

Culture and international marketing



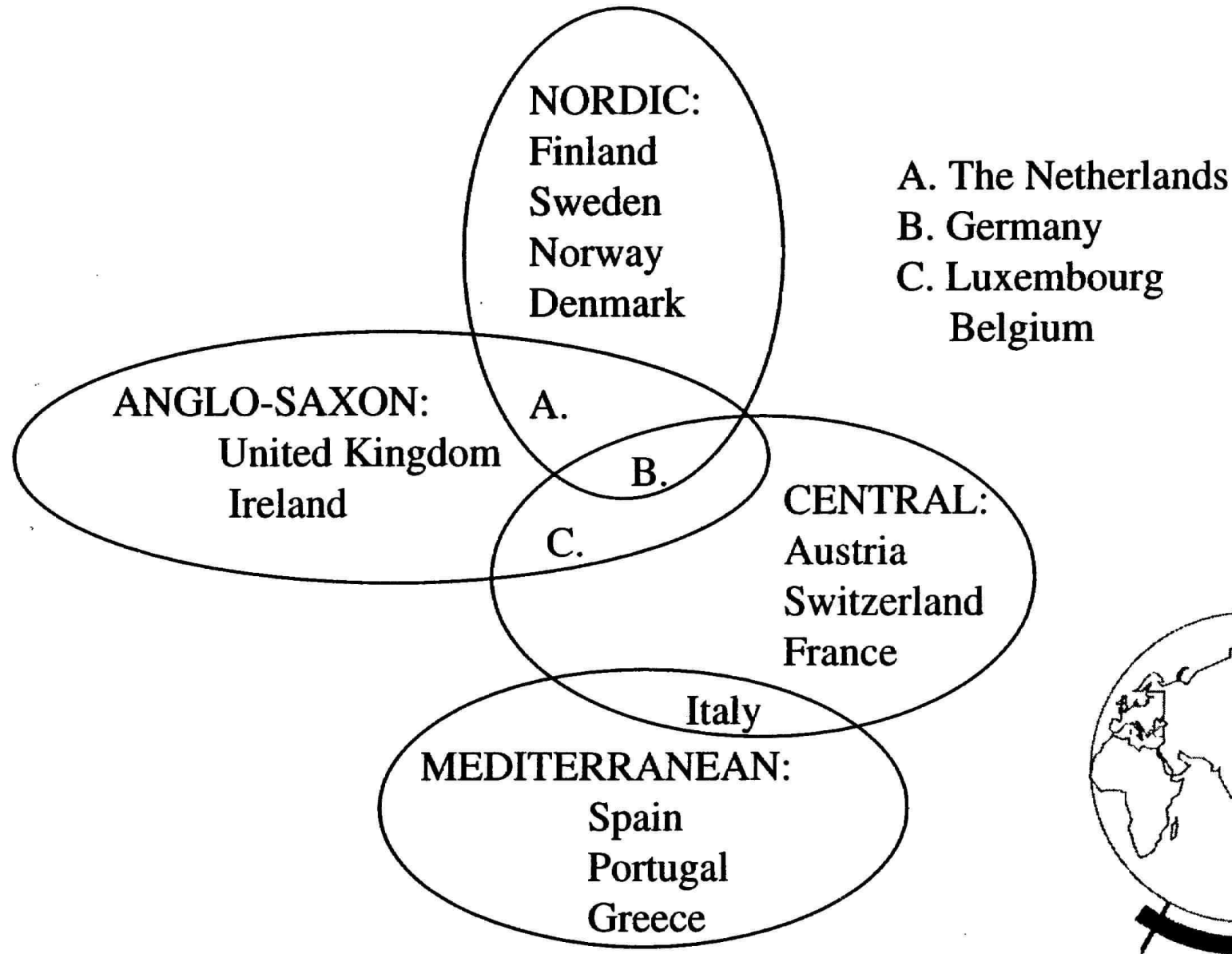
Culture Defined

- 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

Strategy

Research

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 fro 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
 - United States, Switzerland, Germany

- **High-Context cultures:** The context of the message—message source, his or her standing in society or in the negotiation, 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



MONOCHRONIC VS POLYCHRONIC CULTURES:

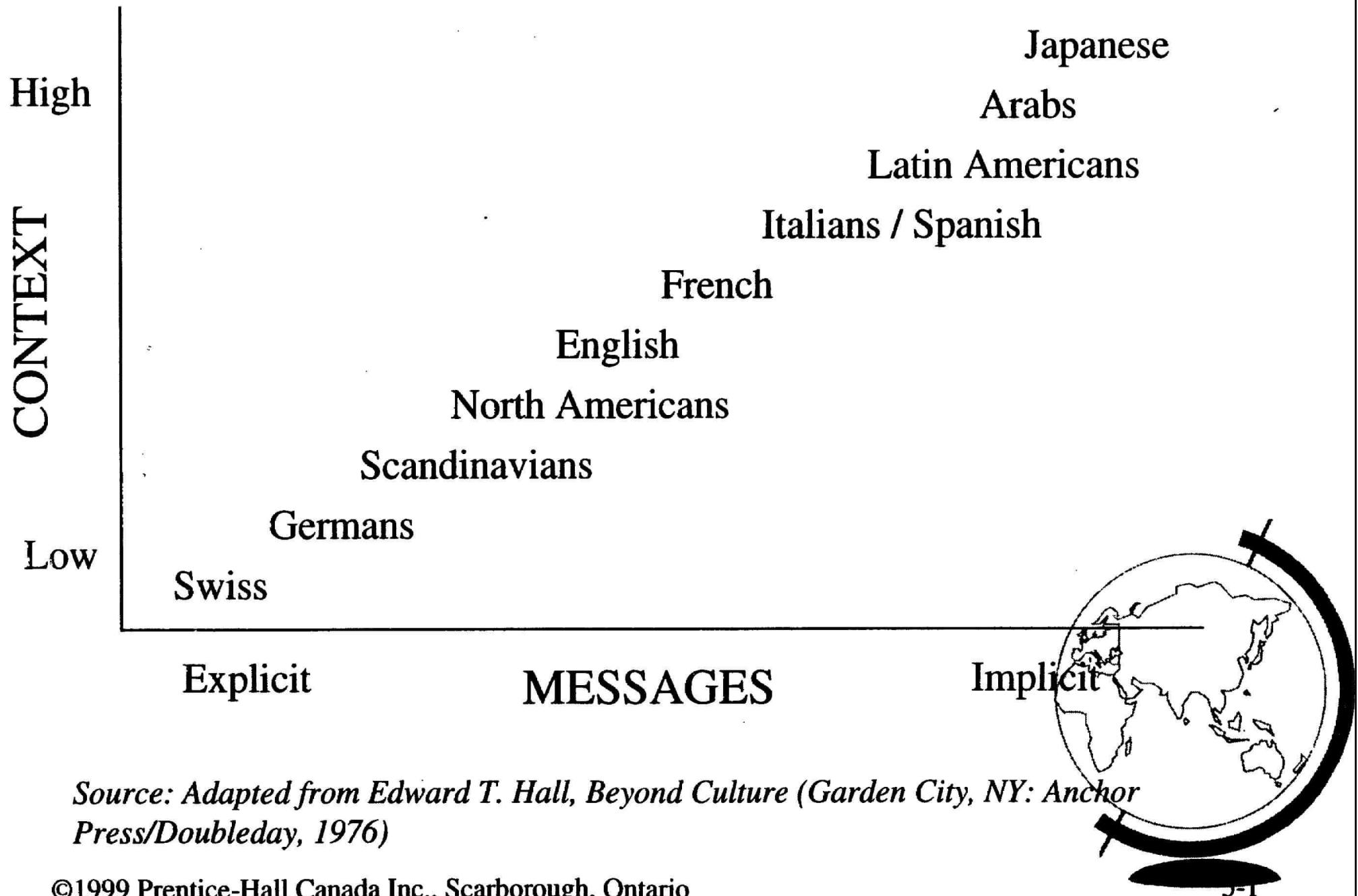
Time is money“ USA, „Those who rush arrive first at the grave (Španělsko), „Before the time, it is not the time; after the timme, it’s too late“ (Francie

PROXEMIC – DISTANCE, SPACE (in-grop, outgroup, physical space...)

High- and Low-Context Cultures

- | | High-Context | Low-Context |
|--|---|--------------------------|
| • Factors | | |
| • Lawyers | - less important | - very important |
| • A person's word-
his/ her bond
writing' | | - 'get it in
writing' |
| • Time | - everything is dealt
with in its own time | - 'time is money' |
| • Negotiations | - lengthy | - quick |
| • Competitive
Bidding | - infrequent | - frequent |

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
- Gender roles
- Gift giving
- Marketing practices
- Time Orientation
- Status Concern and Materialism
- Other – for example, access (transportation by bicycle, personal automobile, public transportation)



Cultural Variability

- Power Distance
- Uncertainty Avoidance
- Masculinity Versus Femininity
- Individualism Versus Collectivism



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

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

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://hellishhumor.com/hellish-pictures/german-vs-chinesse-culture.php>

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

