

Contents

Preface xiii

Chapter 1. Consumer Behavior Across Cultures 1

Global Consumers in a Global Village?	2
Globalization and Global Consumer Culture	4
Globalization	4
Global Consumer Culture	5
Converging and Diverging Consumer Behavior	6
Post-Scarcity Societies and the Culture Paradigm	7
Global Communities?	9
New Media	11
Universalism	12
Sense of History	15
Branding and Advertising: From Global to Multi-Local	17
Consumer Behavior	21
A Model of Cross-Cultural Consumer Behavior	22
Organization of the Book	23
Conclusion	24
Notes	25

Chapter 2. Values and Culture 27

Values	27
The Desirable and the Desired	28
Values Are Enduring	29
Values in Marketing	31
Culture Defined	33
Comparing Cultures	33
The Emic and the Etic	33
Measuring Cultural Values	34
Individual and Culture Levels	35
Searching for Similarities or for Differences	36

National Cultures	38
Dimensions of Culture	40
Relationship of Man With Nature	43
High-Context Communication Culture and Low-Context Communication Culture	43
Dimensions of Time	44
Closure	45
Time Is Linear or Circular	45
Monochronic and Polychronic Time	45
Hofstede: Five Dimensions of National Culture	46
Power Distance	46
Individualism/Collectivism	47
Masculinity/Femininity or the Gender of Nations (Tough Versus Tender)	48
Uncertainty Avoidance	49
Long-/Short-Term Orientation	49
Validation	50
Schwartz: Seven Value Types or Motivational Domains	51
Autonomy (Intellectual or Affective) Versus Embeddedness	51
Hierarchy Versus Egalitarianism	52
Mastery Versus Harmony	52
Overlap With the Hofstede Dimensions	52
Comparing Dimensional Models	53
Application to Consumer Behavior	55
Culture Relationships	58
Cause-Effect	58
Comparing Groups of Cultures	59
Comparing Groups Within Cultures	60
Value Shift	60
Conclusion	61
Notes	61

Chapter 3. Convergence and Divergence in Consumer Behavior 67

Convergence Theory	67
Modernization	68
From Premodern to Postmodern	69
Convergence: Macro and Micro Level	70
The Macro/Micro Dichotomy	70
Convergence and Divergence at Macro Level	71
Convergence of Markets?	73
Forms of Convergence	73
Measuring Convergence/Divergence	74
Convergence/Divergence in Consumer Behavior	75
Stability	79
Convergence/Divergence: A Pattern	81

National Wealth as an Explaining Variable	82
Composite Development Indicators	83
Over Time, Culture Replaces Income as an Explanatory Variable	84
Radios, TV Sets, and Cars	84
Information Technology	86
With Increased Wealth, Cultural Values Become Manifest	87
New Manifestations of “Old” Values	88
Other Measurement Variables	89
Urbanization	89
Urbanization and Housing	89
Urbanization and Retail Structure	90
Population Density	90
Education	91
Age Distribution	91
Household and Family	93
Social Class	97
Measuring Class	98
Ethnicity	99
Climate	100
Consumer Behavior, National Wealth, and Culture	102
The Concept of the Rational Consumer	102
Engel’s Law	103
Conclusion	104
Notes	104

Chapter 4. The Consumer: Attributes 109

The Concept of Self	109
Self-Descriptions and Self-Evaluations	112
Implications for Marketing, Branding, and Advertising	113
The Self-Concept and Branding	113
The Self-Concept and Advertising	115
Self-Enhancement and Self-Esteem	116
Personality	120
The Brand Personality Concept	122
Personal Traits	123
Brand Personality Traits	126
Identity and Image	129
The Body and Identity	130
Corporate Identity, Brand Identity, and Brand Image	132
Attitude	133
Attitude and Behavior	134
Attitudes Toward Food	136
Attitudes Toward Health	137

Attitudes Toward Consumption: Materialism	139
National Pride and Consumer Ethnocentrism	140
Attitudes Toward Country of Origin	142
Attitudes Toward the Environment	142
Sex- and Love-Related Attitudes	143
Lifestyle	144
Lifestyles Across Cultures	146
Global Communities?	147
Conclusion	148
Notes	148

Chapter 5. Social Processes 157

Motivation, Needs, and Drives	157
Freud	158
Maslow	159
McClelland	160
Culture-Related Consumer Needs and Motives	161
The Status Motive	162
Face	165
Green Motives, the Environment	165
Purity	166
Convenience	166
Car-Buying Motives	169
Emotion	171
Universal, Basic Emotions?	173
Emotion and Language	173
Expression of Emotions	175
Recognition and Judgment of Expressions of Emotions	177
Display Rules	180
Emotion-Eliciting Events	181
Emotions in Advertising	183
Emotional Versus Rational Advertising	185
Facial Expressions: Application to Advertising	186
Group Processes	187
In-Group and Out-Group	188
Family and Relationships: Parents-Children	191
Conformity	192
Inner-, Outer-Directedness	194
Public and Private Self-Consciousness	194
Public and Private Space	195
Appearance	199
Reference Groups	201
Opinion Leaders	203

Conclusion 204

Notes 204

Chapter 6. Mental Processes 211

Cognition and Cognitive Styles 211

Learning and Memory 213

Cognition and Affect 217

Cognitive and Affective Components of Attitudes Toward Food 217

Cognitive Dissonance 219

Language 219

Language, Perception, and Memory 223

Language in Advertising and Value Studies 224

Foreign Language Speaking and Understanding 225

Categorization 226

Perception 228

Selective Perception 229

Aesthetic Experience 229

Color Perception 230

Aesthetic Preferences: Paintings and Music 233

Field Dependency 234

The Creative Process 235

Attribution 237

Locus of Control 238

Information Processing 243

Processing Advertising 246

Western Bias in Cross-Cultural Analysis of Advertising 247

Processing Visual Images 247

Processing Foreign Words 250

Involvement Theory 251

Decision Making 252

Consumer Decision-Making Styles 253

Business Decision Making 254

Conclusion 255

Notes 256

Chapter 7. Culture, Communication, and Media Behavior 263

Communication and Culture 2637

Communication Styles 267

Verbal Styles 267

Nonverbal Styles 267

Interpersonal Communication Styles 268

Communication and the Electronic Media 270

Mass Communication Styles	271
Advertising Styles	272
Direct Versus Indirect Communication in Mass Communication and Advertising	273
Mapping Advertising Styles	276
The Purpose of Advertising	278
Web Communication Styles	282
Media Behavior	284
Television	284
Radio	286
Press Media	286
The Internet	288
Responses to Marketing Communications	291
Responses to Sales Promotions	291
Responses to Advertising	292
Acceptance of Advertising in General	293
Consumers' Relationships With the Media	293
Advertising Appeals	294
Executional Styles	295
Execution of Advertising	296
Brand Communications Across Cultures	299
Value Structure Maps	299
The Future of Global Advertising	302
Conclusion	303
Notes	304

Chapter 8. Consumer Behavior Domains 311

Product Acquisition, Usage, and Ownership	311
Food and Beverages	312
Processed Food	313
Soft Drinks	314
Mineral Water	314
Coffee and Tea	315
Alcoholic Beverages	317
Cigarettes	318
Nondurable Household Products	318
Personal Care and Cosmetics	319
Clothing and Footwear	322
Household Appliances	323
Consumer Electronics and Personal Computers	324
Telecommunications	327
Luxury Articles	330
Cars	332
Leisure	334

Leisure Activities	334
Pets	338
Finance	339
Shopping and Buying Behavior	341
Out-of-Home Shopping and Buying	344
Retail Design	345
Complaining Behavior	348
Brand Loyalty	349
Adoption and Diffusion of Innovations	350
Predicting Market Development Across Cultures	354
Conclusion	355
Notes	356
Appendix A: GNI per Capita at Purchasing Power Parity 2008 (US\$) and Hofstede Country Scores for 68 Countries	363
Appendix B: Data Sources	365
Author Index	373
Subject Index	385
About the Author	401