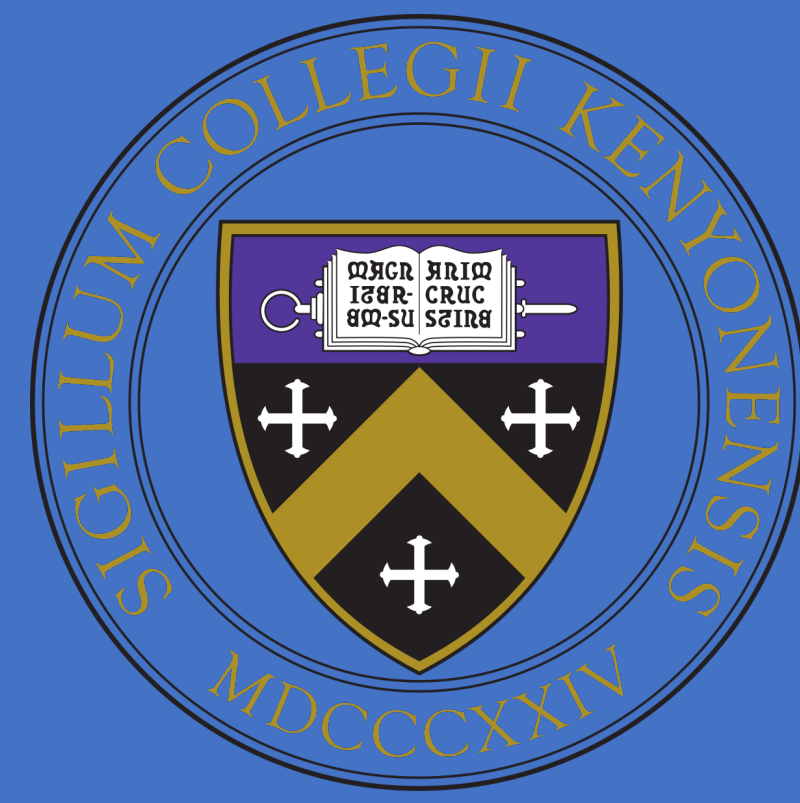




Cross-Cultural Differences in Product Marketing

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Abstract

In the global commercial landscape, cultural nuances are pivotal in shaping product marketing strategies. This academic exploration focuses on three culturally diverse regions: the United States, South Asia (with a primary focus on India). Rather than simplifying cultural complexities, the study offers a nuanced examination of successful products and their packaging. It delves into how these products mirror and adapt to the distinct cultural fabric of their markets. This research also employs Midjourney AI(v5.1) to generate culturally-tailored product prototypes, illustrating the potential of AI in enhancing cross-cultural product design. By providing a comparative analysis of these products and AI-generated prototypes, the study aims to shed light on the complex dynamics of international marketing communications and underscores the importance of a culturally nuanced approach in global marketing strategies.

Introduction & Background

The intersection of culture and commerce has been a focal point of academic discourse for several decades, particularly in the context of globalization. The advent of a global economy has brought about a surge in cross-cultural exchanges, creating a complex web of interactions that product marketers must navigate. It's in this intricate milieu that our study situates itself, with a primary focus on the United States, South Asia (India)- two regions that encapsulate a vast range of cultural diversity.

Product marketing, as an essential component of commercial success, is significantly influenced by cultural factors. These factors span an array of elements, from language and symbolism to aesthetics and color perceptions, all of which are ingrained in the cultural fabric of a society. A product's packaging, often the first point of contact with potential consumers, becomes a silent communicator of these cultural nuances. Hence, a deep understanding of these cultural subtleties is crucial for designing and marketing products that resonate with consumers across different cultures.

However, culture is not a monolithic entity, and it's crucial to avoid an oversimplified, reductionist approach when examining its influence on product marketing. Each of the regions under study in this research is teeming with cultural diversity, with variations in traditions, languages, and values within their own boundaries. As such, our study acknowledges this diversity and strives to provide a nuanced perspective on the role of culture in product marketing.

In an innovative move, this research also explores the potential of midjourney AI in cross-cultural product design. By generating culturally-tailored product prototypes, we aim to examine how AI can be harnessed to enhance the subtlety and precision of product design and packaging in line with regional cultural nuances.

This study, therefore, intends to provide a comprehensive outlook on the interplay between culture and product marketing strategies, focusing on the comparative analysis of successful products and AI-generated prototypes across the three regions. We hope to uncover valuable insights that would assist international marketers in creating culturally nuanced, effective marketing strategies in an increasingly globalized world.

Methodology

Our research methodology employs a multi-pronged approach that combines rigorous qualitative analysis with cutting-edge AI techniques, providing a comprehensive perspective on the subject matter. (The prompts and all the generated images can be found by scanning the QR code)

Methodology(Contd.)

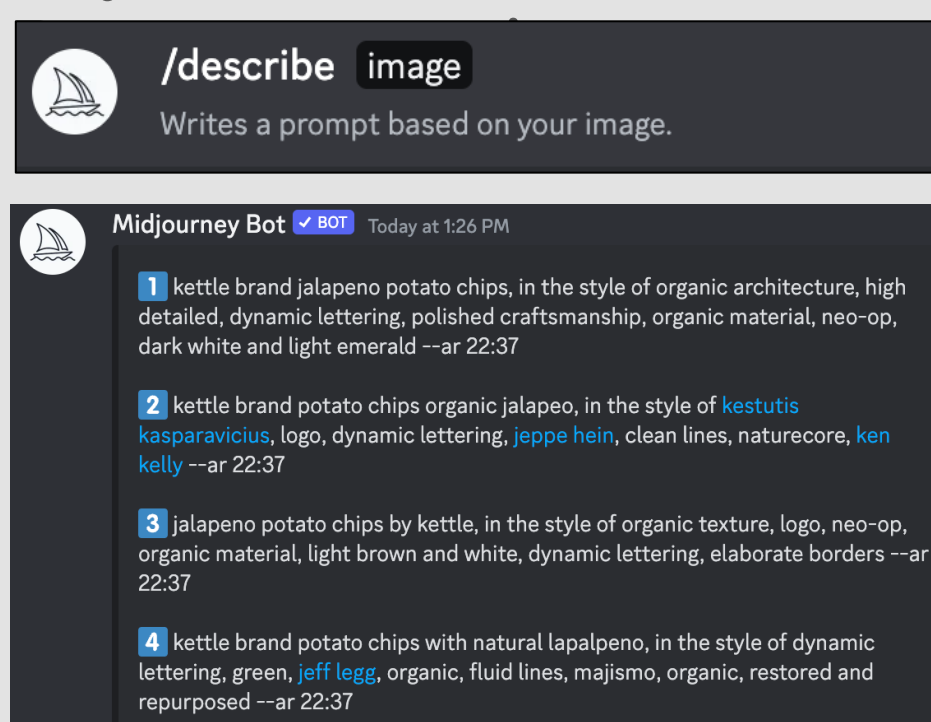
1. Product Analysis:

The first stage of our methodology is a meticulous examination of top-performing products and their packaging in the US and South Asian markets. Our focus extends beyond the mere physical attributes of these products to encompass a broader understanding of the cultural, social, and psychological factors that contribute to their success in their respective markets. We scrutinize cultural symbolism, examining how images, colors, and motifs that resonate deeply with local audiences are incorporated into product design and packaging. Language use is another critical aspect we delve into, considering not just the choice of language but also the style, tone, and nuances of messaging that appeal to the cultural sensitivities and preferences of consumers in each region.

Additionally, we analyze the design elements of these products, taking into account factors like shape, size, color schemes, typography, and materials, which often carry cultural connotations and play a significant role in consumer perception and acceptance.

For example, We used the Kettle Brand and United States America Product for the snack category:

Then I plugged the picture into Midjourney AI and used the new feature “/Describe” To point out Key elements to be used in our



2. AI Application:

After getting the results from the Midjourney AI describe function. I plugged them into chatGPT using GPT-4 to give me a Midjourney prompt to visualize the key stand points of each product category. This stage involves the innovative use of midjourney AI to generate culturally-informed product prototypes. In this process, we feed our AI model with the data collected from our product analysis, encompassing a spectrum of cultural, linguistic, and design aspects. The AI model, trained and validated meticulously, generates product prototypes that embody the cultural nuances of the respective markets.

These AI-generated prototypes serve two purposes: first, they demonstrate the potential of AI in designing products that cater to specific cultural contexts; second, they provide tangible, comparative data for the next stage of our methodology.

3. Comparative Analysis:

The final stage involves a comprehensive comparative analysis of the real-world products and the AI-generated prototypes. This analysis is two-fold: first, it gauges the effectiveness of the AI in capturing and replicating the cultural nuances identified in the product analysis stage; second, it uncovers the variations and commonalities in how cultural factors are embodied in product design and packaging across the two markets. By focusing on the interplay between cultural nuances and marketing strategies, this comparative analysis helps to uncover the subtleties and complexities of cross-cultural product marketing, providing invaluable insights for marketers seeking to navigate the global marketplace effectively.



Visualization and Analysis

1. Snacks (Inspired by Kettle brand, left and Uncle Chipps, right)



The Kettle brand inspired US potato chips were able to retain most of the information found in the original packaging however, the Uncle chipps inspired potato chips were not able to retain the information displayed in the original package. The latter focused on one single part of the original packaging and made that into its center piece which can be seen from the above packaging.

2. Laundry Detergents (Inspired by Tide, right and Surf Excel, left)



The laundry detergent category gave pretty good results although it lost some details from both the original products. The AI generated products did not have abundance of quantitative details found in Tide nor the qualitative figures and messages found in Surf Excel.

3. Rice Cookers (Inspired by Aroma housewares, left and Bajaj, right)



The rice cookers inspired by Bajaj focused more on the cultural aspect of the company's heritage than functionality or what the original image portrayed. The Aroma inspired rice cookers featured traditional rice cooker settings and offers. Although the initial picture was not like zojirushi compact rice-cooker, the AI generated products that look exactly like the zojirushi and aroma compact rice cookers.

Results and Future steps

The comparative analysis of original products can be found in the table below:

Product / Market	US	South Asian(Indian)
Potato Chips	Kettle Brand Jalapeno	Uncle Chipps
Packaging	Showcases a clear window, bold green color for Jalapeno flavor, images of fresh jalapenos, and key marketing phrases emphasizing natural ingredients and sustainability.	Radiates with bright packaging and prominent branding, yet lacks a clear window. The packaging reflects local flavors like 'Spicy Treat'.
Marketing	Prioritizes emphasis on natural ingredients, no artificial flavors or preservatives, and a commitment to sustainability.	Positions the product as a fun and tasty snack suitable for all occasions, especially emphasizing its suitability for the Indian family setting.
Laundry Detergent s	Tide	Surf Excel
Packaging	Comes in bright orange packaging with convenient measuring caps, housed in large and robust plastic containers.	Offers a variety in size, including smaller, more affordable options, and single-use sachets.
Marketing	Communicates a focus on stain removal capabilities, pleasant scent, and the brand's reliability. Some lines emphasize eco-friendliness and sensitivity for those with allergies.	Uses the tagline 'Daag Acche Hai' ('Stains are Good'), emphasizing superior cleaning power and suggesting that getting dirty is part of learning and growth for children.
Rice Cookers	Aroma Instant Pot, Zojirushi	Prestige, Bajaj
Packaging	Features sleek and modern design, often in silver or black. Emphasizes programmability, multiple cooking modes, and delay start options.	Highlights multi-functional aspects, robustness, and ease of cleaning. Emphasizes ability to handle traditional Indian dishes, along with features like energy efficiency and stability against voltage fluctuations.
Marketing	Highlights convenience, versatility, and advanced technology, appealing to consumers with busy lifestyles who value multi-functionality.	Focuses on the product's reliability, its ability to handle local voltage fluctuations, and its suitability for cooking a variety of traditional Indian dishes.

This research underscores the imperative of a culturally nuanced, comprehensive approach to international product marketing. It reveals the potential of midjourney AI in creating product prototypes that cater to specific regional cultures, highlighting the importance of meticulous guidelines in AI application. Future research could build upon this foundation by delving deeper into the sub-cultural variations within these regions and the regions left out in this study. Additionally, further exploration of midjourney AI's potential in creating increasingly culturally-sensitive product prototypes could be beneficial, underscoring the continuous refinement of AI model training and validation processes.

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