CONSUMER CULTURE

- Cultural differences are the most significant and troublesome variables encountered
  - Product names
  - Company names
  - Marketing strategies
  - Translation of slogans
  - Market research

WHAT IS CULTURE?

A system of values and norms shared among a group of people and, when taken together, constitute a design for living.

GLOBAL CONSUMER CULTURE

<table>
<thead>
<tr>
<th>Religion</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Christianity</td>
<td>33%</td>
</tr>
<tr>
<td>Muslims</td>
<td>13%</td>
</tr>
<tr>
<td>Buddhists</td>
<td>21%</td>
</tr>
<tr>
<td>Jews</td>
<td>6%</td>
</tr>
<tr>
<td>Sikhs</td>
<td>12%</td>
</tr>
<tr>
<td>Bahais</td>
<td>12%</td>
</tr>
<tr>
<td>other religions</td>
<td>12%</td>
</tr>
<tr>
<td>non-religious</td>
<td>6%</td>
</tr>
</tbody>
</table>

IMPLICATIONS ON BUSINESS

- **Christianity**
  - “Protestant Work Ethic” and “The Spirit of Capitalism”.

- **Islam**
  - Favors market-based systems.
  - No payment or receipt of interest.

- **Hinduism**
  - Caste system plays a role.

- **Buddhism**
  - Little emphasis on entrepreneurial behavior.

- **Confucianism**
  - Loyalty, reciprocal obligations, and honesty in dealings.
**AESTHETICS**
- Tasteful vs. tasteless
- Beautiful vs. unattractive
- Color perceptions
- Music
- Apparel

**DIETARY PREFERENCES**
- Availability
- Spices
- Way of life
- Habit

**LANGUAGE AND COMMUNICATION**

**SYMBOLISM**
- Of all aspects of culture
  - Communication most critical
  - Where most blunders occur
- Verbal
- Nonverbal
- Symbols
- Greetings

**HOFSTEDE**

**CULTURAL TYPOLOGY**

**FOUR DIMENSIONS:**
- Power distance.
- Individualism versus collectivism.
- Uncertainty avoidance.
- Masculinity versus femininity.

*Later research added the dimensions of time orientation.*
TROMPENAAR

- Universalism vs. Particularism
- Individualism vs. Collectivism
- Neutral versus Affective relationships
- Specific versus diffuse relationships
- Achievement versus ascription
- Relationship to time
- Relationship to nature

KLUCKHOHN & STRODTBECK

Relation to Nature
- Subjugation
- Harmony
- Mastery
- Time Orientation
- Past
- Present
- Future
- Basic Human Nature
- Evil
- Neutral/Mixed
- Good
- Activity Orientation
- Being
- Containing/controlling
- Doing
- Relationships among people
- Individualistic
- Group
- Hierarchical

Space orientation
- Private
- Mixed
- Public

SALAD BOWL CONCEPT

- The salad bowl is the idea that the U.S. is not a melting pot but a salad bowl.
- It is known as cultural mosaic in Canada.
- All the different cultures are combined (like a salad) but they do not merge together as a homogenous culture.
- Each culture keeps its own distinct qualities, just as a onion does not take on traits of a tomato merely by being placed adjacent to it.

GANNON'S METAPHORS

- U.S. – Football
- Most popular sport
- Super Bowl – most popular holiday for gatherings
- Huddling to make decisions
- Based on statistics-reaching a goal
- Japan- Garden
- Wa (group harmony)
- Shikata (rules governing behavior)
- Seishin (training the mind to control the body)
- Aesthetics

ENVIRONMENTAL SENSITIVITY

- Product adaptation
- Environmental sensitivity
- The connection suggests:
  - Which countries are likely to be the most viable competitors.
  - Which countries in which to locate production facilities and do business.
CULTURE AND ETHICS

Do the “right” thing.

Thomas Donaldson’s Three Principles:
1. Respect for core human values (human rights), which determine the absolute moral threshold for all business activities.
2. Respect for local tradition.
3. The belief that context matters when deciding what is right and what is wrong.