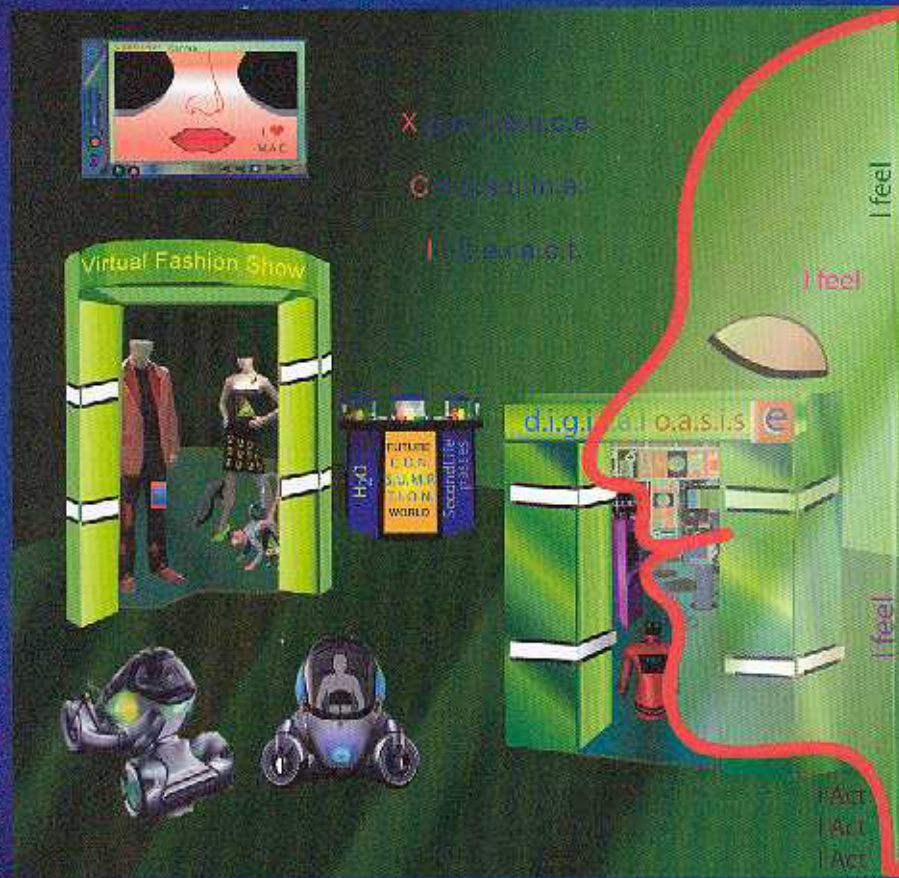


CONSUMER BEHAVIOR

How Humans Think, Feel, and Act in the Marketplace



Yesterday, I sinned again at the Krispy Kreme. I am the hedonist, the slacker, the achiever, the bohemian, the fashionista, and, yes, the übersexual too, sometimes all at once. Once a week I raid the supermarket, satisfying my foodie instincts. But my pure pleasure is my weekly pilgrimage to the mall. 24/7 I sing, I saunter, I mix, I master, all thanks to my sleek MP3 player. I am ready for the virtual consumption world—e-shopping, e-community, e-fashion show, e-every thing. My heart throbs for my Pumas, my Mini, and my Seven7. I know what happens here doesn't really stay here, but I love to pretend it does. I am the consummate consumer and this book is my biography. Welcome to my life, my world. My **CB** Book

WWW.MYCB.BOOK.COM

- Welcome to Consumption World
- Inside the Mind of the Consumer
- The Consumer's Environment
- Consumer as a Chooser and Shopper
- Consumer Diversity
- Consumer Behavior in the New Age

■ Banwari Mittal ■

- Morris Holbrook
- Sharon Beatty
- Priya Raghubir
- Arch Woodside