

Paper –CONSUMER BEHAVIOUR

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Topic- Cultural Differences Affect Business.

Culture is transmitted by various patterns such as from parents to child, from teacher to student, from social leader to follower, from one age peer to another

However, studies indicate that the parent-to-child route is especially important in the transmission of religious and political affiliations

Developmental psychologists believe that by age 10 most children have their basic values firmly in place after which changes are difficult to make

These basic values include concepts such as:

- > Evil Vs good
- Dirty Vs clean
- > Ugly Vs beautiful
- >Unnatural Vs natural Abnormal Vs normal
- > Paradoxical Vs logical
- > Irrational Vs Rational

Ex: During Persian Gulf War.

American Female Soldier: "I am thankful I am not a Saudi Woman. I just don't know how they do it."

Saudi Woman Doctor: it is so strange, am glad not be an American Woman, women are not made for violence and guns."

However, because of multiple influence, individual and societal values and customs may evolve over a time. Such a change may come about through Imposition : [In colonial rule (imposed thus legal system]

Choice or [Ex: Rural workers forgo customs as factory (system)]

Isolation tends to stabilize a culture, where as contact tends to create cultural borrowing

. On addition to national boundaries and geographical obstacles, language is a major factor that affects cultural stability

Ex: When people from different areas speak the same language, culture is transmitted from one area to another more easily Thus more cultural similarity as in the case of English-speaking countries

When people speak only one language of their own, then they will adhere to their culture Ex: Guatemalan Nobel Prize Winner Rigoberta Menchu promoted cultural diversity rather than having their own ethnic group Religion is another strong shapes of values. (within themselves there may be difference)

Christianity: some Christian groups forgo alcohol, but others do not. Friday normally not a working day in many Islam countries, but Tunisia adheres to Christian work calendar in order to be more productive in business dealings with Europe.

The following discussion provides a frame work for understanding how cultural differences affect business.