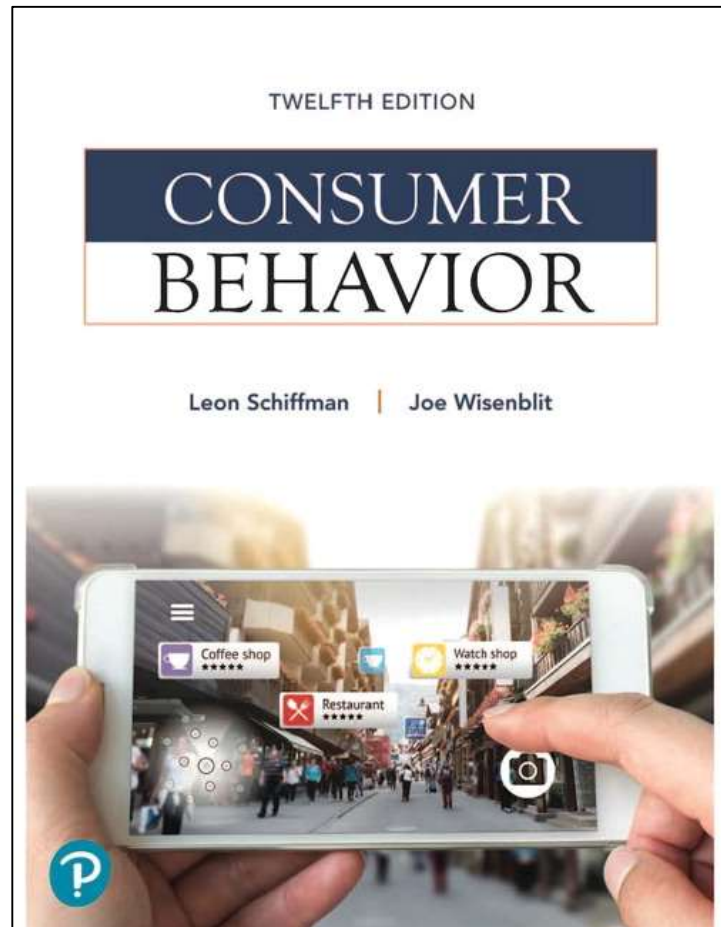


Consumer Behavior

Twelfth Edition



Chapter 13

Cross-Cultural Consumer
Behavior: An International
Perspective

Learning Objectives (1 of 2)

13.1 To understand how cultural values and customs impact the buying patterns of consumers in other countries.

13.2 To understand how to research the cultures of consumers in other countries.

13.3 To understand localization and standardization of products and promotions.

Learning Objectives (2 of 2)

13.4 To understand how to evaluate global marketing prospects.

13.5 To understand the applications of psychographics in targeting consumers in other countries.

Chinese Brand Names



可口可乐

Ko Kou Ko Le

LITERALLY

Happiness in the Mouth

Source: Michele and Tom
Grimm/Alamy Stock Photo



花旗銀行

Hua Qi Yin Hang

LITERALLY

Star-spangle
banner bank

Source: StockSigns/Alamy Stock
Photo

Learning Objective 13.1

13.1 To understand how cultural values and customs impact the buying patterns of consumers in other countries.

Global Brands (1 of 2)

Defined

Global brands are brands that hold significant market share in their home country as well as other countries.

Global Image

- Apple – not about products; it is a kind of thinking, a set of values, and human touch
- Disney – cast members help provide safe, courteous, efficient experiences
- Coca-Cola – nostalgia and fun, freedom, refreshment

Global Brands (2 of 2)

- Characteristics
 - Quality Signal
 - Global Myth
 - Social Responsibility
- Intracountry consumer segments
 - Global Citizens
 - Global Dreamers
 - Antiglobals
 - Global Agnostics

Learning Objective 13.2

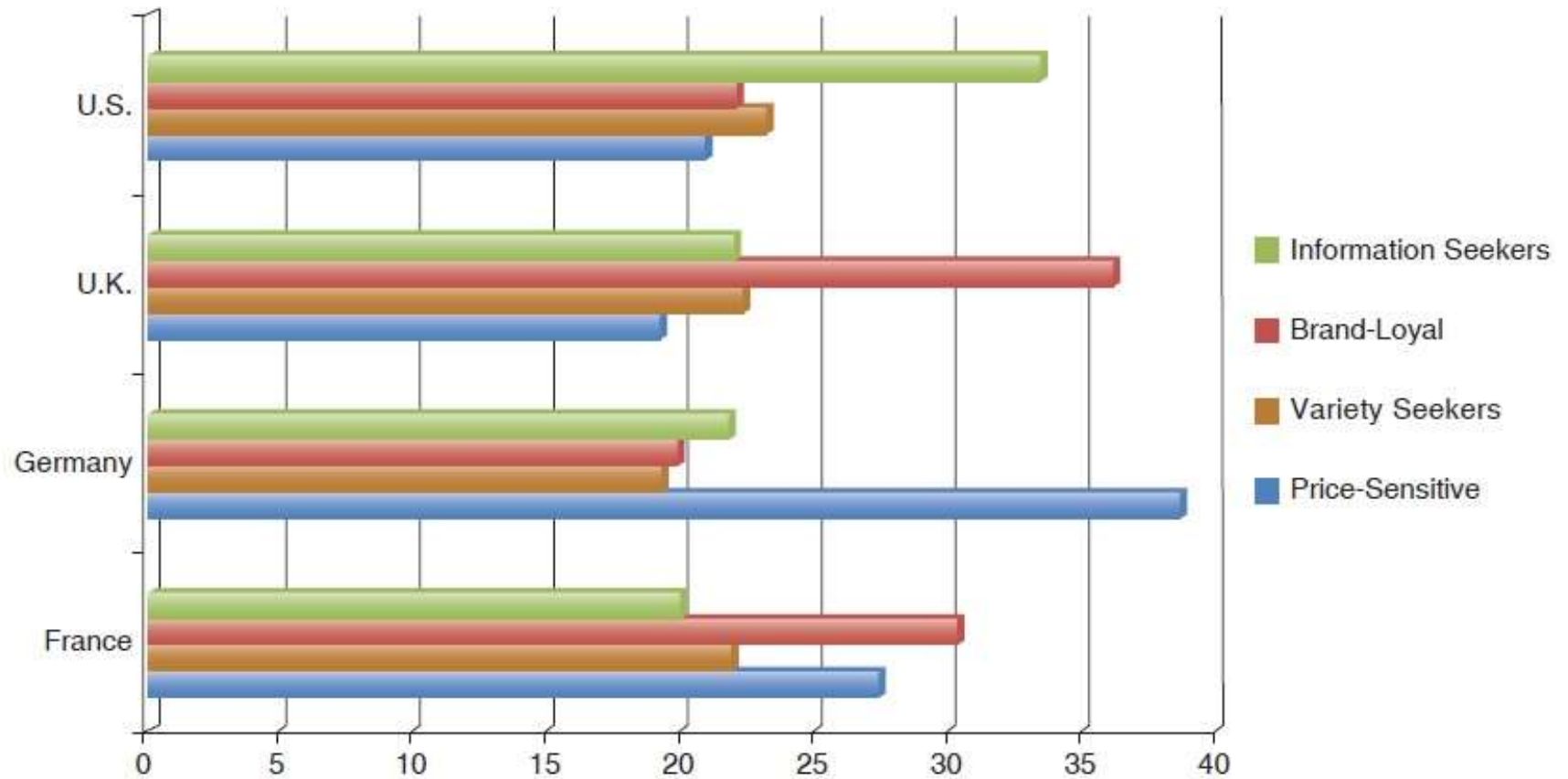
13.2 To understand how to research the cultures of consumers in other countries.

Cross-Cultural Analysis

Defined

A form of marketing research that examines the differences and similarities among consumers in different countries.

Consumer Styles



Measures of Cross-Cultural Aspects (1 of 3)

- Product quality judgments
- Willingness to buy products
- Ethnocentrism
- Perceptions of consumption culture
- Acculturation
- Ethnic self-identification
- National self-identification

Measures of Cross-Cultural Aspects (2 of 3)

Attitudes toward local and global products (Agree/Disagree)

- Entertainment
 - e.g. I enjoy entertainment that I think is popular in many countries around the world more than traditional entertainment that is popular in my own country.
- Furnishings
 - e.g. I prefer to have home furnishings that are traditional in my country rather than furnishings that I think are popular in many countries around the world.
- Food
 - e.g. I enjoy foods that I think are popular in many countries around the world more than my own country's traditional foods.
- Lifestyles
 - e.g. I prefer to have a lifestyle that is traditional in my own country rather than one that I think is similar to the lifestyle of consumers in many countries around the world.
- Brands
 - e.g. I prefer to buy brands that I think are bought by consumers in many countries around the world rather than local brands that are sold only in my country.

Measures of Cross-Cultural Aspects (3 of 3)

- Independence
- Interdependence
- Power
- Social inequality
- Risk aversion
- Ambiguity tolerance
- Masculinity
- Gender equality
- Tradition
- Prudence
- Ethnocentrism
- Innovativeness

Acculturation

Defined

Learning a new culture.

Acculturation: Dual Learning Process

1. Marketers learn everything relevant about the product/product category in the chosen market
2. Marketers must persuade/teach members of the chosen market to change traditional ways of doing things and adopt the new product

Consumer Research Difficulties

- Large, non-family gatherings banned in some countries
- Limited information in some countries
- Measurement scales

Learning Objective 13.3

13.3 To understand localization and standardization of products and promotions.

Global Marketing Strategy

Defined

Selling the same product using the same positioning and communication approach globally.

Customization Examples

- Oakley Sunglasses for Chinese people
- McDonald's
 - Japan: Corn soup and green tea milkshakes
 - Sweden: Softer design and woodcut packaging
 - France: McBaguette
 - Philippines: Rice and spaghetti as side dishes
- Burger King black burgers in Japan
- Starbucks coffee in Europe

Linguistic Barriers

- General Motors
 - Chevy Runs Deep → Find New Roads
 - Nova “No Go” (Spanish) → Caribe
- Parker Pens (Mexico): “It won’t leak in your pocket and make you pregnant”
- Vicks cough drops (Germany): sexual penetration
- Pepsi (Taiwan): bring ancestors back from the dead

Promotional Appeals

- Humorous advertising: UK vs Greece
- Sexual appeals:
 - Western country vs Muslim or Buddhist countries
 - South Asian cultures vs the U.S.
- Collectivist vs individualistic ad appeals
- Comparative advertising
 - Self-construal
 - Need for cognition

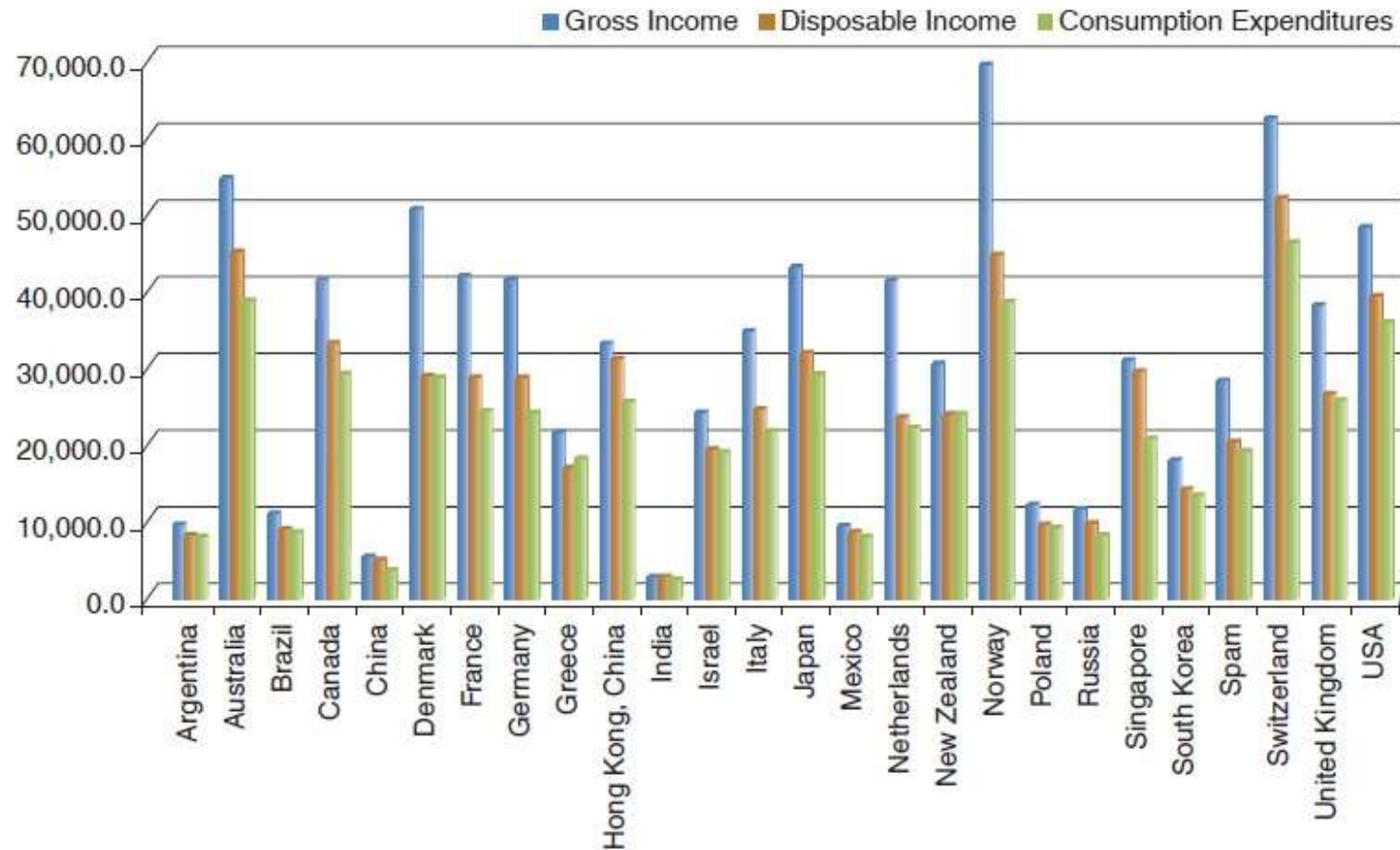
Learning Objective 13.4

13.4 To understand how to evaluate global marketing prospects.

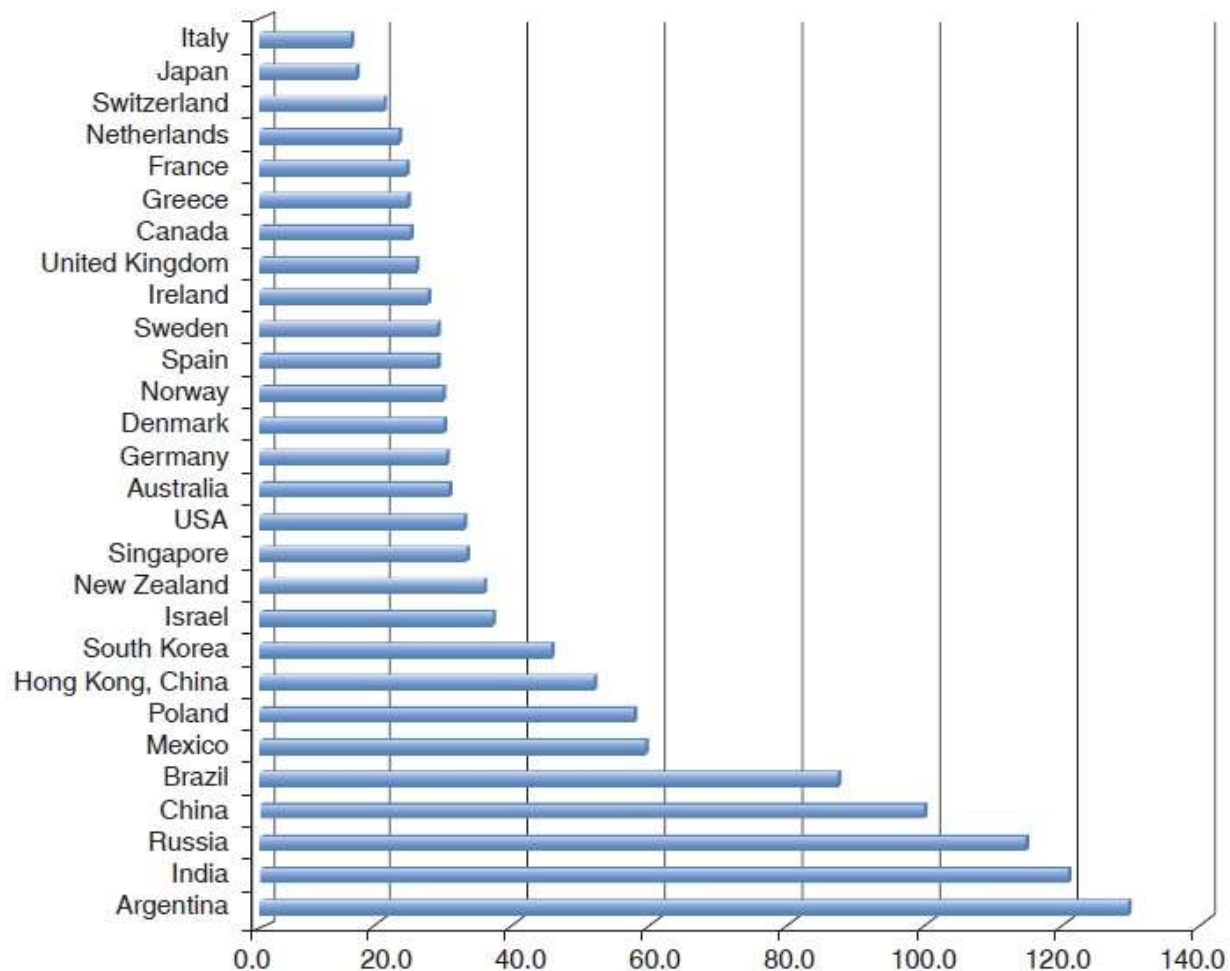
Reasons to Pursue Global Markets

- Multinational fever – attractive multinational markets, products, or services
- Overseas markets offer future growth when home markets mature
- Consumers around the globe eager to try “foreign” products

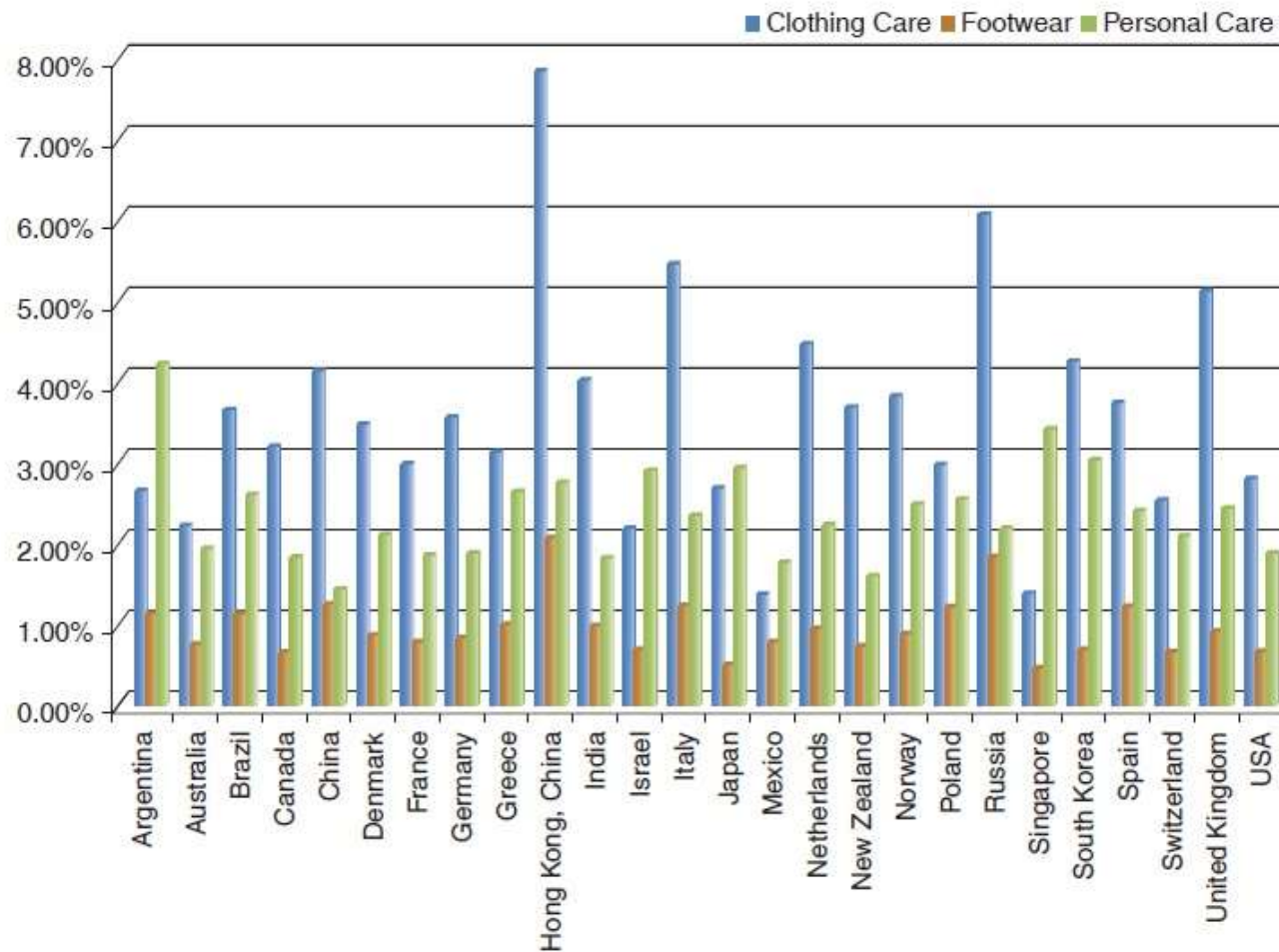
Spending Power



Growth in Expenditures



Clothing, Footwear, Personal Care



Brand Share (1 of 2)

Table 13.1 The Top Ten Shampoo Brands in Four Global Markets

Rank	United States Marketer	United States Brand	China Marketer	China Brand
1	Procter & Gamble	Head & Shoulders (14.8%)	Procter & Gamble	Head & Shoulders (18.5%)
2	P&G	Pantene (12.2%)	P&G	Rejoice (13.5%)
3	Unilever	Suave (12%)	P&G	Pantene (9%)
4	L'Oréal	Garnier (7.6%)	Unilever	Clear (6.6%)
5	P&G	Clairol (6.7%)	Unilever	Lux (5.6%)
6	Unilever	TRESemmé	Beiersdorf AG	Slek
7	7 Unilever	Dove	Jiangsu Longliqi	Longliqi
8	Johnson & Johnson	Neutrogena	Unilever	Dove
9	Vogue	Organix	La Fang International	La Fang
10	L'Oréal	L'Oréal Paris	Henkel AG & Co KGaA	Syoss

Brand Share (2 of 2)

Table 13.1 [continued]

Rank	Germany Marketer	Germany Brand	Brazil Marketer	Brazil Brand
1	Henkel AG & Co KGaA	Schwarzkopf (17.9%)	Unilever	Sunsilk (19.9%)
2	P&G	Pantene (9.6%)	Unilever	Clear (10.2%)
3	L'Oréal	L'Oréal Paris (7.4%)	L'Oréal	L'Oréal Paris (8%)
4	Unilever	Unilever Dove (6.7%)	L'Oréal	Garnier (8%)
5	Beiersdorf AG	Nivea (6.5%)	Colgate-Palmolive Co.	Pantene
6	Kao Corp	Guhl	P&G	Pantene
7	P&G	Head &Shoulders	Unilever	TRESemmé
8	L'Oréal	Garnier	Unilever	Dove
9	Johnson & Johnson	Terzolin	Niely do Brasil	Niely Gold
10	P&G	Clairol	Natura Cosméticos SA	Natura

Note: Brands' market shares (in percentages) from Euromonitor International are available for the top five brands (to lower-tier subscriptions to the service).

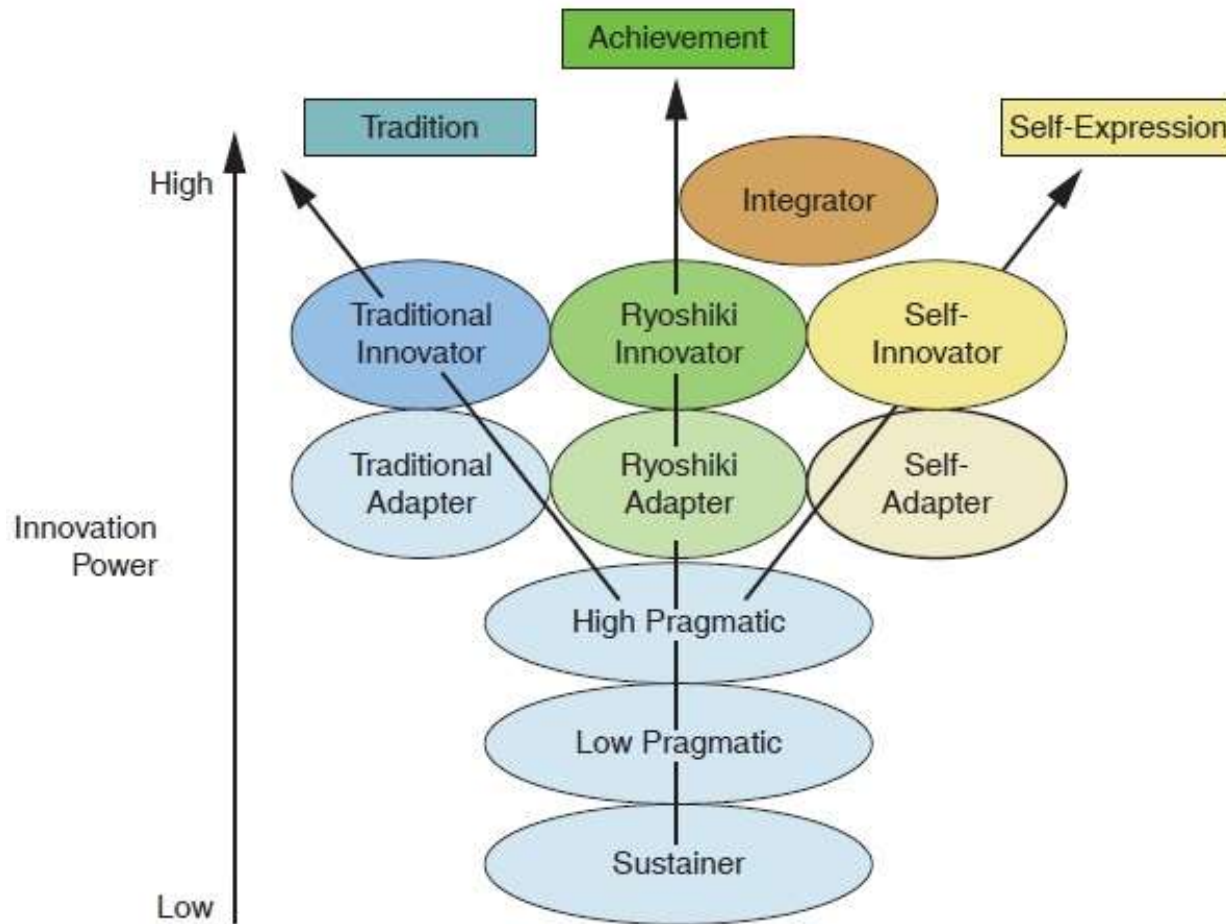
Learning Objective 13.5

13.5 To understand the applications of psychographics in targeting consumers in other countries.

Global Millennials

- 1.7 billion people ($\frac{1}{4}$ planet's population)
- Similar interests, desires and consumption behavior
- Global Teens
- Middle Class

Psychographic Segmentation



Six Global Value Groups

- Strivers
- Devouts
- Altruists
- Intimates
- Fun Seekers
- Creatives

Discussion Question: **How do you think these global values affect consumption behavior?**

Copyright



This work is protected by United States copyright laws and is provided solely for the use of instructors in teaching their courses and assessing student learning. Dissemination or sale of any part of this work (including on the World Wide Web) will destroy the integrity of the work and is not permitted. The work and materials from it should never be made available to students except by instructors using the accompanying text in their classes. All recipients of this work are expected to abide by these restrictions and to honor the intended pedagogical purposes and the needs of other instructors who rely on these materials.