

Marketing Across Cultures

Jean-Claude Usunier
Julie Anne Lee



Contents

		duction nowledgements	xi XV
Part 1	Th	e cultural variable in international marketing	1
	Intro	duction to Part 1	2
1	The	cultural process	3
	1.1 1.2 1.3 1.4 1.5	Defining culture Elements of culture Culture and nationality Culture and competence Culture and social representations	3 4 7 10 12
	Quest Refere	tions	13 13
	Appe A1.1 A1.2 A1.3	ndix 1: Teaching materials Critical incident: An old lady from Malaysia Critical incident: The parable Reading: Body rituals among the Naciremas	14 14 14 15
	Appe	ndix reference	15
2	Cult	tural dynamics 1: time and space	16
	2.1 2.2 2.3 2.4 2.5	A model of action based on cultural assumptions Time: cross-cultural variability Space territoriality Cultural borrowing and change in societies Cultural hostility	16 18 22 26 28
	Quest Refere	tions	29 31
	A2.1 A2.2	ndix 2: Teaching materials Cross-cultural scenario: Inshallah Cross-cultural interaction: Engineering a decision Cross-cultural interaction: Opening a medical office in Saudi Arabia	32 32 32 33

χi

		A2.4 A2.5	Reading: Language and time patterns – the Bantu case Exercise: World picture test	34 35
			ndix references	36
	3		ural dynamics 2: interactions, mindsets and	
			aviours	37
		3.1	Concept of the self and others	37
		3.2 3.3	Interaction models Culture-based attitudes towards action	43 50
		3.4	How to relate thinking to action	53
		3.5	Dealing with desires and feelings	54
		3.6	Coping with rules	55
		3.7	Cultural assumptions and actual behaviour	57
,		Quest	tions	58
		Refere	encės	59
		Appe	ndix 3: Teaching materials	61
		A3.1	Critical incident: An American in Vietnam	61
		A3.2	Rationales for section A2.1 (cross-cultural scenario) and sections A2.2 and A2.3 (cross-cultural interactions)	61
		Anno	,	63
		Appe	ndix references	03
-	art 2		e integration of local consumption in a global	
	art 2		e integration of local consumption in a global arketing environment	65
F	art 2			65
F	art 2	ma		65
F	art 2	Intro	duction to Part 2	
P	art 2	Intro	arketing environment	
P		Intro	duction to Part 2	66
		Introd Cros	duction to Part 2 ss-cultural consumer behaviour Culture and consumer behaviour The influence of culture on selected aspects of consumer behaviour	66 68
P		Introd Cross 4.1	duction to Part 2 ss-cultural consumer behaviour Culture and consumer behaviour The influence of culture on selected aspects of consumer behaviour Investigating the cross-cultural applicability of consumer behaviour	66 68 69 74
F		Introd Cros 4.1 4.2 4.3	duction to Part 2 ss-cultural consumer behaviour Culture and consumer behaviour The influence of culture on selected aspects of consumer behaviour Investigating the cross-cultural applicability of consumer behaviour concepts	66 68 69 74
F		Introd Cros 4.1 4.2 4.3	duction to Part 2 ss-cultural consumer behaviour Culture and consumer behaviour The influence of culture on selected aspects of consumer behaviour Investigating the cross-cultural applicability of consumer behaviour concepts Ethnic consumption	66 68 69 74 77 80
P		Introd Cros 4.1 4.2 4.3 4.4 4.5	duction to Part 2 ss-cultural consumer behaviour Culture and consumer behaviour The influence of culture on selected aspects of consumer behaviour Investigating the cross-cultural applicability of consumer behaviour concepts Ethnic consumption Marketing as an exchange of meanings	66 68 69 74
F		Introd Cros 4.1 4.2 4.3 4.4 4.5 4.6	duction to Part 2 ss-cultural consumer behaviour Culture and consumer behaviour The influence of culture on selected aspects of consumer behaviour Investigating the cross-cultural applicability of consumer behaviour concepts Ethnic consumption Marketing as an exchange of meanings Conclusion	66 68 69 74 77 80 83 85
F		Introd Cros 4.1 4.2 4.3 4.4 4.5 4.6 Quest	duction to Part 2 ss-cultural consumer behaviour Culture and consumer behaviour The influence of culture on selected aspects of consumer behaviour Investigating the cross-cultural applicability of consumer behaviour concepts Ethnic consumption Marketing as an exchange of meanings Conclusion	66 68 69 74 77 80 83
		Introd 4.1 4.2 4.3 4.4 4.5 4.6 Quest Referen	duction to Part 2 ss-cultural consumer behaviour Culture and consumer behaviour The influence of culture on selected aspects of consumer behaviour Investigating the cross-cultural applicability of consumer behaviour concepts Ethnic consumption Marketing as an exchange of meanings Conclusion tions ences	66 68 69 74 77 80 83 85 85 85
F		Introd 4.1 4.2 4.3 4.4 4.5 4.6 Quest Referen	duction to Part 2 ss-cultural consumer behaviour Culture and consumer behaviour The influence of culture on selected aspects of consumer behaviour Investigating the cross-cultural applicability of consumer behaviour concepts Ethnic consumption Marketing as an exchange of meanings Conclusion tions ences ndix 4: Teaching materials	66 68 69 74 77 80 83 85 85
		Introd 4.1 4.2 4.3 4.4 4.5 4.6 Quest Refered	duction to Part 2 ss-cultural consumer behaviour Culture and consumer behaviour The influence of culture on selected aspects of consumer behaviour Investigating the cross-cultural applicability of consumer behaviour concepts Ethnic consumption Marketing as an exchange of meanings Conclusion tions ences Indix 4: Teaching materials Exercise: 'Dichter's consumption motives' Exercise: Investigating the cross-cultural applicability of a consumer	66 68 69 74 77 80 83 85 85 85 89 89
		Introd 4.1 4.2 4.3 4.4 4.5 4.6 Quest Refere A4.1 A4.2	duction to Part 2 ss-cultural consumer behaviour Culture and consumer behaviour The influence of culture on selected aspects of consumer behaviour Investigating the cross-cultural applicability of consumer behaviour concepts Ethnic consumption Marketing as an exchange of meanings Conclusion tions ences ndix 4: Teaching materials Exercise: 'Dichter's consumption motives' Exercise: Investigating the cross-cultural applicability of a consumer complaint scale	66 68 69 74 77 80 83 85 85 85 89 89
F		Introd 4.1 4.2 4.3 4.4 4.5 4.6 Quest Refere A4.1 A4.2 A4.3	duction to Part 2 ss-cultural consumer behaviour Culture and consumer behaviour The influence of culture on selected aspects of consumer behaviour Investigating the cross-cultural applicability of consumer behaviour concepts Ethnic consumption Marketing as an exchange of meanings Conclusion tions ences ndix 4: Teaching materials Exercise: 'Dichter's consumption motives' Exercise: Investigating the cross-cultural applicability of a consumer complaint scale Case: Mobile phones in the European Union	66 68 69 74 77 80 83 85 85 85 89 89
F		Introd 4.1 4.2 4.3 4.4 4.5 4.6 Quest Refere A4.1 A4.2	duction to Part 2 ss-cultural consumer behaviour Culture and consumer behaviour The influence of culture on selected aspects of consumer behaviour Investigating the cross-cultural applicability of consumer behaviour concepts Ethnic consumption Marketing as an exchange of meanings Conclusion tions ences ndix 4: Teaching materials Exercise: 'Dichter's consumption motives' Exercise: Investigating the cross-cultural applicability of a consumer complaint scale Case: Mobile phones in the European Union Exercise: Cross-cultural consumer behaviour and the standardization/	66 68 69 74 77 80 83 85 85 85 89 90
		Introd 4.1 4.2 4.3 4.4 4.5 4.6 Quesi Refere Appe A4.1 A4.2 A4.3 A4.4	duction to Part 2 ss-cultural consumer behaviour Culture and consumer behaviour The influence of culture on selected aspects of consumer behaviour Investigating the cross-cultural applicability of consumer behaviour concepts Ethnic consumption Marketing as an exchange of meanings Conclusion tions ences Indix 4: Teaching materials Exercise: 'Dichter's consumption motives' Exercise: Investigating the cross-cultural applicability of a consumer complaint scale Case: Mobile phones in the European Union Exercise: Cross-cultural consumer behaviour and the standardization/ adaptation of service offers	66 68 69 74 77 80 83 85 85 85 89 90 90
		Introd 4.1 4.2 4.3 4.4 4.5 4.6 Quest Refere A4.1 A4.2 A4.3 A4.4 A4.5	duction to Part 2 ss-cultural consumer behaviour Culture and consumer behaviour The influence of culture on selected aspects of consumer behaviour Investigating the cross-cultural applicability of consumer behaviour concepts Ethnic consumption Marketing as an exchange of meanings Conclusion tions ences ndix 4: Teaching materials Exercise: 'Dichter's consumption motives' Exercise: Investigating the cross-cultural applicability of a consumer complaint scale Case: Mobile phones in the European Union Exercise: Cross-cultural consumer behaviour and the standardization/	66 68 69 74 77 80 83 85 85 85 89 90

5	Local consumers and the globalization of consumption	98
	5.1 Free trade doctrine and the denial of cultural variety in consumers' tastes	99
	5.2 The global convergence of consumption patterns	101
	5.3 The emergence of a global consumer culture	103
	5.4 Local products and consumption experiences	106
	5.5 Local consumer cultures and resistance to change	112
	5.6 Emergent patterns of mixed local/global consumer behaviour	115
	Questions	118
	References	119
	Appendix 5: Teaching materials	122
	A5.1 Case: Setting the stage – Disneyland Resort Paris	122
	A5.2 Case: Papa Ingvar's worries	127
	A5.3 Case: McDonald's – a global cultural icon?	131
	Appendix references	144
6	Cross-cultural market research	148
	6.1 Local marketing institutions and infrastructures	149
	6.2 Equivalence in cross-cultural research	150
	6.3 Translation equivalence	154
	6.4 Measure equivalence	156
	6.5 Comparability of samples	160
	6.6 Data-collection equivalence	163
	6.7 Researching internationally	167
	6.8 Conclusion	172
	Questions	172
	References	173
	Appendix 6: Teaching materials	177
	A6.1 Case: Mobile phones in the European Union	177
	A6.2 Exercise: Hair shampoo questionnaire	177
	Appendix reference	182
Part 3	Marketing decisions for the intercultural	
T all 3	environment	183
	on months.	
	Introduction to Part 3	184
7	Intercultural marketing strategy	186
	7.1 Cost arguments and global strategies	186
	7.2 The globalization of competition	194
	7.3 Globalization of international marketing strategies	195
	7.4 Market segments	200
	7.5 Conclusions	205
	Questions	, 205
	References	206

	A7.1 (ndix 7: Teaching materials Case: Bollywood Case: Muslim Cola – cola wars or cola crusades?	209 209 213
		Case: Odol Exercise: Dangerous Enchantment	215 217
		ndix references	219
8	Prod	duct policy 1: physical, service and symbolic	
		butes	220
	8.1	Adaptation or standardization of product attributes	221
	8.2	Physical attributes	222
	8.3 8.4	Service attributes Symbolic attributes	227 233
	Quest		238
	Refere		238
	Appe	ndix 8: Teaching materials	241
	A8.1	Case: Movies worldwide	241
	A8.2	Case: Fastfood – Halal or Haram?	247
	Appei	ndix references	255
9	Prod	duct policy 2: managing meaning	258
	9.1	National images diffused by product origin and brand name	259
	9.2	Consumer product evaluation according to country of origin	261
	9.3	National, international and global brands	264 274
	Quest Refere		274 275
		ndix 9: Teaching materials	279
	A9.1	Exercise: Interpreting symbolic attributes	279
	A9.2		279
	A9.3		281
	Apper	ndix references	283
10	The	critical role of price in relational exchange	284
	10.1	Price as a signal conveying meaning	· 285
	10.2 10.3	Bargaining Price and consumer evaluations	285 288
	10.3	International price tactics	292
	10.5	Market situations, competition and price agreements	299
	10.6	Managing prices in highly regulated environments	301
	Quest		303
	Refere		304
		ndix 10: Teaching materials Case: Saito Importing Company	306 306
		Case: Riva International	307
		Case: Taman SA	309
	A10.4	Case: AIDS - global ethics and the pricing of AIDS drugs	309
	Apper	ndix reference	309

	i i mre	rnational distribution and sales promotion	310
	11.1	Cultural dimension of distribution channels: The case of Japanese	
	44.0	keiretsus	310
	11.2	Criteria for choosing foreign distribution channels	317
	11.3 11.4	Role of distribution as a 'cultural filter' Direct marketing worldwide	319 322
	11.5	Sales promotion: other customs, other manners	325
	Ques		328
		ences	320 329
		endix 11: Teaching materials	332
		I Case: ComputerLand in Japan	332
•		2 Case: Virtual beehive - online marketing of US honey	333
		ndix references	337
Part	4 Int	ercultural marketing communications	339
			·
	Intro	duction to Part 4	340
1	l2 Lan	guage, culture and communication	342
	12.1	Verbal communication: the role of context	343
	12.2	Non-verbal communication	349
	12.3	Language shaping our world views	351
	12.4	Ethnocentrism, stereotypes and misunderstandings in intercultural communication	356
	12.5	How to improve communication effectiveness in international business	360
	Ques Refer	ences	363 364
	-		
		ndix 12: Teaching materials I <i>Exerci</i> se: Multicultural class	367 367
		2 Exercise: 1 'love' cake	• 367
		3 Case: Longcloud - languages in cyberspace	367
		4 Case: Supreme Canning	371
		5 Critical incident: Scandinavian Tools Company	373
	Appe	ndix references	375
1	13 Inte	rcultural marketing communications 1: advertising	376
	13.1	Influence of culture on attitudes towards advertising	378
	13.2	Culture and advertising strategy	380
	13.3	Culture and advertising execution	383
	13.4	Media worldwide: technological advances and cultural convergence	393
	13.5	The globalization of advertising	398
	Ques	tions	402
		ences	402

408
408
412
414
415
416
421
423
423
429
431
433
437
439
44C
446
447
450
450
451
452
454
457
468
42 43 43 43 44 44 44 45 45 45