

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

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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?