

Table of Contents

1. Introduction	1
2. Culture.....	3
2.1. The Concept and Manifestations of Culture.....	3
2.2. Stability of National Cultures.....	5
2.3. Stereotypes and Ethnocentrism	6
2.4. Hofstede's Dimensions of National Cultures	7
2.4.1. Power Distance	8
2.4.2. Individualism versus Collectivism	9
2.4.3. Masculinity versus Femininity	11
2.4.4. Uncertainty Avoidance	12
2.4.5. Long-term Orientation versus Short-term Orientation	13
3. Intercultural Consumer Behavior	15
3.1. Consumer Behavior as a Process	15
3.2. Cultural Factors	16
3.3. Social Factors.....	20
3.4. Personal Factors	22
3.5. Psychological Factors.....	26
3.5.1. Motivation and Needs	26
3.5.2. Perception and Learning	28
3.5.3. Beliefs and Attitudes	32
3.6. Types of Buying Decision Behavior	35
3.7. The Buyer Decision Process	37
3.8. An International Consumer Behavior Model.....	40
4. Country-of-Origin Effect.....	43
4.1. Definition of Constructs.....	44
4.2. Consumer Level Considerations	45
4.2.1. Relationship between Consumer Ethnocentrism, Patriotism and CO.....	45
4.2.2. Use by Consumers of the COI of Goods for their Evaluation.....	47
4.2.3. Product Familiarity and Experience	48
4.2.4. CO Differences across Product Categories	50
4.2.5. CO and Level of Involvement in Purchase Decisions	53

4.2.6. The Mediation of Perceived Risk.....	54
4.3. Market Level Considerations.....	57
4.3.1. Brand Name and Country-of-Origin.....	57
4.3.2. Labeling Requirement	60
4.3.3. Other Market Level Considerations.....	60
4.4. Environmental Conditions	61
4.5. Models of Consumer Evaluation and CO	63
4.5.1. Halo and Summary Construct Model	63
4.5.2. Cognitive Elaboration Hypothesis	65
4.5.3. Belief-Attitude Model.....	66
4.6. Communicating CO	67
4.7. Countries as Corporate Entities.....	72
4.7.1. Germany.....	72
4.7.2. France.....	74
4.7.3. Italy	76
5. Managerial Recommendations.....	79
References	86

Table of Figures

Figure 3.1.: Model of Consumer Behavior	16
Figure 3.2.: VALS Lifestyle Classifications	25
Figure 3.3.: Maslow's Hierarchy of Needs	27
Figure 3.4.: Information Processing and Memory Types.....	32
Figure 3.5.: Four Types of Buying Behavior	36
Figure 3.6.: Buyer Decision Process	38
Figure 3.7.: International Consumer Behavior Model	42
Figure 4.1.: Types of Product Attributes.....	47
Figure 4.2.: Matches and Mismatches of CO Products.....	53
Figure 4.3.: Five Types of Perceived Risks	55
Figure 4.4.: Brand-CO Relation	58
Figure 4.5.: Halo-Model.....	64
Figure 4.6.: Summary Construct Model.....	64
Figure 4.7.: Cognitive Elaboration Model	66
Figure 4.8.: Belief-Attitude Model with Image Effects	67
Figure 4.9.: Advertisement for Swiss Cheese	68
Figure 4.10.: Renault's Food Crash Test.....	69
Figure 4.11.: Advertisement for Very Irrésistible Givenchy	71
Figure 4.12.: German, French and Italian Product-Country-Images.....	78
Figure 5.1.: SWOT Analysis.....	80
Figure 5.2.: Position / Strategy of Country Image Matches.....	85