



SNS COLLEGE OF TECHNOLOGY

19BAE717 – CROSS CULTURAL MANAGEMENT

Unit III – CROSS CULTURE MANAGEMENT

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Redesigning Common Mind and
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TODAY'S TOPIC

CROSS CULTURE ISSUE AND MARKETING



CROSS CULTURE ISSUE

- Cross culture is a concept that recognizes the differences among business people of different nations, backgrounds. And ethnicities, and the importance of bridging them.
- With globalization, cross culture education has become critically important to businesses.



SOME CULTURAL ISSUE

- Cultural Behavior
- Educational Clash



ANALYSIS IN MARKETING

- Cross-cultural marketing – marketing that targets similarities across ethnic groups, leveraging ethnic insights to reach across multiple ethnic markets, including the general market.
- This emerging cultural marketing model reflects the ability of a brand to cross over to multiple cultures



TYPES OF CROSS CULTURE MARKETING

- **The ‘translation’ blunder**
- **The ‘sounds likes’ blunder**
- **The ‘celebrity endorsement’ blunder**
- **The ‘appropriateness’ blunder**
- **The ‘countries-branding-customs’ blunder**



The 'translation' blunder

- The most common cross-cultural marketing blunder is of the translation variety. The textbook example that still gets giggles from marketing-heads to this day is courtesy of coca cola. Being one of the first truly multinational corporations, they were also inevitably trailblazers in the marketing-blunder movement.



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The 'sounds likes' blunder

- Close relative of the translation blunder, the 'sounds like blunder' is when a company's brand name or product name doesn't quite work with the local tongue. Mercedes Benz had similar problems to Coca Cola penetrating the Chinese market under the brand name "Bensi," which in China sounds like the phrase "rush to die" - not the type of vehicle most would opt for



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The 'celebrity endorsement' blunder

- Few in the advertising industry would refute the fact that celebrity endorsements are a great way to boost brand awareness. Who you choose however might close down as many markets as it opens. FIAT released an advert in Italy in which a man drives a Lancia Delta from Hollywood to Tibet. The actor- Richard Gere, hated in China for being an outspoken supporter of the Dalai Lama. The Chinese internet forums circulated the ad and voiced their anger, with many rallying behind the call never to buy a FIAT. Bang goes the largest Asian market for the Italian car manufacturers.



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- The 'appropriateness' blunder

- Proctor & Gamble are another global giant who've witnessed the perils of complacency when taking an idea from one continent to another. They aired an advert that had seen success in the European market in Japan, which depicted a woman taking a bath, her husband casually entering the bathroom and giving her a massage. For the Japanese, the marital themes depicted in this ad were seen as an invasion of privacy, inappropriate behavior, and in very poor taste. An innocent, but perhaps avoidable error to make from the consumer goods corp.



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The 'countries-branding-customs' blunder

- Purveyors of baby food and products Gerber made a rather unnerving cultural slip up when entering the African market. Their logo of a cute baby is well-known in the US markets, and was seen as the perfect image to front the products being released in this new frontier. Unbeknownst to them however, in certain African countries, products often had the picture of what's inside ON the label. We can only imagine the look of horror on the faces of the shoppers who saw the cute Gerber baby smiling back at them on the packaging.



REFERENCE

- <https://www.edology.com/blog/marketing/cross-cultural-marketing-blunders/>
- <https://www.easylama.com/blog/cultural-issues-in-workplace-environments/>



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