

DOES MARKETING CREATE CONSUMER NEEDS?



A 2,000 word essay in Chapter 1.

Special Topics/Features

MARKETING MEETS THE CONSUMER

Insight, Foresight, and the Marketer

Response



A 2,000
word
essay as
Epilogue.





RESEARCHING THE CONSUMER

A 10-page standalone essay

SEGMENTING CONSUMERS

A 5-page standalone essay



SYMBOLIC POSTMODERN CONSUMPTION



A 14-page standalone essay

THREE SPECIAL TOPIC ESSAYS

Gender-Bender Branding (Jill Avery)

Psych Meets Econ (Priya Raghubir)

Coffee Aficionados: A Netnography (Rob Kozinets)



Calling All Flame-Grilled Fanatics!

On February 5, 2024, Burger King launched The Million Dollar Whopper Contest. This is how the company's website explained it:

"Calling all flame-grilled fanatics, culinary creators and A.I. aficionados - Burger King, the home of the flame-grilled Whopper sandwich, has a million-dollar question for you: how would you top your Whopper?"

Starting today, Guests can let their imaginations run wild and enter the Million Dollar Whopper Contest, submitting the ingredients for their dream Whopper sandwich for a chance at a \$1 million prize* and seeing their creation sold

in restaurants nationwide for a limited time. The flame-grilled Whopper currently offers more than 200,000 possible customized combinations, but if you've ever wanted to top the flavorful burger with savory sensations or sweet and sour showstoppers, then your moment to shine has officially arrived.

- Burger King fans can visit [BK.com/MDW](https://www.bk.com/MDW) or the BK App (no purchase necessary) to submit their Whopper creation now through Sunday, March 17, using their free Royal Perks account.

- Guests can follow the prompts to submit their Whopper sandwich concept, which can feature up to eight toppings.

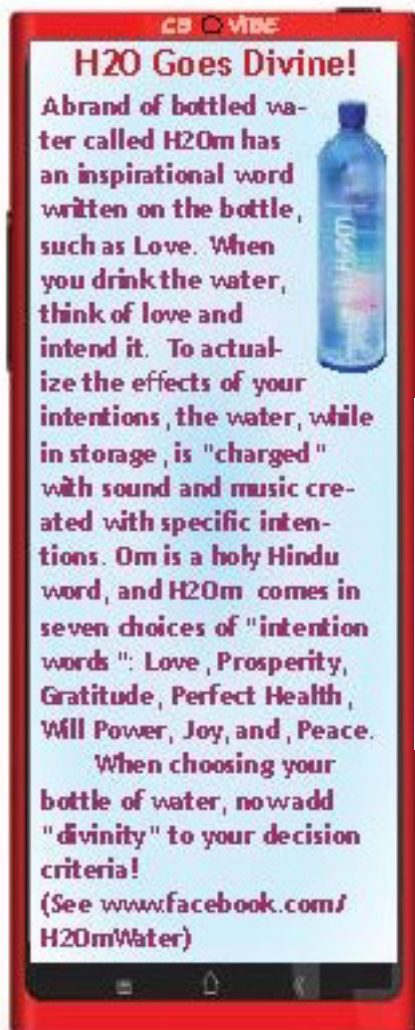
- After submitting their Million Dollar Whopper idea contest entry, with the power of artificial intelligence (AI), they will receive a preview A.I. version of their flame-grilled creation, to which they can then add a personalized A.I. generated-jingle and a thematic background. The final image or video can then be shared across their social media platforms.

Author Comment: When choosing products, consumers have often wondered, even if only momentarily, how nice it would be if there were a product option just as they wanted it. Burger King has honed in on that "sweet spot" of consumer decision-making ritual.

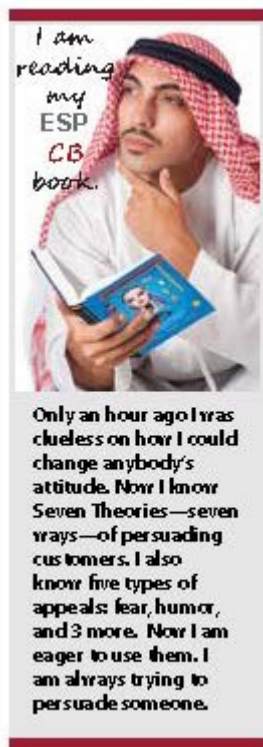
Look, I designed this Whopper myself!



Romancing the Consumer (one in each chapter)



CB Vibe
(in Red Cellphone)
 (one in each chapter)



Students Reading the Book in High Involvement

Consumer attitudes are not about the consumer per se; rather they are about his or her reactions to products and brands. They at once enmesh both the consumer and the product or brand. They are a projection by the consumer, of his or her will, his or her desires, onto the products. They are the final judgment for brands in the consumer's court. In a free marketplace, marketers live or die by consumer attitudes.

In the game of life, we are all marketers, trying to persuade others to adopt our points of view. Whether through rational or

emotional appeals, we have to win favorable consumer attitudes. Winning consumer attitudes is not a matter of clever advertising or some gimmicky promotion and we can't shoot from the hip and hope that our market offerings and our messages will make consumers believers.

Rather, to build positive and enduring consumer attitudes, we will need every bit of knowledge about how attitudes are formed and shaped. In that endeavor, this chapter will prove a valuable resource.

CB Blog (in a funky tablet) (one in each chapter)

I have been thinking a lot about me—my values, my personality, my psychographics. Guided by how this chapter illuminated these concepts, I was particularly intrigued by the relationship between my personality and my self-concept. That I have only partial control over my personality, and that, in contrast, my self-concept is entirely my creation. I was also intrigued by the idea that your place of residence says a lot about you—about your lifestyle. Not for every person, of course, but for the neighborhood as a whole. Now when someone asks me where I live, I know my answer will "reveal" a lot about me.



I am
reading
my
ESP
CB book

Another Student Reading the Book in High Involvement (One in each chapter)