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Altri autori (Persone)	YaprakAttila
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Nota di contenuto	Chapter 1. Introduction: Foundations of consumer behavior -- Chapter 2. Consumer behavior fundamentals: Attitudes, product attributes, and expectancy value reactions -- Chapter 3. Consumers are emotional, too: the role of emotions in consumer behavior -- Chapter 4: Worldviews: Mindsets and social cognition -- Chapter 5: Consumers' negative dispositions and how they affect purchase choice -- Chapter 6: Consumers' positive dispositions and how they affect purchase choice -- Chapter 7: Evaluating markets and consumers: macro, micro, and cultural analyses -- Chapter 8: Marketing strategy in the international context -- Chapter 9: Evolution of big ideas in consumer behavior -- Chapter 10: Bringing it altogether: consumer behavior models.
Sommario/riassunto	This book delves into the intricate aspects of consumer behavior, exploring constructs such as attitudes, values, and identity through comprehensive literature reviews. It extends this exploration to encompass cross-cultural consumer behavior constructs, including ethnocentrism, cosmopolitanism, affinity, and animosity. The authors argue that consumer behavior often attempts to derive and apply basic

knowledge that applies in various senses to all or nearly all cultures, but at the same time must be qualified by introducing specific aspects of cultures to improve the fit and predictions of general theory. This means introducing in existing theories moderating variables and processes that condition the explanations and forecasts that theory makes with cultural knowledge as needed, as well as at times attempting to derive theories that infuse cultural within the basic psychological and social processes that constitute consumer behavior. Moreover, the text investigates how consumers learn about and adopt new technologies as well as the role of social media and AI in consumer behavior. Bridging consumer behavior and management topics with strategic insights, this work will be of great interest to students and scholars alike who are interested in the role of culture in consumer behavior. Richard P. Bagozzi is Dwight F. Benton Professor of Behavioral Science in Management (Emeritus at the Ross School of Business at the University of Michigan, USA. Attila Yaprak is Professor of Marketing and International Business (Emeritus) at the Mike Ilitch School of Business at Wayne State University, USA.
