

# Analysis of Cross-Cultural Consumer Behavior in Global Markets: Glocalization to Create Consumer Connect by Different Global Brands Across the World

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## What is Glocalization?



## Introduction

In an increasingly globalized world, brands operate across multiple countries, catering to diverse cultural landscapes. Understanding cross-cultural consumer behavior is crucial for these brands to succeed internationally. This analysis explores how global brands adapt their marketing strategies to meet the cultural preferences of consumers in different countries, using 15 examples from global markets and 10 from the Indian market.

## Cross-Cultural Consumer Behavior: A Conceptual Overview

Cross-cultural consumer behavior refers to the varying ways in which consumers from different cultural backgrounds perceive, evaluate, and

interact with products and brands. Factors such as cultural norms, values, traditions, and social influences play a significant role in shaping consumer behavior. Brands that recognize and adapt to these cultural differences are more likely to succeed in international markets.

## Global Market Examples

### 1. McDonald's - Adapting Menus to Local Tastes

- **Global Perspective:** McDonald's adapts its menu to cater to local tastes across the world. In Japan, for instance, McDonald's offers the Ebi Filet-O (shrimp burger), while in India, where a significant portion of the population is vegetarian, the McAloo Tikki (potato patty) is a popular item.

- **Impact:** This strategy not only respects local dietary preferences but also strengthens the brand's connection with local consumers.

Reference: <https://corporate.mcdonalds.com/corpmcd/scale-for-good/our-food.html>

#### McDonald's - Adapting Menus to Local Tastes

- YouTube Ad: McDonald's Japan Ebi Filet-O
- Link: [https://www.youtube.com/watch?v=4q\\_sZ0CPoV0](https://www.youtube.com/watch?v=4q_sZ0CPoV0)

- **Concept Highlighted:** Localization of product offerings to match local tastes and preferences, such as introducing shrimp burgers in Japan.

### 2. Coca-Cola - Tailoring Marketing Campaigns

- **Global Perspective:** Coca-Cola's "Share a Coke" campaign, which replaced the brand's logo with popular names on bottles, was tailored differently in each country. In China, where personal names are less commonly used in branding, Coca-Cola used nicknames and phrases instead.

- **Impact:** By respecting local cultural norms, Coca-Cola enhanced consumer engagement and made the campaign more relatable.

Reference: <https://www.coca-colacompany.com/news/share-a-coke-campaign-returns-with-more-names-and-more-stories>

#### Coca-Cola - Tailoring Marketing Campaigns

- YouTube Ad: Coca-Cola Share a Coke Campaign - Global
- Link: <https://www.youtube.com/watch?v=MIq1wF-rzV8>

- **Concept Highlighted:** Adaptation of global campaigns to suit local cultural nuances, such as using nicknames in China instead of personal names.

### 3. KFC - Localizing Flavors

- **Global Perspective:** KFC localizes its menu in different countries. In Thailand, KFC offers spicy fried chicken that caters to the local preference for hot and spicy food. In India, KFC offers a vegetarian menu with items like Veg Zinger and Paneer Zinger.

- **Impact:** This approach allows KFC to appeal to local tastes while maintaining its core brand identity.

Reference: <https://www.kfc.com/about/our-story>

#### KFC - Localizing Flavors

- YouTube Ad: KFC Thailand - Spicy Chicken
- Link: [https://www.youtube.com/watch?v=peD9R\\_uhE-A](https://www.youtube.com/watch?v=peD9R_uhE-A)

- **Concept Highlighted:** Customization of flavors to cater to local tastes, such as the introduction of spicy chicken in Thailand.

### 4. Starbucks - Incorporating Local Ingredients

- **Global Perspective:** Starbucks introduces products that incorporate local ingredients and flavors. In China, for example, Starbucks offers drinks with green tea and red beans, ingredients that are popular in Chinese cuisine.

- **Impact:** By incorporating local flavors, Starbucks ensures that its products resonate with the cultural palate of the region.

Reference: <https://stories.starbucks.com/stories/2017/starbucks-introduces-beverage-made-with-teavana-tea-and-fresh-milk-in-china/>

#### Starbucks - Incorporating Local Ingredients

- YouTube Ad: Starbucks Japan - Sakura Blossom Latte
- Link: <https://www.youtube.com/watch?v=1OeBuCbltD8>

- **Concept Highlighted:** Use of local ingredients and cultural symbols, like cherry blossoms in Japan, to create regionally relevant products.

## 5. Unilever (Dove) - Tailoring Beauty Standards

- **Global Perspective:** Dove's "Real Beauty" campaign is adapted to align with local beauty standards. In the Middle East, Dove emphasizes modesty and natural beauty, while in Western countries, it focuses on body positivity and self-confidence.

- **Impact:** This tailored messaging ensures that Dove's campaign resonates with the cultural values of different regions.

Reference: <https://www.dove.com/uk/stories/about-dove/our-vision.html>

### Unilever (Dove) - Tailoring Beauty Standards

- YouTube Ad: Dove Real Beauty - South Africa

- Link: [https://www.youtube.com/watch?v=8Xh0o\\_rxGGg](https://www.youtube.com/watch?v=8Xh0o_rxGGg)

- **Concept Highlighted:** Adaptation of beauty campaigns to resonate with local beauty standards and cultural values, such as promoting natural beauty in Africa.

## 6. Nike - Emphasizing Local Athletes

- **Global Perspective:** Nike's marketing campaigns often feature local athletes who are cultural icons in their respective countries. For instance, in Brazil, Nike has collaborated with famous footballers like Neymar to promote its products.

- **Impact:** By associating with local heroes, Nike strengthens its brand presence and appeals to the national pride of consumers.

Reference: <https://www.nike.com/gb/w/about-nike>

### Nike - Emphasizing Local Athletes

- YouTube Ad: Nike - Neymar Jr. Brazil

- Link: <https://www.youtube.com/watch?v=RRW2aUSw5vU>

- **Concept Highlighted:** Use of local sports icons to strengthen brand appeal and connect with national pride, as seen in Nike's collaboration with Brazilian footballer Neymar Jr.

## 7. PepsiCo - Adapting Product Formulation

- **Global Perspective:** PepsiCo adapts its product formulation to suit local tastes. In Japan, PepsiCo introduced Pepsi Ice Cucumber, a cucumber-flavored soft drink catering to the Japanese preference for unique and unconventional flavors.

- **Impact:** This innovation highlights PepsiCo's willingness to experiment and cater to local tastes.

Reference: <https://www.pepsico.com/about/about-the-company>

### **PepsiCo - Adapting Product Formulation**

- YouTube Ad: Pepsi Japan - Ice Cucumber
- Link: <https://www.youtube.com/watch?v=aF10hsC7pPA>

- **Concept Highlighted:** Introduction of unique, region-specific flavors to align with local consumer preferences.

## **8. Nestlé - Regionalizing Product Lines**

- **Global Perspective:** Nestlé offers region-specific products like Kit Kat Green Tea in Japan, which is not available in Western markets. This product leverages the popularity of green tea in Japan and aligns with local tastes.

- **Impact:** Such product localization has made Kit Kat a top-selling product in Japan.

Reference: <https://www.nestle.com/media/news/nestle-kitkat-green-tea-japan>

### **Nestlé - Regionalizing Product Lines**

- YouTube Ad: Nestlé Kit Kat - Green Tea Japan
- Link: <https://www.youtube.com/watch?v=w3VICFni3ww>

- **Concept Highlighted:** Creation of region-specific products, like green tea-flavored Kit Kats in Japan, which cater to local tastes.

## **9. Procter & Gamble (P&G) - Cultural Adaptation in Advertising**

- **Global Perspective:** P&G adapts its advertising to reflect local values. In India, for instance, P&G's Vicks campaign focused on the emotional bond between family members, which is a culturally significant theme in Indian society.

- **Impact:** The culturally relevant narrative made the campaign highly successful in India.

Reference: <https://us.pg.com/our-brands/>

### **Procter & Gamble (P&G) - Cultural Adaptation in Advertising**

- YouTube Ad: Vicks - Generations of Care (India)

- Link: <https://www.youtube.com/watch?v=0myBGJcU1T4>

- **Concept Highlighted:** Emotional storytelling that resonates with local cultural values, such as the importance of family in Indian society.

## 10. Heineken - Tailoring Packaging and Promotion

- **Global Perspective:** Heineken tailors its packaging and promotional strategies to suit local markets. For example, in some African countries, Heineken bottles are larger to meet the cultural preference for sharing beverages during social gatherings.

- **Impact:** By adapting its packaging, Heineken aligns with local consumption habits and enhances its appeal.

Reference: <https://www.theheinekencompany.com/Brands>

### **Heineken - Tailoring Packaging and Promotion**

- YouTube Ad: Heineken Africa - Larger Bottles
- Link: <https://www.youtube.com/watch?v=nt6VD81Syqs>

- **Concept Highlighted:** Adaptation of packaging to match local consumption habits, like offering larger bottles in Africa.

## 11. Samsung - Customizing Product Features

- **Global Perspective:** Samsung customizes its product features based on regional needs. In India, Samsung introduced a refrigerator with a built-in water cooler, catering to the local preference for cool drinking water in hot climates.

- **Impact:** This product customization has helped Samsung strengthen its market position in India.

Reference: <https://www.samsung.com/in/aboutsamsung/>

### **Samsung - Customizing Product Features**

- YouTube Ad: Samsung India - Make for India Refrigerator
- Link: <https://www.youtube.com/watch?v=YInlu7saT8I>

- **Concept Highlighted:** Product customization to address specific local needs, such as refrigerators with water coolers in India.

## 12. Apple - Emphasizing Privacy Differently

- **Global Perspective:** Apple's marketing emphasizes privacy differently in various regions. In the U.S., the focus is on individual privacy and data security, while in China, the emphasis is on regulatory compliance and government-approved standards.

- **Impact:** This nuanced approach helps Apple address the unique concerns of consumers in different markets.

Reference: <https://www.apple.com/privacy/>

### Apple - Emphasizing Privacy Differently

- YouTube Ad: Apple - Privacy on iPhone

- Link: <https://www.youtube.com/watch?v=x5AWXI6x1oU>

- **Concept Highlighted:** Emphasis on privacy in a manner that resonates with local consumer concerns, such as data security in the U.S.

## 13. L'Oréal - Adapting Beauty Products

- **Global Perspective:** L'Oréal tailors its beauty products to suit the skin tones and hair types of different regions. For example, L'Oréal offers specific skincare products in Asia that address skin-brightening needs, which are particularly important in Asian beauty standards.

- **Impact:** This product adaptation has made L'Oréal a preferred brand in the global beauty market.

Reference: <https://www.loreal.com/en/articles/beauty-tech/adapting-products-to-the-differences-in-skin-and-hair-around-the-world/>

### L'Oréal - Adapting Beauty Products

- YouTube Ad: L'Oréal Asia - Skin Brightening

- Link: <https://www.youtube.com/watch?v=G2EADkwewzQ>

- **Concept Highlighted:** Customization of beauty products to meet specific regional beauty standards, such as skin-brightening products in Asia.

## 14. Harley-Davidson - Cultural Branding

- **Global Perspective:** Harley-Davidson's branding strategy in the U.S. focuses on freedom and the open road, whereas in India, the brand emphasizes community and the growing motorcycle culture.

- **Impact:** By aligning its branding with local cultural values, Harley-Davidson connects more deeply with consumers.

Reference: <https://www.harley-davidson.com/us/en/index.html>

### **Harley-Davidson - Cultural Branding**

- YouTube Ad: Harley-Davidson India - Brotherhood
- Link: [https://www.youtube.com/watch?v=bsr7H\\_m2Acg](https://www.youtube.com/watch?v=bsr7H_m2Acg)

- **Concept Highlighted:** Branding that reflects local cultural values, such as community and brotherhood in India.

### **15. BMW - Marketing Luxury Differently**

- **Global Perspective:** BMW markets luxury differently across regions. In China, BMW emphasizes status and success, while in Germany, the focus is on engineering excellence and performance.

- **Impact:** This tailored messaging appeals to the specific cultural perceptions of luxury in different markets.

Reference: <https://www.bmwgroup.com/en.html>

### **BMW - Marketing Luxury Differently**

- YouTube Ad: BMW China - The Art of Luxury
- Link: <https://www.youtube.com/watch?v=aG8zGAqS1IE>

- **Concept Highlighted:** Different messaging strategies for luxury in various regions, such as status and success in China.

## **Indian Market Examples**

### **1. Amul - Cultural Resonance in Advertising**

- **Indian Perspective:** Amul's advertising often reflects current social and political events in India through its iconic Amul Girl campaigns. This strategy ensures that Amul remains culturally relevant and top-of-mind for Indian consumers.

- **Impact:** Amul's campaigns resonate deeply with the Indian public, reinforcing the brand's connection with local culture.

Reference: <https://amul.com/m/amul-hits>

### **Amul - Cultural Resonance in Advertising**

- YouTube Ad: Amul - The Taste of India
- Link: <https://www.youtube.com/watch?v=x10bg-Cbtrg>

- **Concept Highlighted:** Use of culturally resonant advertising that reflects social and political themes relevant to Indian consumers.

## 2. Maggi - Adapting to Local Tastes

- **Indian Perspective:** Maggi offers products tailored to Indian tastes, such as Maggi Masala noodles, which incorporate traditional Indian spices. This adaptation has made Maggi a household staple in India.

- **Impact:** Maggi's ability to cater to local tastes has ensured its enduring popularity in the Indian market.

Reference: <https://www.nestle.in/brands/maggi>

### Maggi - Adapting to Local Tastes

- YouTube Ad: Maggi Masala - The Taste That Brings Us Together

- Link: <https://www.youtube.com/watch?v=Yt9NtvMgnCM>

- **Concept Highlighted:** Product adaptation to suit local tastes, such as the incorporation of Indian spices in Maggi noodles.

## 3. Patanjali - Emphasizing Ayurvedic Heritage

- **Indian Perspective:** Patanjali's products emphasize natural and Ayurvedic ingredients, which resonate with the traditional preferences of Indian consumers. This focus on Ayurvedic heritage differentiates Patanjali from other FMCG brands.

- **Impact:** Patanjali's emphasis on Ayurvedic and natural products has helped it capture a significant share of the Indian market, especially among consumers seeking alternatives to chemical-based products.

Reference: <https://www.patanjaliayurved.net/>

### Patanjali - Emphasizing Ayurvedic Heritage

- YouTube Ad: Patanjali - Back to Nature

- Link: <https://www.youtube.com/watch?v=jZbdicHF-Ro>

- **Concept Highlighted:** Emphasis on Ayurvedic and natural ingredients that resonate with traditional Indian preferences.

#### 4. Tata Tea - Social Messaging

- **Indian Perspective:** Tata Tea's "Jaago Re" campaign encourages consumers to wake up to social issues such as corruption, voting, and gender equality. The campaign blends the act of drinking tea with a call to social consciousness.

- **Impact:** This strategy not only builds brand loyalty but also positions Tata Tea as a socially responsible brand that resonates with the values of Indian consumers.

Reference: <https://www.tatatea.com/jagore/>

#### Tata Tea - Social Messaging

- YouTube Ad: Tata Tea Jaago Re

- Link: <https://www.youtube.com/watch?v=8sJmaBXAHTI>

- **Concept Highlighted:** Integration of social activism with product marketing, encouraging consumers to be socially aware.

#### 5. Fabindia - Promoting Handcrafted Goods

- **Indian Perspective:** Fabindia emphasizes the craftsmanship of its products, which are made by Indian artisans. The brand's focus on ethical sourcing and promoting traditional Indian crafts has struck a chord with the urban, socially-conscious consumer base in India.

- **Impact:** Fabindia's success is rooted in its ability to blend traditional craftsmanship with modern retail, appealing to consumers who value sustainability and cultural heritage.

Reference: <https://www.fabindia.com/>

#### Fabindia - Promoting Handcrafted Goods

- YouTube Ad: Fabindia - Made by Hand, Made for India

- Link: <https://www.youtube.com/watch?v=1-QL2z0CzXE>

- **Concept Highlighted:** Promotion of traditional craftsmanship and ethical sourcing in Indian fashion and home decor.

#### 6. Maruti Suzuki - Understanding Regional Preferences

- **Indian Perspective:** Maruti Suzuki, India's leading car manufacturer, tailors its marketing and product features to suit the preferences of different regions. For example, in northern India, where large families are common, Maruti Suzuki markets its spacious cars like the Ertiga.

- **Impact:** By understanding and catering to regional differences in consumer preferences, Maruti Suzuki has maintained its leadership position in the highly competitive Indian automobile market. Reference: <https://www.marutisuzuki.com/>

#### **Maruti Suzuki - Understanding Regional Preferences**

- YouTube Ad: Maruti Suzuki - Celebrating 40 Years
- Link: <https://www.youtube.com/watch?v=3sDiFcYYW2A>

- **Concept Highlighted:** Region-specific marketing that resonates with the diverse consumer base in India.

#### **7. Godrej - Eco-Friendly Products**

- **Indian Perspective:** Godrej's "Good & Green" initiative focuses on developing products that are environmentally friendly. Products like the Godrej Ezee liquid detergent are biodegradable, appealing to eco-conscious consumers in India.

- **Impact:** Godrej's commitment to sustainability has helped it build a strong reputation among consumers who prioritize eco-friendly products.

Reference: <https://www.godrej.com/good-and-green>

#### **Godrej - Eco-Friendly Products**

- YouTube Ad: Godrej Ezee - Eco-friendly Detergent
- Link: <https://www.youtube.com/watch?v=jNvCbGmlFXy>

- **Concept Highlighted:** Promotion of eco-friendly and sustainable products, appealing to environmentally conscious consumers.

#### **8. Lifebuoy - Promoting Hygiene**

- **Indian Perspective:** Lifebuoy's "Help a Child Reach 5" campaign focuses on improving hygiene practices, particularly handwashing, in rural India. The campaign is aligned with the cultural importance of child welfare and public health.

- **Impact:** Lifebuoy's focus on hygiene and its culturally relevant messaging have reinforced its position as a trusted brand in India.

Reference: <https://www.unilever.com/brands/our-brands/lifebuoy.html>

### **Lifebuoy - Promoting Hygiene**

- YouTube Ad: Lifebuoy - Help a Child Reach 5
- Link: <https://www.youtube.com/watch?v=a-JKX25HFpQ>

- **Concept Highlighted:** Socially responsible messaging focused on public health and hygiene, particularly in rural areas.

### **9. Dabur - Leveraging Ayurveda**

- **Indian Perspective:** Dabur, a leader in Ayurvedic products, markets its range by emphasizing the natural and traditional health benefits of Ayurveda. Products like Dabur Chyawanprash and Dabur Honey are positioned as essential for maintaining health and wellness.

- **Impact:** Dabur's strong association with Ayurveda has helped it dominate the health and wellness market in India.

Reference: <https://www.dabur.com/>

### **Dabur - Leveraging Ayurveda**

- YouTube Ad: Dabur Chyawanprash - Immunity Campaign
- Link: <https://www.youtube.com/watch?v=G-WYZrbBsfl>

- **Concept Highlighted:** Promotion of Ayurvedic health benefits, aligning with Indian consumers' preference for traditional wellness.

### **10. Raymond - Crafting an Indian Identity**

- **Indian Perspective:** Raymond, a leading textile and apparel brand, markets its products by emphasizing craftsmanship and traditional Indian tailoring techniques. Campaigns often highlight the brand's commitment to quality and its legacy in Indian fashion.

- **Impact:** By aligning its brand with Indian cultural values and traditions, Raymond has built a strong emotional connection with its consumers, becoming synonymous with formal wear in India.

Reference: <https://www.raymond.in/>

### **Raymond - Crafting an Indian Identity**

- YouTube Ad: Raymond - The Complete Man
- Link: <https://www.youtube.com/watch?v=NdH5dHgUoW4>

- **Concept Highlighted:** Branding that emphasizes Indian values of family, tradition, and quality craftsmanship.

# Cross-Cultural Consumer Behavior: Key Insights

From the examples above, several key insights emerge regarding how global brands navigate cross-cultural consumer behavior:

**1. Adaptation of Products:** Successful global brands often adapt their products to suit local tastes and preferences. This might involve altering product ingredients, packaging, or even creating entirely new products for specific markets. For example, Coca-Cola's varied approaches to flavor and marketing in different regions highlight the importance of tailoring products to meet local expectations.

**2. Localized Marketing Campaigns:** Brands that succeed in multiple markets often localize their marketing campaigns to align with cultural values and norms. Whether it's Tata Tea's focus on social issues in India or Nike's use of local athletes in its promotions, the localization of marketing messages ensures that brands resonate with consumers on a deeper level.

**3. Cultural Sensitivity in Advertising:** Brands need to be culturally sensitive in their advertising, particularly when entering new markets. P&G's emphasis on family values in its Indian advertising or Dove's different approaches to beauty in various regions are examples of how cultural sensitivity can lead to successful brand positioning.

**4. Ethical Practices and Sustainability:** Increasingly, consumers across the globe are prioritizing brands that demonstrate ethical practices and a commitment to sustainability. Whether it's H&M's transparency initiative or Godrej's eco-friendly products in India, brands that emphasize their ethical practices can build strong, loyal consumer bases.

**5. Leveraging Local Traditions and Heritage:** Brands that tap into local traditions and heritage, such as Fabindia's promotion of Indian crafts or Patanjali's use of Ayurveda, can build strong connections with consumers who value cultural continuity and authenticity.

## Conclusion

Understanding cross-cultural consumer behavior is critical for global brands aiming to succeed in diverse markets. The examples provided highlight how brands can effectively adapt their products, marketing strategies, and corporate practices to align with the cultural preferences of consumers in different regions. By doing so, these brands not only

enhance their appeal but also foster strong, loyal relationships with their customers.

The success stories from both global and Indian markets underline the importance of cultural adaptation and sensitivity. As the world becomes more interconnected, brands that can navigate the complexities of cross-cultural consumer behavior will continue to thrive, demonstrating that understanding and respecting cultural differences is not just good practice—it's good business.

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