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Universitetet  
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# Cultural Differences and International Marketing

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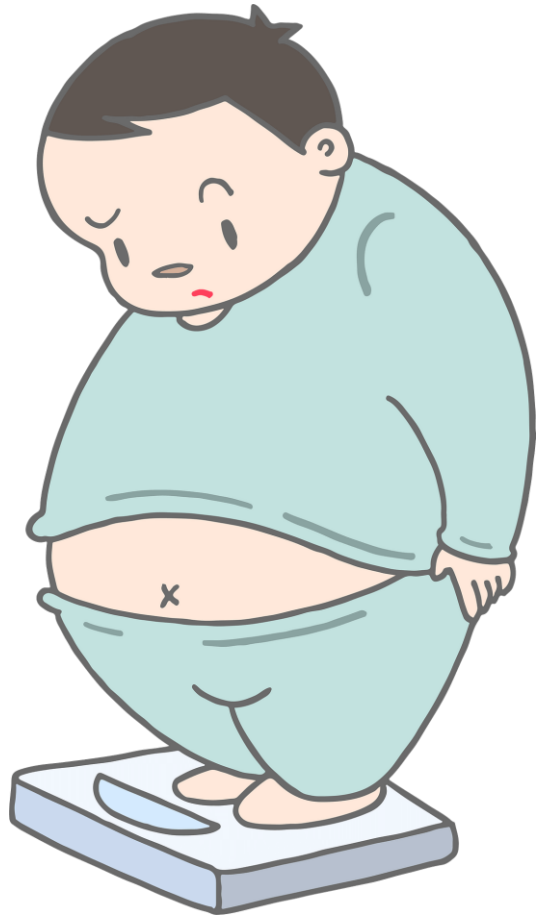
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**STAVANGER  
CHAMBER  
OF COMMERCE**

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What is the  
cultural  
background of the  
owner of this car?





# A Cultural Experience

# Agenda

- ▶ What Is Culture and Why Is It Important?
- ▶ Different Cultures
- ▶ Cultural Differences
- ▶ Marketing and Culture

# What Is Culture and Why Is It Important?



# What Is Culture?

"Culture refers to the mental frames and meanings that are shared by most people in a social group."

"Culture is a shared pattern of categorizations, attitudes, beliefs, definitions, norms, values, and other elements of subjective culture."

Culture influences...

- ✓ ...how we understand ourselves
- ✓ ...how we understand the world
- ✓ ...how we think
- ✓ ...how we relate to people
- ✓ ...how we relate to social norms
- ✓ ...how we interpret situations and events
- ✓ ...how we behave
- ✓ ...what we buy
- ✓ etc.





What Do You See?

# The Importance of Culture





# Different Cultures

The background features a complex geometric design on the right side, composed of several overlapping triangles. The color palette includes various shades of blue, from light sky blue to deep navy, and several shades of red, from muted terracotta to vibrant crimson. The triangles are semi-transparent, creating a layered effect. The overall composition is clean and modern, with the text 'Different Cultures' positioned on the left side of the white background.

# Individualism vs. Collectivism

## Individualism

- ▶ Independent self
- ▶ Personal goals
- ▶ Attitudes determine behavior
- ▶ Exchange relationships

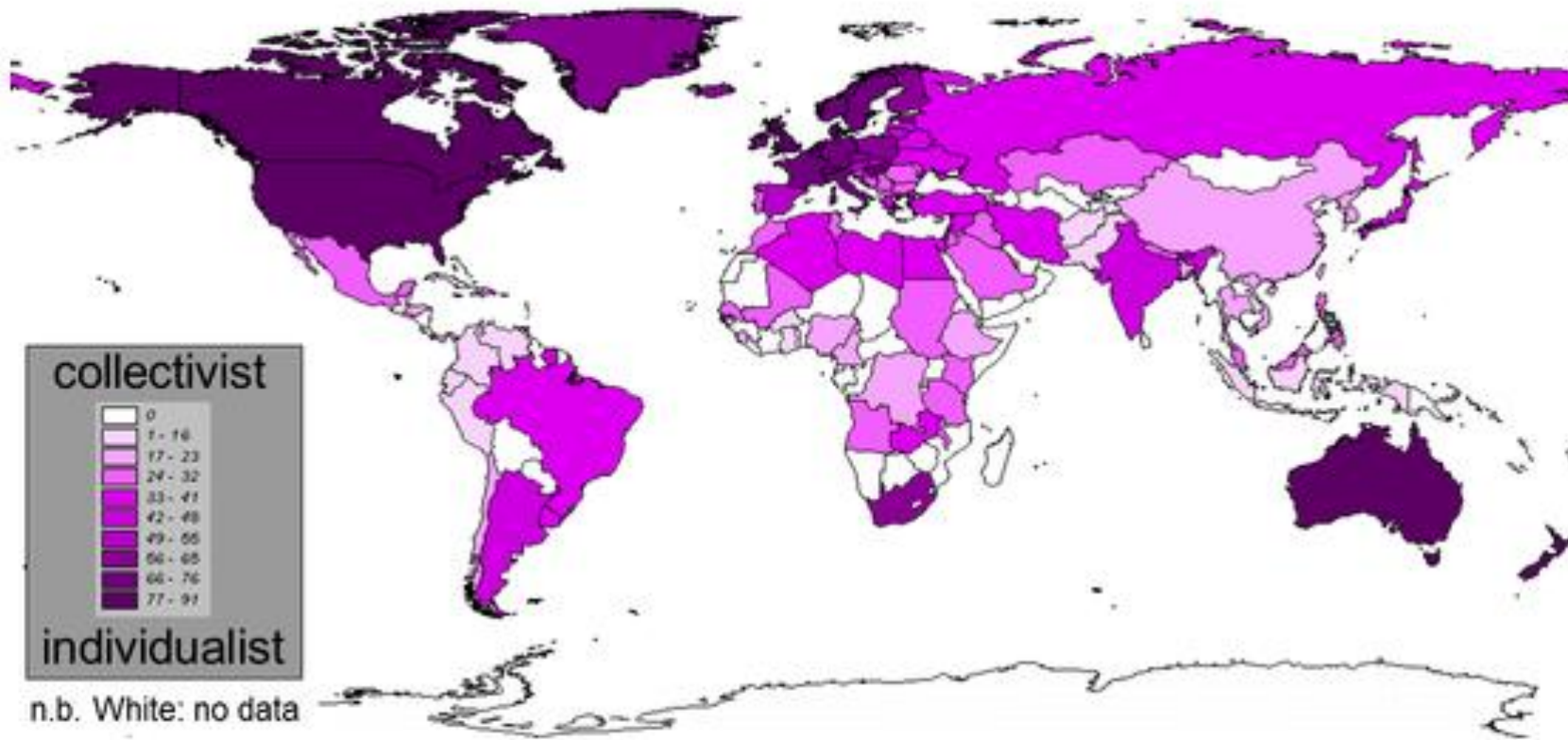


## Collectivism

- ▶ Interdependent self
- ▶ Ingroup's goals
- ▶ Norms determine behavior
- ▶ Communal relationships



# Individualism vs. Collectivism



# Cultural Differences

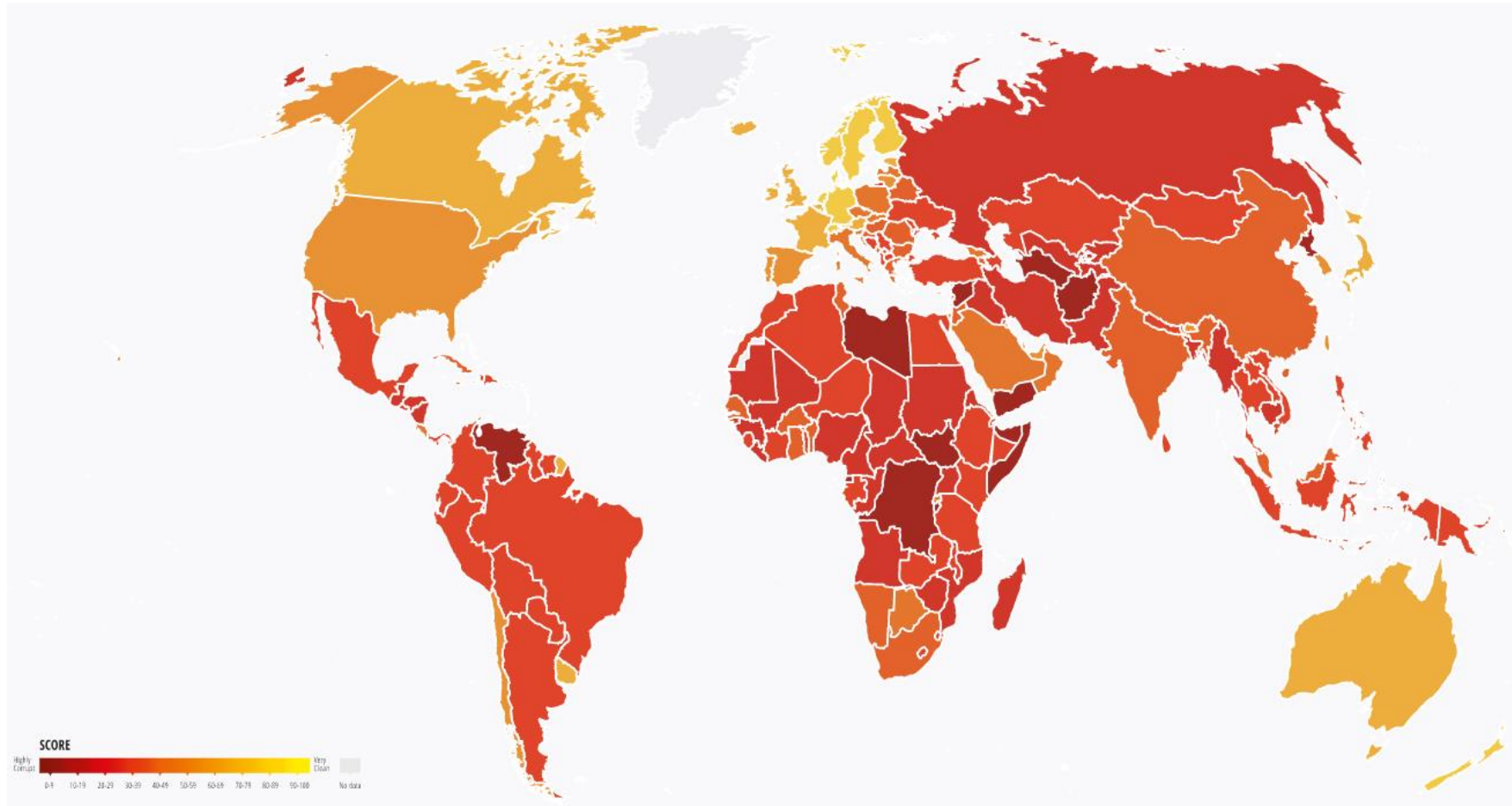
The background features a series of overlapping, semi-transparent triangles in various shades of blue and red. The triangles are arranged in a way that creates a sense of depth and movement, with some appearing to recede into the distance while others come forward. The colors range from deep, dark blues to lighter, almost white blues, and from rich, dark reds to lighter, dusty reds. The overall effect is a modern, geometric aesthetic.

Happiness





# Trust





# Group Membership

# Other Cultural Differences

## Individual-level differences

- Attention, perception, and thinking
- "Face"
- Need for social status
- Perceptions of beauty
- etc.

## Business-level differences

- Hierarchies
- Networks and relationships
- Contracts
- Drinking
- etc.

# Marketing and Culture

The background features a series of overlapping, semi-transparent triangles in various shades of blue and red. The triangles are arranged in a way that creates a sense of depth and movement, with some appearing to recede into the distance while others come forward. The colors range from light, airy blues to deep, rich reds and dark blues. The overall composition is clean and modern, with a focus on geometric shapes and color contrast.

# Marketing and Culture

- ▶ Culture influences consumers with respect to
  - ▶ Preferences
  - ▶ Importance of social norms and other people
  - ▶ Importance of brands
  - ▶ Willingness to pay
  - ▶ Service expectations
  - ▶ Usage and consumption patterns
- ▶ Culture also influences consumers' response to advertising

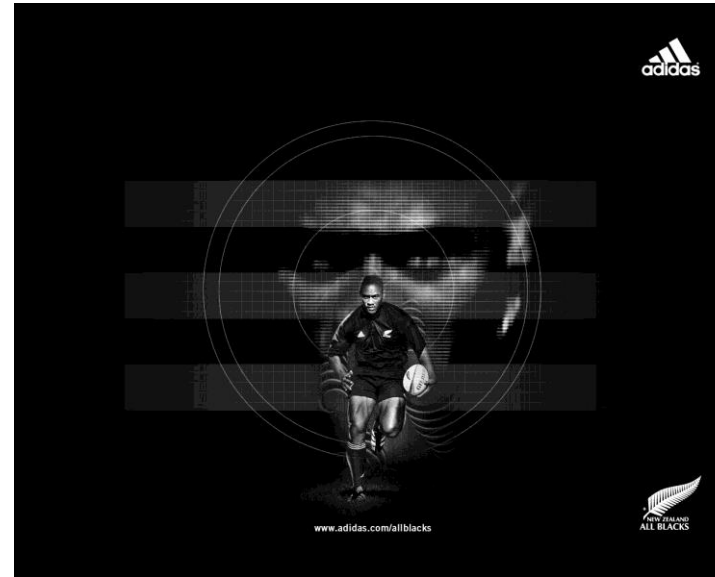


# Consumer Preferences: Self-Expression



- ▶ People use brands, consumption, and activities to express their identities to themselves and others
- ▶ Individualism
  - ▶ People want self-express by showing that they are different from others
- ▶ Collectivism
  - ▶ People want self-express by showing that they are similar to their ingroup

# Advertising



# Advertising



PENETRATING FOAM  
Removes Soap Scum & Grime

Scrubbing Bubbles  
BATHROOM CLEANER

KILLS 99.9%  
OF VIRUSES\*  
& BACTERIA\*

**POWERFUL FOAM PENETRATES AND  
LIFTS TOUGH GRIME.** [WATCH IT WORK](#) +



**AJAX**  
ALL PURPOSE CLEANER

SEE THE BRIGHTER SIDE OF LIFE.

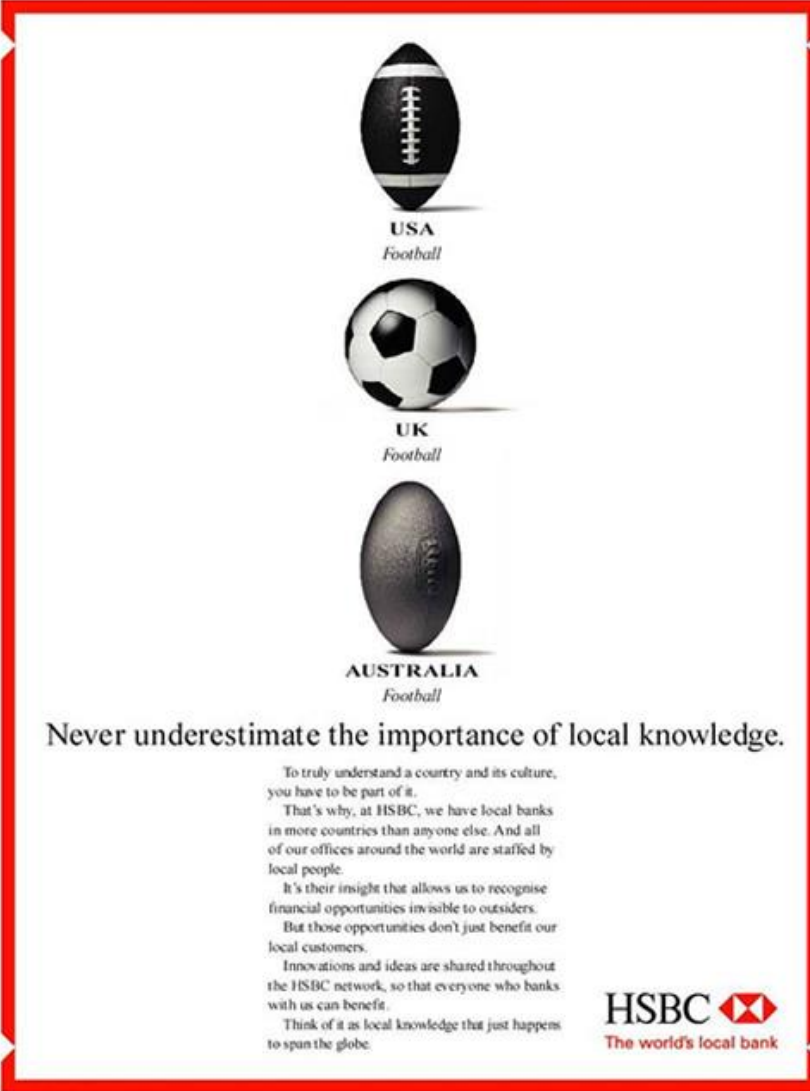




# Green Hats in China

# Managerial Recommendations

- ▶ Understand the importance of culture
- ▶ Research the target country's culture
  - ▶ Many online resources
  - ▶ Movies, TV, music, etc.
  - ▶ Healthy skepticism towards culture books
- ▶ Find out what products mean and how they are used
- ▶ Adapt the marketing mix (unless you choose a global strategy)
- ▶ Beware of seemingly similar cultures



**USA**  
*Football*

**UK**  
*Football*

**AUSTRALIA**  
*Football*

**Never underestimate the importance of local knowledge.**

To truly understand a country and its culture, you have to be part of it.


That's why, at HSBC, we have local banks in more countries than anyone else. And all of our offices around the world are staffed by local people.

It's their insight that allows us to recognise financial opportunities invisible to outsiders.

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Innovations and ideas are shared throughout the HSBC network, so that everyone who banks with us can benefit.

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Thank you for your attention!

The background features a series of overlapping, semi-transparent triangles in various shades of blue and red, creating a dynamic, abstract geometric pattern on the right side of the slide.