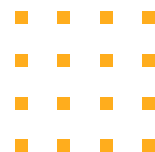


How to use the cultural framework in marketing strategy?



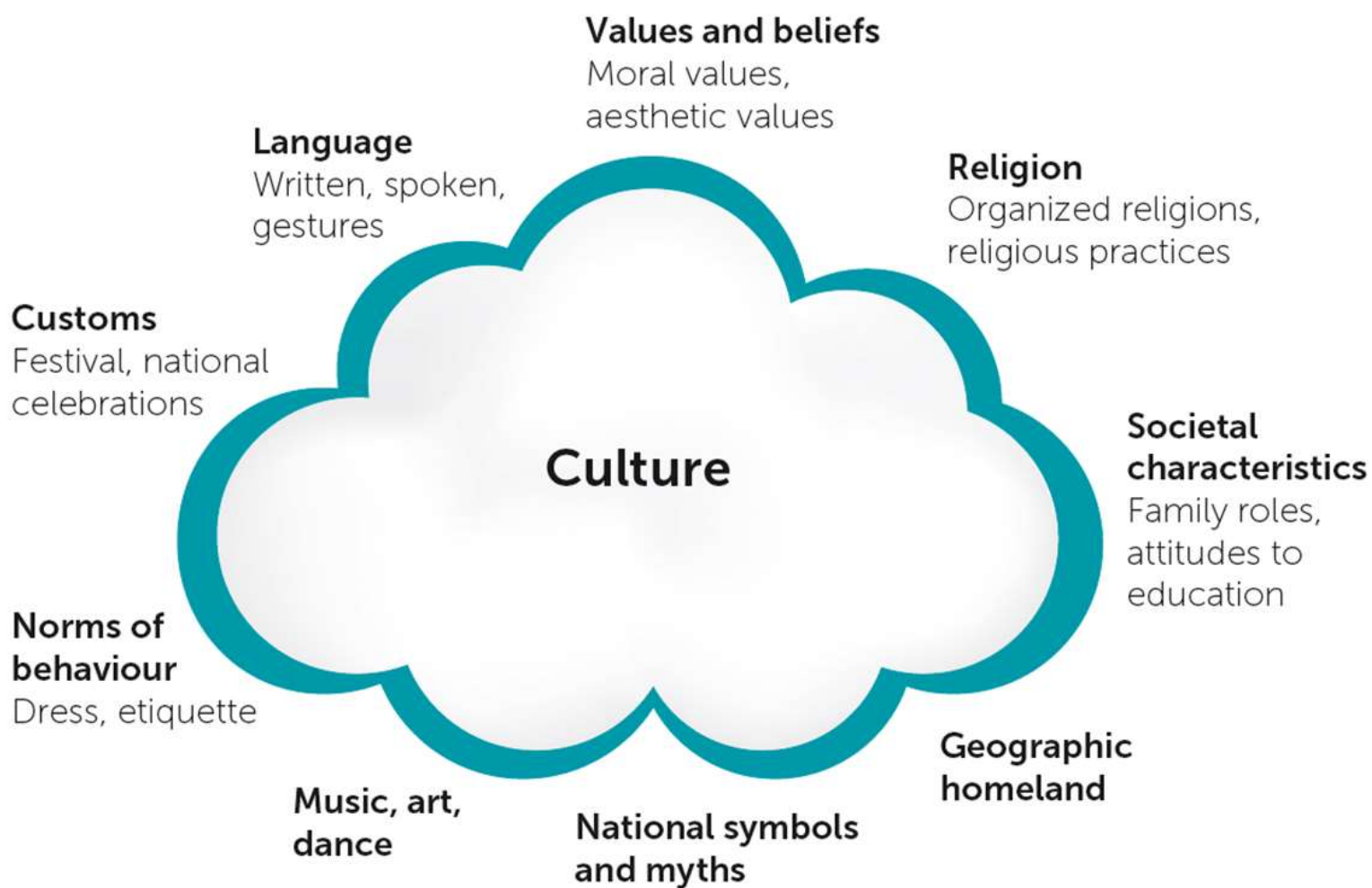


What is in this seminar?

- Reviewing the national culture framework and how it can be used in our marketing strategy.
- The most prominent framework we discussed was by Geert Hofstede.
- Hofstede framework will help us to understand the cultural traits of countries and make comparison.
- We will cover this in more detail in this seminar.

# Culture and Global Marketing

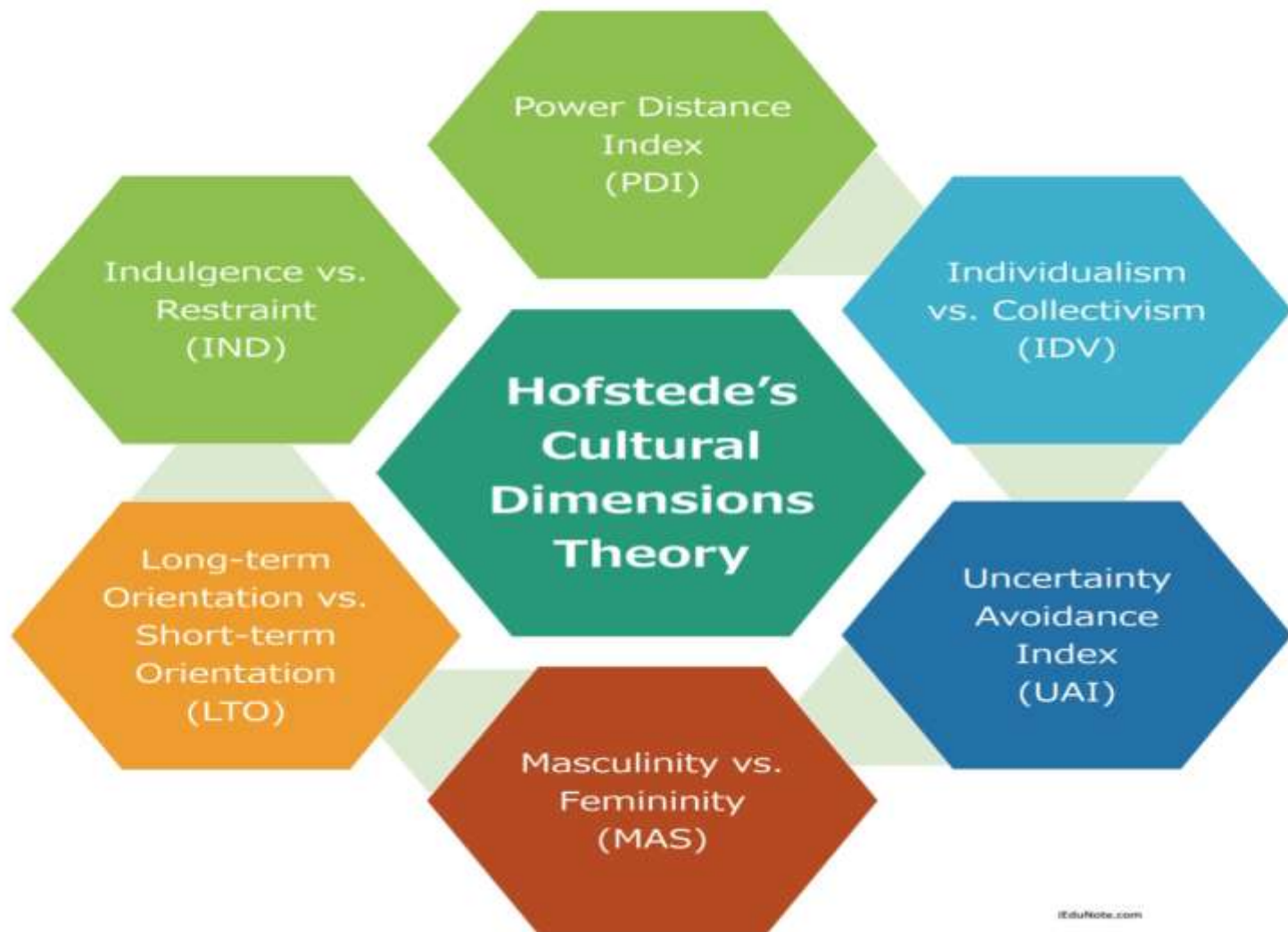
- Understand demand patterns – current and emerging – culture is one aspect that impacts demand /demand patterns
- Understand how culture may influence channel/entry strategy
- Understand how an unconscious reference to own cultural values, or self-reference criterion, may influence their perception of the market
- You can include analysis of national culture in your assignment, and discuss how it would shape your marketing strategy.



# Customisation due to culture

- ❑ Although some food preferences are deeply rooted in culture, global dietary preferences are converging ( e.g. pasta, pizza, sushi, other ethnic foods)
- ❑ Domino's Pizza pulled out of Italy because its products were seen as “too American” with bold tomato sauce and heavy toppings.
- ❑ Domino's is however, one of India's largest foreign fast-food chains with over 700 stores. It's success is attributed to localized toppings.
- ❑ In India McDonalds does not sell beef burgers due to dominant religious (another aspect of culture)





## More info

<https://hi.hofstede-insights.com/models>



**EXHIBIT 3.8**

## Culture-based segmentation

	Size (Million)	Cultural Characteristics				Illustrative Marketing Implications
		Power Distance	Uncertainty Avoidance	Individualism	Masculinity	
Cluster 1 Austria, Germany, Switzerland, Italy, Great Britain, Ireland	203	Small	Medium	Medium-High	High	Preference for “high-performance” products, use “successful-achiever” theme in advertising, desire for novelty, variety and pleasure, fairly risk-averse market.
Cluster 2 Belgium, France, Greece, Portugal, Spain, Turkey	182	Medium	Strong	Varied	Low- Medium	Appeal to consumer’s status and power position, reduce perceived risk in product purchase and use, emphasize product functionality.
Cluster 3 Denmark, Sweden, Finland, Netherlands, Norway	37	Small	Low	High	Low	Relatively weak resistance to new products, strong consumer desire for novelty and variety, high consumer regard for “environmentally friendly” marketers and socially conscious firms.

Source: Sudhir H. Kale, “Grouping Euroconsumers: A Culture-Based Clustering Approach,” *Journal of International Marketing* 3 (no. 3, 1995): 42. Reprinted by permission.

# Femininity and Electric Car Adoption

Low masculinity (which means high femininity) has a correlation with adoption of environmentally friendly products.

Top 4 countries in terms of Electric Car adoption:

- 1- Norway
- 2- Iceland
- 3- Sweden
- 4- Netherlands

# Over to you now !

<https://www.hofstede-insights.com/product/compare-countries/>

- Check the link above
- Think about a product/service (you can choose your assignment topic)
- Use the country comparison tool
- What are the key cultural differences (compare it against the UK)
- How does it impact your marketing strategy
- Use the template provided on Minerva

## Tips for the assignment

- ❑ Not all aspects of national culture is going to be relevant. So, think about the ones that are more relevant.
- ❑ Try not to describe the dimensions. Focus on **how** they should be applied.