

Cultural characteristics in marketing strategies and tactics

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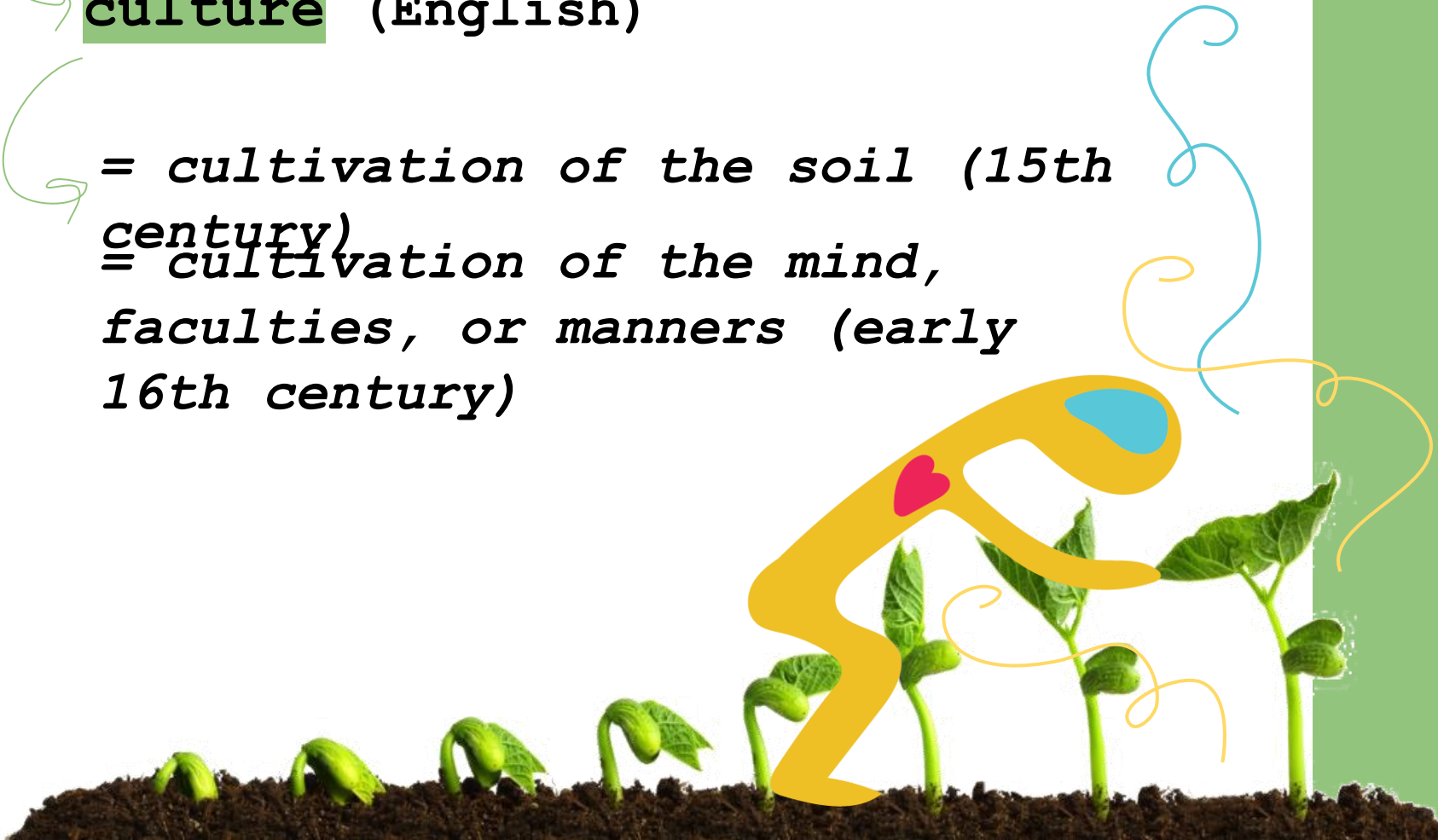
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colere (latin for to tend,
cultivate)
cultura (latin for growing,
cultivation)
culture (English)

= *cultivation of the soil (15th
century)*
= *cultivation of the mind,
faculties, or manners (early
16th century)*

**“The complex
whole which
includes
knowledge, belief,
art, law, morals,
custom, and any
other capabilities
and habits
acquired by a
[wo]man as a
member of
society”** ~ *Anthropologist Edward*

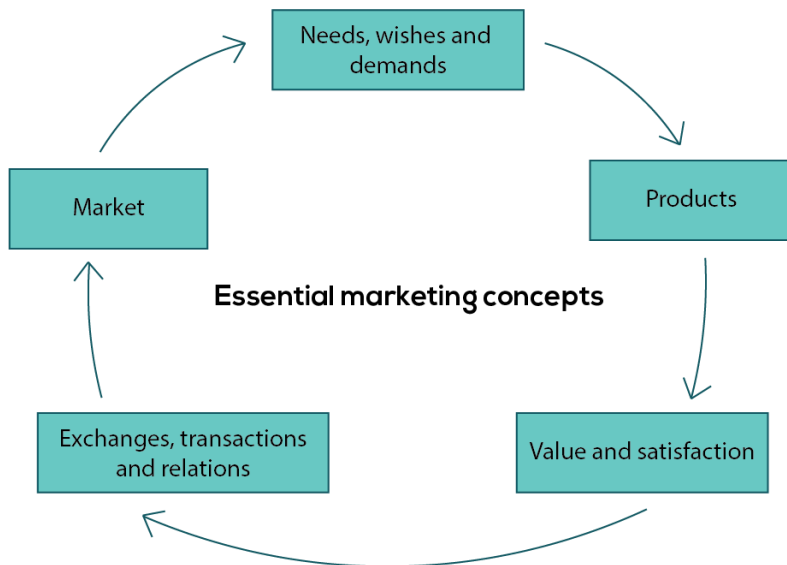
B. Tylor, 1871



Marketing

is that function of organization that identifies the needs and demands of the clients, determines the markets that can be best served and develops products, services and programs that fit these markets

more than that, it is also a philosophy that guides the entire organization



4Ps of Marketing ~E. Jerome McCarthy, 1960

- The Product (good or service)
- The Price (what the consumer pays)
- The Place (where the product is marketed)
- The Promotion (the advertising)

Hofstede's five dimensions for measuring culture

Power distance

measures how people acknowledge and respond to authority,

to the distribution of power

and how inequality is perceived

(low power distance/high power distance)

Collectivism versus Individualism

measures the degree of interdependence between the members of a society

Femininity versus Masculinity

measures the goals of the society,

i.e. if a society tends to have as work goals the striving for job achievements and better earning opportunities (masculinity)

or for stability, closeness to family but gender equality (femininity)

Uncertainty Avoidance

measures the willingness of a society to change and adapt in case of uncertain or unknown circumstances

(low uncertainty avoidance/high uncertainty avoidance)

Short-term versus Long-term Orientation

indicates whether the views about life are present or future oriented

(short-term values immediate gratification,

long-term values persistence, thrift and preparing for the future)

Cultural characteristics in marketing strategies

Power distance

High power distance = value the hierarchy, inequality is normal

Marketing Strategy: emphasize to leader (buyer) how it benefits the family/company AND makes his leadership look successful

Low power distance = value equality, will freely discuss

Marketing Strategy: address to a broad range of people, promoting the benefits that make their tasks easier

Collectivism versus Individualism

Collectivism = collective group values

Marketing Strategy: advertise with group benefits

Individualism = makes decisions based on personal preferences

Marketing Strategy: make ads focused in the individual

Cultural characteristics in marketing strategies

Femininity versus Masculinity

Masculinity = strong definition of roles inside society

Marketing Strategy: strong analysis, gender-oriented advertising

Femininity = sexual equality

Marketing Strategy: neutral advertising approach

Uncertainty Avoidance

High uncertainty avoidance = bad response to changes

Marketing Strategy: clear product characteristics, benefits and guaranteed advantages

Low uncertainty avoidance = open to change

Marketing Strategy: generalised information, references to positive change

Short-term versus Long-term Orientation

Long-term orientation = traditions, linked in the past

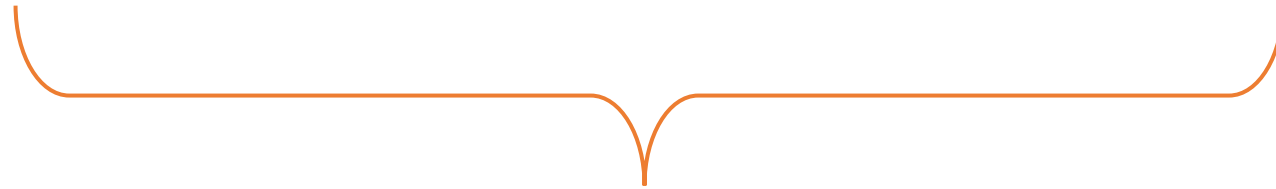
Marketing Strategy: fitting promotions into traditional structures

Short-term orientation = focused on the immediate future

Marketing Strategy: emphasize short-term benefits

Market Research vs UX Research

- Quantitative: large scale
- “What do people want?”
- Segmentation by nature
- Qualitative: smaller scale
- “What is useful to people?”
- Segmentation by behaviour



Broad information + deep insights =
successful strategy

Cross-cultural Design is
"designing technology for
different cultures, languages,
and economic standings to ensure
usability and user experience
across cultural boundaries."

**Einstein: "Everything is
relative"**

**Everything is contextual, even
technology!**



Washing machine for laundry and vegetables, model XPB40-
DS,
Haier Electronics

Persona is
In user-centered design and
marketing, a fictional character
constructed to represent a
specific segment of the market
in terms of likes, beliefs,
needs, and behaviour



Factors to be taken into consideration
are

Language, Scripts & Fonts, UI Patterns

dynamic space allocation,
bidirectional design

Colours

Icons & Symbols

= translating body language
into digital

Time, Date, Number Formatting

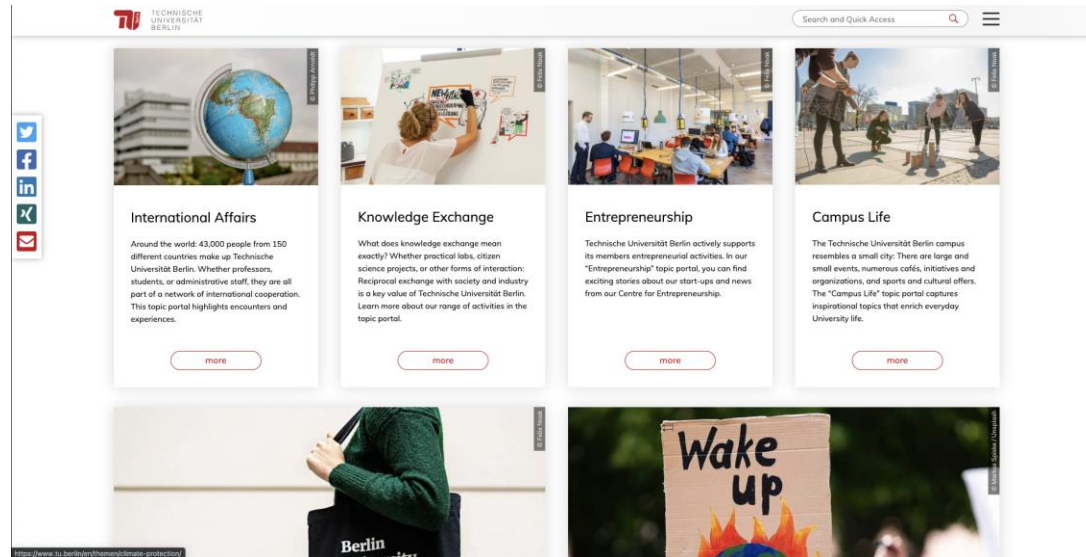
Keyboard usage

Legal requirements

Background culture and values

Hofstede's Dimensions for

Power Dimension (PD)

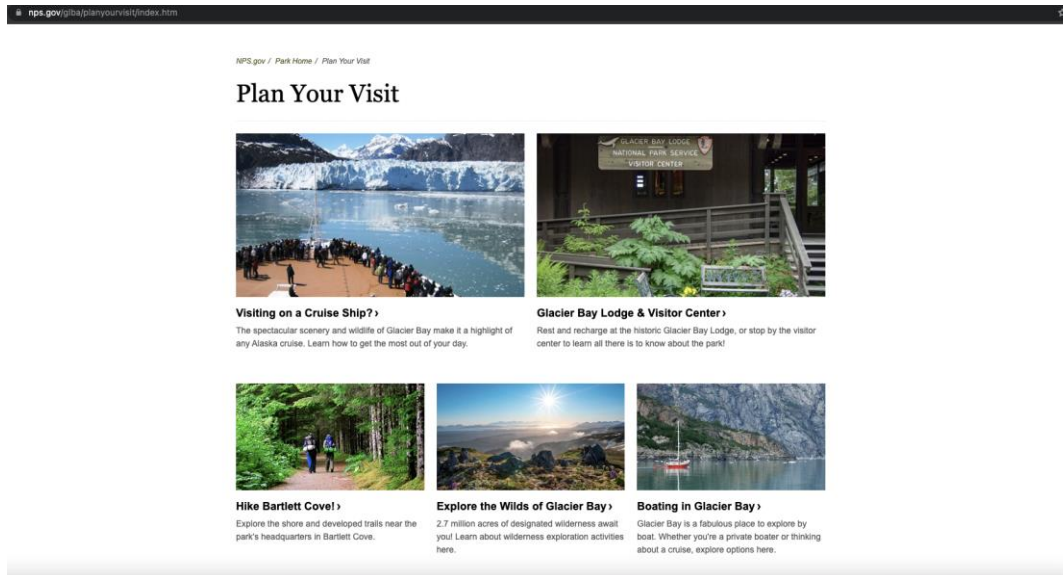


TU Berlin – University in Germany
Low PD index: 35

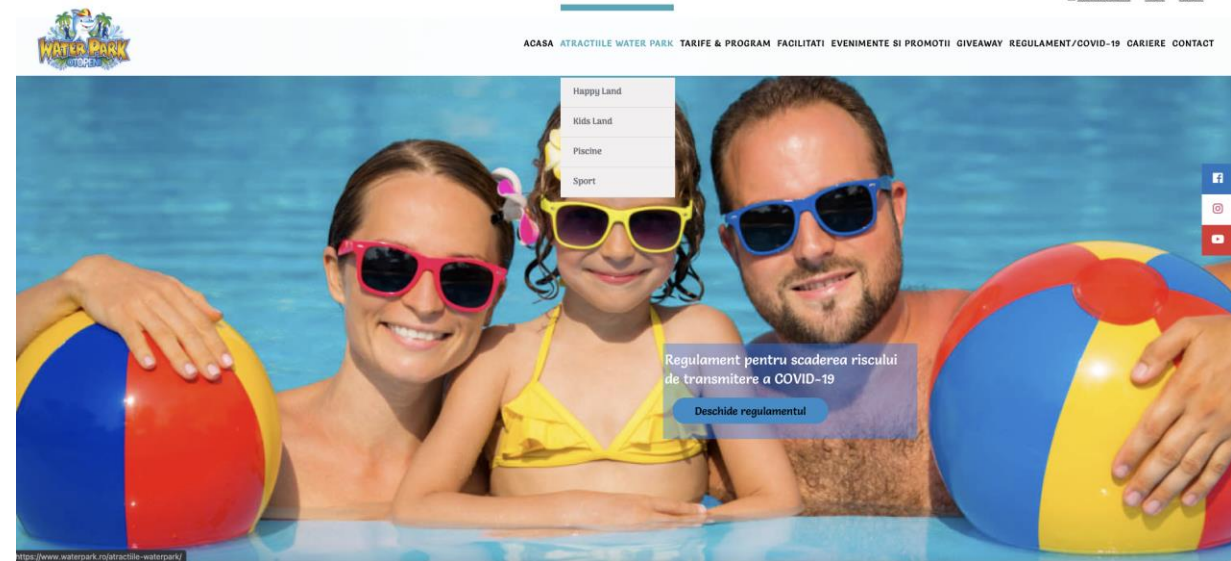


Universiti Utara Malaysia
High PD index: 100

Individualism vs Collectivism

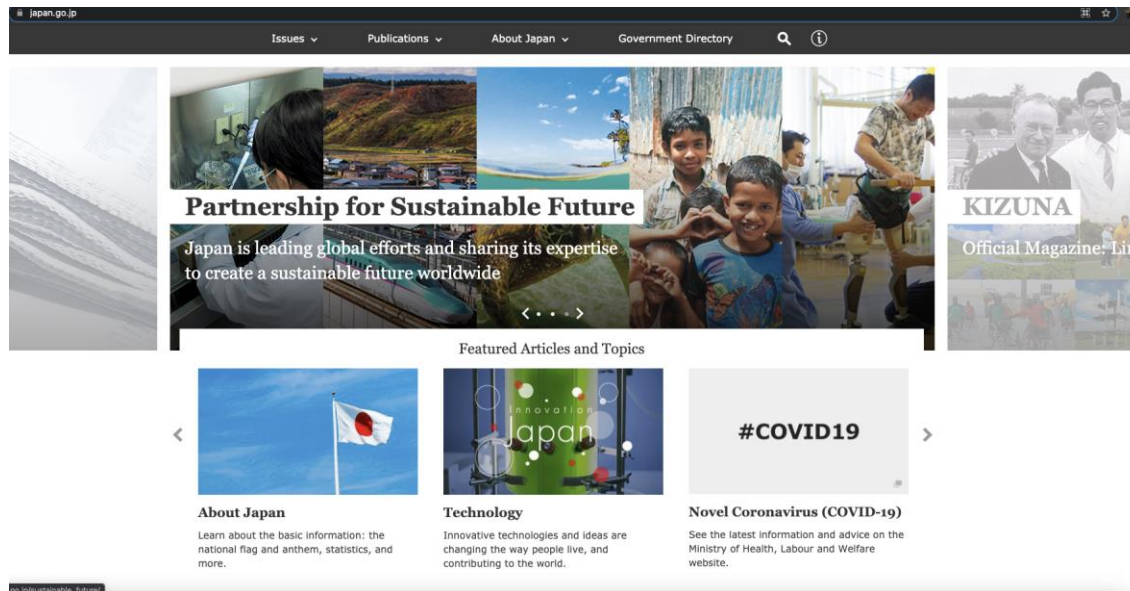


The Glacier Bay National Park and Preserve Alaska - USA
Individualism index: 91 ->
Individualistic Society

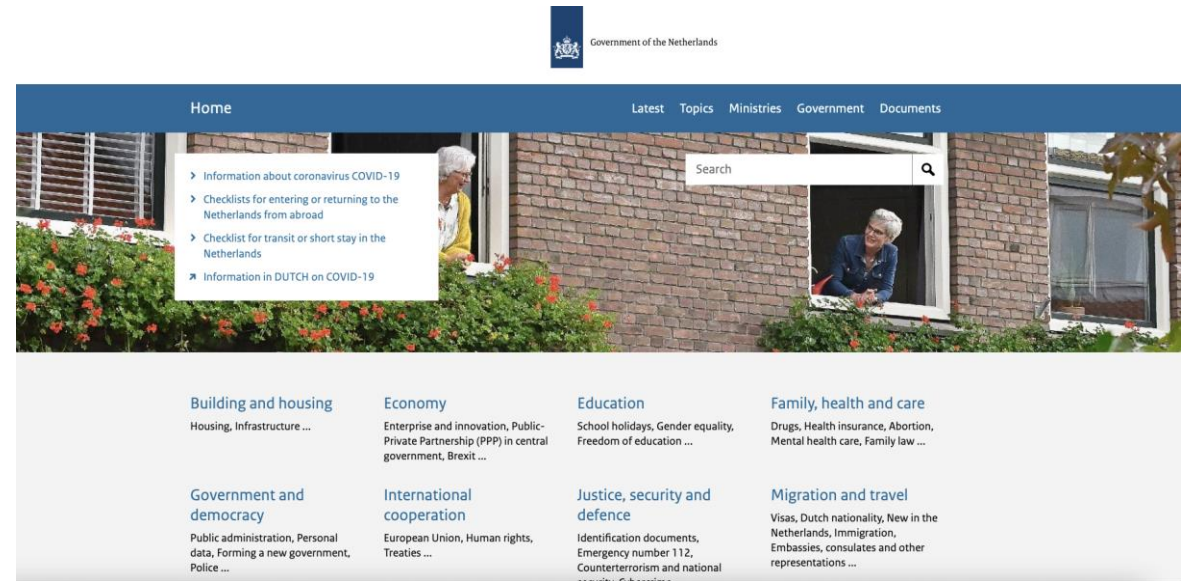


Water Park Otopeni - Romania
Individualism index: 30
-> Collectivistic Society

Femininity vs Masculinity

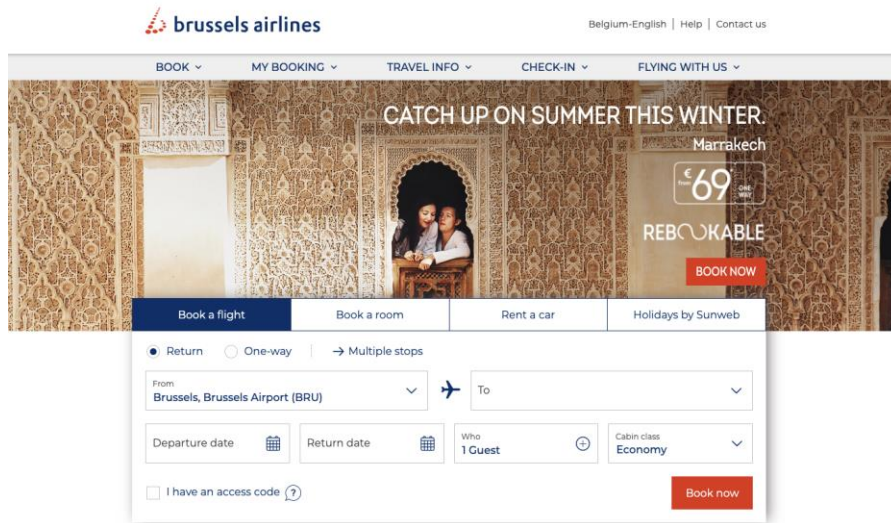


Japan's Official Government Website
Masculinity index: 95 ->
Masculine Society

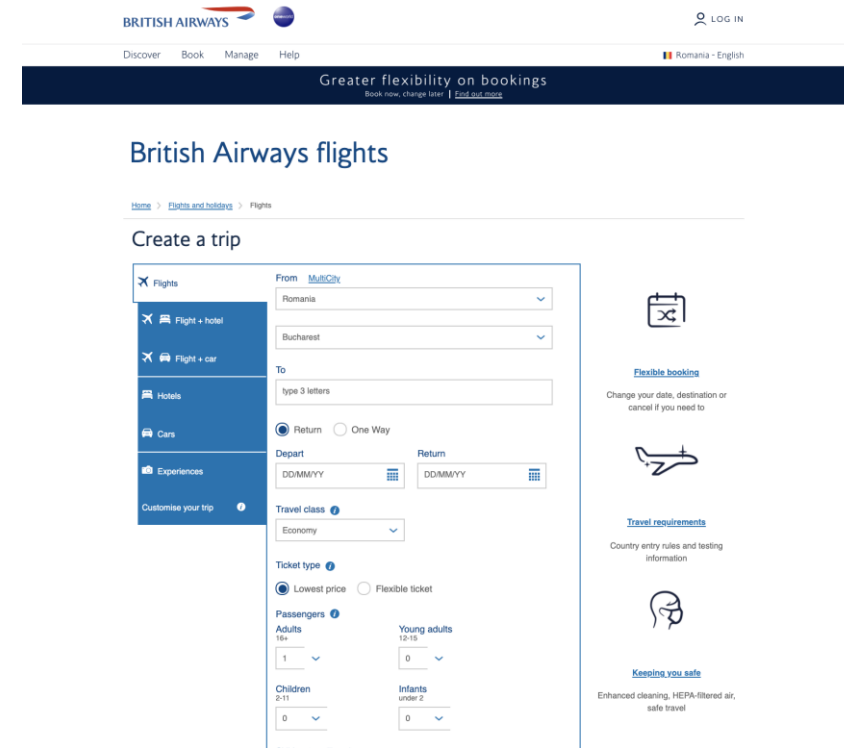


Netherland's Official Government Website
Masculinity index: 14 -> Feminine Society

Uncertainty Avoidance (UA)

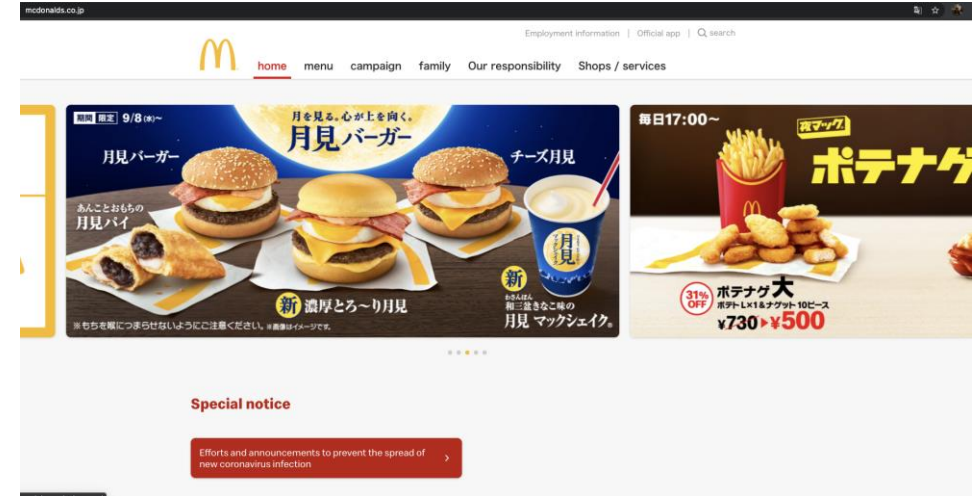
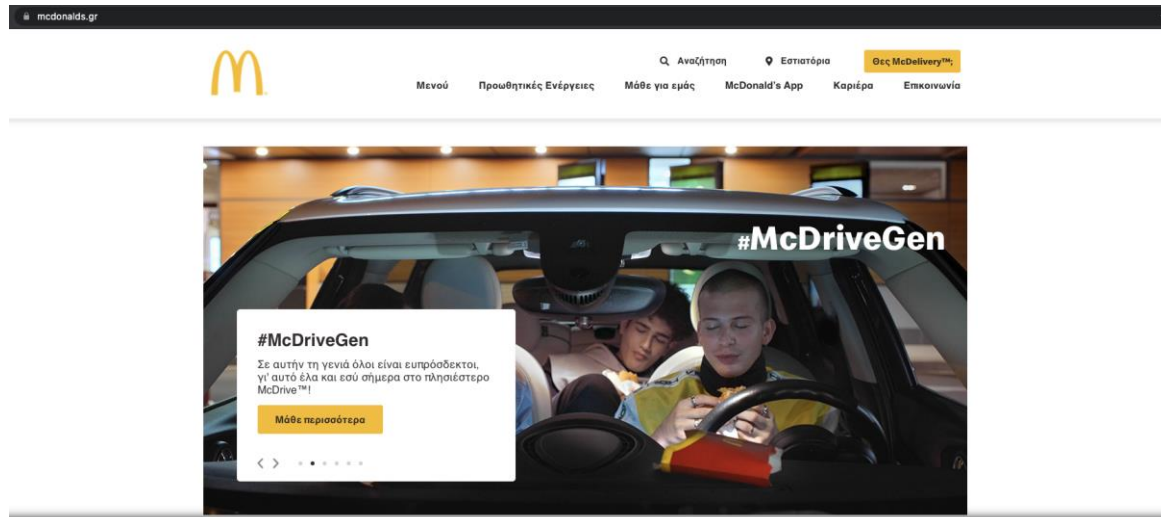


Brussels Airlines - Belgium
High UA index: 94



British Airways - UK
Low UA index: 35

Long-term vs Short-term orientation



continue to create BIG SMILE together with everyone, with the feeling of gratitude so far.

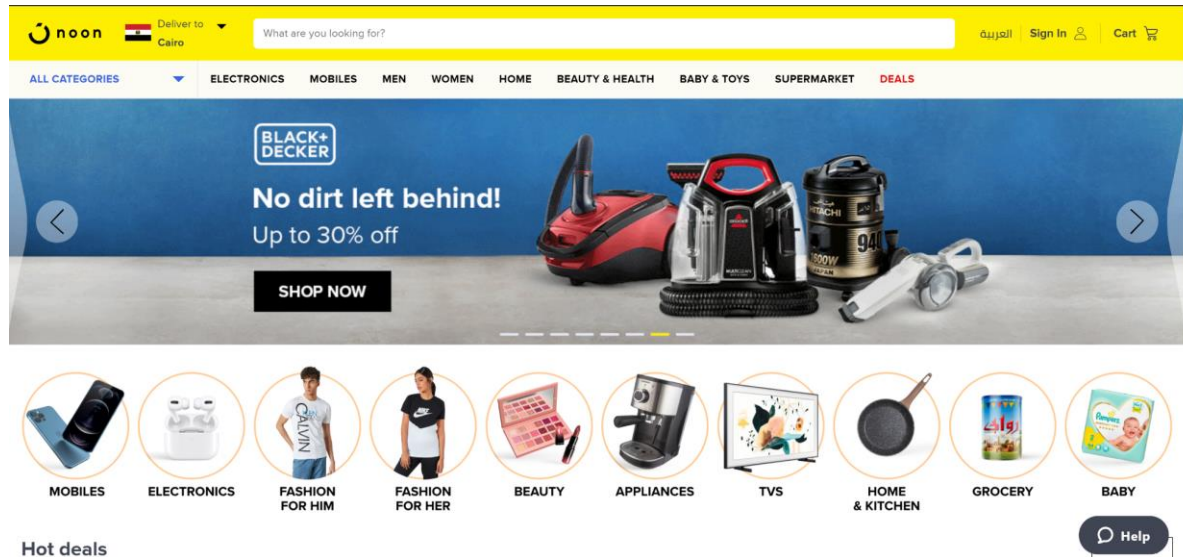
McDonalds - Greece
 Low Long-term index: 45
 -> short-term orientation

McDonalds - Japan
 High Long-term index: 88
 -> long-term orientation

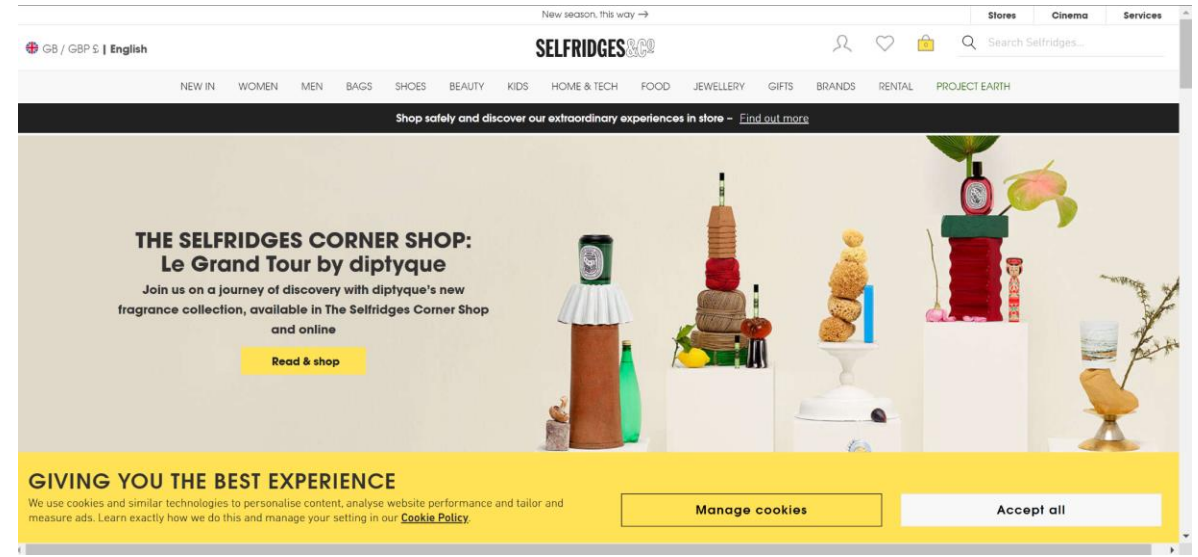
Product overview

Product name	Over-the-counter price (tax include) (€ '1)		Sales period	Sales time
	Single item	Value Set *		
Tsukimi burger	340 yen	Value set 640 yen (€ 2)	2021, September 08 (Wed.) to October 1st schedule	From 10:30 am to closing (until 4:59 am the next day at 24-hour stores)
Cheese moon viewing	370 yen	Value set 670 yen (€ 2)		
Rich toro-ri moon viewing	420 yen	Value set 720 yen (€ 2)		
«Morning Mac» Tsukimi Muffin	330 yen	Value set 530 yen (€ 3) Combination 400 yen (€ 4)	2021, September 08 (Wed.)	From opening to 10:30 am (from 5:00 am for 24-hour stores)
Tsukimi pie	150 yen	---		From opening to closing You can purchase at any time

Indulgence vs Restraint



Noon Shopping Website - Egypt
Low Indulgence index: 4 ->
Restrained Society



Selfridges & Co Shopping Website - UK
High Indulgence index: 69 ->
Indulgent Society

"As the Web continues to develop globally, answering these questions [strategic questions for web design] - and exploring, then exploiting, these dimensions of culture - will become a necessity and not an option for successful theory and practice"

- Aaron Marcus, **21 years ago**

I think we are already there. Have been for a while.
What do YOU think?

Conclusions

Marketing is strongly linked and dependent on culture because everything depends on the context. Even if some parts of the culture are visible to the eye and easily analyzed, the motives behind these elements are often difficult to track and understand, because they lay at the very core of one's culture and represent the learned values and behaviors that come as natural reactions without being questioned by the actor.

To fully understand the needs and wishes of a certain society, one must analyze the roots of their behavior - understand the differences in their process of thinking, what they praise and their tabus.

Working together for a **green**,
competitive and **inclusive** Europe

Thank you

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