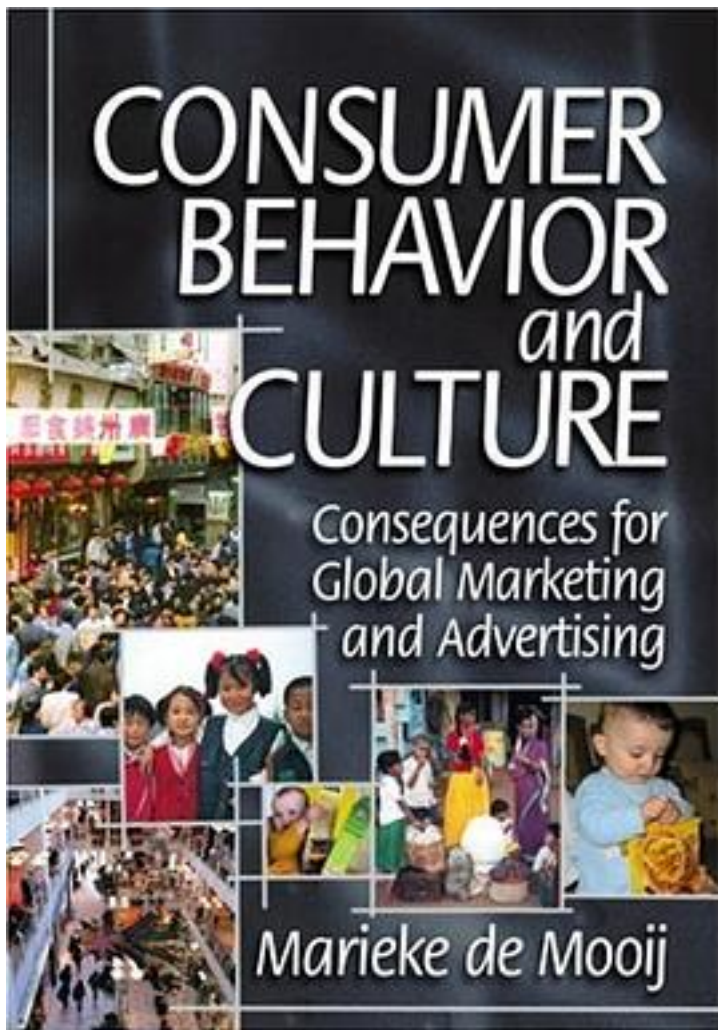


Consumer Behavior and Culture



[Consumer Behavior and Culture 下载链接1](#)

著者:Marieke de Mooij

出版者:Sage Publications, Inc

出版时间:2010-9-29

装帧:Paperback

isbn:9781412979900

The Second Edition of this popular text brings up-to-date Marieke de Mooij's

important analysis of the impact of culture on consumer behavior worldwide. The author shows how it is increasingly vital for marketing students-tomorrow's marketing professionals-to understand the limits of consistent brand identities and universal advertising campaigns. Consumer behavior is not converging across countries, and therefore it is of even greater importance to understand, and be able to respond to, differences in behavior. This edition offers a new chapter, Chapter 7, on culture, communication, and media behavior that extends the prior edition's discussion on communication theories and advertising styles to cover differences in media usage worldwide, particularly the use of the Internet.

作者介绍:

Marieke de Mooij Ph.D. (Netherlands), is a consultant in cross cultural communications, and visiting professor at various universities, such as the University of Navarra in Spain, Vaasa University in Finland and European University Viadrina in Germany. In the Netherlands she teaches at a post graduate course of Groningen University (Academie voor Management). She is the author of several publications on the influence of culture on marketing and advertising.

目录: Preface

1. Consumer Behavior Across Cultures

Global Consumers in a Global Village?

Globalization and Global Consumer Culture

Converging and Diverging Consumer Behavior

Post-Scarcity Societies and the Culture Paradigm

Global Communities?

New Media

Universalism

Sense of History

Branding and Advertising: From Global to Multi-Local

Consumer Behavior

A Model of Cross-Cultural Consumer Behavior

Organization of the Book

Conclusion

Notes

2. Values and Culture

Values

Culture Defined

Comparing Cultures

National Cultures

Dimensions of Culture

Relationship of Man With Nature

High-Context Communication Culture and Low-Context Communication Culture

Dimensions of Time

Hofstede: Five Dimensions of National Culture

Schwartz: Seven Value Types or Motivational Domains

Comparing Dimensional Models

Application to Consumer Behavior

Culture Relationships

Conclusion

Notes

3. Convergence and Divergence in Consumer Behavior

Convergence Theory
Modernization
Convergence: Macro and Micro Level
Convergence/Divergence in Consumer Behavior
National Wealth as an Explaining Variable
Over Time, Culture Replaces Income as an Explanatory Variable
With Increased Wealth, Cultural Values Become Manifest
Other Measurement Variables
Urbanization
Population Density
Education
Age Distribution
Household and Family
Social Class
Ethnicity
Climate
Consumer Behavior, National Wealth, and Culture
Conclusion
Notes
4. The Consumer: Attributes
The Concept of Self
Implications for Marketing, Branding, and Advertising
Self-Enhancement and Self-Esteem
Personality
The Brand Personality Concept
Personal Traits
Brand Personality Traits
Identity and Image
Corporate Identity, Brand Identity, and Brand Image
Attitude
Attitude and Behavior
Lifestyle
Conclusion
Notes
5. Social Processes
Motivation, Needs, and Drives
Culture-Related Consumer Needs and Motives
Emotion
Emotions in Advertising
Group Processes
Family and Relationships: Parents-Children
Conformity
Public and Private Space
Reference Groups
Opinion Leaders
Conclusion
Notes
6. Mental Processes
Cognition and Cognitive Styles
Learning and Memory
Cognition and Affect
Language
Categorization
Perception

The Creative Process

Attribution

Locus of Control

Information Processing

Involvement Theory

Decision Making

Conclusion

Notes

7. Culture, Communication, and Media Behavior

Communication and Culture

Communication Styles

Mass Communication Styles

Advertising Styles

Web Communication Styles

Media Behavior

The Internet

Responses to Marketing Communications

Brand Communications Across Cultures

The Future of Global Advertising

Conclusion

Notes

8. Consumer Behavior Domains

Product Acquisition, Usage, and Ownership

Food and Beverages

Nondurable Household Products

Personal Care and Cosmetics

Clothing and Footwear

Household Appliances

Consumer Electronics and Personal Computers

Telecommunications

Luxury Articles

Cars

Leisure

Finance

Shopping and Buying Behavior

Complaining Behavior

Brand Loyalty

Adoption and Diffusion of Innovations

Predicting Market Development Across Cultures

Conclusion

Notes

Appendix A: GNI per Capita at Purchasing Power Parity 2008 (US\$) and Hofstede

Country Scores for 68 Countries

Appendix B: Data Sources

Name Index

Subject Index

About the Author

• • • • • ([收起](#))

[Consumer Behavior and Culture_ 下载链接1](#)

标签

marketing

英文原版

作业

textbook

Marketing

Chulalongkorn

CB

2013

评论

读完没什么印象啊~

[Consumer Behavior and Culture_ 下载链接1](#)

书评

[Consumer Behavior and Culture_ 下载链接1](#)