

# Contents

---

<b>Introduction: The Shaping of Consumption and Marketing Institutions</b>	<b>1</b>
<i>Russell Belk, Nikhilesh Dholakia, and Alladi Venkatesh</i>	
Macro Dimensions of Consumption	2
What Is Macro Consumer Behavior?	4
Macromarketing and Consumption	6
An Invitation	9
<b>PART ONE</b>	
<b>MACRO ASPECTS OF CONSUMPTION</b>	
<b>1 Romanticism, Introspection, and the Roots of Experiential Consumption: Morris the Epicurean</b>	<b>20</b>
<i>Morris B. Holbrook</i>	
Introduction	20
Campbell's Romantic View of Consumption	21
Summary of Campbell's Argument	21
Concerns Raised by Campbell's View	24
Points of Agreement with Campbell's View	26
Romanticism in the Lives of Consumers	26
Eclectic Views of Romanticism	28
Global Views of Romanticism	29
The Role of Introspection	35
Subjective Personal Introspection in Consumer Research	35
Going against the Grain	35
Toward a Defense of Introspection	36
I Am a Camera	41
From Science to Scholarship	43
Things to Come	43
The Background of Subjective Personal Introspection	44
From Ancient to Modern	44
Michel de Montaigne	46