



Universitetet
i Stavanger

Viktigheten av kulturkoder i internasjonal business

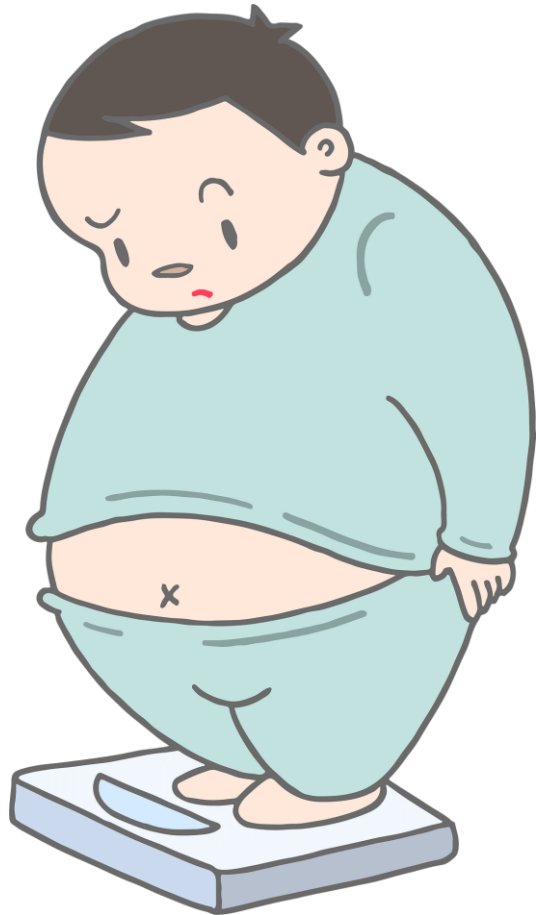
Lars Bergkvist
Professor of Marketing
Norwegian School of Hotel Management
University of Stavanger



**STAVANGER
CHAMBER
OF COMMERCE**

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





A Cultural Experience

What Is Culture?

"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.

The Importance of Culture



Other Cultural Differences

Individual-level differences

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

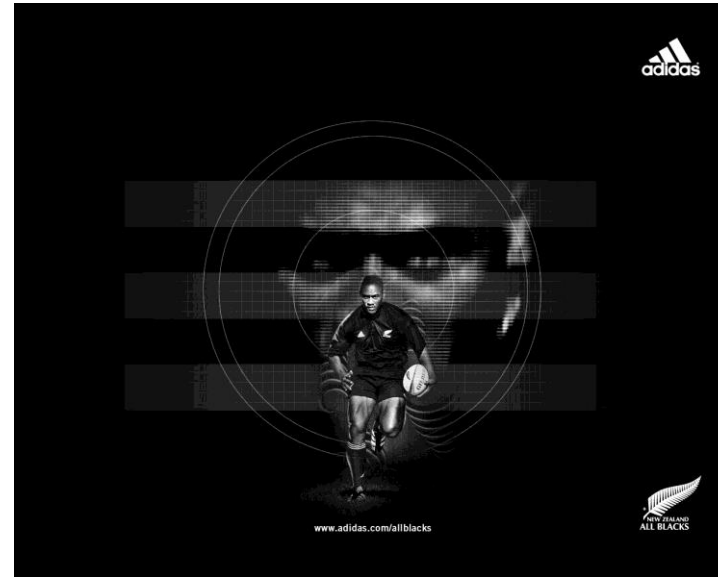
Business-level differences

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

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

Advertising



Developing Cultural-Understanding Skills

- ▶ Make a plan before meeting people from other cultures
- ▶ Pay attention to the hierarchy (and “face”)
- ▶ Adapt
 - ▶ Body language (e.g., eye contact or posture)
 - ▶ Facial expression
 - ▶ Speech style
 - ▶ Proximity and physical contact
- ▶ Learn from cultural experiences and interactions
 - ▶ Watch the other culture’s behavior
 - ▶ Analyze unexpected events - look for patterns
- ▶ Mimic the other culture’s behavior
 - ▶ Avoid mocking imitation

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.