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| Related image | ENG211 Oral Synthesis task: **“Purchase decisions”** |

* **You will first read the paragraph below about the importance of culture in marketing and then listen to a talk on the same topic. You will use this information to complete the synthesizing task.**
* **Now read the passage written by Adya Ana.**

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| It is common for major companies, today, to market their products beyond their home countries. To survive in the global market, these companies need to tailor their strategies adapting to the life styles of people living in different parts of the world. Although the ‘standardized marketing strategy’ claims that the needs of markets from different cultures are the same, the values of different cultures still remain at variance. Therefore, ‘world brands’, such as Gillette, Parker Pens, and General Motors need to consider the regional differences of their markets, that’s why these companies conduct research to analyze the cultural traits of their market first. To that end, they conduct a purchasing action assessment, which aims to come up with strategies well-attached to the culture of the target market country. In this assessment, marketers introduce the new products and services to the market and try to gather information on local purchasing habits assuming that when consumers are making purchase decisions their culture becomes a pervasive criterion of evaluation. Via the assessment, they obtain an in-depth picture of the present attitudes and customs of the target society with regard to their products. Ana, A. (October 7, 2015). Surviving in the international market. The Globe. 17 (7). |
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| * Image result for web icon **Now listen to and make notes on part of a talk about culture and marketing.**

Source: <https://www.youtube.com/watch?v=zQKqBT8z7dQ> |
| *Spencer Oatey:* |
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| * **Compare and contrast the ideas of Oatey and Ana on the effect of culture on marketing. Remember to include the justifications they provided.**
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**ANSWER KEY**

Ana in her article discusses the importance of local cultures in determining marketing strategies, especially in the international arena. She suggests that companies need to adapt to the culture they want to sell their products in since the different ‘values’ in different cultures might very well affect the sales of products. She supports her argument by referring to a ‘purchasing action assessment’. (Likewise, / Similarly,) Oatey, too/ also, in her speech emphasizes the importance of culture in marketing. She states that although there is no fixed definition of culture, it has to be a determining factor when identifying what the local people give priority to by exemplifying her claim with two distinct supermarket concepts from Manhattan Beach and North Dakota appealing to consumers from contrasting cultural backgrounds.