

# CONSUMER BEHAVIOR

Human Pursuit of Happiness in the World of Goods



## CHAPTERS

|                 |                    |                  |               |                  |
|-----------------|--------------------|------------------|---------------|------------------|
| 1<br>Hello, CB  | 2<br>Motivation    | 3<br>Perception  | 4<br>Learning | 5<br>Identity    |
| 6<br>Lifestyles | 7<br>Attitudes     | 8<br>Persuasion  | 9<br>Culture  | 10<br>References |
| 11<br>Decisions | 12<br>Satisfaction | 13<br>Shopping   | 14<br>Age/Sex | 15<br>Ethnicity  |
| 16<br>Class     | 17<br>Fandom       | 18<br>Virtuality | 19<br>Ethics  | 20<br>Exotic CB  |



mark



dig



share



buzz



blog



## SPECIAL TOPICS

|                              |                         |                     |
|------------------------------|-------------------------|---------------------|
| 1<br>Feelings, Fun, Fantasy  | 5<br>Netnography        | 1<br>DIY Projects   |
| 2<br>Service Xperience       | 6<br>Gender Bender      | 2<br>Practice Tests |
| 3<br>Psych Meets Economics   | 1-10<br>Classic         | 3<br>e-Note Cards   |
| 4<br>Life Stories via Brands | 11-20<br>Romantic CASES | 4<br>Survey Data    |

## RESOURCES



Jill Avery  
Sharon Beatty  
Morris Holbrook

Banwari Mittal

Robert Kozinets  
Priya Raghurir  
Arch Woodside

