

การวิเคราะห์วัฒนธรรมผู้บริโภคในระดับโลกผ่านมุมมองนักวัฒนธรรมสากลศึกษา
Global Dimensions Cross Cultural Consumer Behaviour Analysis .

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บทคัดย่อ

บทความฉบับนี้ มาจากการสังเคราะห์งานวิจัย ของนักวัฒนธรรมสาขาศึกษา 3 ท่าน ได้แก่ ออฟเตส คูเรน และ โซลลี

ในบทความวิจัยฉบับแรก เป็นการศึกษาของ ออฟเตส ได้ทำการศึกษาเชิงลึกด้านวัฒนธรรมไร้พรมแดน หรือ การวิเคราะห์วัฒนธรรมผู้บริโภคมข้ามพรมแดน

ในบทความวิจัยฉบับสอง เป็นการศึกษาของ คูเรน ได้ทำการศึกษาเปรียบเทียบวัฒนธรรมระหว่างโลกตะวันตกและโลกตะวันออกผ่านตัวแทนระหว่าง ประเทศสหรัฐอเมริกาที่ตัวตัวแทนของโลกตะวันตกและประเทศจีนซึ่งเป็นตัวแทนของโลกตะวันออก รวมถึงการสังเคราะห์ถึงกระบวนการตัดสินใจของผู้บริโภคทั้งสองวัฒนธรรม

ในบทความวิจัยฉบับสาม เป็นการศึกษาของโซลลี ได้ทำการศึกษาถึง มุมมองด้านวัฒนธรรมในการศึกษาการตลาดระหว่างประเทศ วัตถุประสงค์ในการเขียนบทความฉบับนี้

วัตถุประสงค์แรก : เพื่อวิเคราะห์พฤติกรรมผู้บริโภคข้ามวัฒนธรรมในมุมมองของนักวัฒนธรรมศึกษาสากล

วัตถุประสงค์สอง : เพื่อวิเคราะห์พฤติกรรมผู้บริโภคข้ามวัฒนธรรมในมุมมองของนักวัฒนธรรมศึกษาสากล เพื่อใช้ในการวิจัยพฤติกรรมผู้บริโภคสำหรับการวางแผนการตลาดระหว่างประเทศ ซึ่งเปรียบเทียบระหว่างวัฒนธรรม ในโลกตะวันตกและวัฒนธรรมในโลกตะวันออก การวิเคราะห์คุณลักษณะวัฒนธรรมไร้พรมแดน มีทั้งหมด 5 ประการดังนี้

1. Power Distance Index (PDI)
2. Individualism (IDV)
3. Masculinity (MAS).
4. Uncertainty Avoidance Index (UAI)
5. Long-Term Orientation (LTO)

ผลสรุป พบว่า การวิเคราะห์พฤติกรรมผู้บริโภคข้ามวัฒนธรรมนั้น วัฒนธรรมของผู้บริโภคมีความแตกต่างกันในโลกตะวันตกและโลกตะวันออก ดังนั้น การวางแผนกลยุทธ์การตลาดระหว่างประเทศ สำหรับผู้บริโภคชาวตะวันออก ควรต้องนำกลยุทธ์ ของกลุ่มอ้างอิงมาเป็นกลยุทธ์หลัก รวมถึงการให้ข้อมูลข่าวสารต่อกลุ่มผู้บริโภค รวมถึงการให้แรงจูงใจต่อกลุ่มผู้บริโภคชาวตะวันออก อีกทั้งส่วนผสมการตลาดระหว่างประเทศนั้น ควรมีนวัตกรรมและการสร้างประสิทธิภาพในการบริการที่ดีเยี่ยมด้วย

Abstract

This paper synthesis from 2 research paper and 1 content in website of the world great specialist in global cross culture consumer analysis “ Hofstede's ”, First paper is Hofstede's dimensions of culture in international marketing studies, Second paper is Lessons learned in cross-cultural research of Chinese and North American consumers (Doran,2007). and Third research is “ Dimensions of culture in international marketing studies “ (Soares et al ,2007)

Objective of Paper

First objective : Cross culture Consumer analysis

Second objective : Cross culture Consumer analysis compare 2 culture between western and eastern culture for international marketing plan

Conclusion, from Hofstede's base theory in five dimension are apply to 3 researcher ; Hofstede's ,Doran. And Soares et al.

Result summary In cross culture consumer analysis are difference between western and eastern consumer .Thus international marketing strategy for eastern consumers must to use reference group and provide Information to exchange consumer behavior in group for motivative target market and in marketing mix must to Innovativeness and develop Service performance

คำสำคัญ : พฤติกรรมผู้บริโภคข้ามวัฒนธรรม กลยุทธ์การตลาดระหว่างประเทศ

Keywords : Cross-Cultural - Consumer Behaviour , International Marketing Strategy

Introduction

As the marketing world moves more toward globalization, and as new markets are opened up and developed, it becomes essential to understand how consumer behaviors differs from one culture to another.(Doran ,2002)

Hofstede's cultural dimensions Several scholars discuss the choice of dimensions most appropriate for conceptualizing and operational

culture (Bond, 1987; Clark, 1990; Dorfman and Howell, 1988; Hofstede, 1984, 1991; Inkeles and Levinson, 1969; Keillor and Hult, 1999; Schwartz, 1994; Smith et al., 1996; Steenkamp, 2001). However, Hofstede's framework is the most widely used international cultural framework in psychology, sociology, marketing, or management studies (Sondergaard, 1994; Steenkamp, 2001).

" Culture is more often a source of conflict than of synergy.

Cultural differences are a nuisance at best and often a disaster. "

Prof. Geert Hofstede,

First paper is Hofstede's dimensions of culture in international marketing studies : Hofstede analyzed a large data base of employee values scores collected by IBM between 1967 BC and 1973 BC covering more than 70 countries, from which he first used the 40 largest only and afterwards extended the analysis to 50 countries and 3 regions. In the editions of GH's work since 2001, scores are listed for 74 countries and regions, partly based on replications and extensions of the IBM study on different international populations. in 23 co

In 1984, 1991, 2001 bc Hofstede used 116,000 questionnaires from over 60,000 respondents in seventy countries in his empirical study .He created five dimensions, assigned indexes on each to all nations, and linked the dimensions with demographic, geographic, economic, and political aspects of a society (Kale and Barnes, 1992), a feature unmatched by other frameworks. It is the most comprehensive and robust in terms of the number of national cultures samples (Smith et al., 1996). Moreover, the framework is useful in formulating hypotheses for comparative cross-cultural studies. Conse-

quently, Hofstede's operational of cultures (1984) is the norm used in international marketing studies (Dawaret al., 1996; Engel et al., 1995; Samicee and Jeong, 1994; Sivakumar and Nakata, 2001; Sondergaard, 1994).

That Dimension, based on Confucian dynamism, is Long-Term Orientation - LTO and was applied to 23 countries.

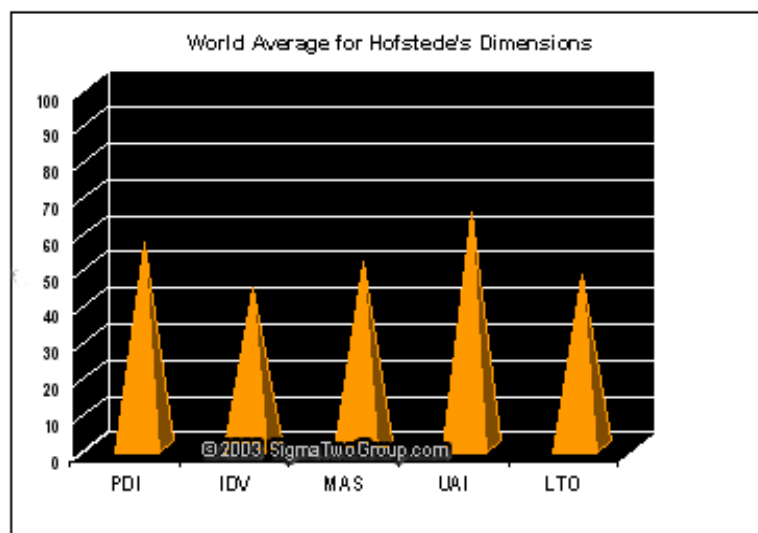
These five Hofstede Dimensions can also be found to correlate with other country and cultural paradigms.

Hofstede five Dimensions

1. Power Distance Index (PDI)
2. Individualism (IDV)
3. Masculinity (MAS)
4. Uncertainty Avoidance Index (UAI)
5. Long-Term Orientation (LTO)

Five Hofstede Dimensions in Geert Hofstede research Global Perspective

Figure 1 world Average



Power Distance Index (PDI)

Power Distance Index that is the extent to which the less powerful members of organizations and institutions (like the family) accept and expect that power is distributed unequally. This represents inequality (more versus less), but defined from below, not from above. It suggests that a society's level of inequality is endorsed by the followers as much as by the leaders. Power and inequality, of course, are extremely fundamental facts of any society and anybody with some international experience will be aware that 'all societies are unequal, but some are more unequal than others'.

Individualism (IDV)

Individualism On the one side versus its opposite, collectivism, that is the degree to which individuals are integrated into groups. On the individualist side we find societies in which the ties between individuals are loose: everyone is expected to look after him/herself and his/her immediate family. On the collectivist side, we find societies in which people from birth onwards are integrated into strong, cohesive in-groups, often extended families (with uncles,

aunts and grandparents) which continue protecting them in exchange for unquestioning loyalty.

The word 'collectivism' in this sense has no political meaning: it refers to the group, not to the state. Again, the issue addressed by this dimension is an extremely fundamental one, regarding all societies in the world.

Masculinity (MAS)

Masculinity Versus its opposite, femininity, refers to the distribution of roles between the genders which is another fundamental issue for any society to which a range of solutions are found. The IBM studies revealed that (a) women's values differ less among societies than men's values; (b) men's values from one country to another contain a dimension from very assertive and competitive and maximally different from women's values on the one side, to modest and caring and similar to women's values on the other. The assertive pole has been called 'masculine' and the modest, caring pole 'feminine'. The women in feminine countries have the same modest, caring values as the men; in the masculine countries they are somewhat

assertive and competitive, but not as much as the men, so that these countries show a gap between men's values and women's values.

Uncertainty Avoidance Index (UAI)

Uncertainty Avoidance Index Deals with a society's tolerance for uncertainty and ambiguity; it ultimately refers to man's search for Truth. It indicates to what extent a culture programs its members to feel either uncomfortable or comfortable in unstructured situations. Unstructured situations are novel, unknown, surprising, different from usual. Uncertainty avoiding cultures try to minimize the possibility of such situations by strict laws and rules, safety and security measures, and on the philosophical and religious level by a belief in absolute Truth; 'there can only be one Truth and we have it'. People in uncertainty avoiding countries are also more emotional, and motivated by inner nervous energy. The opposite type, uncertainty accepting cultures, are more tolerant of opinions different from what they are used to; they try to have as few rules as possible, and on the philosophical

and religious level they are relativist and allow many currents to flow side by side. People within these cultures are more phlegmatic and contemplative, and not expected by their environment to express emotions.

Long-Term Orientation (LTO)

Long-Term Orientation versus short-term orientation; this fifth dimension was found in a study among students in 23 countries around the world, using a questionnaire designed by Chinese scholars. It can be said to deal with Virtue regardless of Truth. Values associated with Long Term Orientation are thrift and perseverance; values associated with Short Term Orientation are respect for tradition, fulfilling social obligations, and protecting one's 'face'. Both the positively and the negatively rated values of this dimension are found in the teachings of Confucius, the most influential Chinese philosopher who lived around 500 B.C.; however, the dimension also applies to countries without a Confucian heritage.

Compare Between western and Eastern culture

Figure 2 western culture

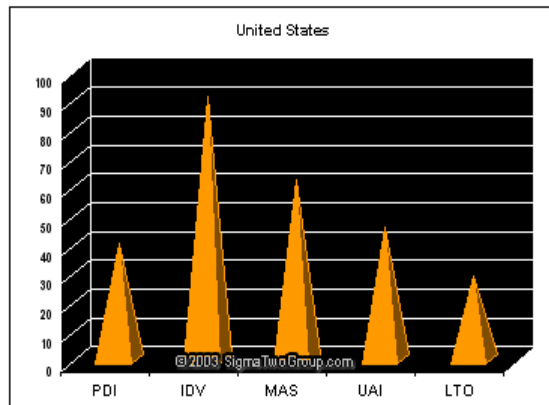
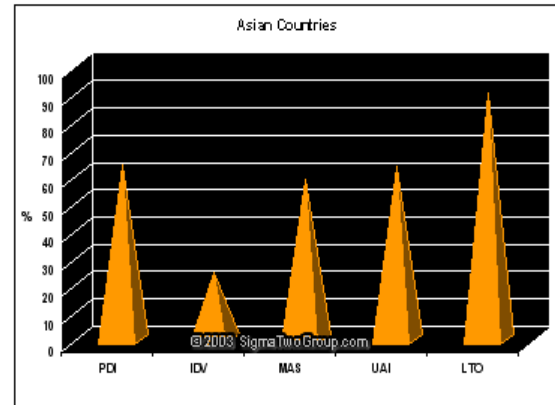


Figure 3 Eastern culture



From Figure 2 western culture There are only seven (7) countries in the Geert Hofstede research that have Individualism (IDV) as their highest Dimension: USA (91), Australia (90), United Kingdom (89), Netherlands and Canada (80), and Italy (76).

The high Individualism (IDV) ranking for the United States indicates a society with a more individualistic attitude and relatively loose bonds with others. The populace is more self-reliant and looks out for themselves and their close family members.

The next highest Hofstede Dimension is Masculinity (MAS) with a ranking of 62, compared with a world average of 50. This indicates the country experiences a higher degree of gender differentiation of roles. The male

dominates a significant portion of the society and power structure. This situation generates a female population that becomes more assertive and competitive, with women shifting toward the male role model and away from their female role.

The United States was included in the group of countries that had the Long Term Orientation (LTO) Dimension added. The LTO is the lowest Dimension for the US at 29, compared to the world average of 45. This low LTO ranking is indicative of the societies' belief in meeting its obligations and tends to reflect an appreciation for cultural traditions.

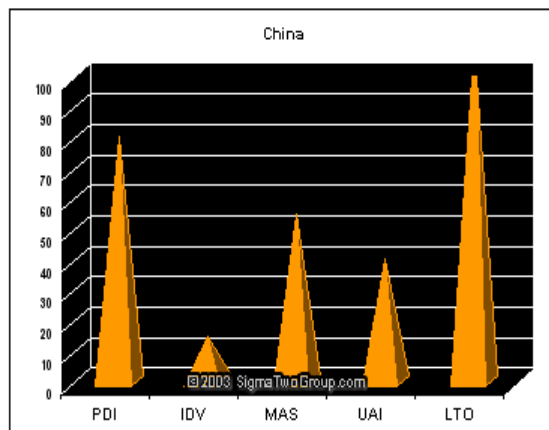
The next lowest ranking Dimension for the United States is Power Distance (PDI) at 40, compared to the world Average of 55. This is

indicative of a greater equality between societal levels, including government, organizations, and even within families. This orientation reinforces a cooperative interaction across power levels and creates a more stable cultural environment.

The last Geert Hofstede Dimension for the US is Uncertainty Avoidance (UAI), with a

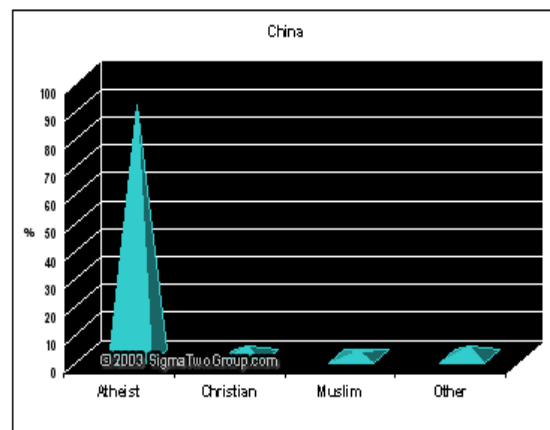
ranking of 46, compared to the world average of 64. A low ranking in the Uncertainty Avoidance Dimension is indicative of a society that has fewer rules and does not attempt to control all outcomes and results. It also has a greater level of tolerance for a variety of ideas, thoughts, and beliefs.

Figure 4 China culture



Geert Hofstede analysis for China has Long-term Orientation (LTO) the highest-ranking factor (118), which is true for all Asian cultures. This Dimension indicates a society's time perspective and an attitude of persevering; that is, overcoming obstacles with time, if not with will and strength. (see Asian countries graph below)

Figure 5 China religion culture



The Chinese rank lower than any other Asian country in the Individualism (IDV) ranking, at 20 compared to an average of 24. This may be attributed, in part, to the high level of emphasis on a Collectivist society by the Communist rule, as compared to one of Individualism.

The low Individualism ranking is manifest in a close and committed member 'group', be that a family, extended family, or extended relationships. Loyalty in a collectivist culture is paramount. The society fosters strong relationships where everyone takes responsibility for fellow members of their group.

China's religion is officially designated as Atheist by the State, although the concepts

and teachings of the ancient Chinese philosopher Confucius (500BC) are woven into the society at large. Some religious practice is acceptable in China; however, the government sets rigid limits

Second paper is Lessons learned in cross-cultural research of Chinese and North American consumers (Doran,2007).

Figure 6 China culture

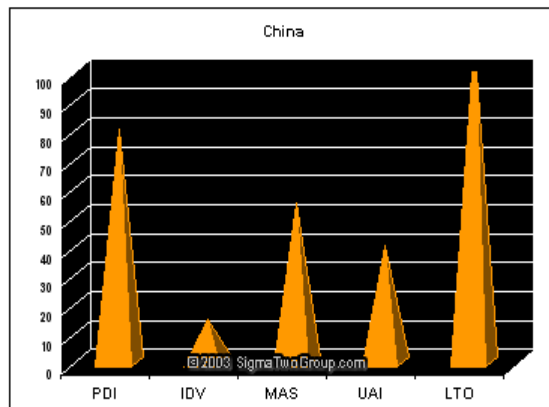


Figure 7 US culture

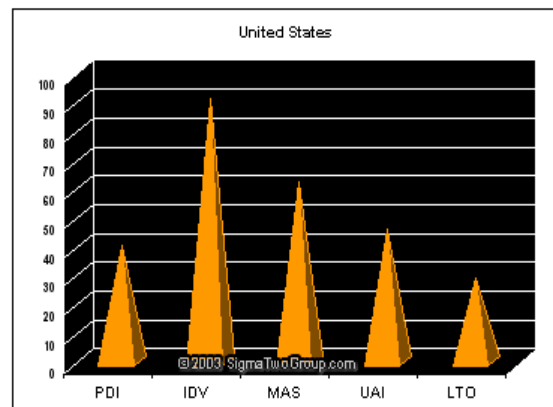


Figure 8

China consumer decision process

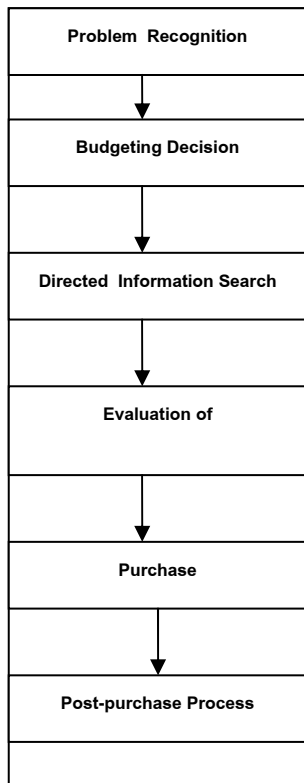
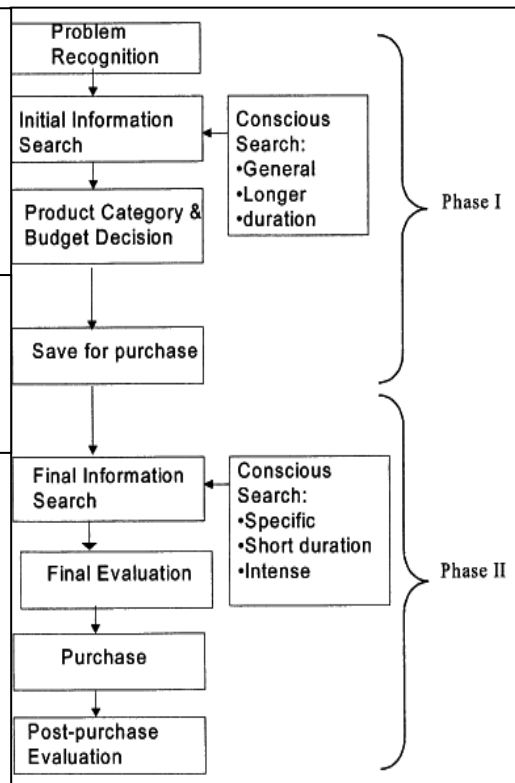


Figure 9

US consumer decision process\



One of the most interesting contrasts uncovered by the research is the difference between Chinese and North Americans in their perception of thrift (Doran, 1997b).

For the Chinese, buying a high-quality product that will provide superior performance over a long product life is considered thrifty. Alternatively, most North Americans equated thriftiness with cheap, easily replaced items. Budgeting also shaped the search processes of the two groups

For North Americans, budget decisions are made at the beginning of the search, and often become one of the heuristics commonly used to limit the search. But The Chinese, on the other hand, followed a truncated search pattern where the product was chosen, a budget set, and then they saved for the product. When the money had been saved, a follow-up search was made since considerable time might have passed. Time frame differences were also pronounced. Time differences occurred in three

distinct ways. First, North American and Chinese consumers differed on the amount of time they were willing to devote to searching. Second, they differed on the length of time they were willing to wait before buying a product, and third, they differed on how one they expected products to last. North Americans clearly operated on a much shorter time frame, and as a result, emphasized a viewpoint that one respondent viewed as a “throw away society.” Chinese consumers took their time and generally expected products to last. In spite of the more developed North American market environment, or perhaps because of it, Chinese consumers got a great deal more enjoyment out of searching and shopping than did the North Americans. Most Chinese respondents, both men and women, referred to “window shopping” as a preferred leisure activity. Relatively few North Americans felt they really enjoyed shopping, and the majority felt it was a chore. The greatest reason for a decline in shopping enjoyment on the part of North Americans was lack of time. They also felt that the number of shopping decisions to be made had increased to the point where all decisions.

Third research is “Dimensions of culture in international marketing studies “ (Soares et

al ,2007) : Research use cultural dimensions in marketing studies Although Hofstede used a work-related context and originally applied his framework to human resources management, it is being used increasingly in business and marketing studies (Milner et al., 1993; Sondergaard, 1994; Engel et al.,1995; Dawar et al., 1996; Sivakumar and Nakata, 2001; Shamkar-mahesh et al., 2003).These dimensions have been used to compare cultures,

This research has confirmed the relevance of these cultural dimensions for international marketing and consumer behavior (Notably, Collectivism influences innovativeness (Lynn and Gelb, 1996; Steenkamp et al.,1999; Yaveroglu and Donthu, 2002; Yenyurt and Townsend, 2003; van Everdingen and Waarts, 2003), service performance (Birgelen et al., 2002), and advertising appeals (Albers-Miller andGelb, 1996). Uncertainty avoidance impacts information exchange behavior (Dawar et al., 1996), innovativeness (Lynn andGelb, 1996; Steenkamp et al., 1999;Yaveroglu and Donthu, 2002;van Everdingen and Waarts, 2003; Yenyurt and Townsend,2003), and advertising appeals (Albers-Miller and Gelb, 1996).Power distance affects advertising appeals (Albers-Miller and Gelb, 1996), information exchange behavior

(Dawar et al., 1996), innovativeness (Yaveroglu and Donthu, 2002; Yeniyurt and Townsend, 2003; van Everdingen and Waarts, 2003), and service performance (Birgelen et al., 2002). Masculinity impacts sex role portrays (Milner and Collins, 1998), innovation (van Everdingen and Waarts, 2003), and service performance (Birgelen et al., 2002). Finally, long-term orientation influences innovativeness (van Everdingen and Waarts, 2003).

Table 1 Impact of Hofstede's dimensions in international marketing and consumer behavior

	Power Distance Index (PDI)	Individualism (IDV)	Masculinity (MAS)	Uncertainty Avoidance Index (UAI)	Long Term Orientation (LTO)
Innovativeness	YES	YES	YES	YES	YES
Service performance	YES	YES	YES	NO	NO
Advertising appeals	YES	YES	NO	YES	NO
Information exchange behavior	YES	NO	NO	YES	NO
Sex role portrays	NO	NO	YES	NO	NO

Conclusion of this synthesis paper

From Hofstede's base theory in five dimension are apply to 3 researcher ; Hofstede's, Doran. And Soares et al.

Result summary In cross culture consumer analysis are difference between western and eastern consumer

Western consumers are higher Individualism than eastern consumers but lower Power Distance than eastern consumers

Thus international marketing strategy for eastern consumers must to use reference group and provide Information to exchange consumer behavior in group for motivative target market and in marketing mix must to Innovativeness and develop Service performance

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