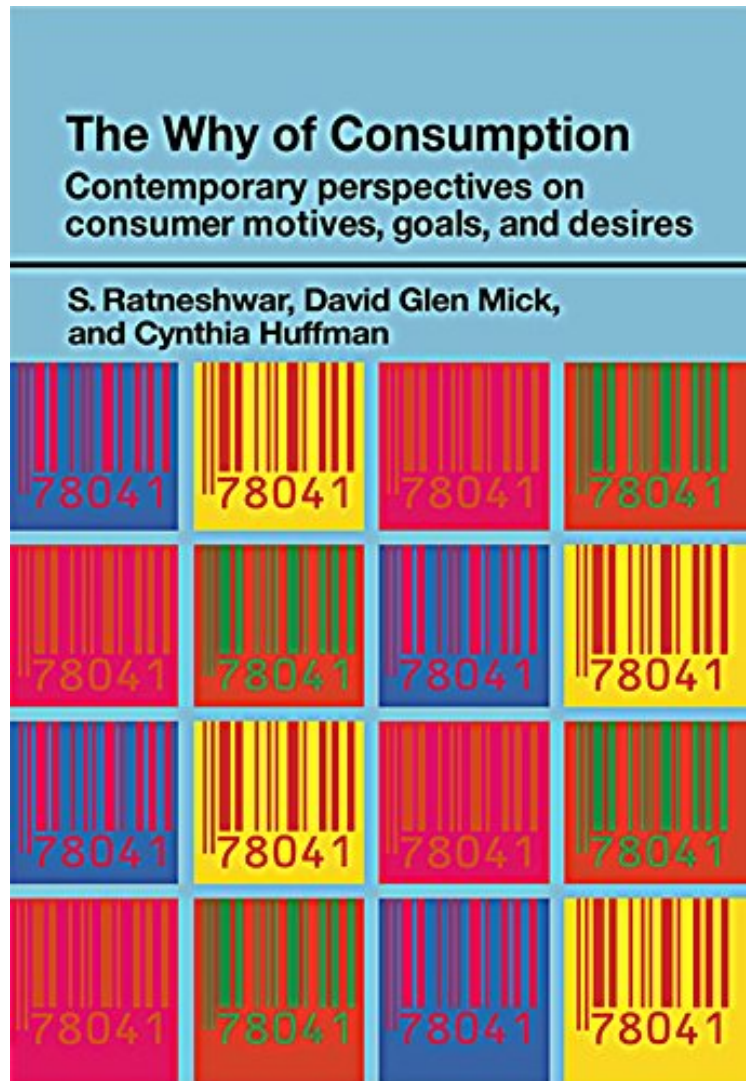


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# The Why of Consumption: Contemporary Perspectives on Consumer Motives, Goals and Desires (Routledge Interpretive Marketing Research)

*Cynthia Huffman*

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This book pulls together to top scholars in the area of goals and decision making. The lead chapter by the authors really nails down the breadth and the depth of the field. In doing so it helps show why consumers aren't necessarily acting inconsistently when their behavior varies across occasions.

This book brings together an international collection of authors from a variety of disciplines who offer new and critical perspectives, summarize key findings and provide important theoretical frameworks to guide the reader through the "why" of consumption. The book answers questions such as: What is the nature of motives, goals, and desires that prompt consumption behaviours? Why do consumers buy and consume particular products, brands and services from the multitude of alternatives afforded by their environments? How do consumers think and feel about their cravings? Unique in focus and with multifaceted approach which anyone interested in consumption and consumer research will find fascinating, this topical book provides an excellent overview of current research, and imparts key insights to illuminate the subject for both academics and practitioners alike.

... "a treasure trove of novel ideas about what makes consumers tick. Researchers from virtually every corner of the consumer behavior field have contributed a remarkably integrated and consistently high quality set of chapters. The hallmark of this work is that it includes unquestioned leaders in the field contributing new ideas, new theories, and new methods. Richard J. Lutz J.C. Penney Professor of Marketing University of Florida [Past Editor of the Journal of Consumer Research and Past President of the "Association for Consumer Research." From the Back Cover  
Why do we buy what we buy? What is the nature of the motives, goals, and desires that prompt consumption behaviors? This unique volume brings together contributions from leading scholars who have extended our knowledge of the "why" of consumption, in a world where consumption itself has become the defining phenomenon of human life and society. The authors draw from branches of psychology, decision theory, sociology, and cultural anthropology to present a diverse selection of new and critical perspectives on consumer motivation. Motivational factors implicated in a variety of consumption behaviors are discussed, including consumer decisions on brands and products; consumption of products, services, and time; compulsive buying; recycling behavior; and mutual influences between consumers and the mass media. This multifaceted collection provides many penetrating insights for both expert and novice consumer researchers, from both academic and practitioner backgrounds.  
About the Author  
S. Ratneshwar is Associate Professor of Marketing and Ackerman Scholar at the University of Connecticut. He is also the Director of the Doctoral Program in Business Administration at the University of Connecticut.