Marketing Research and Cultural Differences
Chapter Objectives

1. Define culture and discuss additional research questions that will be asked
2. Explain the necessity of translation when conducting research with ethnic groups
3. Understand the relevance of Hofstede’s model to choosing research methodology
4. Discuss ethical issues that arise when conducting research across cultural boundaries
Culture

- Underlying values held by group of people
- Guidelines that help with decisions on how people should live life
  - Values can’t be seen
  - Behaviors that result from values can
Ethnocentrism

- Own decisions and values are universal
  - Any others are wrong

- If this belief is held
  - When cultural groups interact
    - Problems result
Cultural Differences

- Additional research questions
  - Design
  - Location
  - Decision maker
  - Family behavior
  - Media use
  - Income level
Levels of Cultural Difference

- Same location same language
- Different location same language
- Same location different language
- Different location different language
Translation Needs

- Planning phase: learn more about cultural values
- Translation of written material
- Oral translation during research
- Translation of research materials
- Summary report in language of participants
Back Translation

- Write research materials in English
- Ask translator to rewrite in new language
- Ask second translator to translate back to English
- Review
- Meaning should be the same
Power Distance

- Acceptance and reaction to authority

- Affect on research
  - Participants defer to researcher

- Adjustment
  - Use methods that allow for anonymity
Uncertainty Avoidance

- Acceptance or risk and unknown future

- Affect on research
  - Techniques that provide little guidance can be threatening

- Adjustment
  - Provide more information
  - Avoid open ended questions
Individualism vs. Collectivism

- Whether group or individual is most important

- Affect on research
  - Participants will not disagree with researcher or each other
  - Questions will be answered based on what participant believes group would say

- Adjustment
  - Individual interviews with sufficient time to reassure
Femininity vs. Masculinity

- Acceptance of aggression and nurturing across role boundaries

- Affect on research
  - Affects consumer behavior and therefore who should be involved in research

- Adjustment
  - Research sample will need to include those involved in decision making
Stereotyping

- Takes qualities of some members of a group and applies them to all
- Can be either positive or negative
- Causes researchers to overlook behavior and opinions that do not fit stereotype of group
Prejudice

- Learned from others without contact with any member of group
- Always negative
- Passive prejudice results in negative beliefs
- Active prejudice results in person seeking to do harm
- Unacceptable
- Makes research impossible