

BRIEF:

International Product and
Brand Management

Objective of the assignment

For the students to develop awareness, some understanding, and some implication for marketing in other culture. For example,

- Japanese group: Cross-cultural difference which affects product design, pricing, Channel, and IMC
 - If a Japanese were to do business in Thailand, what should he/she be aware?
 - If a Thai were to do business in Japan, what should he/she be aware?
- Color group: Cross-cultural difference which affects product design, pricing, Channel, and IMC
 - The different meaning of a color in different culture
 - Example and implication

Grouping and Topic (5 groups)

- (See excel sheet)

Grouping and Topic (5 groups)

- Japan: Ayana, Shoko, and friends
- Swiss: Ursina and friends

Other 3 groups:

- Can choose a topic from the following or propose a new topic (See following pg)

Topic

Other 3 groups:

- Can choose a topic from the following or propose a new topic
 - Brand name
 - Color
 - Gesture
 - Cross-cultural case e.g.
 - Thai sub group
 - Comparative study between Thailand and other country e.g. how you interpret the brand and ad in other country differently (you need to have the knowledge of how consumers in the other country interpret differently from you)

Your information source

- Google
- Google scholar
- People from other culture
- Etc.



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Analysis of **cross-cultural color** emotion

XP Gao, JH Xin, T Sato, A Hansuebsai... - **Color Research & ...**, 2007 - Wiley Online Library

Abstract This study investigates the relationship between **color** perceptual attributes and **color** emotions, as well as the influence of different **cultural** backgrounds. Totally 214 **color** samples were evaluated on 12 emotion variables by subjects from seven different region

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A **cross-cultural** study of the affective meanings of **color**

FM Adams, CE Osgood - **Journal of cross-cultural ...**, 1973 - journals.sagepub.com

Color data from the Osgood et al. 23-culture semantic differential study of affective meanings reveal **cross-cultural** similarities in feelings about colors. The concept RED is affectively quite salient. BLACK and GREY are bad, and WHITE, BLUE, and GREEN are good.

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Effect of Therapist **Color**-Blindness on Empathy and Attributions in **Cross-Cultural** Counseling.

AW Burkard, S Knox - **Journal of Counseling Psychology**, 2004 - psycnet.apa.org

Abstract 1. Empathy and attributions of client responsibility for the cause of and solution to a problem were examined for 247 psychologists who were identified as having low, moderate, and high **color**-blind racial attitudes. Participants responded to 1 of 4 vignettes that

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[CITATION] Social work practice and people of **color**: A process-stage approach

D Lum - 2004 - Brooks/Cole Publishing Company

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Example

IMC in Thailand

- Not a comparison study like yours