

Table of contents

- **Chapter 1 Global consumers in a global village?**
- **The global village**
- **Globalization and global consumer culture**
- **Converging and diverging consumer behavior**
- **Post scarcity societies and the culture paradigm**
- **Global communities?**
- **New media**
- **Universalism**
- **Lack of a sense of history**
- **Branding and advertising: From global to multi-local**
- **Consumer behavior theory across cultures**
- **Chapter 2 Values and culture**
- **Values**
- **Values are enduring**
- **Values in marketing**
- **Culture defined**
- **Comparing cultures**
- **Dimensions of culture**
- **Hofstede: Five dimensions of national culture**
- **Schwartz: Seven value types or motivational domains**
- **Comparing models**
- **Culture relationships**
- **Chapter 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**
- **Social classes**
- **Ethnicity**
- **Climate**
- **Consumer behavior, national wealth and culture**
- **Chapter 4 The Consumer: Attributes**
- **A model of cross-cultural consumer behavior**
- **Personality**
- **The brand personality concept**
- **The concept of self**

- **Implications for marketing, branding and advertising**
- **Self-enhancement and self-esteem**
- **Personal traits**
- **Brand personality traits**
- **Identity and image**
- **Corporate identity and brand identity**
- **Attitude**
- **Attitude and behavior**
- **Lifestyle**
- **Chapter 5 Social processes**
- **Motivation, needs and drives**
- **Culture-related consumer needs and motives**
- **Emotion**
- **Emotions in advertising**
- **Group processes**
- **Reference groups**
- **Opinion leaders**
- **Chapter 6 Mental processes**
- **Cognition and cognitive styles**
- **Learning and socialization**
- **Cognition and affect**
- **Language**
- **Perception**
- **The creative process**
- **Attribution**
- **Locus of control**
- **Information processing**
- **Involvement theory**
- **Communication and culture**
- **Communication styles**
- **Advertising styles**
- **Decision-making**
- **Chapter 7 Consumer behavior domains**
- **Product acquisition, usage and ownership**
- **Food and beverages**
- **Non-durable household products**
- **Non-durable personal goods**
- **Clothing and footwear**
- **Household appliances**
- **Consumer electronics**
- **Luxury articles**
- **Communication technology**
- **Computers and the Internet**
- **Cars**
- **Leisure**
- **Finance**

- **Shopping and buying behavior**
- **Complaining behavior**
- **Brand loyalty**
- **Diffusion of innovations**
- **Media behavior**
- **Responses to marketing-communications**
- **Chapter 8 Applications to global marketing and advertizing**
- **Product-market development across countries**
- **Branding strategies**
- **Retailing**
- **Segmenting international markets**
- **Cross-cultural values and lifestyle studies**
- **Academic cross-cultural studies**
- **Research techniques and methods across cultures**
- **Predicting market success**
- **The purpose of advertising**
- **Advertising research**
- **The future of global advertising**
- **Appendix 1 GNP/capita 2001 (US\$) and Hofstede country scores for 64 countries**
- **Appendix 2 Data sources**