

# CHAPTER 2

## CROSS-CULTURAL VARIATIONS IN CONSUMER BEHAVIOR

### 1 THE CONCEPT OF CULTURE

### 2 VARIATIONS IN CULTURAL VALUES

#### 2.1 Other-Oriented Values

- 2.1.1 *Individual/Collective*
- 2.1.2 *Youth/Age*
- 2.1.3 *Extended/Limited Family*
- 2.1.4 *Masculine/Feminine*
- 2.1.5 *Competitive/Cooperative*
- 2.1.6 *Diversity/Uniformity*

#### 2.2 Environment-Oriented Values

- 2.2.1 *Cleanliness*
- 2.2.2 *Performance/Status*
- 2.2.3 *Tradition/Change*
- 2.2.4 *Risk Taking/Security*
- 2.2.5 *Problem Solving/Fatalistic*
- 2.2.6 *Nature*

#### 2.3 Self-Oriented Values

- 2.3.1 *Active/Passive*
- 2.3.2 *Sensual Gratification/Abstinence*
- 2.3.3 *Material/Nonmaterial*
- 2.3.4 *Hard Work/Leisure*
- 2.3.5 *Postponed Gratification/Immediate Gratification*
- 2.3.6 *Religious/Secular*

### 3 CULTURAL VARIATIONS IN NONVERBAL COMMUNICATIONS

#### 3.1 Time

- 3.1.1 *Time Perspective*
- 3.1.2 *Meanings in the Use of Time*

#### 3.2 Space

#### 3.3 Symbols

#### 3.4 Relationships

#### 3.5 Agreements

#### 3.6 Things

#### 3.7 Etiquette

#### 3.8 Conclusions on Nonverbal Communications

### 4 GLOBAL CULTURES

#### 4.1 A Global Teenage Culture?

### 5 GLOBAL DEMOGRAPHICS

# CHAPTER 2

## CROSS-CULTURAL VARIATIONS IN CONSUMER BEHAVIOR

### 6 CROSS-CULTURAL MARKETING STRATEGY

#### 6.1 Considerations in Approaching a Foreign Market

*6.1.1 Is the Geographic Area Homogeneous or Heterogeneous with Respect to Culture?*

*6.1.2 What Needs Can This Product or a Version of It Fill in This Culture?*

*6.1.3 Can Enough of the People Needing the Product Afford the Product?*

*6.1.4 What Values or Patterns of Values Are Relevant to the Purchase and Use of This Product?*

*6.1.5 What Are the Distribution, Political, and Legal Structures for the Product?*

*6.1.6 In What Ways Can We Communicate about the Product?*

*6.1.7 What Are the Ethical Implications of Marketing This Product in This Country?*