

BM62G3 – PERILAKU KONSUMEN

VARIASI LINTAS BUDAYA DALAM PERILAKU KONSUMEN

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S1 MBTI – FAKULTAS EKONOMI DAN BISNIS



Cross- Cultural Issues.....



Globalization

→ Exporting &
Importing



Attitudes toward
multinational brands

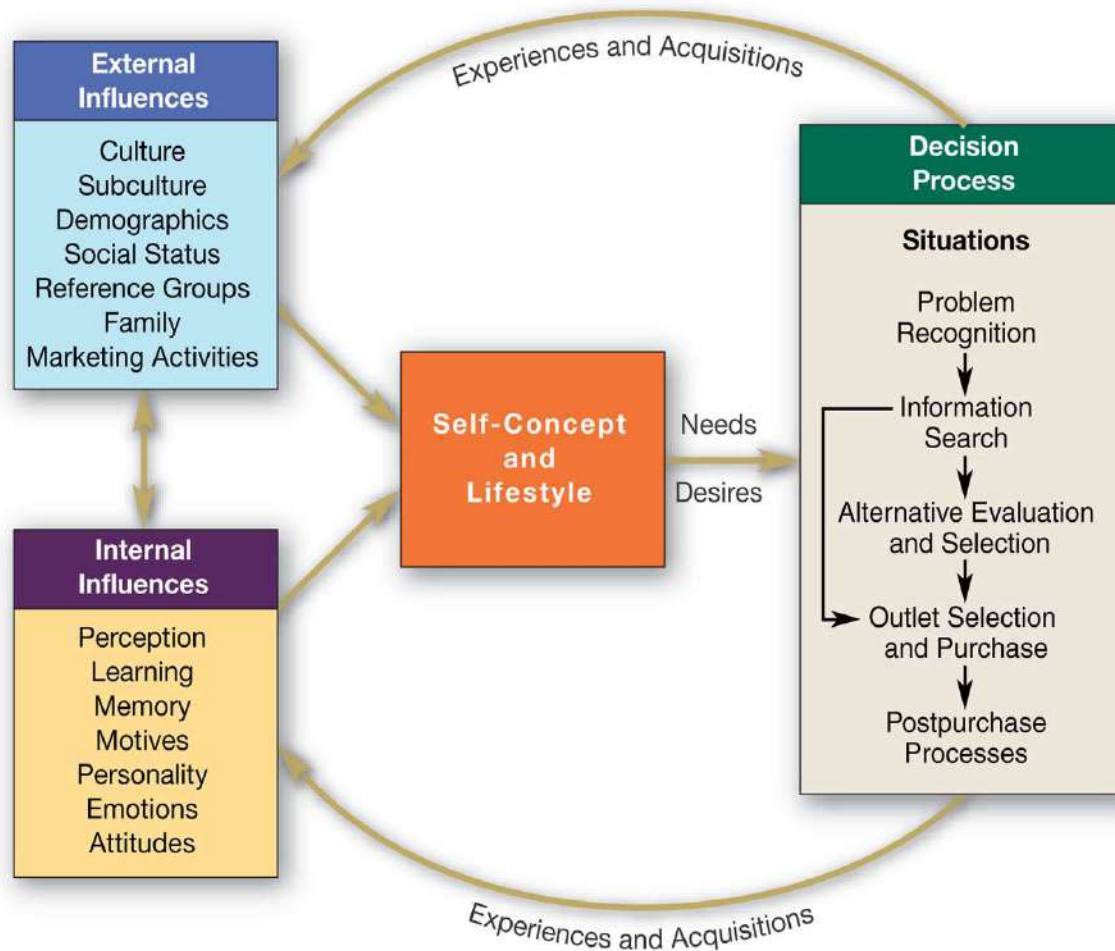
→ Global Citizen
→ Global Dreamer
→ Anti Global
→ Global Agnostics



Ethical considerations

→ Norms vs Sanctions

Overall Model Of Consumer Behavior



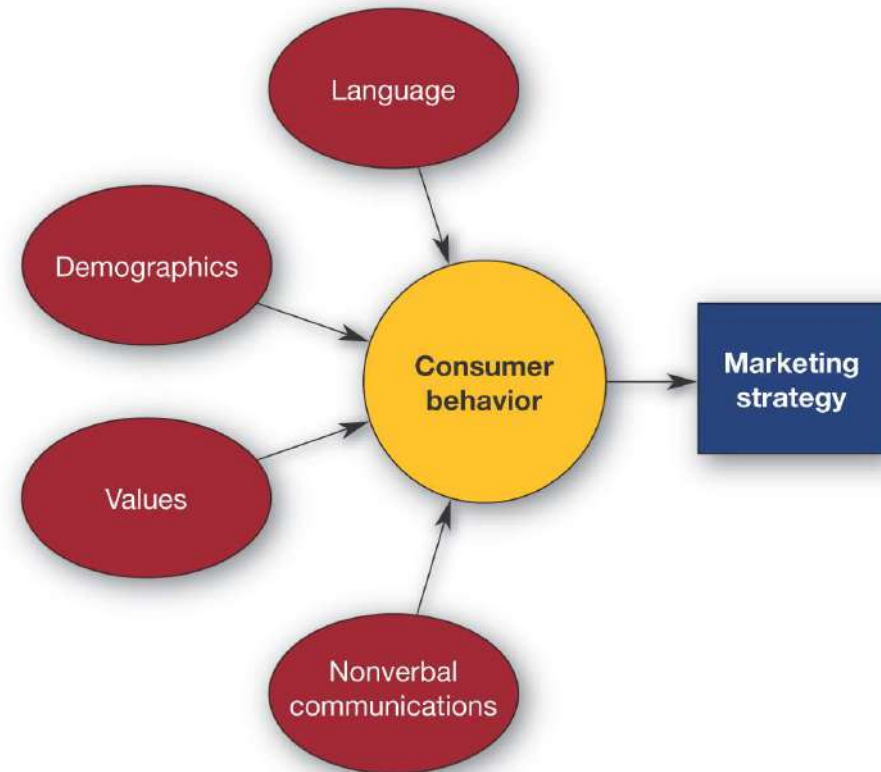
The Concept of Culture

What is Culture?

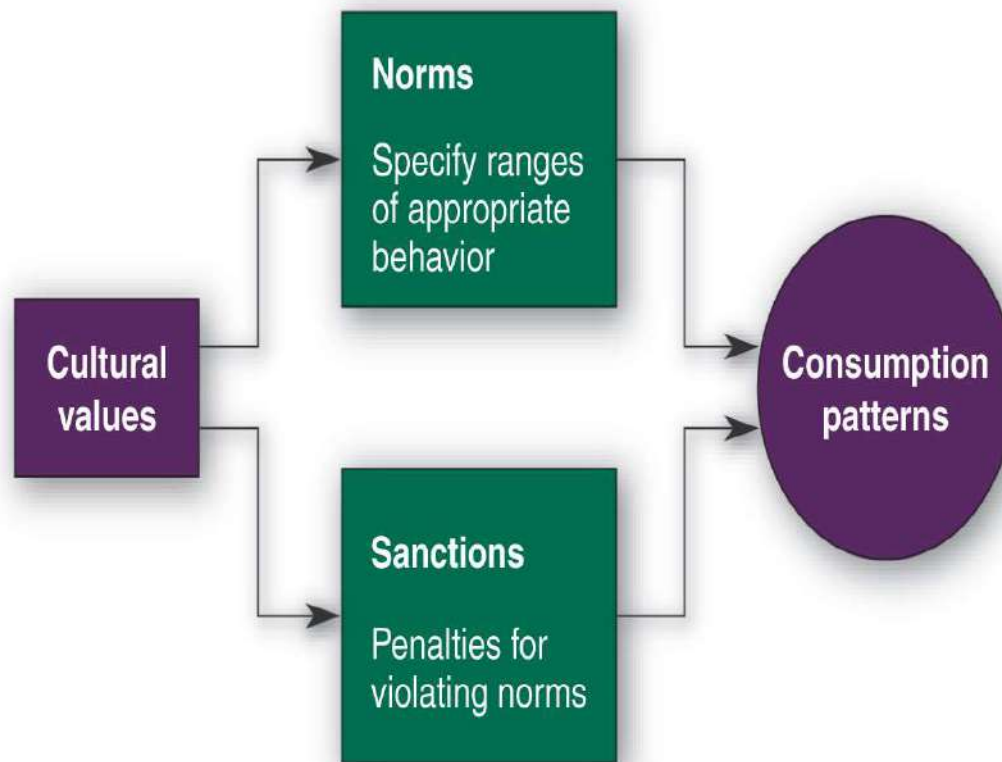
Culture is that complex whole which includes knowledge, belief, art, law, morals, customs, and any other capabilities and habits acquired by humans as members of society

Culture ...

- ... is *comprehensive*.
- ... is *acquired*.
- ... *supplies boundaries* within which most individuals think and act.
- ... influences us in such a way that we are *seldom* aware of it.
- ... is *not static*.

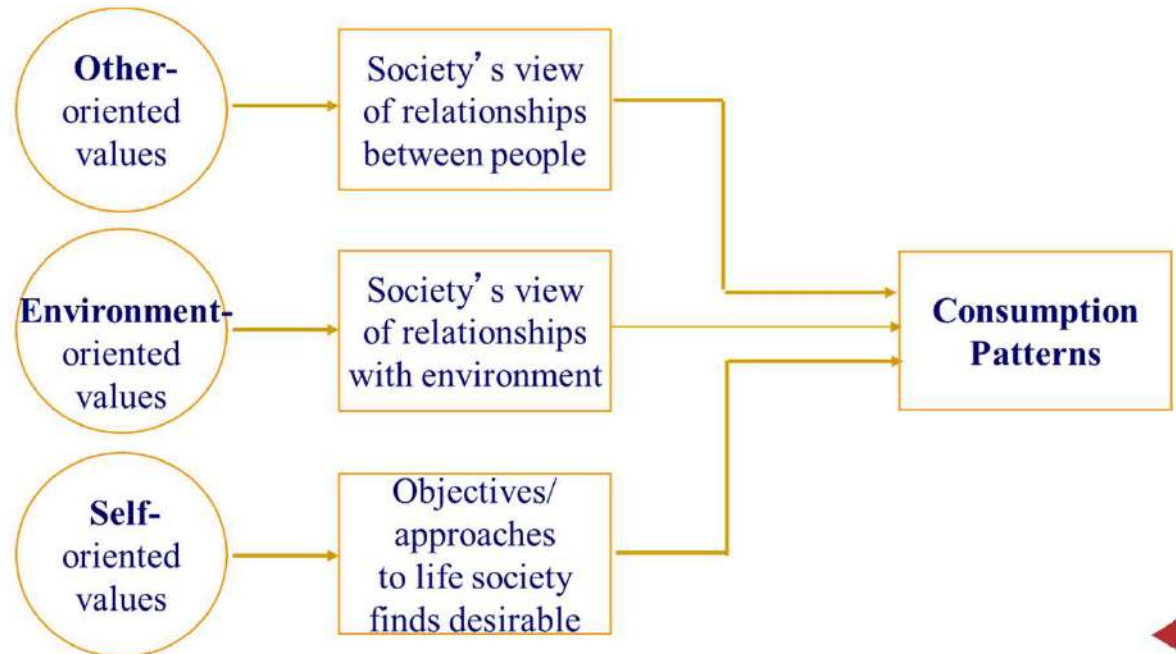


Values, Norms, and Sanctions






Variations in Cultural Values






Other-oriented Values

- **Individual/Collective**
 - **Adult/Child or Youth/Age**
 - **Extended/Limited Family**
 - **Masculine/Feminine**
 - **Competitive/Cooperative**
 - **Diversity/Uniformity**
- 




Environment- oriented Values

- Cleanliness
 - Performance/Status
 - Tradition/Change
 - Risk taking/Security
 - Problem-solving/Fatalistic
 - Nature
- 



Self-oriented Values

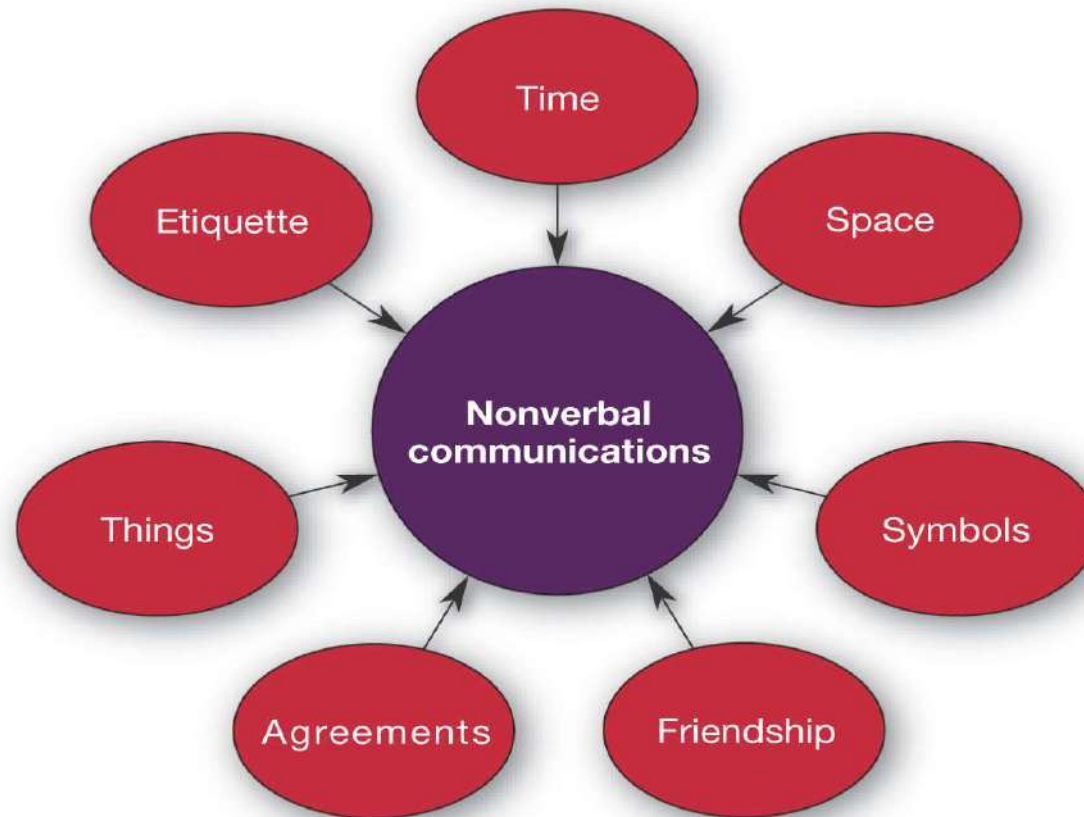
- **Active/Passive**
 - **Sensual gratification/Abstinence**
 - **Material/Nonmaterial:
Instrumental/Terminal**
 - **Hard work/Leisure**
 - **Postponed gratification/Immediate
gratification**
 - **Religious/Secular**
- 

Language Issues...

- Colgate's Cue toothpaste had problems in France, as cue is a crude term for "butt" in French.
- Sunbeam attempted to enter the German market with a mist-producing curling iron named the Mist-Stick. Unfortunately, mist translates as "dung" or "manure" in German.
- Parker Pen mistook *embarazar* (to impregnate) to mean "to embarrass" and ran an ad in Mexico stating "it won't leak in your pocket and make you pregnant."
- Pet milk encountered difficulties in French-speaking countries where *pet* means, among other things, "to break wind."
- Kellogg's Bran Buds translates to "burned farmer" in Swedish.
- United Airlines' in-flight magazine cover for its Pacific Rim routes showed Australian actor Paul Hogan in the outback. The caption stated, "Paul Hogan Camps It Up." "Camps it up" is Australian slang for "flaunts his homosexuality."
- China attempted to export Pansy brand men's underwear to America.
- American Airlines introduced its new leather first-class seats in Mexico with the theme "Fly in Leather" which, when translated literally, read "Fly Naked."



Factors Influencing Nonverbal Communication



Nonverbal Communication-Time

Individuals in a Monochronic Culture

Do one thing at a time
Concentrate on the job
Take deadlines and schedules seriously
Are committed to the job or task
Emphasize promptness
Are accustomed to short-term relationships

Individuals in a Polychronic Culture

Do many things at once
Are highly distractible and subject to interruptions
Consider deadlines and schedules secondary
Are committed to people and relationships
Base promptness on the relationship
Prefer long-term relationships

The Meaning of Numbers, Colors, & Symbols

- White Symbol for mourning or death in the Far East; happiness, purity in the United States.
- Purple Associated with death in many Latin American countries.
- Blue Connotation of femininity in Holland; masculinity in Sweden and the United States.
- Red Unlucky or negative in Chad, Nigeria, and Germany; positive in Denmark, Rumania, and Argentina. Brides wear red in China, but it is a masculine color in the United Kingdom and France.
- Yellow flowers Sign of death in Mexico; infidelity in France.
- White lilies Suggestion of death in England.
- 7 Unlucky number in Ghana, Kenya, and Singapore; lucky in Morocco, India, Czechoslovakia, Nicaragua, and the United States.
- Triangle Negative in Hong Kong, Korea, and Taiwan; positive in Colombia.
- Owl Wisdom in United States; bad luck in India.
- Deer Speed, grace in United States; homosexuality in Brazil.

Nonverbal Factors (continued)

- Space (Personal vs Office)
- Friendship (Relationship)
 - The concept of guanxi from the Chinese:
 - Literally translated as personal connections/relationships on which an individual can draw to secure resources or advantages when doing business as well as in the course of social life.
- Agreements – contract law vs. relationship
- Things (e.g., gifts)
- Etiquette (e.g., meishi)

Global Teenage Culture?

Global Demographics – size, structure, distribution

Purchasing Power Parity (PPP) – based on the cost in US dollars of a standard market basket of products in each country

Standardization vs. Customized Marketing Mix

Different Cultures are...Different!

Knowing and Addressing is the Trick

Approaching a Foreign Market

Geographic area Homogeneous or Heterogeneous with respect to culture?

Are needs the same?

Size of market? Can enough people wanting the product afford it?

What values are relevant to the purchase and use?

Distribution, Politics, and Legal structures?

How do we communicate?

Are there any ethical implications?

THANK YOU