



Cross Cultural Market Research

As global markets are becoming more important to many companies, market research must consider the cultural meanings and implications of products and services. It is not hard to imagine a product may sell well in China but not in India for many cultural reasons. Therefore it is important for any market research study to make explicit cultural assumptions and use relevant cultural information. Unless this is properly done, inappropriate generalizations and applications of research findings can be costly.

Cross Cultural Information

A number of social sciences are crucial to market research because their ability to produce culture-specific information relevant to consumer behavior. Foremost of these are social/developmental psychology and anthropology.

- Psychology
 - Some of the areas being studied related to market research are decision-making processes and attitude change. Methods employed can vary from experiments, projective techniques, field observations, to in-depth interviews.

- Anthropology
 - Ethnographic and other field observation methods are employed to study human behavior in real life settings over long periods of time to yield information that are essential to product or service design.