**International Consumer Behavior**

**Midterm Review Sheet**

These are the topics that you should review:

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| **Convergence** |
| **Divergence** |
| **Value** |
| **Culture** |
| **Hofstede**  **Shalom Schwartz cultural value types** |
| **Globe Cultural Dimensions** |
| **World Values Survey** |
| **High Context Communication** |
| **Low context communication** |
| **monochronic** |
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| **polychronic** |
| **power distance** |
| **individualism** |
| **collectivism** |
| **masculinity** |
| **femininity** |
| **uncertainty avoidance** |
| **long term orientation** |
| **short term orientation** |
| **zeitgeist** |
| **organized class** |
| **Engel’s Law** |
| **Pragmatic vs. normative** |
| **indulgence vs. restraint** |