

ABOUT INTLANG (Gloria ZHANG, MD)

Intlang Consulting Group offers cross cultural marketing and business solutions to Australian businesses, helps them identify new opportunities in overseas markets, breaks down cultural barriers, creating optimised investment or joint venture operations, ultimately bringing different values, strength and business practice together.



Tailoring Marketing and Advertising to Cultural Values

Culture may be considered a 'soft' element of international marketing, however is crucial in persuading potential customers to see the value and need of a product or service.

Culturally tailored advertising should seek to match their marketing content (particularly visual stimuli) with the consumers' culturally specific value system, beliefs, and perception processes that they were raised in.

There are said to be four dimensions of a societies cultural framework that should be considered (otherwise known as the Hofstede Model): individualism, power distance, uncertainty avoidance, and masculinity. Occidental cultures seen in English-speaking countries such as Australia, the UK and the US tend to be characterised by low power distance, high individualism, low uncertainty avoidance, low masculinity and low information context culture. Whilst Oriental cultures such as in China, Japan and Korea are characterised by high power distance, low individualism, high uncertainty avoidance, high masculinity and high information context.

Cultural values are central to understanding your consumer base and their behavioural drivers as it affects the way they receive, interpret and act upon the advertising or marketing material presented. For example, in the tourism industry, advertising must cater to a multi-cultural audience and consider the different linguistic, cultural and ethnic backgrounds that are receiving the advertising messages. Visual imagery forms a large part of information processing, tailoring such advertising imagery to specific cultural values will attract their attention more than others from a different belief and value system.

To help your business better understand and appeal to cultural values for improved target marketing – please contact Intlang today. Previous China Business Newsletters are available at the Newsletter section of Intlang website: www.icc-australia.com.au (10 September 2018).

Source: Xu, X., Scott, N., Gao, J. (2017). Cultural influences on viewing tourism advertising: An eye-tracking study comparing Chinese and Australian tourists. *Journal of Tourism & Services*. Vol VIII (14) 31-46.

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