

1. Record Nr.	UNINA9910143318503321
Titolo	Global consumer behavior / / edited by Chantal Ammi
Pubbl/distr/stampa	Newport Beach, California ; ; London, England : , : ISTE, , 2007 2007
ISBN	1-118-61487-9 0-470-39486-2 1-280-84779-4 9786610847792 1-84704-613-4
Descrizione fisica	1 online resource (296 p.)
Disciplina	658.8/342
Soggetti	Consumer behavior Consumers - Social aspects Internet marketing Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references at the end of each chapters and index.
Nota di contenuto	Preliminaries; Contents; Introduction; Chapter 1. E-Travel Agents Selling to Ethnic Customers; Chapter 2. Local Advertising over the Product Life Cycle; Chapter 3. Culture and Diversity: A New Approach of Management; Chapter 4. Is Behavior Prone to Social Influence?; Chapter 5. The Gender Approach to Understanding Time-Saving Durables Buying: Tunisian Women in 2000; Chapter 6. The Cultural Impact on Changes in Consumption; Chapter 7. Country of Origin; Chapter 8. Consumer Shopping Behavior Online; Chapter 9. The New, Improved, Indian Consumer; Chapter 10. Globalization and Consumer Behavior Chapter 11. Factors Affecting Technology Adoption in IndiaChapter 12. Chinese Culture and Chinese Consumer Behavior; Chapter 13. Modeling the Indicators of Purchasing Behavior Toward Counterfeits; List of Authors; Index
Sommario/riassunto	Globalization is a leading force for industry worldwide, especially the

new technology sector. This presents both problems and opportunities in the emergence of a new type of consumer and the effects of globalization on industry in terms of culture, economics, marketing and social issues at every scale from local to global. The main aim of the book is to enhance the reader's knowledge - especially from a multidisciplinary perspective rather than from an individual functional perspective - of international consumer behavior. It also explores the role of globalization in the evolving world of
