

**Solution Manual for Consumer Behavior Building Marketing Strategy 13th  
Edition by Mothersbaugh Hawkins ISBN 1259232549 9781259232541**

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Solution Manual

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## **CHAPTER 2**

### **CROSS-CULTURAL VARIATIONS IN CONSUMER BEHAVIOR**

#### **1 THE CONCEPT OF CULTURE**

#### **2 VARIATIONS IN CULTURAL VALUES**

##### **2.1 Other-Oriented Values**

- 2.1.1 Individual/Collective*
- 2.1.2 Youth/Age*
- 2.1.3 Extended/Limited Family*
- 2.1.4 Masculine/Feminine*
- 2.1.5 Competitive/Cooperative*
- 2.1.6 Diversity/Uniformity*

##### **2.2 Environment-Oriented Values**

- 2.2.1 Cleanliness*
- 2.2.2 Performance/Status*
- 2.2.3 Tradition/Change*
- 2.2.4 Risk Taking/Security*
- 2.2.5 Problem Solving/Fatalistic*
- 2.2.6 Nature*

##### **2.3 Self-Oriented Values**

- 2.3.1 Active/Passive*
- 2.3.2 Sensual Gratification/Abstinence*
- 2.3.3 Material/Nonmaterial*
- 2.3.4 Hard Work/Leisure*
- 2.3.5 Postponed Gratification/Immediate Gratification*
- 2.3.6 Religious/Secular*

#### **3 CULTURAL VARIATIONS IN NONVERBAL COMMUNICATIONS**

##### **3.1 Time**

- 3.1.1 Time Perspective*
- 3.1.2 Meanings in the Use of Time*

##### **3.2 Space**

##### **3.3 Symbols**

##### **3.4 Relationships**

##### **3.5 Agreements**

##### **3.6 Things**

3.7 **Etiquette**

3.8 **Conclusions on Nonverbal Communications**

## **4 GLOBAL CULTURES**

4.1 **A Global Teenage Culture?**

## **5 GLOBAL DEMOGRAPHICS**

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# CHAPTER 2

## CROSS-CULTURAL VARIATIONS IN CONSUMER BEHAVIOR

### 6 CROSS-CULTURAL MARKETING STRATEGY

#### 6.1 Considerations in Approaching a Foreign Market

- 6.1.1 *Is the Geographic Area Homogeneous or Heterogeneous with Respect to Culture?*
- 6.1.2 *What Needs Can This Product or a Version of It Fill in This Culture?*
- 6.1.3 *Can Enough of the People Needing the Product Afford the Product?*
- 6.1.4 *What Values or Patterns of Values Are Relevant to the Purchase and Use of This Product?*
- 6.1.5 *What Are the Distribution, Political, and Legal Structures for the Product?*
- 6.1.6 *In What Ways Can We Communicate about the Product?*
- 6.1.7 *What Are the Ethical Implications of Marketing This Product in This Country?*