... IN THE WORLD OF GOODS

BRIEF CONTENTS

1	2		3	4	5		
Hello, CB	Motivation		Perception	Learning		Identity	
Welcome to the Fascinating World of Consumers	Consumer Motivation, Emotion, and Involvement 32		Consumer Perceptions and Sensory Marketing 54	Consumer Learning, Memory, and Nostalgia 80	Consumer Value Learning, Personality, See Memory, and Concept and Nostalgia Lifestyles		
6	7		8	9		10	
Attitudes	Persuasion		Culture	Referents	D	Decisions Consumer Decision Making: Rational and Emotional 222	
Consumer Attitudes: Know- Feel-Do Models 134	Molding Consumer Attitudes Across Involvement 150		Consumers' Culture and Meaning Transfer 170	Reference Groups and Opinion Leaders 200	Dec Ra		
11	12		13	14		15	
Satisfaction	Shopping		Age/Sex/Family	Ethnicity/Clas	s I	Fandom	
Post-Choice Experience: Doubt, Satisfaction, Loyalty 256	Consumer Store Choice, Loyalty, Impulsivity 274	F	Gender, Age, and amily in Consumer Behavior	Ethnic and Class Identity in Consun Behavior 326	ner Re	Consumer elationships vith Brands 358	
16		SPECIAL TOPICS					
Ethics Marketers, Public Policy, Consumer Conscience 382	Epilogue Crafting Responsive Market Offerings 404	Wł	Psych Meets Econ y Consumers o't Count Their Money 412	2. Gender Bender Brand Hijacks and Consumer Revolt 417	Ir On	3. nography nside the line Coffee mmunities 422	
RESOURCES							
1	2		3	4		5	
Researching the	Segmenting Consumers		Cases and	Glossary Index	497 514	Discussion Questions; Links to	
Consumer 430	440		Experiences 443-496	Photo Credits About Authors	518 Sources, and more		