

Contents

<i>List of figures and tables</i>	ix
<i>List of contributors</i>	xi
<i>Acknowledgments</i>	xxi
1 Introduction: the "why" of consumption	1
S. RATNESHWAR, DAVID GLEN MICK, AND CYNTHIA HUFFMAN	
2 Consumer goal structures and goal-determination processes: an integrative framework	9
CYNTHIA HUFFMAN, S. RATNESHWAR, AND DAVID GLEN MICK	
3 The role of emotions in goal-directed behavior	36
RICHARD P. BAGOZZI, HANS BAUMGARTNER, RIK PIETERS, AND MARCEL ZEELLENBERG	
4 Minimizing negative emotion as a decision goal: investigating emotional trade-off difficulty	59
MARY FRANCES LUCE, JAMES R. BETTMAN, AND JOHN W. PAYNE	
5 The role of approach/avoidance asymmetries in motivated belief formation and change	81
FRANK R. KARDES AND MARIA L. CRONLEY	
6 The missing streetcar named desire	98
RUSSELL W. BELK, GÜLİZ GER, AND SØREN ASKEGAARD	
7 Postmodern consumer goals made easy ! ! ! !	120
CRAIG J. THOMPSON	
8 Authenticating acts and authoritative performances: questing for self and community	140
ERIC J. ARNOULD AND LINDA L. PRICE	

9 Representations of women's identities and goals: the past fifty years in film and television	164
ELIZABETH C. HIRSCHMAN AND BARBARA B. STERN	
10 The urge to buy: a uses and gratifications perspective on compulsive buying	177
RONALD J. FABER	
11 On selling brotherhood like soap: influencing everyday disposal decisions	197
LUK WARLOP, DIRK SMEESTERS, AND PIET VANDEN ABEELE	
12 Timestyle and consuming time: why we do what we do with our time	216
JUNE COTTE AND S. RATNESHWAR	
13 Using narratives to discern self-identity related consumer goals and motivations	237
JENNIFER EDSON ESCALAS AND JAMES R. BETTMAN	
14 The power of metaphor	259
ROBIN COULTER AND GERALD ZALTMAN	
15 Lattice analysis in the study of motivation	282
STEVEN BROWNSTEIN, AJAY SIRSI, JAMES C. WARD, AND PETER H. REINGEN	
16 More than a rat, less than God, staying alive	304
JEROME B. KERNAN	
17 Four questions about consumer motivation research	313
DENNIS W. ROOK	
<i>Index</i>	319