# DIFFERENCE IN MARKETS

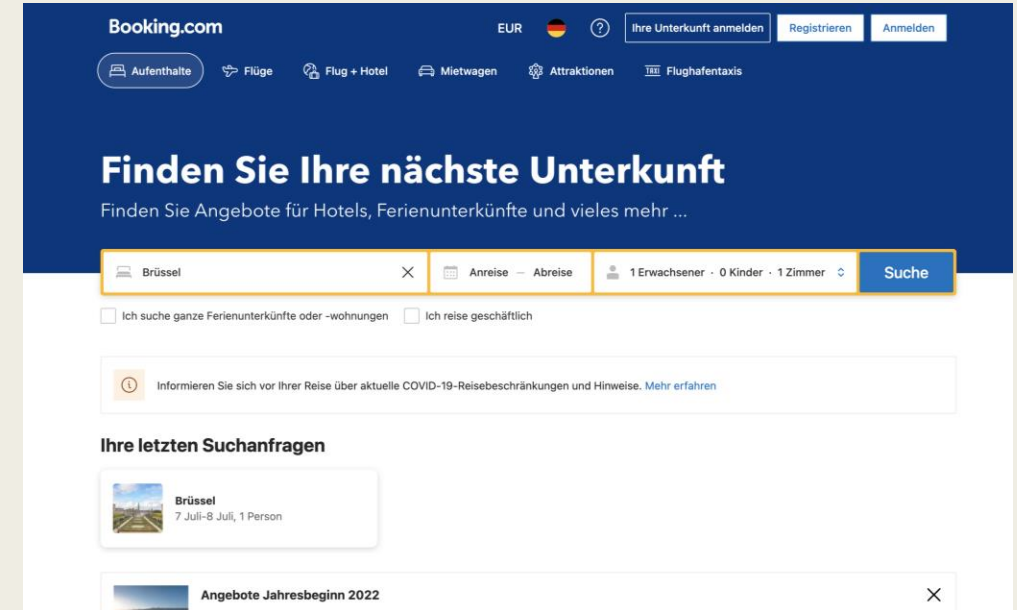Differences in the German and Chinese markets

# Meet & Greet

My name is Sabrina

My name is Sara, I study German :)

My name is Milosz, I study German :(((

# Problem

- Our chosen website to optimise is Booking.com

- The website layout and content stayed the same with locality change.

- The issue with this is that consumers from different countries may not find the website appealing or even easy to use.

# Our Solution

- We intend to target the cultural dimensions of uncertainty avoidance and indulgence.

- Uncertainty avoidance looks at how a society relies on societal rules to alleviate pressure on future events.

- It is especially high in Germany indicating they show strong resistance to change and rely on formalised policies.

- Whereas in China, this is shown to be significantly lower.
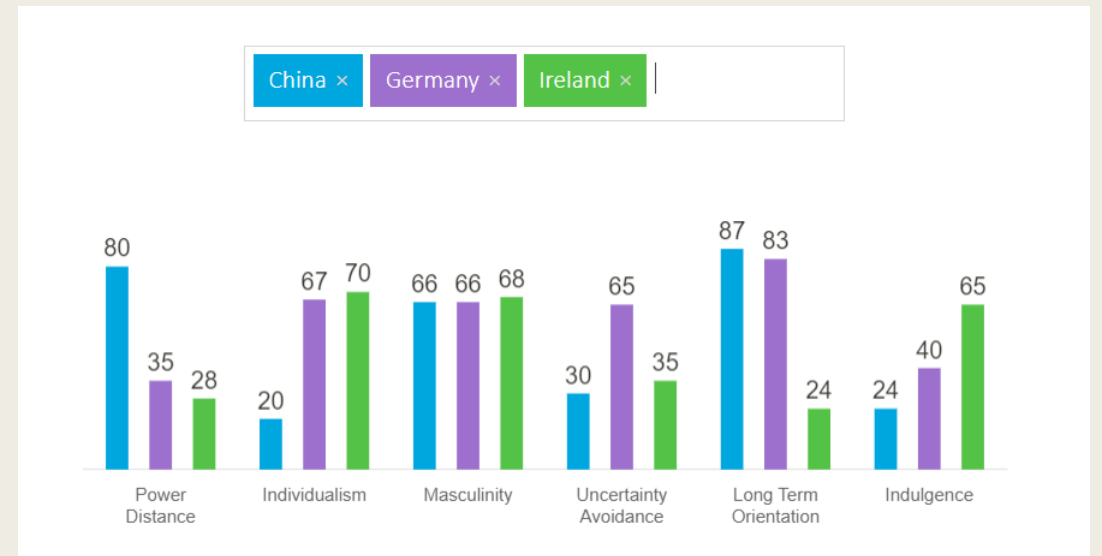
# Our Solution pt. 2

- Uncertainty avoidance: Reduce the number of icons to suit the Germans.

- Create larger banners to suit China & include links to their social media for Germany



Booking service

Travel Tips

More offers

**Pay attention to WeChat public account**

More travel and discount information, all at Agoda.com

Phones are cheaper

Easy and convenient booking

Manage orders anytime

**Scan the code to download the app**

Unlock now, get better price than website

# Our Hypotheses



- Our German persona would fit into the German standards of indulgence and uncertainty avoidance.

- She would hope for a clear understanding of terms and conditions in an easy to find location. She would expect a more fun and interactive website compared to Yu Xin.

- Our Chinese user would like to see a realistic representation of the sales taking place. Presentation will have to be logical. The website should be structed, predictable and use formal language.
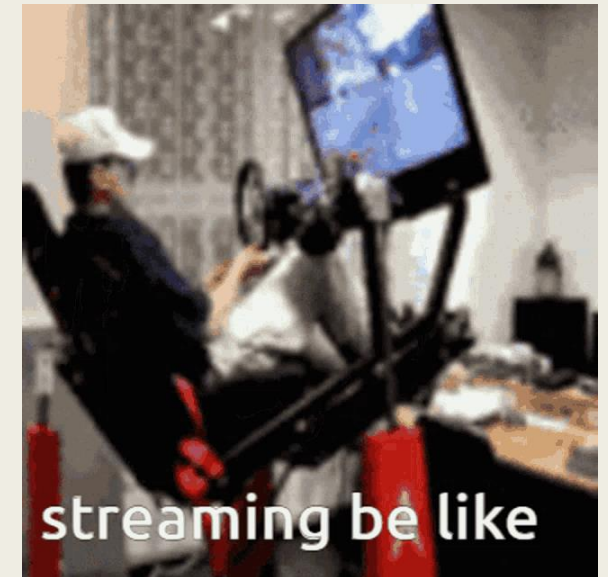
# Any Questions?

Us after fixing booking.com



Milo doing tech support for booking.com



Sara from home


streaming be like

Booking.com recycling content and changing language


same soup, just reheated



Sabrina after someone asks a question