Cultural Factors Affect Consumer Behavior and Marketing Strategy

- **Culture** is the complex whole that includes knowledge, belief, art, law, morals, customs, and any other capabilities and habits acquired by humans as members of society.

- Products are adapted to the local culture and assume meaning and uses that greatly enrich the culture and the lives of its members.
  - U.S. vs Japan
    - Contract, Diaper
The Concept of Culture

- The boundaries that culture sets on behavior are called norms, which are simply rules that specify or prohibit certain behaviors in specific situations.

- Norms are derived from culture values, or widely held beliefs that affirm what is desirable. Violation of cultural norms results in sanctions, or penalties ranging from mild social disapproval to banishment from the group.
The Concept of Culture

Several aspects of culture require elaboration:

- First, culture is a *comprehensive concept*.
  - While culture does not determine the nature of frequency of biological drives such as hunger, it does influence when and how these drives will be gratified.

- Second, culture is *acquired*.

- Third, in most industrial societies, culture supplies boundaries within most individuals think and act.

- Finally, the nature of culture influences is such we are seldom aware of them.
The Concept of Culture
The Concept of Culture
The Concept of Culture
Variations in Cultural Values

- **Other-oriented values**
  - Other-oriented values reflect a society’s view of the appropriate relationships between individuals and groups within that society.

- **Environment-oriented values**
  - Environment-oriented values prescribe a society’s relationships with its economic, technical, and physical environment.

- **Self-oriented values**
  - Self-oriented values reflect the objectives and approaches to life that individual members of society find desirable.
Cultural Variations in Nonverbal Communications
Cultural Variations in Nonverbal Communications (TIME)

- **Monochronic culture**
  - Do one thing at a time
  - Concentrate on the job
  - Take deadlines and schedules seriously
  - Committed to the job or task
  - Adhere religiously to plans
  - Emphasize promptness
  - Accustomed to short-term relationships

- **Polychronic culture**
  - Do many things at once
  - Are highly distractible
  - Consider deadlines and schedules secondary
  - Committed to people and relationships
  - Change plans often and easily
  - Base promptness on the relationship
  - Prefer long-term relationships
Guanxi

Chinese relationships are complex and are described under the concept of guanxi. The main characteristics are:

- The notion of a continuing reciprocal relationship over an indefinite period of time
- Favors are banked
- It extends beyond the relationship between two parties to include other parties within the social network (it can be transferred)
- The relationship network is built among individuals not organizations
- Relationships with a senior will extend to his subordinates but not vice versa
- The social relationship is prior to and a prerequisite to the business relationship
Global Cultures

A Global Teenage Culture?

- Mass media and the Internet have had an impact of uniformity among teens around the world.
- They tend to watch many of the same shows, see the same movies and videos, listen to the same music, and they tend to dress alike.
Global Cultures
Global Demographics

- **Demographics** describe a population in terms of its size, structure, and distribution.
- A critical aspect of demographics for marketers is *income*—specifically the *distribution of income*.
- One country with a relatively low average income can have a sizable middle-income segment, while another country with the same average income may have most of the wealth in the hands of a few individuals.
Global Demographics
Global Demographics
Considerations in Approaching a Foreign Market

- Is the geographic area homogeneous or heterogeneous with respect to culture?
- What needs can this product or a version of it fill in this culture?
- Can enough of the people needing the product afford it?
- What values are relevant to the purchase and use of this product?
- What are the distribution, political, and legal structures for the product?
- In what ways can we communicate about the product?
- What are the ethical implications of marketing this product in this country?
Chapter 3: The changing society: values

- **Cultural values** are widely held beliefs that affirm what is desirable.
- Observable shifts in behavior, including consumption behavior, often reflect underlying shifts in cultural values.
- Therefore, it is necessary to understand the underlying *value shifts* in order to understand current and future consumer behavior.
Changes in Cultural Values

- **Sensual Gratification/Abstinence**
  - Sex

- **Postponed/Immediate Gratification**
  - Credit card

- **Hard work/Leisure**
  - Backward-bending labor supply curve

- **Active/Passive**
  - Television viewing vs cooking, gardening

- **Individual/Collective**
  - Superman
Individual / Collective
Marketing Strategy and Values

- **Green Marketing**
  - Developing products whose production, use, or disposal is less harmful to the environment than the traditional versions of the product.
  - Developing products that have a positive impact on the environment.
  - Trying the purchase of a product to an environment organization or event.

- **Marketing to Gay and Lesbian Consumers**
Marketing Strategy and Values
Marketing Strategy and Values

- **Cause-Related Marketing**

  Social marketing differs from traditional marketing in the intangible and abstract nature of the product and in the absence of a profit motive.
Marketing Strategy and Values

- **Gender-Based Marketing**
- Marketing Segmentation Based on Role Identity
- Product Strategy
- Marketing Communications
- Retailing Strategy
Gender-Based Marketing

- Gender roles are the behavior considered appropriate for males and females in a given society.
  - **Gender Identity versus Gender Roles**
  - **Ascribed Role versus Achievement Role**
  - **Traditional versus Modern Gender Orientation**
Gender-Based Marketing

- **Traditional housewife**
  - Generally married, prefers to stay at home.

- **Trapped housewife**
  - Generally married, would prefer to work, but stays at home due to young children, lack of outside opportunities, or family pressure.

- **Trapped working woman**
  - Marries or single, would prefer to stay at home, but works for economic necessity or social pressure.

- **Career working woman**
  - Married or single, prefers to work.
Gender-Based Marketing

- Males and females respond differently to different types of marketing appeals.
- Females respond more favorably to a “help-others” type appeal for a charity.
- Males respond best to a “self-help” appeal.