



Consumer Behavior and Culture: Consequences for Global Marketing and Advertising

Marieke de Mooij

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Consumer Behavior and Culture reviews the myths of global marketing and explores the concept of culture and models of culture. It provides empirical evidence of convergence and divergence in consumer behavior and covers various psychological and sociological aspects of human behavior used for explaining consumer behavior. The book reviews and discusses cultural variations of these aspects across the world.

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Key Features:

- A cultural exploration of the various psychological and sociological aspects of human behavior, such as concept of self, personality, group influence, motivation, emotion, perception, and information processing
- A discussion of consumer behavior theories and cultural variations from around the world
- Coverage of a number of consumer behavior domains, including explanations of differences in consumption and ownership, all based on empirical evidence
- In addition to anecdotal evidence, the consequences of branding and marketing communication strategy are presented and analyzed

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