



Consumer Behavior in Asia

Hellmut Schütte, Deanne Ciarlante

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Asia currently accounts for a quarter of the world economy and half of the world's population. Few international companies can afford to ignore a market of such size and importance. Yet despite the centrality of Asia as a market, there exists a remarkable dearth of marketing theory specific to Asia.

Cultural differences strongly influence consumer behavior. In the West, an effective brand name will be short, distinctive, memorable, and indicative of the product's functions. In Asia, however, a strong belief in luck and fate means that additional qualities, such as whether the characters which make up a product name are "lucky" ones, has a significant effect on brand attitude. Successful sales and marketing strategies in Asia must be rooted in an understanding of the cultural differences which affect Asian consumers' buying patterns.

Consumer Behavior in Asia provides an invaluable guide to Western companies seeking to maximize their marketing success in Asia. Drawing on illustrations from a variety of Asian markets, the volume outlines the differences between Asian and Western cultures along cultural dimensions such as religion, tradition, and philosophy, explaining the effect such differences have on communication styles, brand loyalty, perceptions of products offered, and effective advertising methods.

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