

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?*