

MK 326 International Marketing

Group Assignment 2.1 SRC & Ethnocentrism

8 Countries

What???

Not everyone
thinks like me???

StevenTripp.com



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8 Countries for MK 326

1. France
2. Canada
3. ENGLAND
4. Chile
5. Germany
6. Italy
7. Australia
8. Belgium



OPPO F7
Obbo E3

MK 326 Group Assignment 2.1 :

Chapter 1 on SRC and Ethnocentrism

- Each group please prepare a 1 slide presentation on SRC and Ethnocentrism of your country
- Please be specific as possible. You may use graphs, visuals and examples to illustrate your point across to me.
- Also please address what impact with SRC and Ethnocentrism have on other countries. Have fun ka 😊
- Due next class January 27th



The Self-Reference Criterion and Ethnocentrism

Both impede ability to accurately assess foreign market

Self-Reference Criterion (SRC)

- Unconscious reference to own cultural values, experiences, knowledge
- Problematic when used as basis for decisions

Ethnocentrism

- One's own country, culture, or country is best
- Most problematic when affluent countries work with less affluent

McDonalds in India: Example of SRC





Creative Visuals

FRANCE





Case study: McDonalds succeed applying SRC in McDonalds, France by

- Offering locally sourced and high quality Frenchified dishes
- Providing tastefully and stylish decoration inside the restaurant
- Unlike a failed Burger King, it tried to transfer the total American dining experience to France, without taking into consideration French preferences





Ethnocentrism

French is not overly ethnocentric people

- A country with variety of ethnicities and cultures
- High people traffic geologically from being in Europe
- French consumers showed preferences for German cars (Porsche, Mercedes, Audi), American & Japanese computers (Lenovo, Apple, Toshiba)
- French take pride in historically significant locations, reputation on being a country of love & luxurious place, and products
- French's ethnocentrism on luxurious products (Louis Vuitton, Hermès) are attraction for export and high-end market





CANADA



Information: Impact



SRC AND ETHNOCENTRISM



CULTURE AND VALUE

- MULTICULTURAL – A MIXTURE OF BRITISH, FRENCH, AND AMERICAN INFLUENCES.
- GIVE GIFTS FOR BIRTHDAY AND CHRISTMAS 🎁
- CANADA'S NATIONAL SPORT :
WINTER – HOCKEY 🏒
SUMMER – LACROSSE 🏑
- LEGAL FOR SAME-SEX MARRIAGE 💑
- LGBTQ+ COMMUNITY IS PROTECTED BY LAW.
- PROMOTING & RESPECTING HUMAN RIGHTS.
- CALGARY STAMPEDE – CANADA'S BIGGEST TRADITIONS 🐾
- THE CANADIANS ARE A BIG EATER OF MEAT 🥩



KNOWLEDGE

- CHILDREN ARE REQUIRED BY LAW TO ATTEND EDUCATION FROM THE AGE OF SIX UNTIL SIXTEEN
- 89 PERCENT OF ADULTS AGED 25 TO 64 HAVE EARNED THE EQUIVALENT OF A HIGH-SCHOOL DEGREE
- FOR THOSE AGED 25 TO 34, THE RATE OF POST-SECONDARY EDUCATION REACHED 51 PERCENT.
- RANKING THE OVERALL KNOWLEDGE AND SKILLS OF CANADIAN 15-YEAR-OLDS AS THE SIXTH-BEST IN THE WORLD



EXPERIENCE

- SENSITIVE TOPIC ABOUT INDIANS AND WHAT CONSIDERS AS INDIAN. 🇮🇳
- CHINESE HEAD TAX POLICY. 🏠
- RESIDENTIAL SCHOOL PROBLEM. 🏠



IMPACT OF SRC AND ETHNOCENTRISM ON OTHER COUNTRIES

- FOR INSTANCE, IN SOME OF THESE CULTURES, PEOPLE ARE QUITE NEAR TO ONE ANOTHER, YET THIS IS EXTREMELY UNCOMFORTABLE FOR AMERICANS. WHEN SOMEONE FROM A FOREIGN CULTURE APPROACHES AN AMERICAN TOO NEAR, REALIZING THAT THIS IS COMMON BEHAVIOR IN OTHER CULTURES, THE AMERICAN RESPONDS NEGATIVELY AND ATTEMPTS TO MAINTAIN A SAFE DISTANCE. FOREIGNERS BELIEVE AMERICANS ARE COLD AND RUDE, WHILE AMERICANS BELIEVE FOREIGNERS ARE AGGRESSIVE. IT IS EVIDENT THAT BOTH GROUPS REACT BASED ON THEIR RESPECTIVE SELF REFERENCE CRITERION VALUES, MAKING THEM VICTIMS OF CULTURAL MISUNDERSTANDING.



ENGLAND



ASSIGNMENT 2.1 SRC AND ETHNOCENTRISM

Fish and Chips

- Fish and chips is a famous hot dish made of fried fish and chips. It is unknown who devised the culinary mix that became the iconic British dinner.
- Jewish settlers arrived from Holland in the early 1600s. These Western Sephardic Jews certainly came from Spain or Portugal and brought with them a unique way of cooking fish called Pescado Frito.
- In 1863, Mr Lees of Mossley introduced the concept to the north of the country in America.

British Tea Time

- It is a light lunch eaten with between 3:30 and 5 pm, which used to include thinly sliced bread and butter, delicate sandwiches, and cakes and pastries.
- While under British rule in Hong Kong, the British introduced the habit of serving a small supper between 2 and 6 pm.
- British tea shop has spreaded around the world such as TWG, Peace, and Harrods.

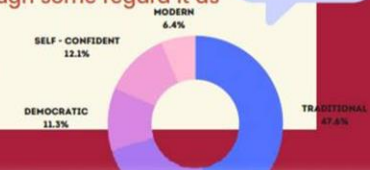
British Accent

- British people would have their own accent that would be english where we can hear in the British series.
- Where people in the other country would find the accent is cool and classy that would influence people to want to learn the accent.
- Some people may have their thinking in mind where they would think that it is a cool accent to have so people would listen and would want to learn!

British Monarchy

- The Royal Family has lately appeared in the media, such as in a film or a TV series.
- There are some culture and soft power that has sent through this type of media or other type of product.
- The Royal Family of the UK is still seen as part of what makes Britain traditional, although some regard it as a show of authority.

THE ROYAL FAMILY MAKES ME THINK THE UK IS...?



CHILE



Chile



Enthnocentrism

SRC

1. LOWER PREFERENCE TO FOOD THAT IMPORT FROM DIFFERENT CULTURE.
2. BUSINESS LUNCHES ARE USUALLY LONG AND HELD IN RESTAURANTS, HOTELS, OR RESIDENCES.
3. EXPECTED TO BE INTERRUPT TO SHOW INTEREST AND ENTHUSIASM .
4. OPEN GIFTS IMMEDIATELY IN FRONT OF GIVER.
5. PREFERABLE TO CONDUCT BUSINESS FACE TO FACE SUCH AS BUSINESS TRIPS.
6. CHIN FLICKS MEANS "I COULD NOT CARELESS. REFLECT AS UNEDUCATED PEOPLE GESTURE.

1. STRABUCKS USE AVOCADO AS A MAIN INGREDIENT IN SANDWICHES BECAUSE IT IS A TROPICAL FRUIT AND COMMON VEGETARIAN CUISINES IN CHILE. ALSO, IT IS A MAIN PORTION OF DAILY MEALS.
2. LAY'S FLAVORED CHILE LEMON BECAUSE LAMON IS A NATIVE FRUIT AND CHILEANS ARE FAMILIAR WITH THIS FLAVORED.
3. CHEETOS FLAMIN' HOT X DORITOS CHILE LEMON
4. NESTLE PRODUCE MOAI'S CHOCOLATE AS AN IMPORTANT PLACE WHICH CAN BE SOUVENIRS
5. PRINGLES SNACK USES LOCAL INGREDIENTS TO USE AS A FLAVORED.



GERMANY



GERMANY

Ethnocentrism

1. Germans love to drink beer more than wine or cocktails, they celebrate the day of beer on the 23rd of April every year.
2. Germans love cars, It's a fact that Germany is home to a number of big-name car manufacturers, like Mercedes Benz, BMW, and Volkswagen. So Germans love owning flashy cars
3. Germans Love Football, football is the number one most attended and practiced sport in Germany. It is so popular that it could be considered a national pastime.

Self-Reference Criterion

1. McDonald's restaurants in Germany feature traditional sausage "Currywurst", a pork sausage topped with spicy tomato sauce and served with curry seasoning packets called "McCurrywurst"
2. Starbucks's Bavarian-Style Pretzel Starbucks's Germany has Bavarian-style pretzels in its snack lineup, for people who tend to sway toward salty provisions over sweet options.
3. Vicks company wished to expand its product line to Germany so they did a research and found that their company name in German language was equivalent to one of slang word so they changed their name to Wicks to it acceptable and successful

ITALY



ETHNOCENTRISM

- Italians don't have milk/cappuccino after breakfast
- Drinking beverages other than water or wine with a meal is quite uncommon.
- Outdoor (al fresco) dining is very popular in the summer months
- Italians love their local product since they think that the product of their country has the best material
- Some meals on special occasions can take hours to finish as conversation continues.



Self-Reference Criterion(SRC)

- MC Donald do have a trational-fusion dishes in Italy namely, salads and sandwiches
- Starbucks opens The Milan Roastery which serves fresh coffee from around the world, iconic menu from Milanese bakery Princi, and signature cocktails infused with coffee.
- Try avoid wrapping product or packaging with black and purple papers.



AUSTRALIA



Ethnocentrism

- Indonesian are mostly Muslim. Most Australian are Christian. The two religion tends to dislike each other
- Australian viewed themselves as superior to aboriginal
- People who immigrate to Australia should adopt Australian values and beliefs
- Homosexuals should be allowed to hold influential positions in society



SRC

2/3 of Starbucks closed in 2008

Australians prefer bitter coffee

- They launched too rapidly, therefore Australians didn't develop an appetite for Starbucks' menu
- \$105 million losses in total
- Starbucks in Australia borrowed \$54 million loan from US
- The taste was too sweet, Australians prefer bitter coffee
- Starbucks was more expensive than local cafes



BELGIUM



Name group : Bellease



ETHNOCENTRISM

They served beer in the temple, believing that beer is a noble thing.



Do not add any topping on the waffles! Waffles are one of the signature of Belgium and when people eat it, they will not add any topping because they think it will ruin the taste.

Same sex marriage has been legal since 2003.

Festivals play an important role in Belgian cultural life. Almost every city and town has its festival.



SELF-REFERENCE CRITERION



Belgium is a famous chocolate producer with famous brands around the world such as Godiva , Guylian and Meuhaus chocolate

Hoegaarden that has a different flavor from other countries' beers. Because of the main ingredient that specific in Belgium.

Mcdonald's special menu in Belgium. Beer is part of the culture in Belgium. At some McDonald's in Belgium, beer is available on the menu.



The Self-Reference Criterion and Ethnocentrism

- The key to successful international marketing is **adaptation** to the **environmental differences** from one market to another.
- Primary **obstacles** to success in international marketing:
 - SRC
 - Associated ethnocentrism

SRC is an unconscious reference to one's own cultural values, experiences, and knowledge as a basis for analysis & decisions-making

Ethnocentrism is the notion that one's own culture or company knows best how to do things – a strong orientation towards the HOME country - usually a problem when managers from developed/affluent countries work with managers & markets in less developed/affluent countries

Ethical Perceptions and International Business

- When businesspeople travel abroad, they sometimes perceive different modes of operation.
- Research shows that American companies feel they are different from many foreign companies.
- “We” versus “them” is referred to as self-reference criterion—unconscious reference to one’s own culture values, experiences, and knowledge.



Certain steps to avoid adverse impact of self reference criterion are:

1. Understand foreign market in terms of traits, culture, values, beliefs.
2. Compare and differentiate with home or local country.
3. Separate the parameters as per self reference criterion.



How does ethnocentrism apply to SRC?

- ✓ **SRC** is an unconscious reference to one's own cultural values, experiences, and knowledge as a basis for decision making.
- ✓ While **ethnocentrism** is the notion that one's own culture or company knows best how to do things.