



Inside Consumption: Consumer Motives, Goals, and Desires

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Following on from *The Why of Consumption*, this book examines motivational factors in diverse consumption behaviours. In a world where consumption has become the defining phenomenon of human life and society, it addresses the effects of critical life events on consumption motives, and the sociological and intergenerational influences on consumer motives and preferences. Its cross-disciplinary approach brings together some of the leading scholars from diverse subject areas to examine the central question about consumption: 'why?'.

This is a unique and invaluable contribution to the area, and an essential asset for all those involved in researching, teaching or studying consumption and consumer behaviour.

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