Contents

Appendix of Sources ix
Timeline xv
Legends in Consumer Behavior xvii
Legends in Consumer Behavior: Russell W. Belk xxi
Volume Introduction: Santa Claus as Scholar, Consumption Research as Passion: The Impact of Russell W. Belk's Research on Gift-Giving, Sharing, and Consumption Holidays by Cele Otnes xxiii

1. Gift-Giving Behavior 1
2. It's the Thought that Counts: A Signed Digraph Analysis of Gift-Giving 34
3. Effects of Gift-Giving Involvement on Gift Selection Strategies 48
4. A Child's Christmas in America: Santa Claus as Deity, Consumption as Religion 57
5. Me and Thee versus Mine and Thine: How Perceptions of the Body Influence Organ Donation and Transplantation 77
6. Halloween: An Evolving American Consumption Ritual 88
7. Gift Giving as Agapic Love: An Alternative to the Exchange Paradigm Based on Dating Experiences (with Gregory S. Coon) 104
8. Materialism and the Modern U.S. Christmas 149
9. Materialism and the Making of the Modern American Christmas 186
10. Christmas Shopping Scenes: From Modern Miracle to Postmodern Mall (with Wendy Bryce) 209
12. The Perfect Gift 265
13. The Meanings of Lesbian and Gay Pride Day: Resistance through Consumption and Resistance to Consumption (with Steven M. Kates) 285
15. Why Not Share Rather Than Own? 329
16. Sharing
17. The Nature and Effects of Sharing in Consumer Behavior
    (with Rosa Llamas)

Perspectives of Other Scholars
18. Impure and Multiple! Taking Full Advantage of Belk's Extensions
    of Giving by Domen Bajde
19. Is There a Santa Claus? Authentic Christmas and Social
    Constructionism by Junko Kimura
20. Lessons I've Learned from Reading Russ by Eileen Fischer

Cele Otnes Interviews Russell Belk

About the Editor and Contributors