

# Culture and international marketing



# Culture Defined

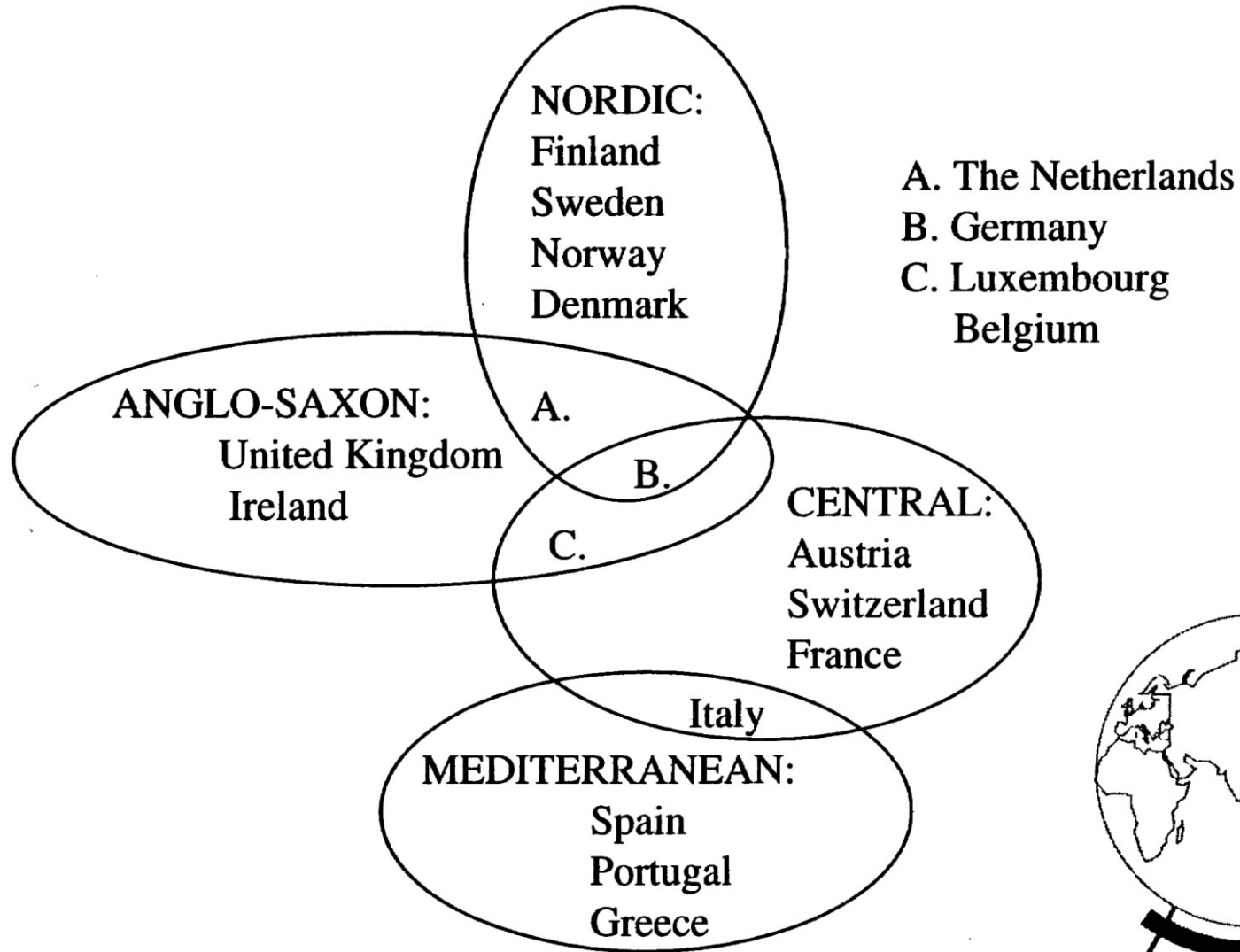
- A continuously changing totality of learned and shared meanings, rituals, norms, and traditions among the members of an organization or society.
  - Ecology
  - Social Structure
  - Ideology

# Culture and???

- *Heaven is where the cooks are French, the mechanics are German, the policemen are English, the lovers are Italian, and it is all organized by the Swiss.*

*Hell is where the policemen are German, the mechanics are French, the cooks are British, the lovers are Swiss, and its is all organized by the Italians*

# Figure 5-4 Europe's Cultural Affinity Zones



# Elements of Culture

- **Spoken/Written Language**

- Differences in meaning in different countries which share the same language
- Dealing with multiple dialects
- High costs of translation
- High costs of translation blunders

- **Nonverbal communication**

- Proxemics
- Postures
- Orientations
- Chronemics
- Haptics
- Kinesics
- Paralinguistics
- Appearances



+ **ART (dance, music, pictures, statues...)**

# Cultural Variables and Marketing

## Marketing Functions

### Cultural Variables

*Technology and material culture*

*Language*

*Aesthetics*

*Education*

*Religion*

*Attitudes, values*

*Social organization*

*Politics-Law*

*Distribution*

*Product*

*Promotion*

*Price*

*Market  
Research*

*Strategy  
Formulation*

# Comparisons & Contrasts

**Japan**



**North America**

Myth / Hero Emphasis	Group	Individual
Attitude	Self-Denial Dependence	Self-Expression Independence
Emphasis	Obligations	Rights
Style	Cooperation	Competition
Assumptions	Interdependence	Independence
View of Self	Organization Man	Individual With a Skill

# *Culture and Decision-making*

Consumer decisions are culturally influenced

- husband and wife - equal roles?
- what influence from children?
- does one family member dominate in choice?

Language and religion affects how markets communicate

- grouping countries by language or religion?
- grouping markets within a core language?
- is religion a useful criterion for grouping?





# High vs. Low Context Cultures

**Edward Hall** <http://edwardthall.com/>

- **Low-Context cultures:** What is said is precisely what is meant
  - Messages are explicit
  - Words carry most of the information in communication
  - Switzerland, Germany, Scandinavia, United States →
- **High-Context cultures:** The context of the message—the message source, his or her standing in society or in the negotiating group, level of expertise, tone of voice, and body language—are all meaningful
  - Less information is contained in the verbal part of the message
  - More information resides in the context of communication (background, associations, basic values of communicators)
  - Japan, Saudi Arabia, Latin America, Italy and Spain ←



## MONOCHRONIC VS POLYCHRONIC CULTURES:

Time is money“ USA, „Those who rush arrive first at the grave (Spain), „Before the time, it is not the time; after the time, it’s too late“ (France)

**PROXEMIC – DISTANCE, SPACE (in-group, outgroup, physical space...), e.g. friendship patterns, „size“ of family, guanxi**  
**„touch“ culture – to show intimacy in ads**

# Advertising: Europe vs Saudi Arabia „touch culture“



# Monochronic/Polychronic Cultures

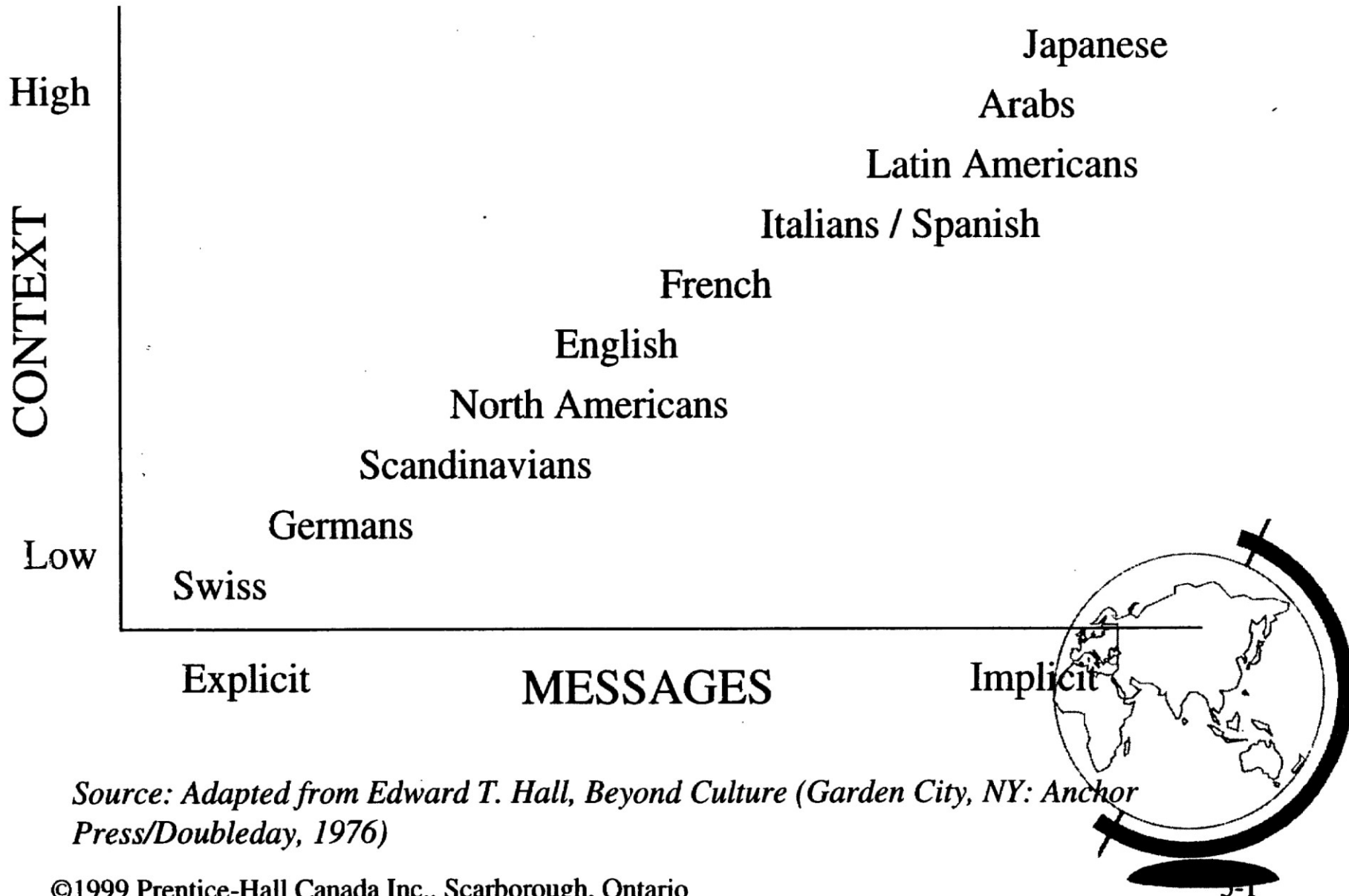
## Monochronic People

- do one thing at a time
- concentrate on the job
- take time commitments seriously
- are committed to the job
- show respect for private property; rarely borrow or lend
- are accustomed to short-term relationships

## Polychronic People

- do many things at once
- are highly distractible
- consider time commitments casually
- are committed to people
- borrow and lend things often
- tend to build lifetime relationships

# Figure 5-3 Messages and Context



Source: Adapted from Edward T. Hall, *Beyond Culture* (Garden City, NY: Anchor Press/Doubleday, 1976)





# Religion

- **Protestant Religion** – stresses hard work and frugality
- **Judaism** – stresses education and development
- **Islam** – focus on rules for social interaction
- **Hinduism** – encourages family orientation and dictates strict dietary constraints
- **Buddhism** – stresses sufferance and avoidance of worldly desires
- Business days
- Holidays
- Consumption patterns – alcohol, meat...
- Gender roles
- Gift giving
- Marketing practices
- Time Orientation
- Status Concern and Materialism
- Other – Marketing mix



# Cultural Variability – cult. dimensions (Geert Hofstede)

- Power Distance
- Uncertainty Avoidance
- Masculinity Versus Femininity
- Individualism Versus Collectivism
- Long-terms versus short term orientation



<http://www.geert-hofstede.com/>

**Power-distance.** differences in people accept or expect access to power.

A high power-distance country, like Malaysia, displays customers and average citizens less prominently. Authority roles are enforced by such images as official certification logos.

A low power-distance country would emphasize equality among social and age groupings.

**Uncertainty avoidance.** Tolerance for ambiguity.

High uncertainty-avoidance countries would respond better to a simple manner of navigation.

A low uncertainty-avoidance country would prefer a site with complex navigation with a multitude of link choices.

An example of a high uncertainty-avoidance country would be Belgium; a low uncertainty-avoidance country would be Singapore

**Femininity vs. masculinity.** gender roles, not physical characteristics. High-femininity countries blur the lines between gender roles, while high-masculinity countries display traditional role expectations.

High-masculinity countries respond to Web sites that speak directly to traditional gender roles.

High-masculinity: Japan, Low-masculinity: Sweden.

## **Collectivism vs. individualism.**

- Collectivism: people integrated into strong groups that protect them in exchange for unbridled loyalty.
- Individualism: a person's strong sense of self and that of his or her immediate blood relations.
- A collectivist country would show groups of people in images,
- Individualistic countries would most likely find site content and images with a single person accomplishing a challenge more appealing. The United States is an example of an individualistic country.

**Long-term vs. short-term orientation.** Long-term emphasizes practice and practical value. Short-term focus their content on truth and the certainty of beliefs.

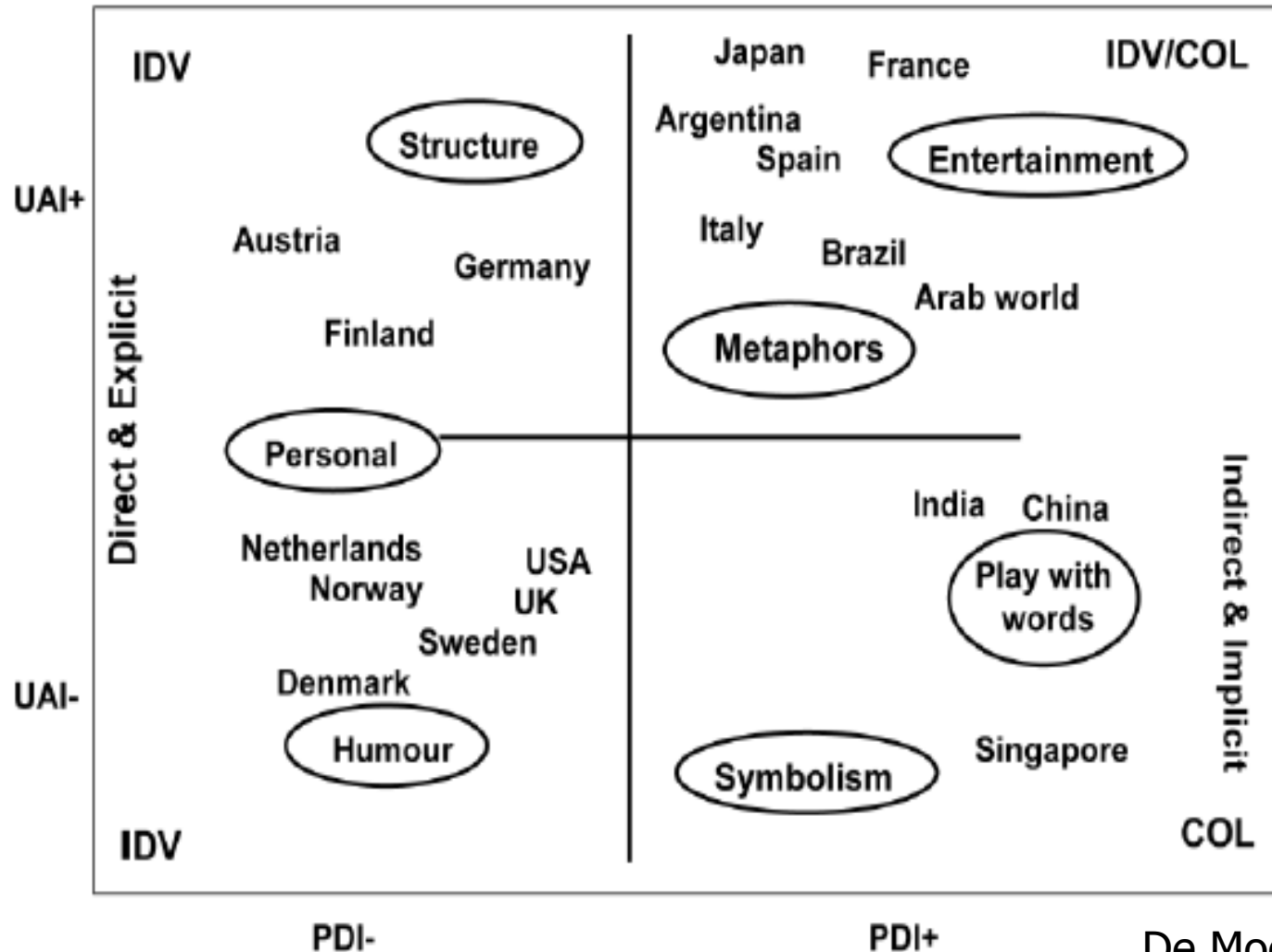


# Hofstede's cultural dimensions – scores by countries

	<b>PDI</b>	<b>IDV</b>	<b>MAS</b>	<b>UAI</b>	<b>LTO</b>
Arab World	80	38	52	68	
Austria	11	55	79	70	
Denmark	18	74	16	23	
Finland	33	63	26	59	
France	68	71	43	86	
Germany	35	67	66	65	31
Hong Kong	68	25	57	29	96
India	77	48	56	40	61
Italy	50	76	70	75	
Japan	54	46	95	92	80
Mexico	81	30	69	82	
Netherlands	38	80	14	53	44
Peru	64	16	42	87	
Portugal	63	27	31	104	
Sweden	31	71	5	29	33

<http://www.geert-hofstede.com/marketing.shtml>

# Advertising styles



# Cultural values

- Enduring beliefs about a specific mode of conduct or desirable end-state
  - Guide the selection or evaluation of behavior
  - Are ordered by importance in relation to one another to form a system of value priorities
- 
- **Enculturation**  
Process by which individuals learn the beliefs and behaviors endorsed by one's own culture
  - **Acculturation**  
Learning a new culture
  - **Assimilation**  
Maintenance of the new culture, and resistance to new cultures and to one's old culture

<http://www.youtube.com/watch?v=7XHioryoMes&feature=related> Doing business in China

# Cultural norms

- **Norms** are derived from values and defined as rules that dictate what is right or wrong, acceptable or unacceptable

- **Imperative**

- What an outsider must or must not do

- **Exclusive**

- What locals may do but an outsider cannot

- **Adiaphora**

- What an outsider may or may not do

<http://www.funenclave.com/fun-stuff/german-culture-versus-chinese-culture-13076.htm>

<http://stephan.dahl.at/research/online-publications/intercultural-research>

<http://www.slideshare.net/ibahrine/ibahrine-chapter-3-value-culture>

- [http://wps.pearsoned.co.uk/ema\\_uk\\_he\\_hollensen\\_globalmark\\_4/64/16424/4204693.cw/index.html](http://wps.pearsoned.co.uk/ema_uk_he_hollensen_globalmark_4/64/16424/4204693.cw/index.html)