## ... IN THE MARKETPLACE

## **BRIEF CONTENTS**

1	2	3	4	5
Hello, CB	Motivation	Perception	Learning	Identity
Welcome to the Fascinating World of Consumers 2	Consumer Motivation, Emotion, and Involvement 30	Consumer Perceptions and Sensory Marketing 52	Consumer Learning, Memory, and Nostalgia 80	Consumer Values, Personality, Self- Concept and Lifestyles 106
6	7	8	9	10
Attitudes	Persuasion	Culture	Referents	Decisions
Consumer Attitudes: Know- Feel-Do Models 142	Molding Consumer Attitudes Across Involvement 162	Consumers' Culture and Meaning Transfer 182	Reference Groups & Opinion Leaders 214	Consumer Decision Making: Rational and Emotional 236
11	12	13	14	15
Satisfaction	Shopping	Age/Sex/Family	Ethnicity/Class	Fandom
Post-Choice Experience: Doubt, Satisfaction, Loyalty 274	Consumer Store Choice, Loyalty, Impulsivity 292	Gender, Age, and Family in Consumer Behavior 312	Ethnic and Class Identity in Consume Behavior 342	Consumer
16 Ethics Marketers, Public Policy, Consumer Conscience 402	Epilogue Crafting Responsive Market Offerings 426	Symbolic Consumer Behavior Post-Modern Consumption 434	RESOURCE Researching th Consumer 466 Segmenting Consumers 47 Cases and Experiences 48	ne 88 72
	SPECIA	L TOPICS		
1. Psych Meets Econ	2. Searching Proper Pleasure	3. Netnography Inside the	Rondor	Glossary 534 ndex 551

Why Consumers Can't Count Their Money 449

Pleasure

Life Stories via Brands 454

Online Coffee Communities 459

Brand Hijacks and **Consumer Revolt** 

Index Photo Credits 554

467

About Authors 558