

The Effect of Collectivism on Marketing Practices: Revisiting Hofstede's Value Survey Module (VSM)

Preeti Srivastava

Dr. C.V. Raman University, Bilaspur-India,

Deepak K. Srivastava

Institute of Management, Nirma University, Ahmedabad, India,

Trapti Srivastava

Sal Institute of Engineering and Technology, Ahmedabad-India
and

Joyti Srivastava

Freelance Writer

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Abstract

The impact of culturally determined values on marketing practices is extremely important for marketers. Various conflicts over corporate policies are more likely to occur in marketing where cultural diversity is exaggerated. With this background, this study is an attempt to investigate the effect of collectivism on marketing practices. In collectivist societies, ties between individuals are relatively close and collective accomplishments are often sought after. As expected, results show that collectivism as a culturally determined value exerts positive influence on marketing practices. This study is of particular importance for multinational enterprises (MNEs) seeking to develop marketing strategies in collectivist societies.