global Consumer	Consumption Tribes	Social Facilitation	5Ps of Marketing

BRIEF CONTENTS

Preface vi
Features vii

For International Readers ix

1 Hello, CB Welcome to the Fascinating World of Consumers 2	2 Motivation Consumer Motivations, Emotions, and Involvement 30	3 Perception Consumer Perceptions and Sensory Marketing 56	4 Learning Consumer Learning, Memory, and Nostalgia 82	5 Identity Consumer Values, Personality, and Self-Concepts 108
PART I INTRODUCTION PART II INSIDETHETHEMIND				
6 Lifestyles Consumer Lifestyles and Psychographics 130	7 Attitudes Consumer Attitudes: Know-Feel-Do Models 154	8 Persuasion Molding Consumer Attitudes Across Involvement 178	9 Culture Consumers' Culture and Meaning Transfer 200	10 Referents Reference Groups, Opinion Leaders, & E-Fluentials 230
... OF THE CONSUMER PART III THE CONSUMER'S ENVIRONMENT				
11 Decisions Consumer Decision Making: Rational and Emotional 256	12 Satisfaction Post-Choice Experience: Doubt, Satisfaction, Loyalty 296	13 Shopping Consumer As Shopper: Store Choice, Loyalty, Impulsivity 316	14 Age/Sex/Family Gender, Age, and Family in Consumer Behavior 336	15 Ethnicity/Class Ethnic and Class Identity in Consumer Behavior 368
PART IV CONSUMER DECISION MAKING PART V CONSUMER DIVERSITY				
16 Fandom Consumer Relationships With Brands 404	17 Virtuality Online Shopping, Surfing, Connecting 434	18 Ethics Marketers, Public Policy, Consumer Conscience 458	EPILOG Crafting Responsive Marketer Response 484	STRATEGY Researching the Consumer 494 Segmenting Consumers 504
PART VI CONSUMER RELATIONSHIPS WITH THE WORLD OF GOODS PART VII MARKETING MEETS CB				
.....SPECIALTOPICS.....				
1 Psych Meets Economics Why Consumers Can't Count Their Money 511	2 Searching Proper Pleasure Life Stories via Brands 516	3 Netnography Inside the Online Coffee Communities 521	4 Gender Bender Brand Hijacks and Consumer Revolt 529	5 Post-Modern Consumption The Experiential, The Enchanted, The Emergent 533
CASES From Air Stockings to Zipcar				
551 Classic Romantic	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20	RESOURCES Endnotes E2-E19 Index I2-I5 Name Index N2-5		
			Glossary G2-G18 Photo Credits H1	About the Authors Z1-Z2