Consumption Culture in Europe: Insight into the Beverage Industry

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Although studies indicate the assumption of one single European market, other research emphasizes European countries have distinct market identities. Meanwhile, as individual countries begin to have a more widespread understanding of culture, global culture still remains unshared between countries.

Consumption Culture in Europe: Insight into the Beverage Industry brings the most relevant theories about culture and European market segmentation as well as providing updated data for the evaluation and analyses of the European consumption patterns in the beverage market. This comprehensive collection is an essential tool for policy-makers and those interested in end-markets and consumer affairs.

Topics Covered:
• Beverage Consumption
• Business Technologies
• Consumer Behavior
• Consumer Management
• European Consumer Culture
• International Marketing

Market: This premier publication is essential for all academic and research library reference collections. It is a crucial tool for academicians, researchers, and practitioners and is ideal for classroom use.
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What Do We Know about Europe?
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Chapter 2
Consumer Culture:
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Chapter 3
Research Methodology
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Chapter 4
Verbal and Pictorial Representations of Beverage Consumption Patterns:
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Chapter 5
Is there a European Shopping-Related Lifestyle?
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Santos Carmen R. (University of León, Spain)
Abad-González Julio (University of León, Spain)
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Chapter 6
Consumption Patterns and Cultural Values in Europe
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Petrovčíčková Janka (Matej Bel University, Slovakia)
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Chapter 7
Analysing Different Consumption Practices among Different Settings
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Tsangari Haritini (University of Nicosia, Cyprus)
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Chapter 8
Drinking Motives
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Research and Managerial Implications
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