

2nd Edition

Consumer Behavior and **CULTURE**

Consequences for Global Marketing and Advertising

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Contents

Preface xiii

Chapter 1. Consumer Behavior Across Cultures 1

Global Consumers in a Global Village?	2
Globalization and Global Consumer Culture	4
Globalization	4
Global Consumer Culture	5
Converging and Diverging Consumer Behavior	6
Post-Scarcity Societies and the Culture Paradigm	7
Global Communities?	9
New Media	11
Universalism	12
Sense of History	15
Branding and Advertising: From Global to Multi-Local	17
Consumer Behavior	21
A Model of Cross-Cultural Consumer Behavior	22
Organization of the Book	23
Conclusion	24
Notes	25

Chapter 2. Values and Culture 27

Values	27
The Desirable and the Desired	28
Values Are Enduring	29
Values in Marketing	31
Culture Defined	33
Comparing Cultures	33
The Emic and the Etic	33
Measuring Cultural Values	34
Individual and Culture Levels	35
Searching for Similarities or for Differences	36

National Cultures	38
Dimensions of Culture	40
Relationship of Man With Nature	43
High-Context Communication Culture and Low-Context Communication Culture	43
Dimensions of Time	44
Closure	45
Time Is Linear or Circular	45
Monochronic and Polychronic Time	45
Hofstede: Five Dimensions of National Culture	46
Power Distance	46
Individualism/Collectivism	47
Masculinity/Femininity or the Gender of Nations (Tough Versus Tender)	48
Uncertainty Avoidance	49
Long-/Short-Term Orientation	49
Validation	50
Schwartz: Seven Value Types or Motivational Domains	51
Autonomy (Intellectual or Affective) Versus Embeddedness	51
Hierarchy Versus Egalitarianism	52
Mastery Versus Harmony	52
Overlap With the Hofstede Dimensions	52
Comparing Dimensional Models	53
Application to Consumer Behavior	55
Culture Relationships	58
Cause-Effect	58
Comparing Groups of Cultures	59
Comparing Groups Within Cultures	60
Value Shift	60
Conclusion	61
Notes	61

Chapter 3. Convergence and Divergence in Consumer Behavior 67

Convergence Theory	67
Modernization	68
From Premodern to Postmodern	69
Convergence: Macro and Micro Level	70
The Macro/Micro Dichotomy	70
Convergence and Divergence at Macro Level	71
Convergence of Markets?	73
Forms of Convergence	73
Measuring Convergence/Divergence	74
Convergence/Divergence in Consumer Behavior	75
Stability	79
Convergence/Divergence: A Pattern	81

National Wealth as an Explaining Variable	82
Composite Development Indicators	83
Over Time, Culture Replaces Income as an Explanatory Variable	84
Radios, TV Sets, and Cars	84
Information Technology	86
With Increased Wealth, Cultural Values Become Manifest	87
New Manifestations of "Old" Values	88
Other Measurement Variables	89
Urbanization	89
Urbanization and Housing	89
Urbanization and Retail Structure	90
Population Density	90
Education	91
Age Distribution	91
Household and Family	93
Social Class	97
Measuring Class	98
Ethnicity	99
Climate	100
Consumer Behavior, National Wealth, and Culture	102
The Concept of the Rational Consumer	102
Engel's Law	103
Conclusion	104
Notes	104

Chapter 4. The Consumer: Attributes 109

The Concept of Self	109
Self-Descriptions and Self-Evaluations	112
Implications for Marketing, Branding, and Advertising	113
The Self-Concept and Branding	113
The Self-Concept and Advertising	115
Self-Enhancement and Self-Esteem	116
Personality	120
The Brand Personality Concept	122
Personal Traits	123
Brand Personality Traits	126
Identity and Image	129
The Body and Identity	130
Corporate Identity, Brand Identity, and Brand Image	132
Attitude	133
Attitude and Behavior	134
Attitudes Toward Food	136
Attitudes Toward Health	137

Attitudes Toward Consumption: Materialism	139
National Pride and Consumer Ethnocentrism	140
Attitudes Toward Country of Origin	142
Attitudes Toward the Environment	142
Sex- and Love-Related Attitudes	143
Lifestyle	144
Lifestyles Across Cultures	146
Global Communities?	147
Conclusion	148
Notes	148

Chapter 5. Social Processes 157

Motivation, Needs, and Drives	157
Freud	158
Maslow	159
McClelland	160
Culture-Related Consumer Needs and Motives	161
The Status Motive	162
Face	165
Green Motives, the Environment	165
Purity	166
Convenience	166
Car-Buying Motives	169
Emotion	171
Universal, Basic Emotions?	173
Emotion and Language	173
Expression of Emotions	175
Recognition and Judgment of Expressions of Emotions	177
Display Rules	180
Emotion-Eliciting Events	181
Emotions in Advertising	183
Emotional Versus Rational Advertising	185
Facial Expressions: Application to Advertising	186
Group Processes	187
In-Group and Out-Group	188
Family and Relationships: Parents-Children	191
Conformity	192
Inner-, Outer-Directedness	194
Public and Private Self-Consciousness	194
Public and Private Space	195
Appearance	199
Reference Groups	201
Opinion Leaders	203

Conclusion 204
Notes 204

Chapter 6. Mental Processes 211

Cognition and Cognitive Styles 211
Learning and Memory 213
Cognition and Affect 217
 Cognitive and Affective Components of Attitudes Toward Food 217
 Cognitive Dissonance 219
Language 219
 Language, Perception, and Memory 223
 Language in Advertising and Value Studies 224
 Foreign Language Speaking and Understanding 225
Categorization 226
Perception 228
 Selective Perception 229
 Aesthetic Experience 229
 Color Perception 230
 Aesthetic Preferences: Paintings and Music 233
 Field Dependency 234
The Creative Process 235
Attribution 237
Locus of Control 238
Information Processing 243
 Processing Advertising 246
 Western Bias in Cross-Cultural Analysis of Advertising 247
 Processing Visual Images 247
 Processing Foreign Words 250
Involvement Theory 251
Decision Making 252
 Consumer Decision-Making Styles 253
 Business Decision Making 254
Conclusion 255
Notes 256

Chapter 7. Culture, Communication, and Media Behavior 263

Communication and Culture 2637
Communication Styles 267
 Verbal Styles 267
 Nonverbal Styles 267
 Interpersonal Communication Styles 268
 Communication and the Electronic Media 270

- Mass Communication Styles 271**
- Advertising Styles 272**
 - Direct Versus Indirect Communication in Mass Communication and Advertising 273
 - Mapping Advertising Styles 276
 - The Purpose of Advertising 278
- Web Communication Styles 282**
- Media Behavior 284**
 - Television 284
 - Radio 286
 - Press Media 286
- The Internet 288**
- Responses to Marketing Communications 291**
 - Responses to Sales Promotions 291
 - Responses to Advertising 292
 - Acceptance of Advertising in General 293
 - Consumers' Relationships With the Media 293
 - Advertising Appeals 294
 - Executorial Styles 295
 - Execution of Advertising 296
- Brand Communications Across Cultures 299**
 - Value Structure Maps 299
- The Future of Global Advertising 302**
- Conclusion 303**
- Notes 304**

Chapter 8. Consumer Behavior Domains 311

- Product Acquisition, Usage, and Ownership 311**
- Food and Beverages 312**
 - Processed Food 313
 - Soft Drinks 314
 - Mineral Water 314
 - Coffee and Tea 315
 - Alcoholic Beverages 317
 - Cigarettes 318
- Nondurable Household Products 318**
- Personal Care and Cosmetics 319**
- Clothing and Footwear 322**
- Household Appliances 323**
- Consumer Electronics and Personal Computers 324**
- Telecommunications 327**
- Luxury Articles 330**
- Cars 332**
- Leisure 334**

Leisure Activities	334
Pets	338
Finance	339
Shopping and Buying Behavior	341
Out-of-Home Shopping and Buying	344
Retail Design	345
Complaining Behavior	348
Brand Loyalty	349
Adoption and Diffusion of Innovations	350
Predicting Market Development Across Cultures	354
Conclusion	355
Notes	356
Appendix A: GNI per Capita at Purchasing Power Parity 2008 (US\$) and Hofstede Country Scores for 68 Countries	363
Appendix B: Data Sources	365
Author Index	373
Subject Index	385
About the Author	401