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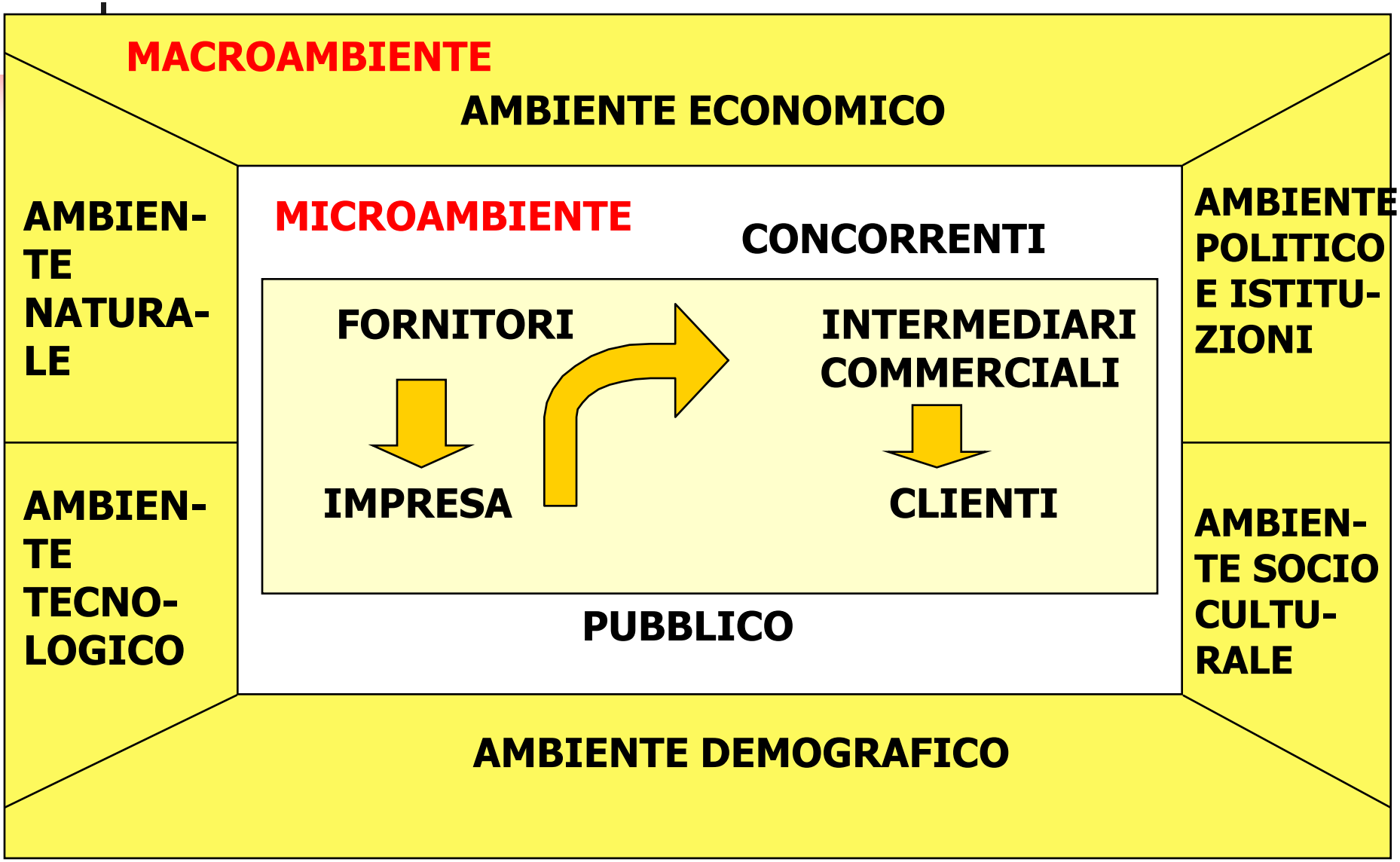
Lezione 4
L'analisi dell'ambiente di marketing – La cultura

Corso di Marketing e Marketing Internazionale a.a. 2012-2013

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I PROTAGONISTI E LE FORZE OPERANTI NELL'AMBIENTE DI MARKETING NELL'IMPRESA



LE FORZE DEL MACROAMBIENTE

AMBIENTE DEMOGRAFICO

AMBIENTE ECONOMICO
- → reddito reale
- → propensione al consumo
- → distribuzione redditi
- → modifica abitudini di spesa

AMBIENTE FISICO

AMBIENTE TECNOLOGICO
- → accelerazione dell'innovazione
- → aumento degli investimenti in R&S
- → perfezionamenti di minore entità

AMBIENTE POLITICO E LEGALE

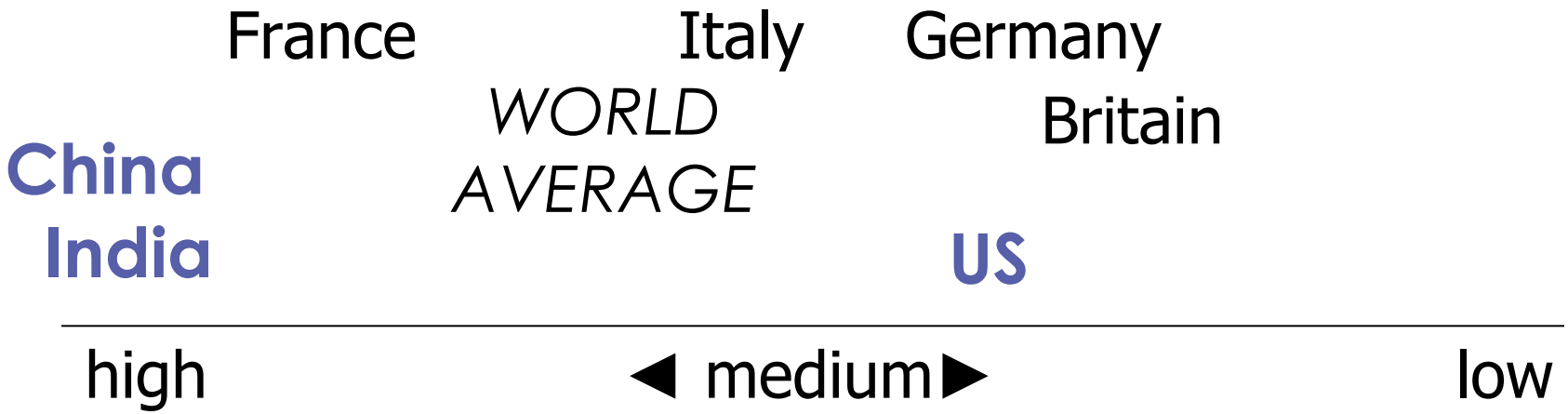
AMBIENTE CULTURALE E SOCIALE →

Dimensioni culturali

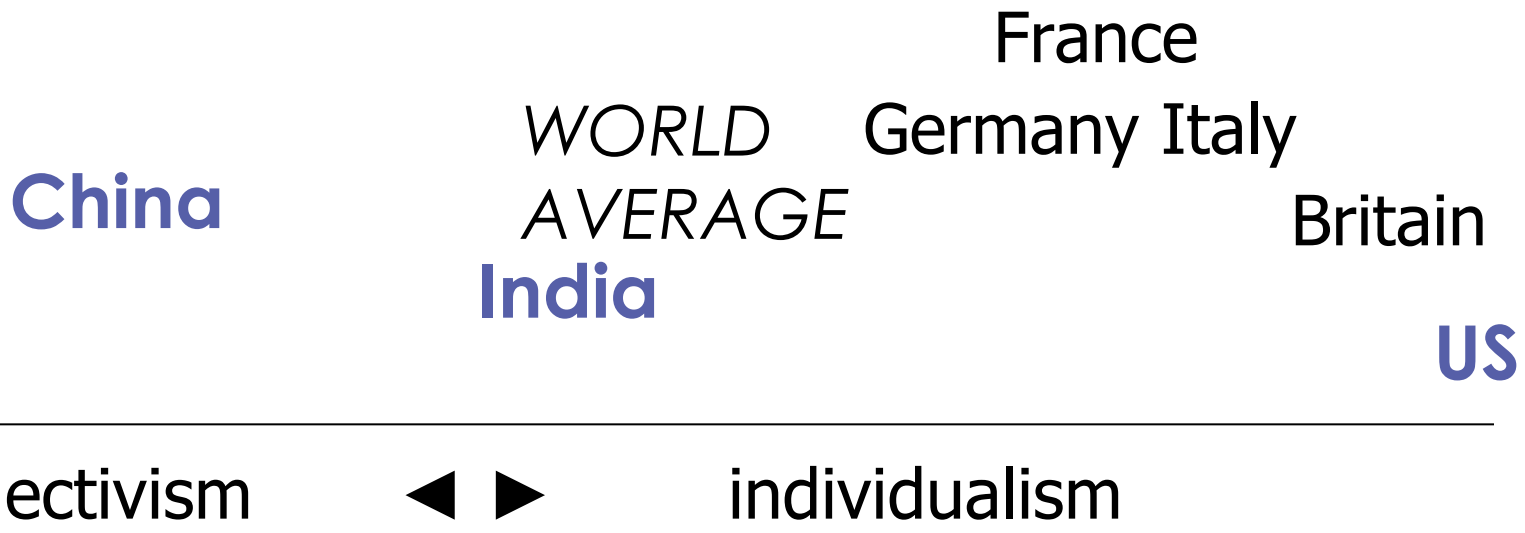
- power distance (high ◄► low)
- individualism ◄► collectivism
- masculine ◄► feminine
- uncertainty avoidance (high ◄► low)
- temporal orientation (short ◄► long)

(Geert Hofstede, "Cultures and Organizations")

power distance index



individualism index



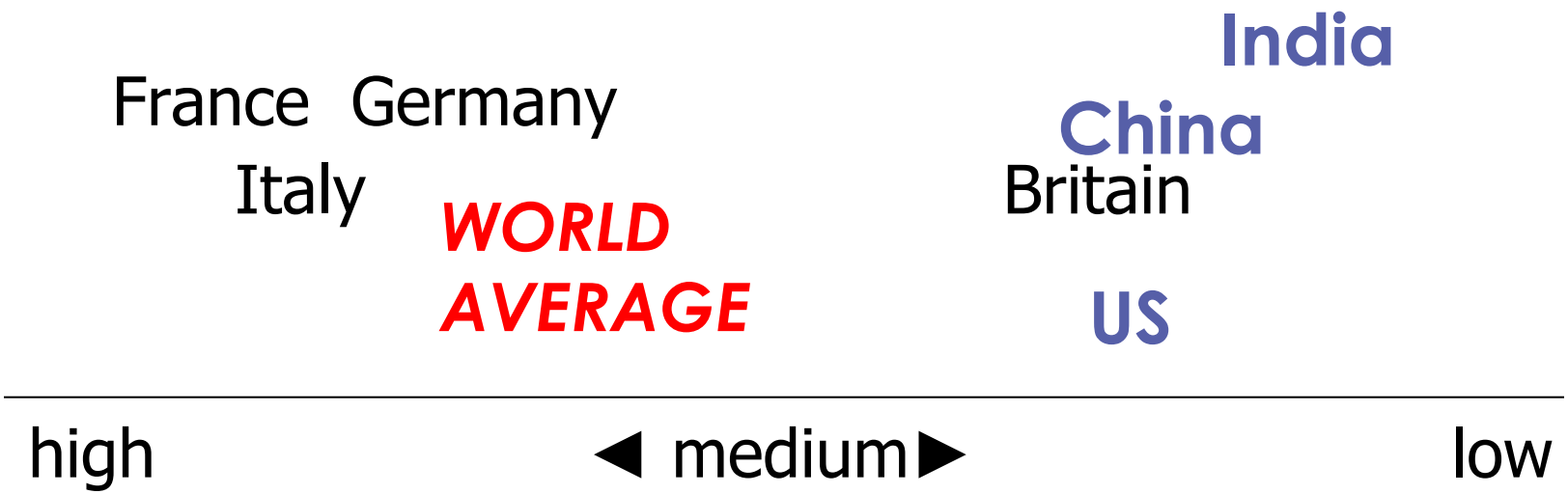
masculinity index

France India Italy
China Germany
Britain

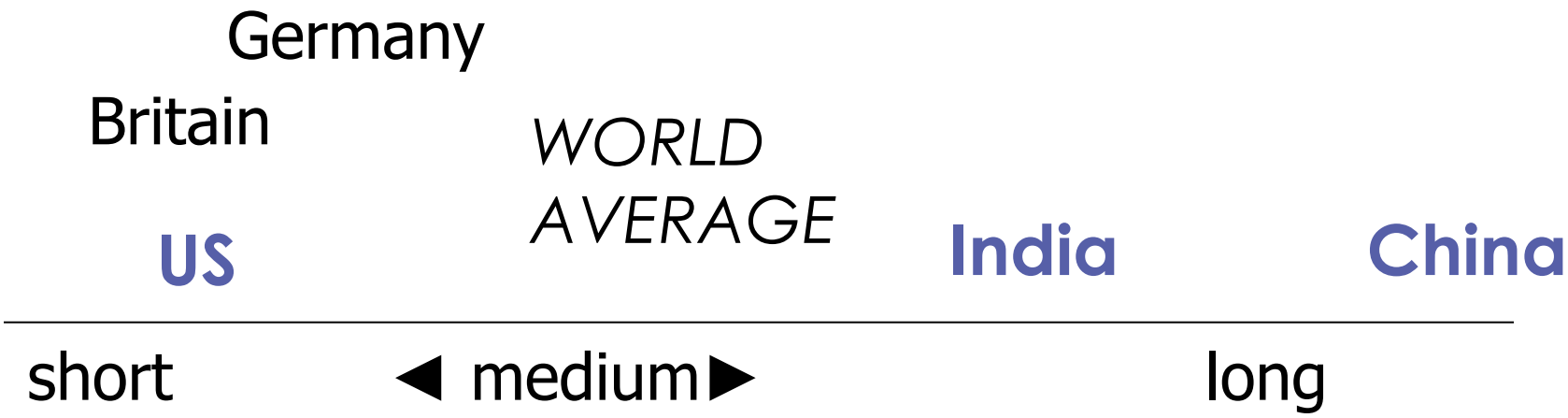
WORLD AVERAGE ***US***

feminine ◄ ► masculine

uncertainty avoidance index



temporal orientation index



Implicit organization models in the minds of business leaders:

SMALLER PD, WEAKER UA

NORDIC CTRS

ANGLO CTRS, USA

NETHERLANDS

market

LARGER PD, WEAKER UA

family

CHINA

INDIA

GERMAN SPK CTRS

BALTIC STATES

HUNGARY

machine

SMALLER PD, STRONGER UA

FRANCE, LATIN CTRS

POLAND, SE EUROPE

JAPAN, KOREA

pyramid

LARGER PD, STRONGER UA

Goals of business leaders perceived by MBAs (1999)

more & less important goals compared to other countries

in France	*in the Netherlands*
Power	Game and gambling spirit
Family interests*	Responsibility tds. employees
Game and gambling spirit	**Continuity of the business**
Continuity of the business	Honor, face, reputation*
Responsibility tds. employees	Responsibility tds. society
Creating something new	**Personal wealth**
Staying within the law	Profits 10 years from now
Respecting ethical norms	Patriotism, national pride
Patriotism, national pride	Family interests*
Honor, face, reputation*	**Growth of the business**

Goals of business leaders perceived by MBAs (1999)

more & less important goals compared to other countries

in U.K.	*in Denmark*
Staying within the law	Creating something new*
This year's profits	Profits 10 years from now*
Responsibility tds. employees	Honor, face, reputation
Responsibility tds. society*	Staying within the law
Continuity of the business*	Responsibility tds. employees
Game and gambling spirit	Responsibility tds. society*
Profits 10 years from now*	**Power**
Growth of the business	Family interests
Power	**Continuity of the business***
Creating something new*	**Personal wealth**

Goals of business leaders perceived by MBAs (1999)

more & less important goals compared to other countries

in China	*in India*
Respecting ethical norms*	**Continuity of the business**
Patriotism, national pride	Patriotism, national pride
Power	**Power**
Honor, face, reputation	Growth of the business
Responsibility tds. society	Profits 10 years from now
Family interests	Family interests
Game and gambling spirit	Staying within the law
This year's profits	Game and gambling spirit
Personal wealth	**This year's profits**
Staying within the law	Respecting ethical norms*

"For those who work in international business, it is sometimes amazing how different people in other cultures behave. We tend to have a human instinct that *'deep inside' all people are the same - but they are not*.

Therefore, if we go into another country and *make decisions based on how we operate in our own home country* - the chances are we'll *make some very bad decisions*."

(Geert Hofstede, "Cultures and Organizations")

Evitare l'applicazione del criterio dell'autoreferenziamento

- Esaminare le caratteristiche culturali e ambientali del prodotto alla base del suo successo sul mercato interno
- Paragonare dette caratteristiche a quelle presenti nel mercato target
- Evidenziare le caratteristiche che presentano le maggiori discrepanze
- Apportare le variazioni al prodotto o non immettere il prodotto sul mercato

Riferimenti libro di testo

- Blythe Cedrola Cap. 2
- Herbig "La componente culturale dei mercati" in appunti integrativi
- Articolo Hofstede