

# CONTENTS

<i>List of Illustrations</i>	x
<i>List of Contributor Biographies</i>	xii
<i>Preface</i>	xxviii
<b>PART I</b>	
<b>Introduction</b>	<b>1</b>
1 A History of the Study of Consumer Behavior <i>Sidney J. Levy</i>	3
2 Climate, Culture, and Consumption: Connecting the Dots <i>Jagdish N. Sheth</i>	14
<b>PART II</b>	
<b>Well-Being</b>	<b>19</b>
3 Materialism: Conceptualizations, Antecedents, and Consequences <i>Nimish Rustagi and L. J. Shrum</i>	21
4 The Therapeutic Utility of Shopping: Retail Therapy, Emotion Regulation, and Well-Being <i>Leonard Lee and Tim M. Böttger</i>	38
<b>PART III</b>	
<b>Perception</b>	<b>63</b>
5 Drivers, Consequences, and Remedies of Biased Size Perceptions in Marketing <i>Nailya Ordabayeva and Pierre Chandon</i>	65

Contents

6	Implications of Product Anthropomorphism Through Design <i>Ana Valenzuela and Rhonda Hadi</i>	82
<b>PART IV</b>		
<b>Learning and Memory</b>		<b>97</b>
7	The Recall and Use of Narratives as Declarative and Procedural Consumer Knowledge <i>Robert S. Wyer Jr. and Tao Tao</i>	99
8	The Lies Consumers Tell: The Opportunities and Challenges of Studying Consumer Deception <i>Christina I. Anthony and Elizabeth Cowley</i>	118
<b>PART V</b>		
<b>Self/Gender</b>		<b>131</b>
9	The Interplay of the Desired and Undesired Selves in Everyday Consumption <i>Chihling Liu and Margaret K. Hogg</i>	133
10	Gender and the Self: Traversing Feminisms, Masculinities, and Intersectionality Toward Transformative Perspectives <i>Linda Tuncay Zayer, Catherine A. Coleman, Wendy Hein, Jon Littlefield, and Laurel Steinfeld</i>	147
<b>PART VI</b>		
<b>Motivation/Values/Personality</b>		<b>163</b>
11	Social Values in Consumer Psychology: Key Determinants of Human Behavior <i>Wang Suk Suh and Lynn R. Kahle</i>	165
12	The Dynamics of Multiple Goal Pursuit: Situation and Personality as Determinants of Goal Stickiness and Switching <i>Suresh Ramanathan</i>	175
<b>PART VII</b>		
<b>Decision Making</b>		<b>191</b>
13	Pricing in the Digital Age: Implications for Consumer Behavior <i>Russell S. Winer</i>	193

## Contents

14	The Quantified Self: Self-Regulation in Cyborg Consumers <i>Rachel Ashman, Julia Wolny, and Michael R. Solomon</i>	208
<b>PART VIII</b>		
	<b>Attitudes and Branding</b>	<b>225</b>
15	How Consumers' Attitudes Toward Brands are Shaped <i>Danielle J. Brick and Susan Fournier</i>	227
16	Brand Attitude Structure <i>Frank R. Kardes, Ruth Pogacar, Roseann Hassey, and Ruomeng Wu</i>	243
<b>PART IX</b>		
	<b>Language</b>	<b>261</b>
17	The Influence of Marketing Language on Brand Attitudes and Choice <i>Ruth Pogacar, Tina M. Lowrey, and L. J. Shrum</i>	263
18	On the Search for the Perfect Brand Name <i>Sascha Topolinski</i>	276
<b>PART X</b>		
	<b>Buying/Retailing/Services/Disposal</b>	<b>289</b>
19	How Retailing Cues Influence Shopping Perceptions and Behavior <i>Dhruv Grewal, Anne L. Roggeveen, and Lauren S. Beitelspacher</i>	291
20	Using Visual Design to Improve Customer Perceptions of Online Assortments <i>Barbara E. Kahn</i>	304
<b>PART XI</b>		
	<b>Family</b>	<b>329</b>
21	Power and Gender Dynamics in Contemporary Families <i>Gokcen Coskuner-Balli and Samantha N. N. Cross</i>	331
22	Conducting International Consumer Research with Children: Challenges and Potential Solutions <i>Tina M. Lowrey, Lan Nguyen Chaplin, Agnes Nairn, Aysen Bakir, Verolien Cauberghe, Elodie Gentina, Liselot Hudders, Hua Li, Fiona Spotswood, and Anna Maria Zawadzka</i>	346

<b>PART XII</b>		
<b>Groups/Social Media</b>		<b>361</b>
23 Social Media		363
	<i>Ashlee Humphreys</i>	
24 Segmented Clusters versus Social Groupings and Status Games: The Changing Landscape of Luxury Consumers		380
	<i>Laurel Steinfeld</i>	
<b>PART XIII</b>		
<b>Subcultures</b>		<b>399</b>
25 Community Lost: The Unrealized Collaborative Market Potential of Credit Unions		401
	<i>Hope Jensen Schau and Albert M. Muñiz Jr.</i>	
26 Co-constructing Institutions One Brick at a Time: Appropriation and Deliberation on LEGO Ideas		422
	<i>Albert M. Muñiz Jr. and Marie Taillard</i>	
<b>PART XIV</b>		
<b>Social Class/Power</b>		<b>443</b>
27 The Hidden Hand of Social Class		445
	<i>Paul Henry and Marylouise Caldwell</i>	
28 Impoverished Consumers: What We Know, What We Don't Know, and What We Should Do		459
	<i>Ronald Paul Hill</i>	
<b>PART XV</b>		
<b>Culture</b>		<b>471</b>
29 Multiple Shades of Culture: Insights from Experimental Consumer Research		473
	<i>Zeynep Gürhan-Canli, Gülen Sarial-Abi, and Ceren Hayran</i>	
30 The Case for Exploring Cultural Rituals as Consumption Contexts		489
	<i>Cele C. Otnes</i>	

*Contents*

<b>PART XVI</b>	
<b>Applied Consumer Behavior</b>	<b>507</b>
31 Consumer Behavior in the Marketing Information Ecosystem <i>John Wittenbraker and Norbert Wirth</i>	509
32 Emerging Trends for Consumer Behavior Practitioners <i>Jim Multari</i>	521
<i>Index</i>	<b>527</b>