Legends in Consumer Behavior
RUSSELL W. BELK

Series Editor
Jagdish N. Sheth, Ph.D.

Volume 5

HISTORICAL AND CULTURAL APPROACHES TO CONSUMPTION

Volume Editor
Janeen Arnold Costa, Ph.D. and Gary J. Bamossy, Ph.D.

Contributors
Jan Brace-Govan, Ph.D.
Terrence H. Witkowski, Ph.D.
Xin Zhao, Ph.D.
Contents

Appendix of Sources ix
Timeline xiii
Legends in Consumer Behavior xv
Legends in Consumer Behavior: Russell W. Belk xix
Volume Introduction by Janeen Arnold Costa and Gary J. Bamossy xxix

1. Cultural and Historical Differences in Concepts of Self and Their Effects on Attitudes toward Having and Giving 1
2. Images of Ourselves: The Good Life in Twentieth Century Advertising (with Richard W. Pollay) 15
4. Variations in Consumer Wants across Times and Cultures 47
5. The Benefits and Problems of Market Socialism for Chinese Consumers 62
6. Moving Possessions: An Analysis Based on Personal Documents from the 1847–1869 Mormon Migration 73
7. Battling Worldliness in the New Zion: Mercantilism versus Homespun in Nineteenth-Century Utah 115
8. The Mountain Man Myth: A Contemporary Consuming Fantasy (with Janeen Arnold Costa) 136
9. Pimps for Paradise: Missionaries, Monetary Funds, and Marketers 177
10. Chinese Consumer Readings of Global and Local Advertising Appeals (with Nan Zhou) 191
11. This We Remember: Consuming Representation via the Web Posting of War Photographs (with Thuc-Doan T. Nguyen) 215
12. Advertising Consumer Culture in 1930s Shanghai: Globalization and Localization in Yuefenpai (with Xin Zhao) 256
13. Politicizing Consumer Culture: Advertising’s Appropriation of Political Ideology in China’s Social Transition (with Xin Zhao) 277
14. Marketing and the Multiple Meanings of Australian Aboriginal Art 
   (with Ronald Groves) 303
15. Social Change and Gendered Gift-Giving Rituals: A Historical 
   Analysis of Valentine's Day in Japan (with Yuko Minowa and 
   Olga Khomenko) 329

Perspectives of Other Scholars
16. Russell Belk: Consumer Historian by Terrence H. Witkowski 355
17. Belk’s Adventure in Cross-Cultural and Historical Consumer Research 
   by Xin Zhao 362
18. Russell Belk—Vicarious Role Model by Jan Brace-Govan 366

Janeen Costa and Gary Bamossy Interviews Russell Belk
19. “There is Much to Be Learned from Earlier Technological Revolutions” 377

About the Editors and Contributors 382