

Social and Cultural Environments

- ◆ Society, Culture, and Global Consumer Culture.
- ◆ High and Low Context Cultures
- ◆ Hofstede's Cultural Typology
- ◆ The self Reference Criterion and Perception
- ◆ Difusion Theory
- ◆ Marketing Implication of Social and Cultural Environments

Society, Culture, and Global Consumer Culture.

- ❖ Embrace the differences
- ❖ Make use of the similarities

The study of a new geographic market requires **rational** and **open-minded/ tolerant** analysis

Rational: not led by emotions or subjectivity

Open-minded/ tolerant: the ability to understand appreciate other people ways and opinions

Questions:

- Where do prejudice comes from?
- Why is it challenging to identify some cultural factors?
- How is culture learned?
- What is the role of social institutions (family, educational, religious, governmental, business?)

Society, Culture, and Global Consumer Culture.

Answers:

- a. Is the natural result of **ethnocentricity**
- b. Many of them are not obvious so it understanding requires developing cultural empathy
- c. It is taught from one generation to other
- d. Reinforce cultural norms

Society, Culture, and Global Consumer Culture.

Geert Hofstede defines culture as: the collective programming of the mind that distinguishes the members of one category of people from another (a nation, ethnic group, gender group, organization, family, or other unit).

Cultural elements could derive in:

- ❖ Material/ physical: clothing, tools, etc
- ❖ Non material/ subjective/ abstract: religion, perceptions, attitudes, beliefs, values

Society, Culture, and Global Consumer Culture.

George P. Murdock identified dozens of **Cultural Universals**:

- | | |
|--|------------------------|
| <input type="checkbox"/> Athletic Sports | Marriage |
| <input type="checkbox"/> Body Adornments | Meal Time |
| <input type="checkbox"/> Cooking | Medicine |
| <input type="checkbox"/> Courtship | Mourning |
| <input type="checkbox"/> Dancing | Music |
| <input type="checkbox"/> Decorative Art | Property Rights |
| <input type="checkbox"/> Education | Religious Rituals |
| <input type="checkbox"/> Ethics | Residence Rules |
| <input type="checkbox"/> Etiquette | Status Differentiation |
| <input type="checkbox"/> Family Feasting | Trade |
| <input type="checkbox"/> Food taboos | Language |

Society, Culture, and Global Consumer Culture.

Question:

- a. Why do some experts state that consumption has become the hallmark of postmodern society?

Society, Culture, and Global Consumer Culture.

Answer:

a. because the information flow has facilitated the emergence of global consumer cultures. Such as fast food culture, credit card culture, pub culture, coffee culture, etc

Society, Culture, and Global Consumer Culture.

In order to understand culture marketers must study people's:

- ❖ Attitudes, Beliefs, and Values
- ❖ Religion
- ❖ Aesthetics
- ❖ Dietary Preferences
- ❖ Language and Communication
- ❖ Marketing's Impact on Culture

High and Low Context Cultures



Hofstede's Cultural Typology

- ❖ *Power distance*
- ❖ *Individualistic Cultures*
- ❖ *Collectivist Cultures*
- ❖ *Masculinity*
- ❖ *Femininity*
- ❖ *Uncertainty avoidance*

The Self-Reference Criterion and Perception



Diffusion Theory

- ❖ *The Adoption Process*
- ❖ *Characteristics of Innovation*
- ❖ *Adopter Categories*
- ❖ *Diffusion of Innovation in Pacific Rim Countries*

Marketing Implications of Social and Cultural Environments