

LESSON – 36 CROSS CULTURE CONSUMER ANALYSIS, RELEVANCE FOR MARKETERS

Instructional Objectives:

After completion of this lesson, the student shall know about:

Exposure to other Cultures

Cross-Cultural Consumer Analysis

Application of Cross Culture Consumer Analysis: Relevance for Marketers

Strategies for Multinational Companies

Relevance of Culture for a Marketer

7.5.7 EXPOSURE TO OTHER CULTURES:

As a result of rapid advancement and all-round development, we find ourselves exposed to people from various cultures. There has been a great deal of opening up, and the society has been impacted on all fronts, be it social, economic, cultural or technological. The cultural fabric has undergone a transformation and we see changes in our values and beliefs, customs and traditions, etc.

As consumers also, we have been exposed to other cultures. We have inculcated/adopted values and beliefs, perspectives and orientations that are much different to what existed earlier. The past decade particularly, has seen changes with respect to what we eat, what we wear and how we behave. All this has impacted our buying patterns and consumption behavior. There have been changes in demand with respect to our food and diet, clothing and lifestyles, etc.

It is important for a marketer to give consideration to three major issues; i) how do consumers in one culture get exposed to good/services being used by people of other cultures; ii) how should a marketer design/adapt his 4Ps so as to be accepted by people influenced by newer cultures (if he is serving in the home market only); iii) how should a marketer design/adapt his 4Ps so as to be accepted by people of other cultures (in foreign markets).

Generally speaking, as consumers we are exposed to foreign cultures either i) through ones' own initiatives; or ii) through the marketers's efforts. Ultimately both these means of exposure lead to cultural transfer and amalgamation.

i) People get exposed and gradually influenced to newer cultures when they travel abroad for

leisure; or live abroad while on foreign assignments; or work with people of foreign cultures while in their native country. They also get exposed through media, i.e. through books and magazines, movies and films, drama and theater, etc.

ii) Consumers also get influenced through marketer's efforts, who foresee potential and expand their markets by launching their products and services into newer geographical segments (often across national borders). They go in for promotional measures that lead to awareness and develop consumer interest for trial and adoption of newer products and services.

7.5.8 CROSS-CULTURAL CONSUMER ANALYSIS:

The marketer needs to go in for a study of the socio-cultural fabric of the respective country where he intends to enter and serve. He needs to have an understanding of the consumption pattern and the consumption behavior across people from different cultures. He needs to assess the needs and wants as well as priorities and orientations of the people that he desires to serve.

Schiffman defines cross cultural consumer analysis as "the effort to determine to what extent the consumers of two or more nations are similar or different." The marketer must understand how consumers in targeted countries are similar and dissimilar from each other. It is important for a marketer to have this understanding as it helps him assess the social and cultural similarities and dissimilarities so that he can design appropriate marketing programs and strategies for such segment(s).

7.5.9 APPLICATION OF CROSS CULTURE CONSUMER ANALYSIS: RELEVANCE FOR MARKETERS:

A cross-cultural consumer analysis helps the marketer assess the market potential and customer reaction for his product and service offering. People's values and beliefs, customs and traditions, as also perspectives and orientations have a bearing on customer's needs, wants and priorities, finally translating into their desire for product and service offerings. These would vary across nations and cultures, and marketers must thus go through an *acculturation process*. As has been defined earlier, acculturation is defined as the process of learning a new or a foreign culture.

It is essential that they learn about the culture of foreign countries, what their needs and wants are, how they prioritize them, how they form attitudes and opinions, etc. Thus, before taking decisions with respect to entering foreign cultures, and the manner in which they should

be served, a marketer should conduct a cross-cultural consumer analysis. Such an analysis provides a marketer with inputs as to how he should be modifying his 4Ps so as to elicit quick adoption and diffusion of his product and service offering. Every component of culture should be carefully studied and a marketing program designed accordingly.

- Product names or brands should not have double meanings; they should not be insensitive in any manner, and they should not hurt the sentiments of people in the country where the marketer is planning to enter.
- They should be easy to remember, recall and pronounce. Else marketers should make sure that they help consumers remember and pronounce such names. For example, when Perfetti Van Melle India launched their candy Alpenliebe, they designed an advertisement that had a jingle that helped consumers pronounce the name.
- They should be distinct and not duplicate names already existing in the foreign country.
- The marketer must make sure that the product or service offering appeals to the needs and wants of people from foreign cultures.
- He must make sure that he keeps in mind local customs and traditions while formulating the strategy.
- While taking decisions on packaging and labeling as also design of advertisements, he must make sure of colors and symbols. Colors and symbols have varied meanings and connotations. The marketer should be careful that he should not be insensitive to people of foreign cultures.
- Marketers must make sure that they employ local (foreign) people for sales and marketing in foreign cultures. They should avoid sending their own people as the latter would take time to be acculturated. It would be better if local people are hired who would know the language, customs, tradition etc, and with whom the customers would be more comfortable. They would also be in a position to make localized decisions.

Through a cross-cultural analysis, a marketer would get inputs into how the foreign culture is different to his native culture. When customers across two or more countries are similar, the marketer can afford to have a similar marketing program; in case they are different, he would have to adapt his 4Ps and design a separate individualized marketing strategy for the foreign country.

The relevance of a cross cultural analysis for a marketer is summarized as follows:

- A cross-cultural consumer analysis helps predict customer reaction to a product and service offering; the marketer would get to assess the market potential and assess the viability of a segment(s).

- The marketer would get inputs into how the foreign culture is different to his native culture. This would help him decide whether to have a marketing program similar to the one that is present in the native country or to have a program that is 'individualized' to the foreign country.
- It would help him to position his product/service offering appropriately, keeping in mind the values and beliefs, customs and traditions, attitudes, opinions and lifestyles.
- It provides a marketer with inputs as to how he should be modifying his 4Ps so as to elicit quick adoption and diffusion of his product and service offering. This is particularly relevant for products that would be new to a foreign culture, and where the consumers would have to be taught about their importance and usage. The marketer would have to educate the consumers about such a product/service offering (cognition), create a favorable opinion and positive feelings (affect), and convince adoption and purchase (behavior).

7.5.10 STRATEGIES FOR MULTINATIONAL COMPANIES:

The most important decision that multinational companies need to take is with respect to the international market segment(s) that they would be catering to, i.e. whether they would be making their product and service offerings available worldwide to all countries or they would be making it available only to certain select countries in the total international market. The decision would depend on the basis of the i) size of the market; ii) growth and attractiveness of the market; iii) stability in the market; iv) politico-legal environment and the accessibility of the countries involved.

Another major decision that the marketer needs to take is whether to pursue a standardized identical global strategy for all countries/cultures or to go in for a customized localized marketing strategy unique to a country/culture. The choice ranges across a continuum, where on one end, they market identical product and service offerings across cultures, and on the other end they market customized offerings unique to various cultures.

With advances in technology, the world is getting closer. Cultures are amalgamating and markets are getting similar. In this scenario, marketers believe that they can offer a standardized marketing mix, similar to the one that they offer in the native country. On the other hand, there are marketers who believe that there exist differences across culture and consumers across nations need to be served with product/service offerings that are adapted to the values, beliefs, customs and traditions. Thus, marketers need to take a decision as to whether they should go in for need benefit segmentation based on common needs and values

(the former case) or go in for geographical segmentation based on national boundaries (the latter case).

In any case, an understanding of culture(s) becomes essential. This would help them formulate appropriate marketing strategies, particularly with respect to positioning and communication. Marketers need to have a proper understanding of the various components that constitute culture, be it values and beliefs, language, myths, customs and traditions, rituals and laws. Differences across cultures lead to variations in consumer behavior.

Thus, as companies decide to expand their markets to foreign territories, they need to follow one of the two strategies, viz.:

i) They could offer the product/service offerings with the same marketing mix (standardized and global), as in their native country. Such a strategy is known as an *undifferentiated* strategy, i.e., one marketing strategy for all countries. Such a global strategy maintains the same product name; the features, attributes and other ingredients also remain the same (maybe with slight modifications); so do the other Ps. A large number of companies prefer a “world brand”, i.e. products and service offerings are positioned, designed, priced, promoted and sold all over the world in the manner that is similar to the country of origin. The approach leads to a worldwide brand name, company image, recognition and reputation. Examples of such brands are IBM, Sony, etc.

ii) They could adapt the product/service offerings in the foreign country. This would present a more “localized offering” where the and service offerings are positioned, designed, promoted and sold in a manner that is distinctive and specific to foreign countries and cultures. This strategy is referred to as adaptive global marketing or a “localized marketing strategy” where the objective is to meet the local needs in the most effective manner. The strategy has also been termed *concentrated* or *differentiated* marketing. The marketer offers differentiated marketing strategies for each country, with changes in product and /or brand name, as also product features, attributes and other ingredients as also the other Ps. The marketer would need to take into account differences in consumer behavior. McDonalds is a perfect example; when they entered India, they adapted their product offering by offering chicken burgers instead of the beef and pork (as consumption of beef and pork is a taboo with Hindus and Muslims). Further they introduced the McTikki Aloo Burger for vegetarians; they positioned themselves a “family” restaurant keeping in line with the Indian family concept. Companies that do not localize their offerings may find penetration into foreign cultures a difficult exercise. An example that can be quoted is Kellogg’s Breakfast Cereal. They found it difficult to penetrate the Indian market as the

very concept of cold milk at breakfast was against the traditional Indian belief (where hot milk was preferred especially at breakfast, and cold milk was regarded as unhealthy). It is thus concluded that a “world brand” may not always be favored. The marketer needs to adapt his product/service offerings.

Companies like Unilever, Nestle, Proctor and Gamble follow a mixed approach. They have standardized offerings in terms of their brands, but they blend and adapt their 4Ps to suit the needs of the local culture. Their offerings are generally standardized but the implementation strategy “local”. Thus, they introduce under the same family brand name, soaps for different kinds of skin, shampoo for different kinds of hair (depending on the skin and hair types across countries and cultures), and detergents for different water types (hard water or soft water). This is where study of cross cultures becomes essential so as to identify differences and similarities across nations. A marketer has to go through the process of acculturation.

Marketers often face the challenge of dealing effectively with marketer in diverse cultures. This is more specific to decisions related to product and service offerings, and the communication strategy. Researchers have studied the issue and proposed changes in the product and service offering as also the communication programmes. Various frameworks have been proposed that determine the degree to which marketing and advertising efforts should be standardized (globalized) or localized. A few of such frameworks are discussed as follows:

I *A product recognition continuum has been proposed by researchers, that explains produce awareness and recognition amongst consumers of foreign cultures.* The five-stage continuum explains product recognition from mere awareness of a foreign brand amongst consumers in a local market to a complete global identification of the brand.

Stage 1: In stage one, the local consumers are aware of a brand that is “foreign and alien.” They have heard or read about this “foreign” brand, and may find the product/service offering as also the brand to be desirable. However, it is unavailable to them as it is not sold in their country. For example, Lamborghini and Porsche.

Stage 2: In stage two, the “foreign” brand is available in the local market. Local consumers are aware of the brand being “foreign” and made in a particular country. However, consumers have their own perceptions with respect to foreign brands which may be favorable or unfavorable. For example, BMW and Mercedes.

Stage 3: In stage three, the “foreign” or “imported” brand is widely accepted and accorded “national status”. While it national origin is known, it does not affect their purchase choice. For example, Suzuki and Samsung.

Stage 4: In stage four, the foreign brand is converted partly or wholly into a domestic brand. The local consumers no longer consider it to be a foreign brand and perceive it as a local brand. While its foreign origin may be remembered, the brand has been adopted so very well that is “naturalized.” For example, Colgate and Cadburys.

Stage 5: In this last stage, the foreign brand has so very well adopted and assimilated that the people no longer regard it as “foreign”. In fact, many are not even aware of the country of origin, and never even bother to ask so. It is regarded as purely global or “borderless.” For example, Unilever (Hindustan Unilever), Xerox and Dettol.

II Another framework presents four alternative marketing strategies that could be made available to a marketer who wants to expand beyond national territories. A company could opt for *standardizing or localizing either or both of the i) product; ii) communication program*. This can be better explained through a grid or through a two-by-two matrix which is presented below. Based on a combination of both, the various alternative strategies are as follows:

- a) Standardized product and standardized communication strategy: The marketer should use the same marketing strategy that he uses in his home country.
- b) Standardized product and localized communication strategy: The marketer would offer the same product in another country but adapt the promotion message.
- c) Localized product and standardized communication strategy: He would adapt the product offering and use the current communication strategy that he is using in his native culture.
- d) Localized product and localized communication strategy: This would mean a total adaptation, a new product and a new communication strategy.

PRODUCT STRATEGY	COMMUNICATION STRATEGY	
	Standardized Communications	Localized Communications
Standardized Product	Global Strategy: Uniform Product/ Uniform Message	Mixed Strategy: Uniform Product/ Customized Message
Localized Product	Mixed Strategy: Customized Product/ Uniform Message	Local Strategy: Customized Product/ Customized Message

Figure1: Framework for Alternative Global Marketing Strategies

Source: Schiffman, L.G. and Kanuk, L.L., Consumer Behavior, 9th Edition, Pearson, Prentice Hall.

The grid thus, represents alternative growth opportunities for a marketer, ranging from merely “exporting” a standardized product and service offering with the same mix to developing a completely new product and service offering with a new mix particularly with respect to communication. Which of the strategies would work best for a marketer would depend on a cross cultural analysis.

III Another framework has been proposed that evaluates *the degree of global standardization that would be feasible for a product or service offering when it is offered in another country*. It helps a marketer make a decision whether he should go in for a standardized approach a global product or service offering and global marketing mix, or opt for a localized approach with a customized marketing mix, typical for that foreign country. The marketer has to make a trade off; while the former is economical, with technological, economic and marketing synergies, the latter is more appealing and welcoming to people of foreign cultures.

According to the framework, before deciding on a viable marketing strategy, a marketer should keep certain factors in mind. These factors are i) characteristics of the target segment(s); ii) assessment of the firm's market position with respect to growth rate and market share; iii) nature and attributes of the product and service offering; iv) the environment; and v) organizational factors.

i) Characteristics of the target segment(s): this would include a study of the geographic area and also the economic factors.

ii) Assessment of the firm's market position: the marketer needs to assess the extent of market development, market conditions and competition.

iii) Nature and attributes of the product and service offering: this implies a study of the type of product as well a product positioning.

iv) The environment: this would include a study of the politico-legal as well as the economic environment, and also the marketing infra-structure.

v) Organizational factors: this would include factors like corporate orientation, authority relationships etc.

According to the framework, *performance in program markets* affects the *degree of program standardization*. *The degree of standardization is affected by the five factors mentioned above.*

IV There is another framework that helps a marketer assess whether to use *a global or a local marketing strategy*. The framework lays emphasis on a *high-tech to high-touch* continuum.

According to the framework, for high-involvement products that approach either end of the high-tech/high-touch continuum, product standardization is more successful. It would be suitable for a marketer to position such products as global brands. On the other hand, for low-involvement products that lie on the mid-range of the high-tech/high-touch continuum, the marketer should follow a localized approach and go in for a market-by-market execution. The marketer should position such products as local brands.

Thus it can be observed that both marketers and consumers use a common vocabulary for high-tech products, like, kilo bytes, mega bytes for RAM storage capacity in computers or Bluetooth for data transfer in mobiles etc. In case of internet connections, the speed is marketed in MBPS (Mega bits per second); or In the case of hand held electronic devices, the marketer communicates in terms of GPS (Global Positioning System), Bluetooth, Camera with certain Mega-Pixel, MP3 etc. They use rational appeals for products like computers, laptops, cameras, DVD players etc. High-tech positioning is used for such products. On the other hand, marketers use social and emotional appeals or even status/image for high-touch products, be it perfumes, mobile phones, apparel wear etc. High-touch positioning is used for such image related products.

7.5.11 RELEVANCE OF CULTURE FOR A MARKETER:

A study of culture, sub-culture and cross culture holds great relevance for a marketer. A study of culture is inclusive of language, customs and traditions, norms and laws, religion, art and music, etc. It also includes the interests of people, their lifestyles and orientations, and their attitudes towards general and specific issues. An understanding of culture helps the marketer in designing a strategy that would address and appeal to people of a particular culture. It would help him to design his 4Ps in an efficient and effective manner. The relevance of a study of culture and cross culture is discussed as follows:

- The culture of a society has a bearing on buying patterns and consumption behavior. The kinds of products and services and/or brands that consumers' buy and use, are all based on their cultures and sub-cultures. Through a study of culture, the marketer would get to know about the viability of target segment(s), and also about how quickly the product/service offering would be diffused and adopted by people.

- Marketers must also be conscious of newly developed and embraced values, customs and traditions, so as to be able to take advantage of the situation.
- Subcultures are relevant units of analysis for market research. A sub-cultural analysis helps a marketer identify distinct segments that are “natural”, sizable and easy to cater to.
- Every component of culture should be carefully studied and a marketing program designed accordingly; Product names or brands should not have double meanings; they should not be insensitive in any manner; they should be distinct, easy to remember, recall and pronounce.
- While deciding on positioning and communication, marketer must be sensitive to culture, and particularly, cross-culture; the colors, language and symbols, should all be kept in mind.
- The analysis of the culture, sub-culture and cross-culture helps profile consumers into segments that a marketer could take advantage off through formulation of an appropriate marketing strategy. The marketer could choose from two options, viz., either decide on a standardized global strategy or go in for a localized customized strategy.
- MNC's who desire to enter foreign markets should carefully study and understand the cultures of such countries; They need to go through an elaborate process of acculturation so that they can understand the inhabitants of such cultures and their needs.
- It is crucial that a marketer has a proper understanding of the social and cultural similarities and dissimilarities across cultures so that he can design appropriate marketing programs and strategies for such segment(s).
- The marketer must make sure that the product or service offering appeals to the needs and wants of people from foreign cultures. He must make sure that he keeps in mind local customs and traditions while formulating the strategy.
- Marketers must make sure that they employ local (foreign) people for sales and marketing in foreign cultures. They should avoid sending their own people as the latter would take time to be acculturated.

-Especially with reference to international marketing, marketers must make sure that they i) modify their product and service offerings so as to meet local cultures, and gain easy and quick acceptance in the foreign country; ii) design a communication /promotion programme where the message content, language etc. is consistent with those of the segment; iii) adjust the prices and payment terms and conditions to meet local expense and consumption patterns; iv) adapt their distribution policies, including retailing to adjust with what the target segment in foreign cultures is used to.

- Marketers must give due consideration to three major issues; i) how do consumers in one culture get exposed to good/services being used by people of other cultures; ii) how should a marketer design/adapt his 4Ps so as to be accepted by people influenced by newer cultures (if he is serving in the home market only); iii) how should a marketer design/adapt his 4Ps so as to be accepted by people of other cultures (in foreign markets).

- When customers across two or more countries are similar, the marketer can afford to have a similar marketing program; in case they are different, he would have to adapt his 4Ps and design a separate individualized marketing strategy for the foreign country.

REFERENCES FOR FURTHER READING:

1. Loudon, D.L. and Bitta A.J. Della, Consumer Behavior, Fourth Edition, 2002, Tata McGraw-Hill, New Delhi.
2. Peter, P.J. and Olson, J.C., Consumer Behavior and Marketing Strategy, Seventh Edition, 2005, McGraw-Hill Higher Education.
3. Schiffman, L.G. and Kanuk, L.L., Consumer Behavior, Eight Edition, 2004, Prentice Hall, India.
4. Wells W.D. and Prensky, D., Consumer Behavior, 1996, John Wiley & sons, Inc.

FAQS (FREQUENTLY ASKED QUESTIONS):

Ques 1 As companies decide to expand their markets to foreign territories, they need to follow one of the two major strategies. Discuss these.

Ans 1 As companies decide to expand their markets to foreign territories, they need to follow one of the two strategies. Mention these.

i) They could offer the product/service offerings with the same marketing mix (standardized and global), as in their native country. Such a strategy is known as an *undifferentiated* strategy, i.e., one marketing strategy for all countries. Such a global strategy maintains the same product name; the features, attributes and other ingredients also remain the same (maybe with slight modifications); so do the other Ps. A large number of companies prefer a “world brand”, i.e. products and service offerings are positioned, designed, priced, promoted and sold all over the world in the manner that is similar to the country of origin. The approach leads to a worldwide brand name, company image, recognition and reputation. Examples of such brands are IBM, Sony, etc.ii) They could adapt the product/service offerings in the foreign country. This would present a more “localized offering” where the product and service offerings are positioned, designed, promoted and sold in a manner that is distinctive and specific to foreign countries and cultures. This strategy is referred to as adaptive global marketing or a “localized marketing strategy” where the objective is to meet the local needs in the most effective manner. The strategy has also been termed *concentrated* or *differentiated* marketing. The marketer offers differentiated marketing strategies for each country, with changes in product and /or brand name, as also product features, attributes and other ingredients as also the other Ps. The marketer would need to take into account differences in consumer behavior. McDonalds is a perfect example; when they entered India, they adapted their product offering by offering chicken burgers instead of the beef and pork (as consumption of beef and pork is a taboo with Hindus and Muslims). Further they introduced the McTikki Aloo Burger for vegetarians; they positioned themselves a “family” restaurant keeping in line with the Indian family concept. Companies that do not localize their offerings may find penetration into foreign cultures a difficult exercise. An example that can be quoted is Kellogg’s Breakfast Cereal. They found it difficult to penetrate the Indian market as the very concept of cold milk at breakfast was against the traditional Indian belief (where hot milk was preferred especially at breakfast, and cold milk was regarded as unhealthy). It is thus concluded that a “world brand” may not always be favored. The marketer needs to adapt his product/service offerings.

Companies like Unilever, Nestle, Proctor and Gamble follow a mixed approach. They have standardized offerings in terms of their brands, but they blend and adapt their 4Ps to suit the needs of the local culture. Their offerings are generally standardized but the implementation

strategy “local”. Thus, they introduce under the same family brand name, soaps for different kinds of skin, shampoo for different kinds of hair (depending on the skin and hair types across countries and cultures), and detergents for different water types (hard water or soft water). This is where study of cross cultures becomes essential so as to identify differences and similarities across nations. A marketer has to go through the process of acculturation.

Ques 2 Write short notes on the following:

a) Product recognition continuum

b) High-tech to high-touch continuum.

Ans 2a) Product recognition continuum:

A product recognition continuum has been proposed by researchers, that explains produce awareness and recognition amongst consumers of foreign cultures. The five-stage continuum explains product recognition from mere awareness of a foreign brand amongst consumers in a local market to a complete global identification of the brand.

Stage 1: In stage one, the local consumers are aware of a brand that is “foreign and alien.” They have heard or read about this “foreign” brand, and may find the product/service offering as also the brand to be desirable. However, it is unavailable to them as it is not sold in their country. For example, Lamborghini and Porsche.

Stage 2: In stage two, the “foreign” brand is available in the local market. Local consumers are aware of the brand being “foreign” and made in a particular country. However, consumers have their own perceptions with respect to foreign brands which may be favorable or unfavorable. For example, BMW and Mercedes.

Stage 3: In stage three, the “foreign” or “imported” brand is widely accepted and accorded “national status”. While its national origin is known, it does not affect their purchase choice. For example, Suzuki and Samsung.

Stage 4: In stage four, the foreign brand is converted partly or wholly into a domestic brand. The local consumers no longer consider it to be a foreign brand and perceive it as a local brand. While its foreign origin may be remembered, the brand has been adopted so very well that it is “naturalized.” For example, Colgate and Cadburys.

Stage 5: In this last stage, the foreign brand has so very well adopted and assimilated that the people no longer regard it as “foreign”. In fact, many are not even aware of the country of origin, and never even bother to ask so. It is regarded as purely global or “borderless.” For example, Unilever (Hindustan Unilever), Xerox and Dettol.

b) High-tech to high-touch continuum:

A high-tech to high-touch continuum framework helps a marketer assess whether to use *a global or a local marketing strategy*. According to the framework, for high-involvement products that approach either end of the high-tech/high-touch continuum, product standardization is more successful. It would be suitable for a marketer to position such products as global brands. On the other hand, for low-involvement products that lie on the mid-range of the high-tech/high-touch continuum, the marketer should follow a localized approach and go in for a market-by-market execution. The marketer should position such products as local brands.

Thus it can be observed that both marketers and consumers use a common vocabulary for high-tech products, like, kilo bytes, mega bytes for RAM storage capacity in computers or Bluetooth for data transfer in mobiles etc. In case of internet connections, the speed is marketed in MBPS (Mega bits per second); or In the case of hand held electronic devices, the marketer communicates in terms of GPS (Global Positioning System), Bluetooth, Camera with certain Mega-Pixel, MP3 etc. They use rational appeals for products like computers, laptops, cameras, DVD players etc. High-tech positioning is used for such products. On the other hand, marketers use social and emotional appeals or even status/image for high-touch products, be it perfumes, mobile phones, apparel wear etc. High-touch positioning is used for such image related products.

SELF EVALUATION TESTS/QUIZZES:

Section A True/false:

1. Adaptive global marketing or a “localized marketing strategy” is also known as concentrated marketing.
2. For high-involvement products that approach either end of the high-tech/high-touch continuum, product standardization is more successful.
3. When customers across two or more countries are similar, the marketer can afford to have a similar marketing program.

Section B**Fill up the blanks:**

1. _____ is defined as the process of learning a new or a foreign culture.
2. Through a _____ analysis, a marketer would get inputs into how the foreign culture is different to his native culture,
3. For low-involvement products that lie on the mid-range of the high-tech/high-touch continuum, the marketer should follow a _____ approach and go in for a market-by-market execution.

Section C Multiple choice questions:

1. When marketers offer a product/service offering with the same marketing mix as in their native country, it is called a _____ strategy.
 - a) global
 - b) standardized
 - c) undifferentiated strategy
 - d) all of the above.

Section D Short answers:

1. What are the two ways through which consumers are exposed to foreign cultures?
2. Define cross-culture consumer analysis.
3. What are the factors that determine whether a marketer should expand to select countries in the total international markets or whole of the international markets?

KEY**Section A True/false:**

1. True
2. True
3. True

Section B Fill up the blanks:

1. Acculturation
2. Cross-cultural
3. Localized

Section C Multiple choice questions:

1. d

Section D Short answers:

1. Consumers are exposed to foreign cultures i) through ones' own initiatives; and ii) through the marketers's efforts.
 2. Schiffman defines cross cultural consumer analysis as "the effort to determine to what extent the consumers of two or more nations are similar or different."
 3. The factors that determine whether a marketer should expand to select countries in the total international markets or whole of the international markets would depend on i) size of the market; ii) growth and attractiveness of the market; iii) stability in the market; iv) politico-legal environment and the accessibility of the countries involved.
-