

1. Record Nr.	UNINA9910797236303321
Titolo	Cross-cultural and cross-national consumer research : psychology, behavior, and beyond / / guest editors, Dr. Nina Michaelidou [and three others]
Pubbl/distr/stampa	[Bradford, England] : , : Emerald, , 2015 ©2015
ISBN	1-78560-243-8
Descrizione fisica	1 online resource (215 p.)
Collana	International Marketing Review, , 0265-1335 ; ; Volume 32, Number 3/4
Disciplina	640.73
Soggetti	Consumers Consumption (Economics) - Mathematical models Marketing
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.
Nota di contenuto	Cover; Editorial boards; Guest editorial; Baby Boomers of different nations; Justice or compassion? Cultural differences in power norms affect consumer satisfaction with power-holders; Consumer-based brand equity measurement: lessons learned from an international study; Is there a global multichannel consumer?; A cross-nationally validated decision-making model of environmental coaction; Online movie ratings:a cross-cultural, emerging Asian markets perspective; Consumer buying motives and attitudes towards organic food in two emerging markets Consumer characteristics and the use of social networking sitesThe impact of comparative affective states on online brand perceptions: a five-country study
Sommario/riassunto	The objective of this e-book is to extend the debate on the role of culture in consumer theory and examine psychological and other influences on consumer behavior in cross-cultural and cross-national contexts. The articles chosen for this edition include studies that examine sub-cultures within a single country, as well as several that move beyond the dominant US/Western European consumer sampling frame. The topics investigated range from psychological investigations

of consumer perceptions and motivations, to behavioral assessments of communication and purchase. Overall, the resulting nine ar
