

Teaching Services to Graduate Students: a S.E. Asian Perspective

Paul Patterson
Professor of Marketing
University of NSW, Sydney
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■ **The world is a wonderful
service laboratory**



Why consider a SE Asian Perspective?



- We live and work in an increasingly global marketplace.
 - SE Asia: 40% of global trade
 - Today service cross national boundaries with ease
 - We live & teach in a multicultural environment.
 - Generally broaden our understanding of the international consumer.
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Culture defined



- The collective programming of the mind
- Kluckhohn (1962, p.25) defines culture as the part of human makeup that "is learned by people as the result of belonging to a particular group, and is that part of learned behaviour that is shared by others. It is our social legacy, as contrasted to our organic heredity."

Culture defined



The sum of learned beliefs, values and customs that create behavioural norms for a given society

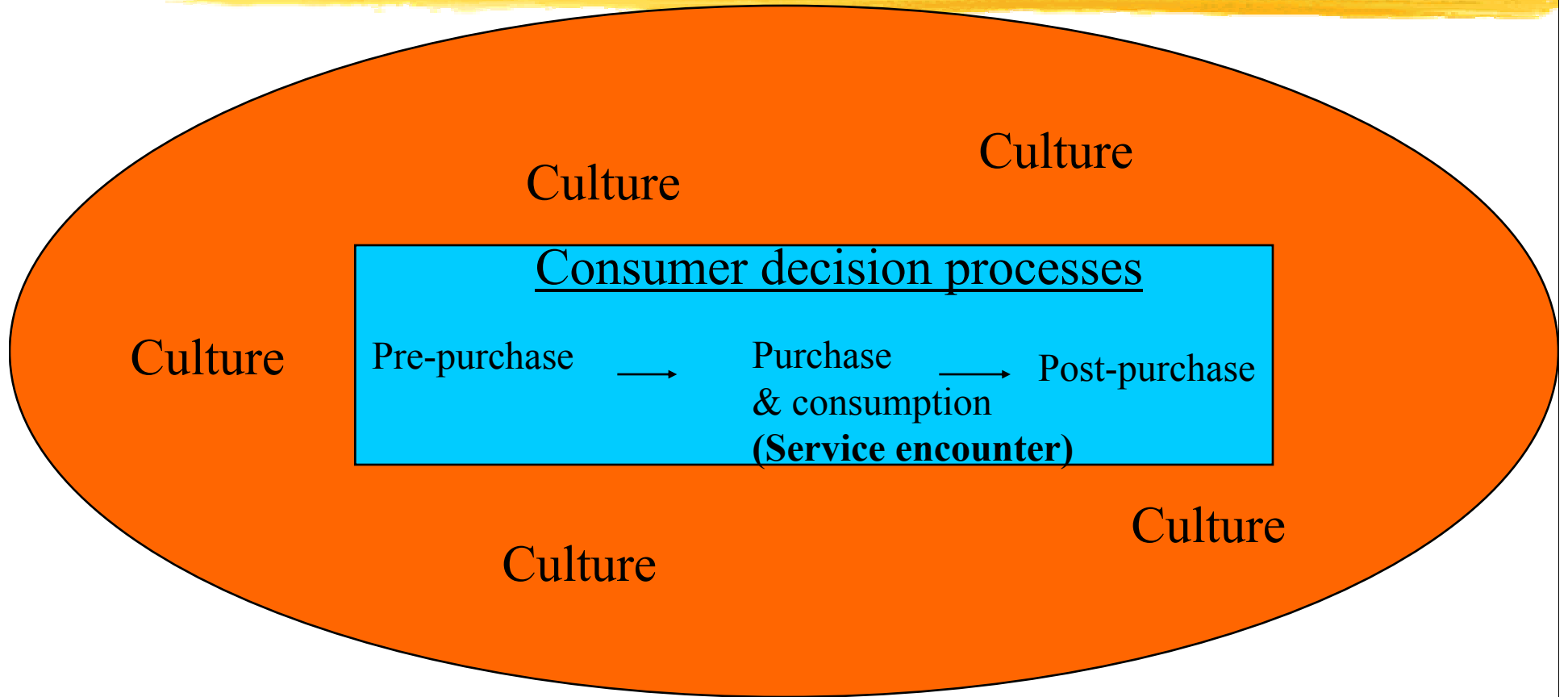
Sources of culture: Nationality, but also religion, political system family, social class & language.

ELEMENT OF CULTURE

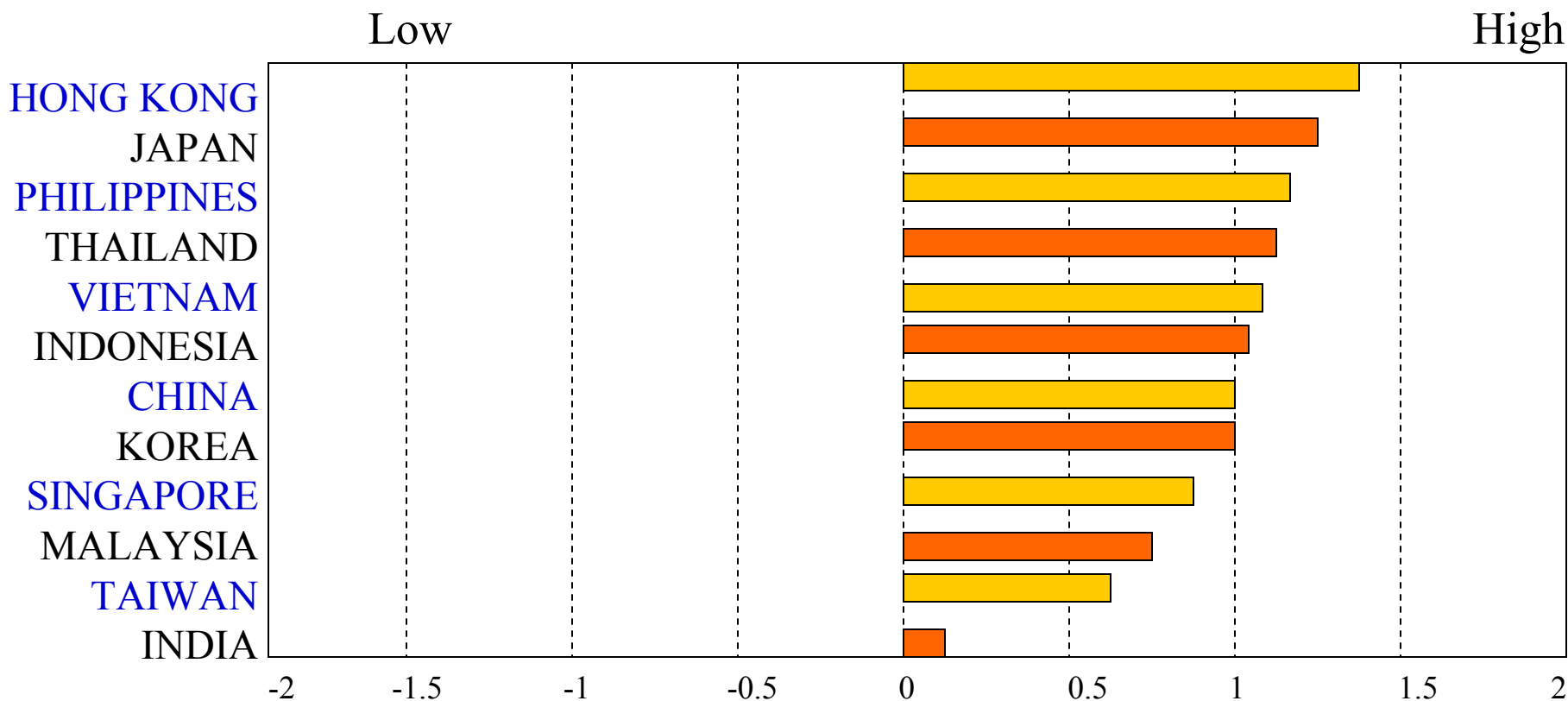
- Social structure
- Language
- Communication
- Religion
- Values and attitude



Impact of Culture



Customers association of higher prices with higher quality



Source: Hellmut, S & Deanna C. (1998) Consumer Behavior in Asia

Dimensions of cultural values



- Individualism/collectivism
- Power distance
- Uncertainty avoidance
- Masculinity/femininity
- Time orientation

Source: G. Hofstede

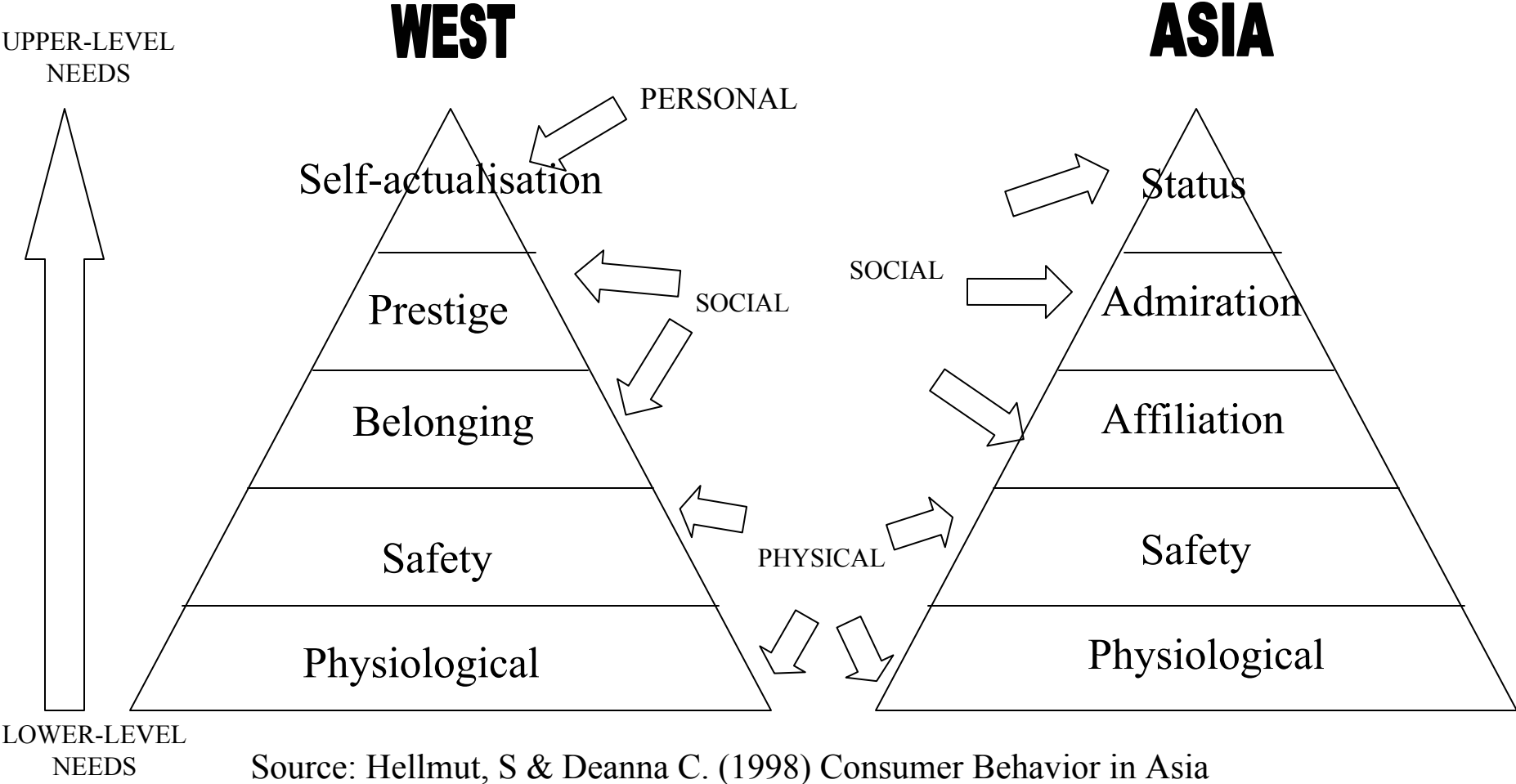
DIMENSIONS OF CULTURAL DIFFERENCE

Categorisation of cultures by Hofstede and Hall

	High-context			Low-context	
	Thailand	Taiwan	Japan	Australia	USA
Power distance	64	58	54	36	40
Uncertainty avoidance	64	69	92	51	46
Individualism	20	17	46	90	91
Masculinity	34	48	95	61	62
Time orientation	56	87	80	31	29

(Source: Hofstede and Hall quoted in Irwin 1996, pp33-44)

Maslow's hierarchy of needs and the Asian equivalent



■ Hofstede's Typology of National Cultures

■ Country	I/C	UA	PD	M/F
■ Thailand	20	64	64	34
■ South Korea	18	85	60	39
■ Indonesia	14	48	78	46
■ Australia	90	51	36	61
■ USA	91	46	40	62

- I/C: individualism/collectivism; UA: uncertainty avoidance; PD: power distance; M/F: masculinity/femininity

Examples



- Diffusion of innovations
 - Perceived risk
 - Importance of brand names
 - Relationship marketing
 - Social influence in buying decisions
 - Attributions
 - Contrasting communications styles
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Contrasting communications styles



■ SE Asia

- Indirect
- Implicit/non-verbal
- Formal
- Emotionally controlled
- self-effacing/modest

■ USA/ Australia

- Direct
- Explicit
- Informal
- emotionally expressive
- Self-promoting/ ego centric



Think about:

How SE Asian cultural values and norms impact various aspects of consumer behaviour in services?

Teaching Strategy



- Explain that we can all learn from each other – win-win !
- Mix ethnic groups (allocated by teacher)
- Call on SE Asians by name to answer (but pre-warn them)
- Use Asian cases
- Set assignment questions around an SE Asian culture.

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