**BUS 720**

**A. Assignments & requirements.

Professional Assignment 2 – CLO 1, CLO 4**

PA-2 should be the continuation of your PA1 and CLA1​. Please search for published dissertations related to Hofstede Cultural Dimensions and answer the followings:

* The Statement of the Problem of the dissertation the researcher investigated;
* The research questions and hypotheses;
* The findings of the study;
* The limitation of the study;
* The recommendation for future study;
* Discuss possible dissertation topics based on the recommendations of future studies.

*Provide your explanations and definitions in detail and be precise. Comment on your findings. Provide references for content when necessary. Provide your work in detail and explain*

**B. Minimum of Eight References are required.**

**C. Assignment template**

**Title of Paper**

Student’s Name

BUS 720 Marketing Strategy and Consumer Behavior

College of Business, Westcliff University

Dr. Donovan A. McFarlane

Date

**Title of the Paper**

This is your introduction. If you need help writing this paper you can view the Writing an Effective Paper handout/tutorial which is located in the Library under the Library Tutorials.

**Level 1 Heading**

Write the intro paragraph here…

**Level 2 Heading**

Write a paragraph here for your first topic area for the paper.

**Level 3 heading**

Write a paragraph here if you need this level of heading.

**Conclusion**

Write a conclusion paragraph.

**References**

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**D. Previous Assignments**

**PA1
Power Distance**

 This factor deals with the idea that everybody in society is different, and it reflects the culture's mindset toward these disparities. (Khatri, N. 2009). The degree to which poorer representatives of organizations and entities in a country assume and recognize an unequal allocation of power is known as the power gap.

 China received an 80 in this group, indicating that it is a society that accepts discrimination between individuals. Superiors and superiors have a polarized relationship, and there is no defense against superiors exploiting their authority. Formal authority and sanctions affect individuals, and they are usually positive about people's leadership and initiative. The idea that the United States' society assumes everybody is special, on the other hand, the score of 40 suggests that we are all unfair. The degree of control that each person wields or may wield over others is one of the most visible facets of inequality. The scale to which an individual may control the thoughts and actions of others is known as power.

**Individualism**

 The core problem that this factor solves is the degree of interdependence that society has within its members. Individuals in an individualistic world should only provide for themselves and their immediate families. (Schwartz, S. H. 1994). People in a collectivist society are assigned to "groups" and are expected to look after them in return for allegiance.

 At 20, China is a collectivist culture in which people act in the best interests of the community rather than their own. Hiring decisions are affected by group dynamics, and individuals close to the group (such as family) are granted special care in promotions. Employees have a poor level of loyalty to the business. What sets the United States apart from China is that it has one of the world's most individualistic cultures. The cornerstone of American society and culture is "democracy and liberty for all." To highlight this point, it stresses equal treatment in all facets of American society and democracy. A hierarchical hierarchy is built within the US organization for ease, with proximity to supervisors, and managers rely on individual workers and teams for technical expertise. In the United States, social ties are relatively lax, and individuals expect to take care of themselves and their immediate family members rather than relying on government aid.

**Masculine**

 A high score in this dimension (Masculine) suggests that competitiveness, accomplishment, and performance will drive society. A low score in this dimension (Feminine) indicates that caring for others and improving one's quality of life are the primary ideals of society. (Yoo, Donthu & Lenartowicz, 2011)

 A 66 score demonstrated that Chinese culture is a diverse Masculine society. Many Chinese would place their families and leisure time on hold to gain success. Workers or farmers in rural cities will abandon their families to pursue more opportunities and wages in the cities. Since test scores and rankings are the primary benchmarks for achievement in China, students are very worried about them. In comparison, with a score of 62, the United States has the best masculinity index, as shown by the average American conduct trend. Combining masculinity and the most individual sport in the world explains this. To put it another way, Americans like displaying their masculinity.

**Uncertainty Avoidance**

 The uncertainty avoidance score represents how endangered members of a society are by instability or unclear situations, and it defines values and structures that aim to prevent them. (Litvin, Crotts, & Hefner, 2004).

 China received a low score on ambiguity avoidance, with a score of 30. While people's attention to reality is capitalized T indirect social circles, and rules (but not inherently laws) abound, the truth can be relative. Compliance with laws and rules, on the other hand, should be versatile to respond to changing circumstances, and pragmatism is an unavoidable part of existence. The Chinese are unafraid of mystery. In the "uncertainty avoidance" dimension, the United States scored below average, as low as 46 points. As a result, the world in which Americans live has a greater impact on their behavior than cultural ratings. People are open to fresh innovations and creative goods, as well as doing new things, whether it be in the realm of technology, business strategies, or food. Americans are known for tolerating others' views and viewpoints and allowing freedom of expression. In comparison to high-scoring societies, Americans do not need as many guidelines, and their emotional success is often smaller.

**Long-term orientation**

 This factor explains how each society retains a certain relation to its own experience while coping with present and future problems, and how these two existential priorities are prioritized differently by each society. (Venaik, Zhu, & Brewer, 2013). People with lower cultural literacy, for example, are more likely to maintain long-standing customs and norms; on the other hand, people with higher cultural literacy are more realistic. They support modern education, are thrifty and vigilant, and save for the future.

 China earned an 87 in this category, indicating that it has a pragmatic tradition. People's confidence in reality in a pragmatic culture is highly dependent on circumstance, context, and time. They illustrate the capacity to adapt tradition to evolving times with ease, a clear proclivity to conserve and save, frugality, and perseverance in producing results. In contrast, the United States has a low score of 26, which indicated that Americans tend to scrutinize new evidence to see if it is accurate. As a result, most Americans are not pragmatic as a result of this culture. At the same time, many Americans have deep convictions on what is "right" and "wrong," exacerbating the division described above. This may include subjects like abortion, drug use, euthanasia, guns, or the government's scale and rights to the country and its people. Companies in the United States track their output over a limited period and publish quarterly income statements. The person's attempts to produce quick outcomes at work are also fueled by this.

**Indulgence**

 According to (Guo et al., 2018), this dimension is described as the extent to which people use their parenting strategies to regulate their urges and impulses. "Indulgence" refers to a lack of control, while "constraint" refers to a high level of control.

 China is a constrained culture, as demonstrated by the low score of 24 in this dimension. In this respect, lower social tendencies toward skepticism and pessimism are rated. Furthermore, unlike an indulgent society, a restrained society does not place a high value on leisure time and maintains power over the fulfillment of its desires. People who have this habit believe that their conduct is constrained by social standards and that it is also inappropriate to indulge in themselves. In this matter, the United States is ranked as an indulgent culture (68). The below are examples of opposing attitudes and actions, as well as normal scores: Work hard and play hard. The US has fought a drug war, but it is also very busy, and the country's drug use rate is higher than that of many other developed nations. Even some well-known evangelists seem unethical in this cautious culture.

**To build an effective marketing strategy**

 Based on Hofstede's cultural analysis, it can provide targeted suggestions and plans for the company's strategic plan for entering the Chinese market. Because of China's high scores in Power distance, we can be confident that the Chinese market and consumers are accepting that the company will formulate different strategic plans based on the different development scales and policies of each region. This gives the company great flexibility in formulating strategic plans. Sex. In terms of individualism, the low score of Chinese culture is more based on the emphasis on the concept of collective in traditional culture for thousands of years. Based on this dimension, it is possible to establish a relatively large number of companies in the management process of Chinese companies. Groups and teams, which can maximize the energy of the team and achieve higher efficiency. In the dimension of "MASCULINITY", China and the United States score close, which shows that team management in the Chinese market can introduce more performance appraisal and performance rankings, which is conducive to the establishment of a good competitive atmosphere for the team to achieve higher work efficiency. In terms of Uncertainty Avoidance, both China and the United States have low scores. This shows that the Chinese market and consumers have trust in society. This means that time can be relatively increased when formulating China's strategic plan, which is conducive to the company's long-term resolute implementation. The same effective strategic plan. Starting from the long-term orientation dimension, the Chinese market and consumers are more pragmatic and rational. When entering the Chinese market, investment should be gradually increased in a planned way, which will help the society and consumers to gradually accept new products and services from abroad. . Finally, from the aspect of indulgent, China only scored 24 points, which means that the promotion of products or services in China should be closer to the market and consumer values ​​and concepts, so that brands and products can pass the adaptation period more quickly.

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**CLA1**Marketing Strategy and Consumer Behaviour

**Introduction**

 With the dynamic nature of modern society, organizations and individuals need to adopt Hofstede's cultural framework in marketing strategy and consumer behaviour. Hofstede's cultural dimension entails better comprehension of the different cultures across societies or countries to discern the enterprise's methods across cultures. The framework is utilized in the corporate domain by businesses to distinguish between culture, different national cultures and assess their impact on the market.

 **Hofstede's cultural framework**

 There are various dimensions in Hofstede's framework that apply to international marketing and global branding in modern society; these include power distance index, collectivism vs. individualism, uncertainty avoidance index, femininity vs. masculinity, short-term vs. long-term orientation, and restraint vs. indulgence. The power distance index entails how inequality and power are tolerated in society, impacting the marketing strategy and consumer behaviour. High power distance portrays acceptance inequity and power difference that depicts bureaucracy that may control consumer behaviour and branding in the society or country (CFI, 2021). On the other hand, the low power distance index encourages organizational structures that motivate decentralized decision-making, democracy management, and power distribution that impact marketing and consumer behaviour (CFI, 2021).
 Individualism vs. collectivism is another dimension of Hofstede's framework entails how societies are integrated into groups and the obligations and dependence in the society. Individualism depicts how a person or an organization is set to attain their personal goals, while collectivism entails collective goals based on the group (CFI, 2021). The organization could use either individualism or collectivism in their branding or influencing consumer behaviour in the market. An uncertainty avoidance index is another dimension that entails the degree to which uncertainty, risk-taking, and ambiguity.
 Masculinity vs. femininity is a dimension of Hofstede's framework that depicts tender versus tender in society based on society's preference for excellence, behaviour, sexual equality, and attitude. Masculinity depicts distinct gender roles, wealth building, and assertive while femininity depicts fluid gender roles, nurturing, modest, and quality of life (CFI, 2021). Another dimension includes long-term orientation vs. short-term orientation that portrays how society depicts its time horizon based on success, persistence, and perseverance in the market. Finally, indulgence vs. restraint is the last dimension of Hofstede's framework that considers society's degree and tendency to accomplish its needs, hence societal control based on the desires and impulses.

**Hofstede cultural framework application to consumer behaviour**

 Hofstede's cultural framework has a significant impact on society's consumer behaviour by analyzing various dimensions Geert Hofstede developed. In marketing and branding, consumer behaviour is a fundamental aspect of life that depicts demand and supply. The power distance index is one of Hofstede's framework dimensions that address the degree of inequity and power in society. Different communities across the globe have different cultures with different power and inequality measures based on their norms that have a significant impact on consumer behaviour in the market (Saleem & Larimo,2017). For example, African communities, power and majorly with male sex compared to females, hence inequality that can influence societal and consumer behaviour in the environmental settings.

The uncertainty avoidance index is another dimension in Hofstede's framework that impacts consumer behaviour in the market, where cultures with high uncertainty avoidance index are less tolerant of ambiguity and different circumstances. The social behaviour influences cultural behaviour depending on the rules subjected to them that may accept risks or enhance frustration and intolerance depending on the high or low uncertainty avoidance index. Masculinity and individualism are other dimensions of Hofstede's framework that impact consumer behaviour where one or society is driven by their personal or collective goals in the society that impact culture (Altaf, 2011). On the other hand, masculinity entails the social roles based on the culture that provides societal values and characteristics based on gender.

**Advantages and disadvantages of cultural differences**

 There are various advantages and disadvantages of being influences by different cultures in society. Some of the benefits that consumers might attain for being multicultural include diverse cultural perspectives that could enhance creativity and innovation. Different cultures enhance a person or organization to widen their scope based on their professional and personal experience, hence breeds creativity and innovation. Different cultures enhance sensitivity, local knowledge, insights, quality in the target market, wherein organizations or individuals practice cross-cultural analysis for proper comprehension in the market. Acquiring diverse skills in the society that enhance adaptability and flexibility in the economy is another benefit of multiculturalism (Altaf, 2011). Diversity in the society based on culture enhances better performance and productivity in the market, such as boost problem-solving capacity. Different cultures also enhance more significant opportunities for personal and professional growth in the market is another benefit that attracts talent, ambitiousness and addresses societal and cultural prejudice and ethnocentric aspect in the society (Saleem & Larimo,2017).

On the other hand, there are disadvantages of adopting different cultures in society; these include the oppression of some cultures that belong to the minority group in the society with no voice. Another disadvantage includes difficulty integrating across different cultures in the society due to cultural stereotypes and prejudice people face in the society, such as religion, race, and social class. Another demerit of multiculturalism includes language barriers and miscommunication due to a lack of proper understanding that might spark conflict (Altaf, 2011). Finally, different cultural styles in society that influence economic activities work among others critical in society and might spark tension or conflict in the long-run.

**Remarks on Hofstede cultural framework and dissertation**

 Based on Hofstede's cultural framework application on consumer behaviour and marketing strategy. Cultural practices are fundamental elements in the societal domain concerning economic and social empowerment. Both corporate and residential domains should enhance the dimensions of Dr. Geert Hofstede to portray the international standard of doing business in society (Saleem & Larimo,2017). Various dissertation topics might aid future researcher or marketers to understand international business operations based on Hofstede cultural framework; these include:

1. What factors influences new product acceptance in a new market niche?
2. How does culture influences new product acceptance in a market?
3. What is the relationship among organizational culture dimensions, national cultural dimensions, and work environment for creativity factors?

**Conclusion**

 Hofstede's cultural framework has a significant impact on marketing strategy and consumer behaviour since it depicts various aspects of different cultures worldwide by analyzing different dimensions. These include power distance index, collectivism vs. individualism, uncertainty avoidance index, femininity vs. masculinity, short-term vs. long-term orientation, and restraint vs. indulgence that play a massive role in comprehending and analyzing multiculturalism in the global market for prosperity. Therefore, organizations and individuals need to implement Hofstede's cultural framework in the corporate and residential domain to spark globalization, economic growth, and prowess in the market.