



# **Cultural** Aspect for Product & Brand Management



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"The farther *back* you can *look*,  
the farther *forward*  
you are likely to see."

*Winston Churchill*

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nán

男: 田 + 乚 = 田 + 乚

male field tool

nǚ

女: 亻 + ㇀ + ㇀

female

person cross the arm knee

dù

妒: 女 + 戶 = 女 + 戶

jealous

female home.

fù

父: 扌 : hold some tools with hand.

father, male old generation.

bà

爸: father

yé

爷: grandfather

méng

盟

☉ ☽  
灬

=

☉

+

☽

+

言

+

灬

alliance.  
league.

sun moon speak blood

# Hofstede Cultural Dimensions

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- ▶ **Power Distance**
- ▶ **Uncertainty Avoidance**
- ▶ **Masculine versus Feminine**
- ▶ **Individualism versus Collectivism**
- ▶ **Long Term Orientation**
- ▶ **Indulgence**

# Cultural Dimensions

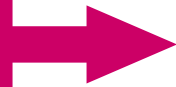
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**Power  
Distance**



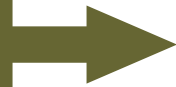
Way members perceive differences in power when they form interpersonal relationships

**Uncertainty  
Avoidance**



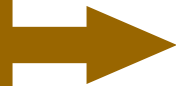
Degree to which people feel threatened by ambiguous situations

**Masculine  
versus  
Feminine**



Degree to which sex roles are clearly delineated

**Individualism  
versus  
Collectivism**



Extent to which culture values the welfare of the individual versus that of the group

# Long Term Orientation versus Short Term Normative Orientation (LTO)\*

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- ▶ "Long Term Orientation stands for the fostering of virtues oriented towards future rewards, in particular perseverance and thrift. Its opposite pole, Short Term Orientation, stands for the fostering of virtues related to the past and present, in particular, respect for tradition, preservation of 'face' and fulfilling social obligations."

Source: Hofstede (2001),  
Culture's Consequences, 2nd ed., p 359

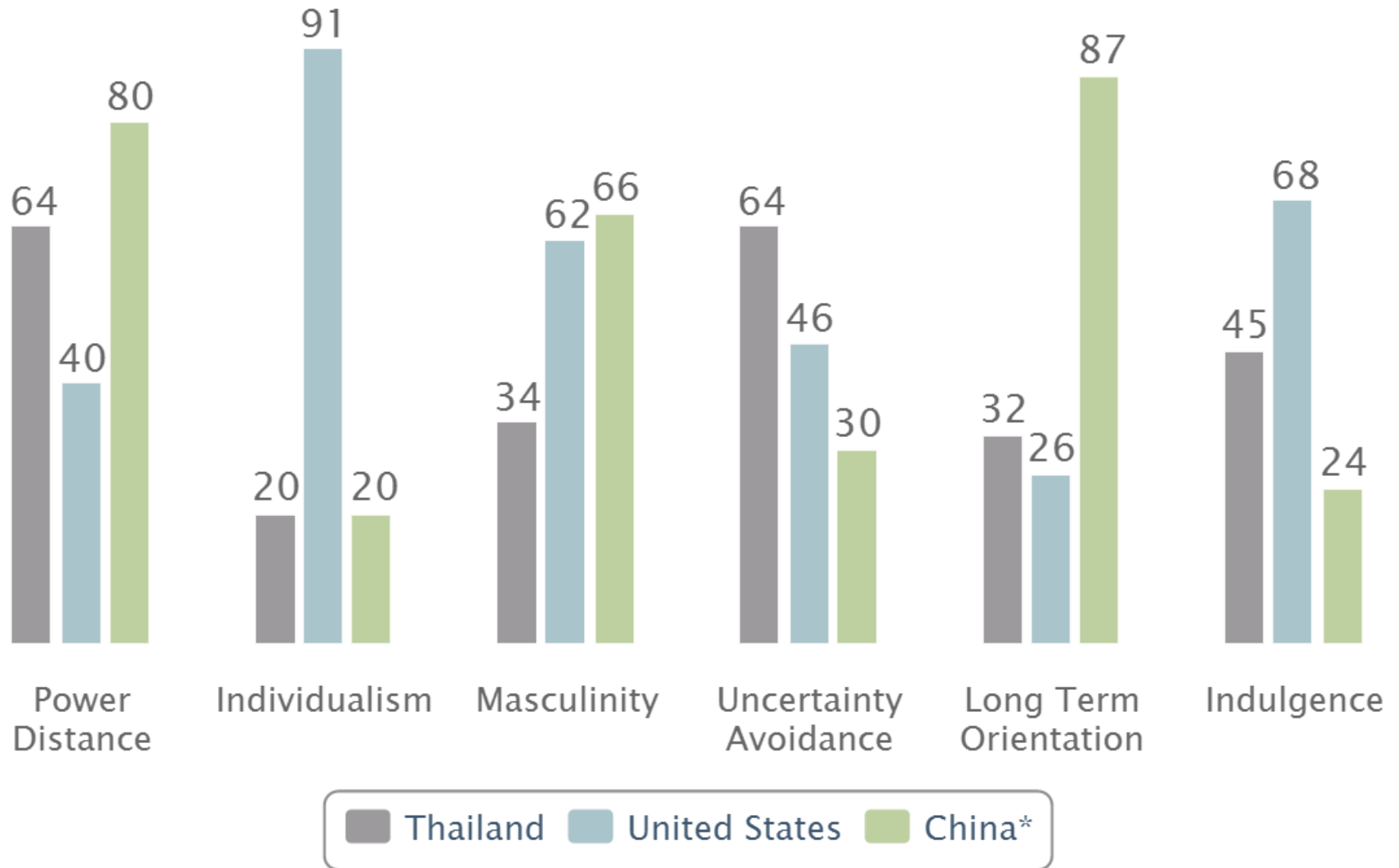
# Indulgence versus Restraint (IND)

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- ▶ **Indulgence** stands for a society that allows relatively free gratification of basic and natural human drives related to **enjoying life and having fun**. **Restraint** stands for a society that **suppresses** gratification of needs and regulates it by means of **strict social norms**

# Thailand

in comparison with United States and China\*



# Final Thought

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- ▶ How each cultural dimension e.g. **Individualism versus Collectivism** affects Consumer Behavior, as well as, product and brand management

- ▶ **Example:**

- ▶ Me vs We Advertisement
- ▶ Food e.g. Suki





# Appendix

# Power Distance Index (PDI)

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- ▶ This dimension expresses the degree to which the less powerful members of a society accept and expect that power is distributed unequally. The fundamental issue here is how a society handles inequalities among people. People in societies exhibiting a large degree of Power Distance accept a hierarchical order in which everybody has a place and which needs no further justification. In societies with low Power Distance, people strive to equalise the distribution of power and demand justification for inequalities of power.

# Uncertainty Avoidance Index (UAI)

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- ▶ The Uncertainty Avoidance dimension expresses the degree to which the members of a society feel uncomfortable with uncertainty and ambiguity. The fundamental issue here is how a society deals with the fact that the future can never be known: should we try to control the future or just let it happen? Countries exhibiting strong UAI maintain rigid codes of belief and behaviour and are intolerant of unorthodox behaviour and ideas. Weak UAI societies maintain a more relaxed attitude in which practice counts more than principles

# Masculinity versus Femininity (MAS)

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- ▶ The Masculinity side of this dimension represents a preference in society for achievement, heroism, assertiveness and material rewards for success. Society at large is more competitive. Its opposite, femininity, stands for a preference for cooperation, modesty, caring for the weak and quality of life. Society at large is more consensus-oriented. In the business context Masculinity versus Femininity is sometimes also related to as "tough versus tender" cultures.

# Individualism versus Collectivism (IDV)

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- ▶ The high side of this dimension, called individualism, can be defined as a preference for a loosely-knit social framework in which individuals are expected to take care of only themselves and their immediate families. Its opposite, collectivism, represents a preference for a tightly-knit framework in society in which individuals can expect their relatives or members of a particular in-group to look after them in exchange for unquestioning loyalty. A society's position on this dimension is reflected in whether people's self-image is defined in terms of "I" or "we."