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"The attitude construct across cultures: reconceptualization and marketing implications"

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ABSTRACT

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Consumer attitudes toward products and advertisements have long been focal variables in marketing research and key targets for marketers’ efforts. We propose that theorizing about attitudes can be enhanced by incorporating knowledge of cultural variations. We base this proposition on research in cross-cultural psychology that points to differences in values and thinking styles between Eastern cultures and Western cultures. These differences have implications for attitude characteristics, the processes of attitude formation, and the functions served by attitudes in Eastern compared to Western societies. This suggests differences in the way consumers in these countries form preferences and judgments, respond to survey questions, and make decisions. Theoretical and practical implications for marketing are discussed and an agenda for future investigation is outlined.