

Consumer Behaviour
Prof. S. Sahney
Department of Vinod Gupta School of Management
Indian Institute of Technology, Kharagpur

Lecture - 36
Culture Sub-Culture and Cross-Culture (Contd.)

(Refer Slide Time: 00:34)

MODULE 7.5:
CULTURE, SUB-CULTURE AND CROSS CULTURE (2 hours)
7.5.1 Meaning of Culture
7.5.2 Characteristics of Culture
7.5.3 Components of Culture
7.5.4 Measurement of Culture
7.5.5 Meaning of Sub-Culture
7.5.6 Types of Sub-Culture
7.5.7 Exposure to other Culture
7.5.8 Cross-Cultural Consumer Analysis
7.5.9 Application of Cross Culture Consumer Analysis: Relevance for Marketers
7.5.10 Strategies for Multinational Companies
7.5.11 Relevance of Culture for a Marketer

We shall be continue with our discussion on the sociological inferences on consumer decision making, and we will continue with where we had stopped in the previous session which was a culture sub culture and cross culture. If you re call we had discuss the meaning of the culture the characteristics of culture the components of the culture the measurement of the culture meaning of the sub culture type of sub cultures and we this the way we had stop. So, today we will be continuing with our session two of module 7.5 and we shall be talking about exposure to other cultures.

(Refer Slide Time: 00:48)



Cross culture consumer analysis application of cross culture consumer analysis strategies for multinational organizations and relevance for of culture for a marketer or for marketers. So, relevance of culture for marketers, so if we continue...

(Refer Slide Time: 01:15)

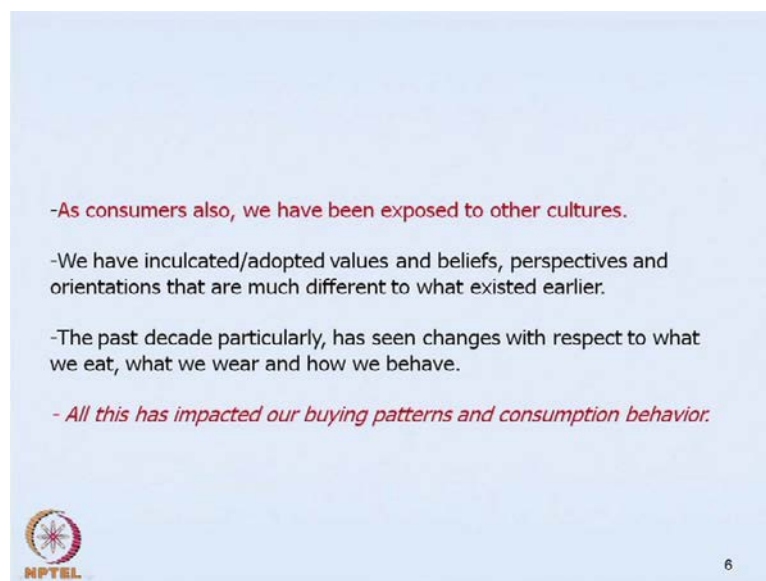


Lets us talk about how culture how people have been exposed to different cultures. You now belong to different parts of the world now as as human beings. We see today there is a there has been imagination of cultures among stars we began to exposure to a vast to large varieties of cultures and sub cultures and we have adapted ourselves to them. We

trying to you know adopt cerThain practices cerThain values cerThain norms acts of behavior which have similar to people of other cultures. We are earning to learn from them in this manner our known cultural values norms you know practice and extra are undergo a change. So, as a result of rapid or we know advancement or all round development we find the shells exposure to vast variety of cultures and there has been a great deal of opening up the society today if we have seen the impact on be a political be a social be a cultural be a technological. So, there is a great deal of exposure which we have actually had society has been impacted.

So, the way cultural fabric has been undergone a change it is undergo a transformation and we see a change in our values in our beliefs in our behaviors in our practices in our customs in our traditions and so on. So, similar to you know in an with respect to general aspect there has been a change because of such cultural inferences because of such changes we know that have been of on our traditional cultural fabric

(Refer Slide Time: 03:00)

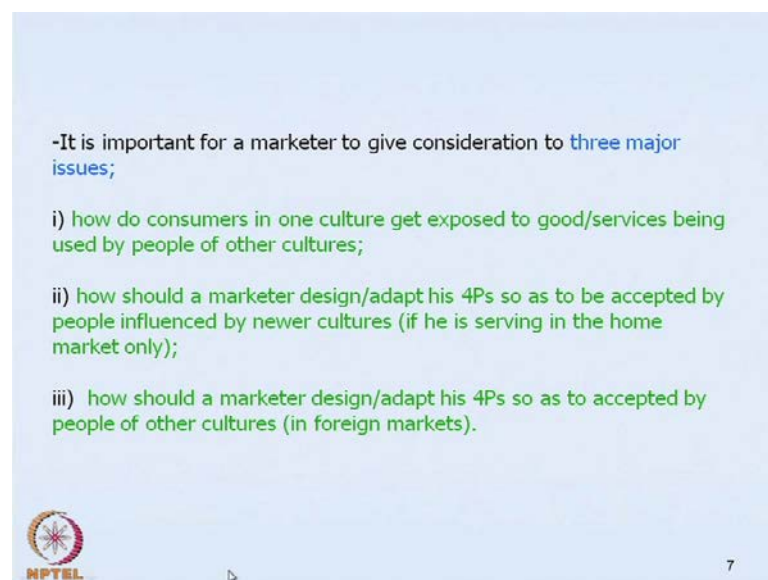


As consumers also exposure to large number of culture we have adopted values beliefs adopted respected orientations that are very different to what existed earlier. So, specially the post nineteen nineties you know and the post two thousands, we had a big and huge impact on our cultural fabric. It is had a huge impact on that have been consumers like that the kind of food we eat the kind of clothes we wear, the kind of we know shuffle orientations we have the kind of places we go to shop the kind of you know

you know store you know the service we require that we expect. All of these are undergone a change and all of this you know this impact to the cultural fabric of the country has not only restricted itself to just to normal day to day activities day to day behavior, but it has impacted to everything about how we behave how it is general acts of the year or specific acts of the year and the specifics are two are consumption patterns and bind patterns also there has been a tremendous among the influence. So, the basically the exposure to other cultures has impacted or bind patterns and bind references.


Now, it is a very important for a marketer to give importance to culture or to give consideration to this culture for transformation three reasons

(Refer Slide Time: 04:25)



-It is important for a marketer to give consideration to **three major issues**;

- i) how do consumers in one culture get exposed to good/services being used by people of other cultures;
- ii) how should a marketer design/adapt his 4Ps so as to be accepted by people influenced by newer cultures (if he is serving in the home market only);
- iii) how should a marketer design/adapt his 4Ps so as to be accepted by people of other cultures (in foreign markets).

 NPTEL 7

One you know it is important for the marketer to give consideration to issues like one. How do consumers in one culture to get exposure to goods and services reached by the people of other cultures by the first thing which the marketer have been has to understand is this. How does particular consumers to particular culture get exposure to goods, and services being used by the people of other cultures second thing one can has to understand is how should he adapt his how should he adapt his marketing program. So, has to be settle by people influenced by newer cultures. So, so in case of this serving the domestic marketing is dealing with the home market in that case we have see how he has to adapt its ops that he can get accepted by the people who have been accepted by the

who have been affected by the who has been influenced by people from your cultures example if if people today prefer Thai food then restaurant owner must be able to understand that he must include Thai food part of his, because something it is realistic to the people today something which people desire any one like to have adapt his menu to shoot particular segment which has been exposure to Thai food and it like Thai food and want to Thai food to be serve on to restaurants.

So, the market has to understand that how does he adapt his food in order to be accepted by the people who have been effected by new cultures this is not only do with the first we product the first we price it also do with the the manner in which the product is sold in a store in this store design store layout store amicus the store atmosphere all of this today if we see we has gone through tremendous amount of change we know see the raise of huge departmental store. Of course, raise of moles you know the raise of leisure parks and leisure malls all are these basically in tempt to adapt to the the the culture cultural change going across the country and across the world and that is how the marketed price at himself to shoot wants of people who impacted by our cultures.

The third reason why marketers understand culture and culture issues and cross culture issues that how should he design his four pizza design his marketing program to be expected by the people of other cultures. So, in case this particular marketer thinking of going in venture into foreign market.


So, venturing in to foreign lands beginning to think or in other terms of exports are in terms of thinking settings of manufacturing and marketing units abroad anything else to think how about to change. So, as to able to people of other cultures we have spoken in the previous session about the process of the cultivation that needs to learn go through a process of learning another culture that has to be easily accepted by the people of foreign changes has to be brought about to product name changes are brought about to you know the price orientation of business the way of the product is going to be promoted on likes fall of this is going to be impact of you know by by you know by culture. As we said the marketer needs to understand you know exposure to newer culture exposure to you know other cultures why because one he has to see people in one culture getting exposure to goods, and services use by other culture people to he has to decide how has to adapt his port to is to be you know better we better excepted by. So, that people are influenced by

newer cultures in the domestic market and how he should adapt his marketing program at to be accepted by the people of foreign lands and foreign cultures.

(Refer Slide Time: 08:19)

Generally speaking, as consumers we are exposed to foreign cultures either

- i) **through ones' own initiatives**; or
 - People get exposed and gradually influenced to newer cultures when they travel abroad for leisure; or
 - live abroad while on foreign assignments; or
 - work with people of foreign cultures while in their native country.
- They also get exposed through media, i.e. through books and magazines, movies and films, drama and theater, etc.
- ii) **through the marketers's efforts**.



8

So, generally speaking when we talking about culture consumers are exposure to culture was in three in two ways one is their own initiator k the the they have their assignment the work assignments or foreign assignments abroad for a weeks for a month's or may be years and are they are travelled by frequently to different countries. So, either through travel or through abroad they get influenced they get exposure to to foreign cultures and other way by misstate to export to foreign cultures through their own initiators is when they work for people foreign cultures while they native country through the exposure of mass media of the pokes maxine's movies films dramas theater, and all of these also has exposures of newer cultures newer practices values to people of other countries.

So, one is the individuals own effect to do it exposure to a foreign culture and an another way by which people get exposure to foreign culture is the marketers effect is this marketer also place a roll you know to to you know to exposure people to newer cultures how when they come up with new products come up with in creolisation with resting products they take you know they take you know think the segment with need benefit segmentation they try to introduce new use of product or try to introduce new product or modification of a product they try to through their promotional campaigns today specially internet where they have the well laid out well designed web sites. So, through

the web sites expose the repeated their products to their use of product and also to other cultural practices which you know which which basically people may not be aware of people may not be inform people get exposure to culture in two ways either in the own initiator when they travel abroad when they stay abroad when they work with foreign lands in their native country. And of course, and through mass media exposure to mass media and.

The second one is marketers own effects he tries to put an conscious efforts. So, as to exposure people to newer cultures to newer products to newer benefits or in a to promotional campaigns and through all of these he basically tries to make consumers aware of new programs of foreign cultures and foreign lands now whatever it may be either it may be individual effort or it may be marketers effort both these efforts basically lead to cultural transformation animalization what is like through individuals effect or through the marketers effect blend their amalgamation that happens between the values proms believes practices the behavior of pattern in one culture and another culture.



So, consumer tend to get interest by marketer effort to basically potential a particular foreign land and expands the markets by launching their product service offerings to those geographical segments cross the national borders through this kind of impact there is culturally exchange a cultural transformation takes place market also go through from also emotional measures and the such kind of emotional measures to the consumer awareness buildup the consumer awareness consumer interest of trail and gradual adoption of new products and services So, this is how you know consumer exposure to product and cultures either through own efforts over through the marketers efforts and in either way what it each to cultural amalgamation or cultural blend

(Refer Slide Time: 12:13)

7.5.8 Cross-Cultural Consumer Analysis:

- The marketer needs to go in for a study of the socio-cultural fabric of the respective country where he intends to enter and serve.
- He needs to have an understanding of the consumption pattern and the consumption behavior across people from different cultures.
- He needs to assess the needs and wants as well as priorities and orientations of the people that he desires to serve.

Schiffman defines cross cultural consumer analysis as "*the effort to determine to what extent the consumers of two or more nations are similar or different.*"



10

Now let us come to the next which is cross cultural consumer analysis. So, marketer basically needs to go for a study of these social cultural fabric of a country where he wants to serve where he wants to enter in serve. So, understanding of the needs of the people the wants of the people their clarities their preferences the social logical determinants the psychological determinants all of these you know cultures across country must have a proper understanding of the consumption pattern consumption behavior of the people of the different countries.

So, he must have been understand very well. In fact, shipment say cross culture consumer analysis is be effect to determine the extent to which extent to the consumers two or more nations are similar or different. So, through an assessment of how similar or how different consumers of two countries are will be able to going into deeper understanding about culture cross culture consumer analysis. In fact, this is relevant market where if people particular culture similar much easy for a marketer enter you know such cultures are similar on other hand if people at new cultures are different can be it to be little pain stick effort by a marketer to adapt his ops and he would has to be very carious and very careful while entering to such markets.

So, she may defines the cross culture consumer analysis as the effort to be determine work extent consumer asserts of one or two monitions or similar or different. So, it is very important to the marketer how similar how dissimilar occurs two cultures and it

helps him to understand the social and cultural similarities and they must add him accordingly design his marketing program or his mood piece. So, it is a it is a exercise every marketer must undertake.

(Refer Slide Time: 14:22)



7.5.9 Application of Cross Culture Consumer Analysis: Relevance for Marketers:

- A cross-cultural consumer analysis helps the marketer assess the market potential and customer reaction for his product and service offering.
- People's values and beliefs, customs and traditions, as also perspectives and orientations have a bearing on customer's needs, wants and priorities, finally translating into their desire for product and service offerings.
- These would vary across nations and cultures, and marketers must thus go through an **acculturation** process.
- Acculturation is defined as the process of learning a new or a foreign culture.

 12

So, as to be finally, decide he owned his marketing program and his marketing strategy none another come to the application of cross culture consumer analysis. So, the cross culture consumer analysis helps the marketer assess the market potential it also helps in assess consumer reaction to its product and services offering.


Now, you know the peoples values believes custom traditions their different prospective expectations will have a bearing a needs wants privates preferences have an impact on design of product services offering now we have spoken about something called the cultivation process as in the previous session as we said that the cultural fabric very across cultures across marketers must go a fabric process of a cultivation where they must learn the culture of a land or new land now we can talk about cross cultural analysis one we need to understand how similar or dissimilar people of two cultures or people of two countries two this was a given a hint or very vital clue as to want should be a strategy should be go in for a big change in the four piece fitting program or should be would a slide modification in a four piece a benefit in case the people from the cultures as similar from the effort much go for a slide change in four piece, but in case cultures of dissimilar in that case he would have to decide his four piece accordingly three when we

talk about cross cultural analysis also tell us the market potential for a particular product or services that he want that qualities preference values initiations and behavior of the people of the another country which will tell basically which get one people be in one product services to does the product of services bring blend with the need three how quickly need this for new brand accepted by the new culture of the people.

So, by through the cross culture analysis we get to know the needs wants piece understanding the fourth as. So, for the sociological influences the psychological influences the decision making and understand the consumption pattern and consumption behavior and marketer will be in a better position to adapt to or his four piece or have propagate marketing strategy marketing program. So, that we can be accepted by people of foreign lands as quickly as possible now for this we able to understand the psychological influences or the sociological influences or to be more specific the social cultural fabric of country the marketer go through the process of the cultivation where he will try to learn the culture of the initiative of of foreign land in that way once he can do that he has to adapt his four piece to suit in to the cultural suit into the viral sociological and the psychological influences for better expectance of him as a brand and better diffusion of the new product into the foreign land or into the foreign country.

So, you know it is very important that you go through cultural analysis also cross cultural analysis will also tell you whether people will be how will be the reaction of the customer how receptive are going to be they receptive only only one the product meets the wants and they relevant to you as a marketer sentiment and social cultural sentiments of the people there that it is very important that its go through this process of cultivation and basically be learning new culture and adapt yourself accordingly.

(Refer Slide Time: 18:21)



-It is essential that they learn about the culture of foreign countries, what their needs and wants are, how they prioritize them, how they form attitudes and opinions, etc.

-Thus, before taking decisions with respect to entering foreign cultures, and the manner in which they should be served, **a marketer should conduct a cross-cultural consumer analysis.**

-Such an analysis provides a marketer with inputs as to how he should be modifying his 4Ps so as to elicit quick adoption and diffusion of his product and service offering.


-Every component of culture should be carefully studied and a marketing program designed accordingly.

13

So, before taking any decision with respect to entering for marketing and deciding to hoe serve marketer should conduct the cross culture consumer analysis every component of culture very carefully studied and marketing program has been design. So, that you know that marketer imports how he should modifying his ops for a quick adoption and quick diffusion of a product service offering.

Now, we are talking about every component of culture should be very carefully studied we are talking in terms of everything the custom the tradition the language the myth you know different kinds of any kind of general and specific norms and behavior acts of behavior proper understanding of all this while we are going through this process of cultivation while we are learning understanding the social cultural fabric of such cultural countries and while we have study each and every element each and every component of culture we subsequently has to make decisions and how modify our four pieces.

(Refer Slide Time: 19:33)



a) **Product names or brands should not have double meanings;**
-they should not be insensitive in any manner, and they should not hurt the sentiments of people in the country where the marketer is planning to enter.
-they should be easy to remember, recall and pronounce.
-they should be distinct and not duplicate names already existing in the foreign country.

b) The marketer must make sure that the **product or service offering appeals to the needs and wants** of people from foreign cultures.

c) He must make sure that he keeps in mind local customs and traditions while formulating the strategy.

d) While taking decisions on packaging and labeling as also design of advertisements, he **must make sure of colors and symbols.**
-Colors and symbols have varied meanings and connotations.

14

So, let us talk little bit about that product names and brand names should not have double meaning k they should not be insensitive with anyone they should not hurt the sentiments of the people and it should be easy to remember easy to recall easy to pronounce they should be very distinct they should not be duplicate names it may not be existing foreign country.


Now, here talk about first the product name it has to be specific easy to pronounce easy to recall easy to remember it should be something which should not be double meaning it does not have a dedicatory meaning it something which you know you should not hurt any of the cultural and emotional sentiments of the people it should not be it should not be incentive to peoples cultural issues in a particular country going also it should be a different and distinct should similar to other brands available in those countries we have an example where we have a brand by perfecting low where they had they had candy which was called a alphenlibe k now this particular sweet or particular candy is introduced to our country because it was something it was little difficult to pronounce they came up with a giggle they thought the consumers how to pronounce alpenliebe is. So, it is an alpenliebe they try to pronounce the help try to teach because the excitement because how to pronounce this word called alpenliebe, if you feel that you brand is something feel that brand name is important then you do not want to change that or changing the brand name the brand image or you it may kind of lead to loss of associative brand name and the brand image that case very important that if meet the

consumers you know how to pronounce how to remember. So, it is a huge big exercise marketable has to and take it is easy to keep a brand name short special specific simple in easy to pronounce easy to remember and easy to recall. So, this is the first thing

The second thing is about the product is called product service offerings to the peal of the wants of the customers segment there in the foreign cultures want. So, because more it relevant to more it will significant to more their incline towards the purchase products of the suffering and ultimate leading to adoption refusing of the product all services in culture in those should basically jell with the need benefit you know segmentations marketers that make sure that the service appeals the needs and wants of the people of on lands also have a permanent strategy must keep in mind custom in tradition and of course, talking about another tea process motion while making decision with respect to promotions as also packaging and labeling you know the the kind of colour the kind of peal that it has to be used for different for example, packaging and labeling decision you have to be very specific about colors it is the decision with respect to promotion and not only clear about the message content strategy and the message strategy and the creator strategy also about the color in which you are going to use in. So, colors in the form of packaging and labeling are in the advertisement are which one has to take care of ot should be very clear about the certain kind of symbols and colors which have varied meaning and varied reputations.

So, this is in this is in terms of either the product or the promotion in terms of selling function also the marketer the the marketer make sure he employees local people as sales person. So, company which counting to which is managing marketing units abroad or just wants to go an setup export business abroad make sure that while that manager who may be the founder the sales people that they employee the employee must be definitely from those local culture.

(Refer Slide Time: 24:02)



- Marketers must make sure that they **employ local (foreign) people for sales and marketing in foreign cultures.**
- They should avoid sending their own people as the latter would take time to be acculturated.
- It would be **better if local people are hired** who would know the language, customs, tradition etc, and with whom the customers would be more comfortable.
- They would also be in a position to make localized decisions.

15

So, they should avoid sending their own people from native lands because such people you know take time to be cultured and they should such employee the people for sales and marketing foreign local people for sales and marketing in foreign countries local people must be higher more aware of this knowledge they more aware of knowledge about the local customs traditions extra they will also a position to make make some kind of localized sessions.

(Refer Slide Time: 24:28)



- *Through a cross-cultural analysis, a marketer would get inputs into how the foreign culture is different to his native culture.*
- When customers across two or more countries are **similar**, the **marketer can afford to have a similar marketing program.**
- In case they are **different**, he would have to adapt his 4Ps and design a **separate individualized marketing strategy** for the foreign country.

16

So, through a cross culture process of market get inputs to how the foreign culture is different to native culture and when they of course, they said when they are similar they could a two countries and their cultures customers are similar we have to go for a similar program are in case of people are from two cultures are different will have to have are individualize marketing strategy will have to adapt have to peal is. So, how relevance of cross culture consumer analysis one it helps to assess market potential and it helps to assess consumer reaction in the terms of receptivity towards productivity services suffering it also helps you take decisions on how you adapt your four piece whether it would be a slide modification or it would be a huge change which have to bring you a to match people of other cultures and. So, so basically it has how how people from your country different from people from another country. So, either ultimately the cross culture analysis will tell you whether to have standardized policy and four piece over to have a individualize strategy and concentrated strategy. So, it is through this cross culture analysis that marketer we will do to analysis what kind of strategy.

Now, it is also important for a marketer that is basically comes up with new product or modifies his four piece. So, as to quick an option refussion of product or service offering this is particularly relevant for products that are newer to foreign culture where consumer lost to be talk about the usage of such products. So, marketers should have to educate the customers about the new product services train and educate take them aware take them fount try to create interest for trail and finally, purchase convinced and purchase now this is what we have to say with respect to the cross cultural analysis either a new product or existence product is going to introduce to another country adapt your four piece foe quicker adoption and quicker expectance by people there

(Refer Slide Time: 26:56)

7.5.10 Strategies for Multinational Companies:

Important Decisions:

- a) Whether they would be making their product and service offerings available worldwide to all countries
- b) Whether they would be making it available only to certain select countries in the total international market.

The decision would depend on the basis of the:

- i) size of the market;
- ii) growth and attractiveness of the market;
- iii) stability in the market;
- iv) politico-legal environment and
- v) the accessibility of the countries involved.

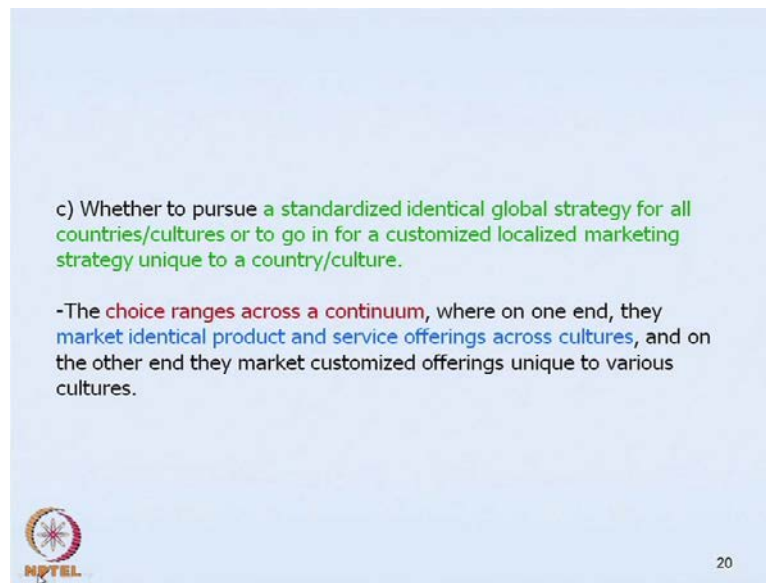


19

Now, let us come to what could be strategies of national F companies. So, how could multinational companies basically what should they doing. So, they should take certain important decisions one whether they will making the product and service available to worldwide to all countries or whether they will making available to only they will select company in total international market. So, the two decisions which all multinational companies have to take is one whether I make my product or service available only to select countries in the international market or whether I go serving the entire international market. So, this is two important thing whether I just concentrate on few markets in the international seen or the entire of the globe of the market

Now, decision depend up on five factors one the size of the market two the growth and attractiveness of the market three the stability in the market four the political event and affair five the excess abilities in the countries in the world. So, whether you decided to few countries decided to all of the countries will depend up on will depend up on criteria like size of the market the growth in ability politico legal requirement and accessibility of the countries world now in another important decision which the multinational company has to take is whether to pursue stack analyzed global strategy for all countries all cultures are going for a customized localized marketing strategy unique to a particular culture or to a particular country.

(Refer Slide Time: 28:12)



Now what he does whether he decides how one global strategy for everybody or it decides to have unique marketing programs design for each of the different countries will actually depends up on the the marketer depend up on the product service on will depend up on the competition that exists and will depend up on the again the cultural issues which prevent choice the ranges in country around you where on one hand the market identical product services offering across culture on the other hand the market customize suffering unique to various cultures.

So, we know when you deciding to either you know have a global strategy or have a unique strategy or have a choice either produce a same product you know spreader across the global seen standardized it is a global strategy or you have a concentrated unique standardized program for each of the countries specifically each of the countries. So, that is comes out the more localized and. So, you then basically create of rings unique to various cultures. So, either go for a standardized global strategy or you go for a localized marketing strategy unique to the countries standardized to the country only k. So, we have these two options now today cultures of course, now getting amalgamated and they are getting similar.

(Refer Slide Time: 29:58)



- Cultures are amalgamating and markets are getting similar.
- In this scenario, **marketers believe that they can offer a standardized marketing mix, similar to the one that they offer in the native country.**
- On the other hand, **there are marketers who believe that there exist differences across culture and consumers across nations need to be served with product/service offerings that are adapted to the values, beliefs, customs and traditions.**
- Thus, marketers need to take a decision as to whether they should go in for **need benefit segmentation based on common needs and values** (the former case) or go in for **geographical segmentation based on national boundaries** (the latter case).

21

So, marketers believe that they can offer the standardized similarly what they offering in their native country on the other hand marketers who believe that do exist do the difference cultures than its better human acrossations products and service adapted to their values customs traditions and relight. So, that market basically take a decision whether to go for need benefit segmentation program common needs that is global strategy while you have to go for geo graphical segment based on national boundaries for it what you talking of times of unique starting strategy.

So, the marketers basically have two options one to go adopt the global strategy and serve the entire market national market with one standardized offering and they have standardized marketing similar to what they are offering in their own country. So, that is one approach and other approach which marketers can adapt is have local strategy unique strategy unique particular country particular nation and. So, they offered next for the marketing program which is suited to the needs want clarity references values customs norms of people of such country. So, there are two ways there are looking whiles once school of thoughts go standardized you know offer one product two product all on other hand as other school of thoughts no significant difference exists among people nations it much better it produce product and service offerings which designed to meet the needs and wants of the people of different countries different values customs traditions norms extra.

So, its early continue either he goes for a global strategy standardized offering product offering and marketing mix crossing to all of the market all of the international market or he goes for unique strategy where you know he tries to customized localized strategy in a particular country or a particular culture now the market we have to take a decision whether he goes for a need benefit segmentation based on the needs and wants of the global market or he goes for a geographical segmentation to needs and wants the of the particular country is on national boundaries.

(Refer Slide Time: 32:36)



So, this leads to two kinds of strategy is which marketers can adopt one is undifferentiated strategy and the other is concentrated differentiated strategy. So, what is the undifferentiated strategy and what is the concentrated differentiated strategy.

Let us elaborate these now now in the first case the undifferentiated strategy marketers offer products service offerings of the same next. So, it is more standardize more global an this is same mix have they have in their native countries standardization means the global product and global marketing next. So, we call the strategy undifferentiated strategy where the market product service offerings with the same across the globe as they have been doing their own country. So, it is called the undifferentiated strategy.

Now, such a global strategy atThains the same product name the same feature the same attributes the same benefits the same everything the same thing about the product is same there may be some slide modifications made to the product, but generally product may to

the other four three pears. So, the product price place the promotion all very standardized very absolutely you know global in nature and the marketer has the same academic mix on the that he serving there is very similar to the marketing mix which in his own native country

So, large number of companies today prefer old brand. So, they want to have standardized global offering or the same piece four piece marketing makes a marketing program and the products and services are positioned designed promoted distributed and sell all over the marketing program. So, this particular approach leads to world image world brand image worldwide brand name it is to a company name image to it leads to strong reputation strong recognition.

So, it is a worldwide brand name worldwide company image reputation creditability and recognition. So, example we have with respect to such you know undifferentiated strategy and like IBL and Sony. So, they have the same product they have the same services they have same four piece across the world which they offered to customers across the world irrespective of geographical boundaries or political boundaries or customs and traditions or they are offer the same thing across the world the same piece across the world and company wide recognition and wide reputation for the company as well as it leads to strong worldwide brand image on brand name on other hand we have concentrated differentiated strategy where marketer tries to adapt this product service suffering to the needs and wants of the people different countries people of different cultures.

So, this mean more localized offering where the product and service are positioned they are designed they are produced they are priced they are promoted they are sold in an others which is unique from other country to another one culture the two another they where distinctive and vary from one culture to another culture. So, the strategy here is adaptive marketing strategy and refer to it localized strategies this is also called a concentrated or a localized strategy whether the object needs and wants of the local people of the local area and. So, it is trying to meet the needs the most localized manner and the particular approach here is to understand the needs customs and traditions values of these people culture in this culture design a product of suffering to shoot the needs and wants of the people of such localized. So, each country going to be different product to

be same, but the big modification with respect to the product and some countries the brand name may be changed their change in this way respective well designed web sites.

So, through the web sites expose the repeated their products to their use of product and also to other cultural practices which you know which which basically people may not be aware of people may not be inform people get exposure to culture in two ways either in the own initiator when they travel abroad when they stay abroad when they work with foreign lands in their native country and of course, and through mass media exposure to mass media and.

The second one is marketers own effects he tries to put an conscious efforts. So, as to exposure people to newer cultures to newer products to newer benefits or in a to promotional campaigns and through all of these he basically tries to make consumers aware of new programs of foreign cultures and foreign lands now whatever it may be either it may be individual effort or it may be marketers effort both these efforts basically the market identical product services offering across culture on the other hand the market customize suffering unique to various cultures.

So, we know when you deciding to either you know have a global strategy or have a unique strategy or have a choice either produce a same product you know spreader across the global seen standardized it is a global strategy or you have a concentrated unique standardized program for each of the countries specifically each of the countries. So, that is comes out the more localized and. So, you then basically create of rings unique to various cultures. So, either go for a standardized global strategy or you go for a localized marketing strategy unique to the countries standardized to the country only k. So, we have these two options now today cultures of course, now getting amalgamated and they are getting similar.

So, is basically comes up with new product or modifies his four piece. So, as to quick an option refussion of product or service offering this is particularly relevant for products that are newer to foreign culture where consumer lost to be talk about the usage of such products. So, marketers should have to educate the customers about the new product services train and educate take them aware take them fount try to create interest for trail and finally, purchase convinced and purchase now this is what we have to say with respect to the cross cultural analysis either a new product or existence product is going to

introduce to another country adapt your four piece foe quicker adoption and quicker expectance by people there.

Now, let us come to what could be strategies of national companies. So, how could multinational companies basically what should they doing. So, in case of this serving the domestic marketing is dealing with the home market in that case we have see how he has to adapt its ops that he can get accepted by the people who have been accepted by the who have been affected by the who has been influenced by people from your cultures example if if people today prefer Thai food then restaurant owner must able to understand that he must include Thai food part of his because something it is realistic to the people today something which people desire any one like to have adapt his menu to shoot particular segment which has been exposure to Thai food and it like Thai food and want to Thai food to be serve on to restaurants. So, the market has to understand that how does he adapt his food in order to be accepted by the people who have been effected by new cultures this is not only do with the first.

We product the first we price it also do with the the manner in which the product is sold in a store in this store design store layout store amicus the store atmosphere all of this today if we see we has gone through tremendous amount of change we know see the raise of huge departmental store of course, raise of moles you know the raise of leisure parks and leisure malls all are these basically in tempt to adapt to the the the culture cultural change going across the country and across the world and that is how the marketed price at himself to shoot wants of people who impacted by our cultures.

The third reason why marketers understand culture and culture issues and cross culture issues that how should he design his four pizza design his marketing program to be expected by the people of other cultures. So, in case this particular marketer thinking of going in venture into foreign market. So, venturing in to foreign lands beginning to think or in other terms of exports are in terms of thinking settings of manufacturing and marketing units abroad anything else to think how about to change. So, as to able to people of other cultures we have spoken in the previous session about the process of the cultivation that needs to learn grow through a process of learning another culture that has to be easily accepted by the people of foreign changes has to be brought about to product name changes are brought about to you know the price orientation of business.

The way of the product is going to be promoted on likes fall of this is going to be impact of you know by by you know by culture as we said the marketer needs to understand you know exposure to newer culture exposure to you know other cultures why because one he has to see people in one culture getting exposure to goods and services use by other culture people to he has to decide how has to adapt his port to is to be you know better we better excepted by. So, that people are influenced by newer cultures in the domestic market and how he should adapt his marketing program at to be accepted by the people of foreign lands and foreign cultures.

So, generally speaking when we talking about culture consumers are exposure to culture was in three in two ways one is their own initiator k the the they have their assignment the work assignments or foreign assignments abroad for a weeks for a month's or may be years and are they are travelled by frequently to different countries. So, either through travel or through abroad they get influenced they get exposure to to foreign cultures and other way by misstate to export to foreign cultures through their own initiators is when they work for people foreign cultures while they native country through the exposure of mass media of the pokes maxine's movies films dramas theater and all of these also has exposures of newer cultures newer practices values to people of other countries. So, one is the individuals own effect to do it exposure to a foreign culture and an another way by which people get exposure to foreign culture is the marketers effect is this marketer also place a roll you know to to you know to exposure people to newer cultures how when they come up with new products come up with increasation with resting products they take you know they take you know

think the segment with need benefit segmentation they try to introduce new use of product or try to introduce new product or modification of a product they try to through their promotional campaigns today specially internet where they have the well laid out well designed web sites. So, through the web sites expose the repeated their products to their use of product and also to other cultural practices which you know which which basically people may not be aware of people may not be inform people get exposure to culture in two ways either in the own initiator when they travel abroad when they stay abroad when they work with foreign lands in their native country and of course, and through mass media exposure to mass media.

And the second one is marketers own effects he tries to put an conscious efforts. So, as to exposure people to newer cultures to newer products to newer benefits or in a promotional campaigns and through all of these he basically tries to make consumers aware of new programs of foreign cultures and foreign lands now whatever it may be either it may be individual effort or it may be marketers effort both these efforts basically lead to cultural transformation animalization what is like through individuals effect or through the marketers effect blend their amalgamation that happens between the values proms believes practices the behavior of pattern in one culture and another culture. So, consumer tend to get interest by marketer effort to basically potential a particular foreign land and expands the markets by launching their product service offerings to those geographical segments cross the national borders through this kind of impact there is culturally exchange a cultural transformation takes place market also go through from also emotional measures and the such kind of emotional measures to the consumer awareness buildup the consumer awareness consumer interest of trail and gradual adoption of new products and services.

So, this is how you know consumer exposure to product and cultures either through own efforts over through the marketers efforts and in either way what it each to cultural amagilation or cultural blend now let us come to the next which is cross cultural consumer analysis. So, marketer basically needs to go for a study of these social cultural fabric of a country where he wants to serve where he wants to enter in serve. So, understanding of the needs of the people the wants of the people their clarities their preferences the social logical determinants the psychological determinants all of these you know cultures across country must have a proper understanding of the consumption pattern consumption behavior of the people of the different countries. So, he must have been understand very well. In fact, shipment say cross culture consumer analysis is be effect to determine the extent to which extent to the consumers two or more nations are similar or different. So, through an assessment of how similar or how different consumers of two countries are will be able to going into deeper understanding about culture cross culture consumer analysis. In fact, this is relevant market where if people particular culture similar much easy for a marketer enter you know such cultures are similar on other hand if people at new cultures are different can be it to be little pain stick effort by a marketer to adapt his ops and he would has to be very carious and very careful while entering to such markets

So, she may define the cross culture consumer analysis as the effort to determine work extent consumer asserts of one or two nations or similar or different. So, it is very important to the marketer how similar how dissimilar occurs two cultures and it helps him to understand the social and cultural similarities and they must add him accordingly design his marketing program or his mood piece. So, it is an exercise every marketer must undertake. So, as to be finally, decide he owned his marketing program and his marketing strategy none another come to the application of cross culture consumer analysis. So, the cross culture consumer analysis helps the marketer assess the market potential it also helps in assess consumer reaction to its product and services offering.

Now, you know the peoples values believes custom traditions their different prospective expectations will have a bearing a needs wants private preferences have an impact on design of product services offering now we have spoken about something called the cultivation process as in the previous session as we said that the cultural fabric very across cultures across marketers must go a fabric process of a cultivation where they must learn the culture of a land or new land now we can talk about cross cultural analysis one we need to understand how similar or dissimilar people of two cultures or people of two countries two this was a given a hint or very vital clue as to what should be a strategy should be go in for a big change in the four piece fitting program or should be would a slide modification in a four piece a benefit in case the people from

the cultures as similar from the effort much go for a slide change in four piece, but in case cultures of dissimilar in that case he would have to decide his four piece accordingly three when we talk about cross cultural analysis also tell us the market potential for a particular product or services that he want that qualities preference values initiations and behavior of the people of the another country which will tell basically which get one people be in one product services to does the product of services bring blend with the need three how quickly need this for new brand accepted by the new culture of the people.

So, by through the cross culture analysis we get to know the needs wants piece understanding the fourth as. So, for the sociological influences the psychological influences the decision making and understand the consumption pattern and consumption behavior and marketer will be in a better position to adapt to or his four piece or have

propagate marketing strategy marketing program. So, that we can be accepted by people of foreign lands as quickly as possible now for this we are able to understand the psychological influences or the sociological influences or to be more specific the social cultural fabric of country the marketer goes through the process of the cultivation where he will try to learn the culture of the initiative of of foreign land in that way once he can do that he has to adapt his four pieces to suit in to the cultural suit into the viral sociological and the psychological influences for better expectance of him as a brand and better diffusion of the new product into the foreign land or into the foreign country.

So, you know it is very important that you go through cultural analysis also cross cultural analysis will also tell you whether people will be how will be the reaction of the customer how receptive are going to be they receptive only only one the product meets the wants and they relevant to you as a marketer sentiment and social cultural sentiments of the people there that it is very important that its go through this process of cultivation and basically be learning new culture and adapt yourself accordingly. So, before taking any decision with respect to entering for marketing and deciding to how serve marketer should conduct the cross culture consumer analysis every component of culture very carefully studied and marketing program has been design. So, that you know that marketer imports how he should modifying his ops for a quick adoption and quick diffusion of a product service offering.

Now, we are talking about every component of culture should be very carefully studied we are talking in terms of everything the custom the tradition the language the myth you know different kinds of any kind of general and specific norms and behavior acts of behavior proper understanding of all this while we are going through this process of cultivation while we are learning understanding the social cultural fabric of such cultural countries and while we have study each and every element each and every component of culture we subsequently has to make decisions and how modify our four pieces.

So, let us talk little bit about that product names and brand names should not have double meaning k they should not be insensitive with anyone they should not hurt the sentiments of the people and it should be easy to remember easy to recall easy to pronounce they should be very distinct they should not be duplicate names it may not be existing foreign country.

Now, here talk about first the product name it has to be specific easy to pronounce easy to recall easy to remember it should be something which should not be double meaning it does not have a dedicatory meaning it something which you know you should not hurt any of the cultural and emotional sentiments of the people it should not be it should not be incentive to peoples cultural issues in a particular country going also it should be a different and distinct should similar to other brands available in those countries we have an example where we have a brand by perfecting low where they had they had candy which was called a alphenlibe k now this particular sweet or particular candy is introduced to our country because it was something it was little difficult to pronounce they came up with a giggle they thought the consumers how to pronounce alpenliebe is. So, it is an alpenliebe the rupees they offer

That they have to come up with the product line with the needs of such products pricing according to shopping select in the manner to console cultural patterns of the such norms and adapt that distribution policies and finally, with respect to promotion they need to such changes. So, not results have to give three important decisions one is how people exposure to newer cultures or newer products to how should a marketer changes to piece to well expected by the people of their own native country who have been exposure to new culture there the people is expected more country is where the marketable enter and very important has to take a decision whether is a global strategy single products and standardized four piece or he comes up with the marketer has the same academic mix on the that he serving there is very similar to the marketing mix which in his own native country

So, large number of companies today prefer old brand. So, they want to have standardized global offering or the same piece four piece marketing makes a marketing program and the products and services are positioned designed promoted distributed and sell all over the marketing program. So, this particular approach leads to world image world brand image worldwide brand name it is to a company name image to it leads to strong reputation strong recognition.

So, it is a worldwide brand name worldwide company image reputation creditability and recognition. So, example we have with respect to such you know undifferentiated strategy and as in the previous session as we said that the cultural fabric very across cultures across marketers must go a fabric process of a cultivation where they must learn

the culture of a land or new land now we can talk about cross cultural analysis one we need to understand how similar or dissimilar people of two cultures or people of two countries

two this was a given a hint or very vital clue as to what should be a strategy should be go in for a big change in the four piece fitting program or should be would a slide modification in a four piece a benefit in case the people from the cultures as similar from the effort much go for a slide change in four piece, but in case cultures of dissimilar in that case he would have to decide his four piece accordingly three multiple choice question one offer a product service for a native country that is called a dash strategy global standardized undifferentiated all of the above. So, the answer is all of the above d short answers what are the two ways to exposure consumer cultures to define cross cultural analysis three what are the difference market has to expand the countries and whole international market of international markets. So, with this we come to a conclusion that of a module seven point five on culture and sub culture we should continue the remaining of our module seven sociological infusion of decision making in next session.

Thank you.