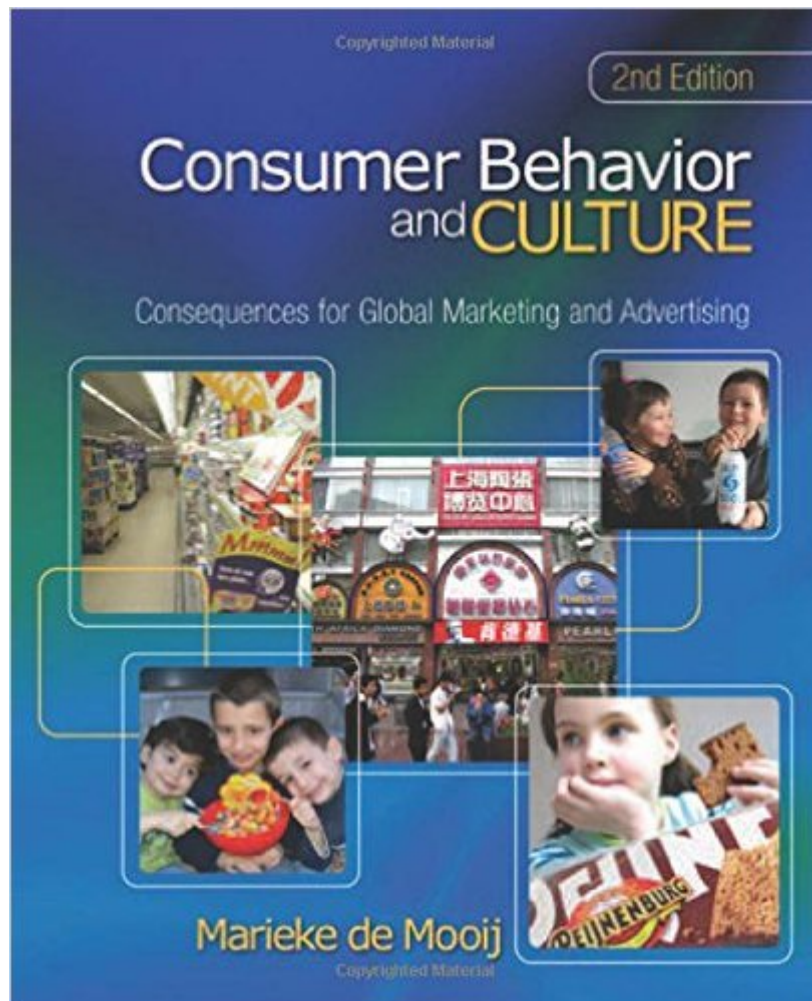


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# Consumer Behavior And Culture: Consequences For Global Marketing And Advertising



## Synopsis

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 and 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.

## Book Information

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## Customer Reviews

Consumer Behavior and Culture-Consequences for Global Marketing and Advertising is a handbook for all global marketers and the researchers that did the cross cultural research especially in consumer behavior. As the author, Marieke de Mooij is the fellow of Hofstede, in this book therefore, mostly the Hofstede: Five Dimensions of National Culture is fully explained and utilized. De Mooij tried to explain every aspect in consumer behavior by these dimension, especially individualism vs collectivism, power distance, uncertainty avoidance. For marketers, understand these three dimensions can understand the characteristic of the value, lifestyle and even the attitude towards the objects. This book unlike other consumer behavior textbook, it does not only describe the basic consumer behavior theories and models but also have lots of application and more focus on culture

aspects. De Mooij also provides lots of examples and successful cases to illustrate the concept. And some positioning maps are also used especially the country positioning. She has tried to use the map to illustrate the culture feature in different countries, such approaches can help marketers to compare the distance among different countries and learn how to adjust and localize their strategies in specific market. Moreover, the author specific designs some chapters for global marketers. In those chapters, marketers can learn the characteristic of that market customers, and how to base on that unique feature to design the marketing strategies i.e. brand, product and price and advertising strategies i.e. media.

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