

Global Observations of the Influence of Culture on Consumer Buying Behavior

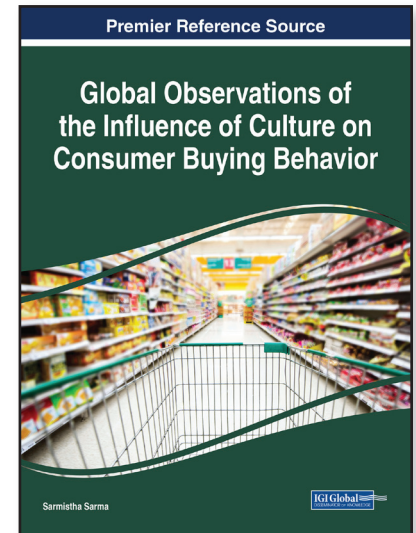
Part of the Advances in Business Strategy and Competitive Advantage Book Series

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Description:

Positive consumerism is the backbone to a strong economy. Examining the relationship between culture and marketing can provide companies with the data they need to expand their reach and increase their profits.

Global Observations of the Influence of Culture on Consumer Buying Behavior is an in-depth, scholarly resource that discusses how marketing practices can be influenced by cultural preferences. Featuring an array of relevant topics including societal environments, cultural stereotyping, brand loyalty, and marketing semiotics, this publication is ideal for CEOs, business managers, professionals, and researchers that are interested in studying alternative factors that impact the marketing field.



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Topics Covered:

- Brand Loyalty
- Consumption Patterns
- Cultural Stereotyping
- Global Cultural Trends
- Marketing Semiotics
- Societal Environments
- Sub-Cultural Influence
- The Bandwagon Effect

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