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| 1. Record Nr. | UNINA9910254800403321 |
| Titolo | Cross Cultural Issues in Consumer Science and Consumer Psychology : Current Perspectives and Future Directions // edited by Hester van Herk, Carlos J. Torelli |
| Pubbl/distr/stampa | Cham : , : Springer International Publishing : , : Imprint : Springer, , 2017 |
| ISBN | 3-319-65091-2 |
| Edizione | [1st ed. 2017.] |
| Descrizione fisica | 1 online resource (VI, 218 p. 13 illus.) |
| Disciplina | 155.8 |
| Soggetti | Cross-cultural psychology Industrial psychology International business enterprises Personality Social psychology Cross Cultural Psychology Industrial and Organizational Psychology International Business Personality and Social Psychology |
| Lingua di pubblicazione | Inglese |
| Formato | Materiale a stampa |
| Livello bibliografico | Monografia |
| Nota di bibliografia | Includes bibliographical references at the end of each chapters and index. |
| Nota di contenuto | 1. 1. Advancing our Understanding of Cross-cultural Issues in Consumer Science and Consumer Psychology Hester van Herk & Carlos J. Torelli -- 2. Culture at the Country Level Robbert Maseland & André van Hoorn -- 3. Putting the Pieces Together: Culture and the Person Nancy Wong & Julie Anne Lee -- 4. Culture and Consumer Behavior Carlos J. Torelli, María A. Rodas, & Pascale Lahoud -- 5. Is it culture? A pragmatic approach to cross-cultural analysis Hester van Herk & Ype H. Poortinga -- 6. Positive and negative sentiments towards other nations Petra Riefler -- 7. Country-of-Origin Effects Katharina Zeugner-Roth -- 8. Culture and Branding Zeynep Gürhan-Canli, Ceren Hayran, & Gülen Sarial-Abi -- 9. Subsistence Marketplaces at the Confluence of Culture, Poverty and Low Literacy: Materially Poor Bu t |

Relationally Rich Madhubalan Viswanathan -- 10. Methodological issues in cross-cultural research Hans Baumgartner & Bert Weijters -- 11. Multi-level cultural issues Hester van Herk & Ronald Fischer. .

Sommario/riassunto

This integrative volume identifies and defines cross-cultural issues in consumer psychology and consumer science as the world becomes an increasingly global marketplace. An international panel of experts analyzes current trends in consumer behavior across diverse countries worldwide and across cultural groups within countries, depicting commonly-used cross-cultural frameworks and research methods. Beginning with conceptualizing and quantifying culture at the national level, the volume then moves to individual levels of analysis of consumer decision-making, examining consumer data as they affect business decisions in marketing products internationally. The resulting work synthesizes the consumer science, international business, and consumer psychology literatures for a deeper understanding of all three disciplines and pathways to future research as cultures interact and tastes evolve. Among the topics covered: Culture as a driver of individual and national consumer behavior. Consumer culture-based attitudes toward buying foreign versus domestic products. Country-of-origin effects: consumer perceptions of international products. The roles of cultural influences in product branding. Cultural aspects of consumer-brand relationships. Consumer behavior in the emerging marketplace of subsistence countries. This attention to both national detail and individual nuance makes Cross-Cultural Issues in Consumer Science and Consumer Psychology an instructive and highly useful reference for scholars and students in consumer psychology, cross-cultural psychology, marketing, international business, as well as professionals in these areas.
