

Contents

<i>List of figures</i>	vi
<i>List of tables</i>	vii
<i>List of boxes</i>	ix
<i>Preface</i>	x
<i>Acknowledgements</i>	xii
1 Consumer emotions and behaviour	1
2 Happiness and unhappiness	25
3 Pride and sense of guilt	54
4 Anger and gratitude	78
5 Consumption emotions and the determination of post-consumption behaviour	98
<i>References</i>	117
<i>Index</i>	133