



Online Consumer Behavior Report



Introduction

This report provides information about the cultures of 36 different countries around the world.

Based on research by the renowned social psychologist Geert Hofstede, this report examines these countries through the lens of Hofstede's cultural dimensions and explains what these findings mean when conducting digital marketing for each country.

This report is a must-have guide for any digital marketer engaging in international campaigns who wants to ensure that their efforts are tailored to the culture of each target market.

We hope you find it useful!

What Are Hofstede's Cultural Dimensions?

Hofstede's cultural dimensions theory puts forward six dimensions to describe different aspects of culture:

- **Power distance:** The extent to which there are unequal distributions of power within a country, and the extent to which these power inequalities are accepted by members of society.
- **Individualism:** The extent to which members of society are independent or interdependent on one another.
- **Motivation towards achievement and success:** Whether members of society are primarily motivated by wanting to be the best or wanting a good quality of life.
- **Uncertainty avoidance:** The extent to which members of society feel comfortable or uncomfortable with uncertain situations.
- **Long-term orientation:** Whether members of society are more focused on the past, present, or future.
- **Indulgence:** The extent to which members of society feel free or restrained with regards to indulging themselves.

What Are Hofstede's Cultural Dimensions?

- Each dimension can be visualized as a spectrum ranging from 0 to 100.
- All countries sit somewhere on each spectrum.
- Bear in mind that it is not “better” or “worse” to have a high or low score on any of the dimensions.
- Hofstede's cultural dimensions are not moral judgements, but simply an elegant way to understand the cultural differences between countries.

Countries Covered in This Report

Argentina	Denmark	Japan	Singapore
Australia	Finland	Mexico	Slovakia
Belgium	France	Netherlands	South Korea
Brazil	Germany	Norway	Spain
Bulgaria	Greece	Poland	Sweden
Canada	Hungary	Portugal	Taiwan
China	India	Romania	Türkiye
Croatia	Israel	Saudi Arabia	United Kingdom
Czech Republic	Italy	Serbia	United States

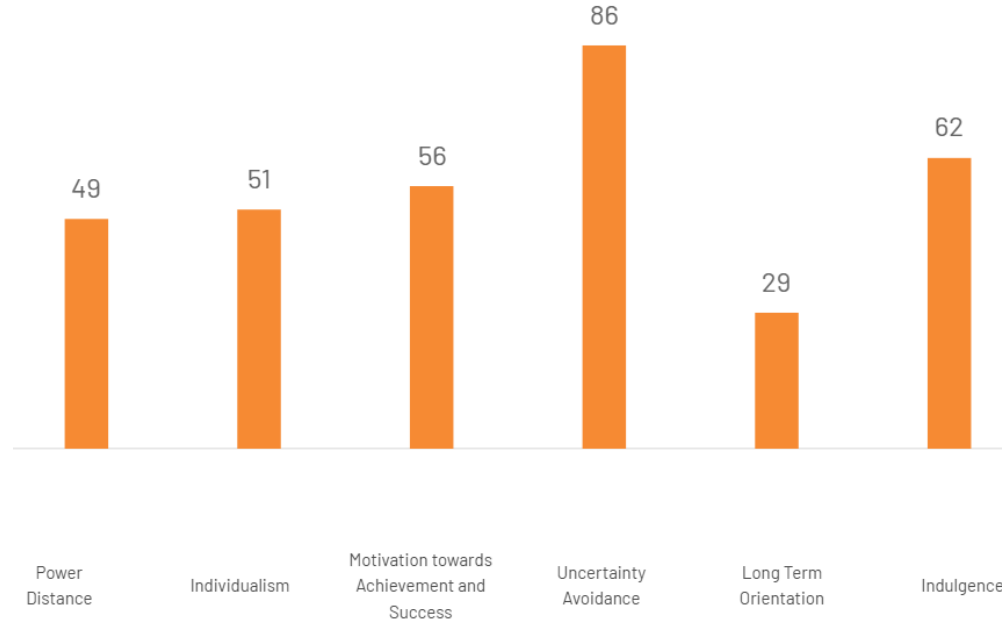


Argentina

Online Consumer Behavior Report



Hofstede's Cultural Dimensions



Data source: [The Culture Factor](#)

Commentary

Argentina has a **score of 49 for power distance, placing it around the middle of the spectrum**. This means that while social hierarchies do exist, they are not extremely strict and people lower down in the hierarchy nevertheless still expect to have a voice. When conducting B2B marketing in Argentina, you should therefore target numerous personas—both senior and junior—as this will cover the multiple perspectives that may be taken into account during the decision-making process.

Argentina has a **score of 51 for individualism, placing it around the middle of the spectrum**. This means that Argentina shares some features with both individualist and collectivist societies.

People see themselves as individuals, but also place value on being a member of a social in-group. They value both their own personal wellbeing, and the wellbeing of their in-group. You may therefore want to use a mix of marketing messaging that appeals to both individualist and collectivist values. Talk about how your product or service can personally benefit the customer as an individual, as well as how it can benefit wider society.

Argentina has a **score of 56 for motivation towards achievement and success, placing it around the middle of the spectrum, although slightly on the more motivated side**. This means that people tend to be driven by a desire to be successful (i.e., to be the best at what they

do). You should therefore emphasize how your product or service can help the customer become more successful. Status symbols are important, so if applicable, you may want to promote your products or services in this way.

Argentina has a **very high score of 86 for uncertainty avoidance**. This means that people are extremely uncomfortable with uncertainty. They want to see specific statements about products and services rather than vague generalizations. They want in-depth information about your product features, and for this reason product demos are popular. Explain your offerings in terms of their detailed processes, not their vague potential results.

Commentary

Argentina has a **fairly low score of 29 for long-term orientation**. This means that people are more focused on the present and the past than on the future. Change is viewed with caution, and traditions are seen as important. People and businesses tend to measure success in the short-term. You should therefore focus on how your product or service can help them in the short-term. Do not focus on long-term benefits, as that is not relatable. Instead, focus on how your product or service can help them get quick, instant results.

Argentina has a **fairly high score of 62 for indulgence**. This means that Argentina is quite an indulgent society. Value is placed on leisure time, gratification of one's desires, and personal enjoyment. Do not

be afraid to make bold or exciting statements that emphasize how your product or service can help the customer enjoy themselves.

From our experience helping global brands succeed in the Argentinian market, we can add that Argentinians tend to be cautious about trying out new brands. They also tend to prefer local brands over international brands. It is very important to build up good brand awareness when targeting this market. You should also ensure that you provide excellent customer support, as this will help you to build brand trust with consumers.

And finally, be aware that Argentinians are quite price sensitive and tend to focus on

cheaper products. You should make sure to frequently provide sales and special offers, as these are an effective method of attracting Argentinian shoppers.

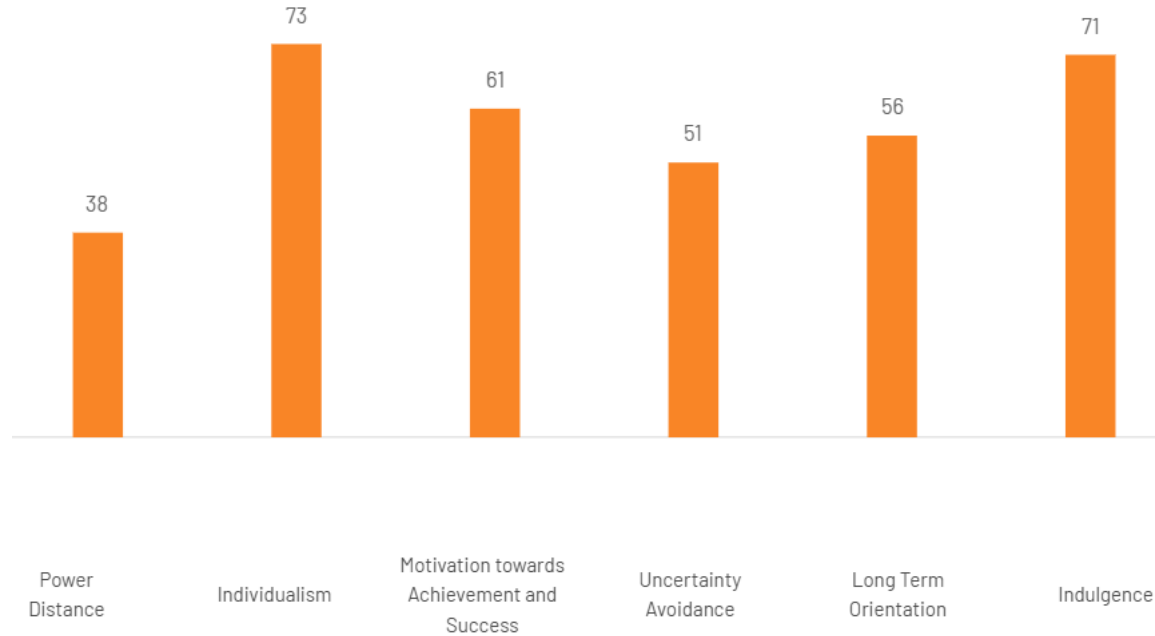


Australia

Online Consumer Behavior Report



Hofstede's Cultural Dimensions



Data source: [The Culture Factor](#)

Commentary

Australia has a **fairly low score of 38 for power distance**. This means that the culture is quite informal, without strict social hierarchies. When doing B2B marketing, make sure to target numerous personas – even more junior ones, so long as they are relevant – as multiple perspectives are taken into account during the decision-making process. When creating your website, make sure to put the user's needs first, prioritizing a good user experience that helps the user complete their task.

Australia has a **fairly high score of 73 for individualism**. This means that Australia is an individualist society. In individualist societies, people tend to see themselves as standalone individuals, rather than as

part of a group. People are expected to prioritize their own and their family's personal wellbeing, and to support themselves rather than expect support from wider society. Independence, self-reliance and initiative are desirable qualities. Emphasize how your product or service can personally benefit them as an individual.

Australia has a **fairly high score of 61 for motivation towards achievement and success**. This means that people are primarily driven by a desire to be successful – i.e. to be the best at what they do. Emphasize how your product or service can help the customer become more successful.

Australia has a **score of 51 for uncertainty avoidance, placing it around the middle of the spectrum**. This means that people are neither strongly comfortable nor uncomfortable with uncertainty. Use a mix of marketing messaging to promote your product or service, highlighting both specific details about the features and processes, as well as more general information about the benefits and potential results.

Australia has a **score of 56 for long-term orientation, placing it around the middle of the spectrum**. This means that people are interested in the past, present and future. Tradition is valued, but so is innovation. Use a mix of messaging to appeal to both short-term and long-term

Commentary

orientations. Talk about how your product or service can help the customer both immediately and in the future, since both quick, instant results and long-term benefits are valued.

Australia has a **fairly high score of 71 for indulgence**. This means that indulgence is seen as a positive thing in Australian culture, with value being placed on leisure time, gratification of one's desires, and personal enjoyment. Do not be afraid to make bold or exciting statements that emphasize how your product or service can help the customer enjoy themselves.

From our experience helping global brands succeed in the Australian market, we can add that the reputation of a brand is

extremely important. In fact, brand reputation is even more important than product quality or price, so having a positive brand image and strong brand awareness is crucial to success in Australia.

And finally, Australian consumers are very open to buying from international brands, which is great news for brands entering the market. This is especially the case for younger Australians, who are less brand loyal than their older counterparts.

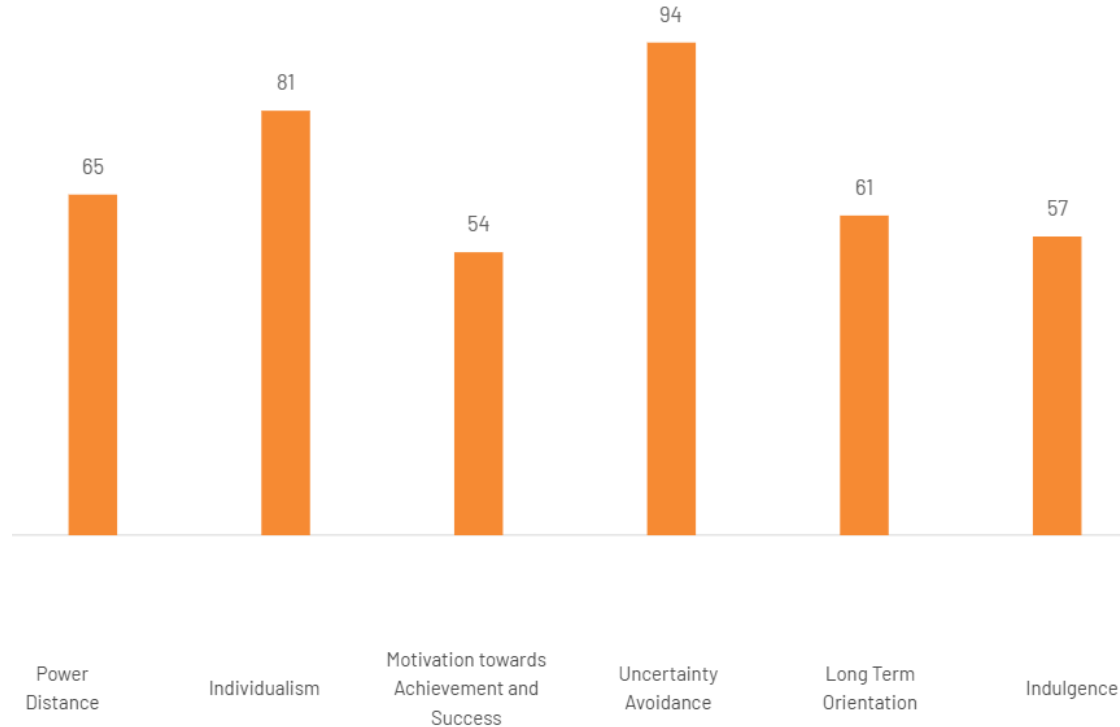


Belgium

Online Consumer Behavior Report



Hofstede's Cultural Dimensions



Data source: [The Culture Factor](#)

Commentary

Belgium has a **fairly high score of 65 for power distance**. This means that authority is respected and hierarchies are adhered to. When doing B2B marketing, focus on targeting the senior decision-makers. There is little point in targeting personas in more junior roles, as they do not have much input into purchasing decisions. It is important to highlight your own authority on your website – for example, by prominently featuring your senior management team.

Unusually for a high power distance culture, Belgium also has a **very high score of 81 for individualism**. This means that Belgium is a strongly individualist society. In individualist societies, people tend to see themselves as standalone

individuals, rather than as part of a group. People are expected to prioritize their own and their family's personal wellbeing, and to support themselves rather than expect support from wider society. Independence, self-reliance and initiative are desirable qualities. Emphasize how your product or service can personally benefit them as an individual.

Belgium has a **score of 54 for motivation towards achievement and success**, placing it around the middle of the spectrum – although if you dig a little deeper, you will find that that is not the full story. Interestingly, there is a split between the French and Dutch-speaking regions for this dimension. The French-speaking southern region is more motivated

towards achievement and success (**score of 60**), whereas the Dutch-speaking northern region is less motivated towards achievement and success and more cooperation-oriented (**score of 43**). When marketing in Belgium, you may therefore want to use a mix of messaging that takes into account both sets of values, mentioning how your products or services can help boost both success and wellbeing.

Belgium has a **very high score of 94 for uncertainty avoidance**. This means that people are very uncomfortable with uncertainty. They want to see specific statements about products and services, rather than vague generalizations. Explain your offerings in terms of their detailed

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processes, not their vague potential results. They also want to know in-depth about your product features, and for this reason product demos are popular. It is crucial to build brand trust in such a culture, and therefore brand awareness is important. Featuring quality assurance information and awards on your website will generate good results, as this will build brand trust.

Belgium has a **fairly high score of 61 for long-term orientation**. This means that people are more focused on the future than on the present or the past. Change is viewed as a good thing, and traditions are easily altered to fit with modern circumstances. People tend to be pragmatic, and saving and investing for

the future is important, as the future is their focus. Focus on how your product or service can help them in the long-term. Do not focus on getting quick, instant results, as that is not relatable. Instead, focus on long-term benefits.

Belgium has a **score of 57 for indulgence, placing it around the middle of the spectrum, although slightly on the indulgent side**. This means that indulgence is seen as a positive thing in Belgian culture, with value being placed on leisure time, gratification of one's desires, and personal enjoyment. Do not be afraid to make bold or exciting statements that emphasize how your product or service can help the customer enjoy themselves.

From our experience helping global brands succeed in the Belgian market, we can add that Belgium is a multilingual country with three official languages: Dutch, French and German. Dutch is mostly spoken in the north, French in the south and German in the east. Bear this in mind and conduct research into which language(s) your specific audience speaks when creating your content.

And finally, be aware that Belgians tend to be environmentally conscious. Organic and sustainable products are popular in this country, and any efforts that your company makes to be environmentally friendly will be appreciated.

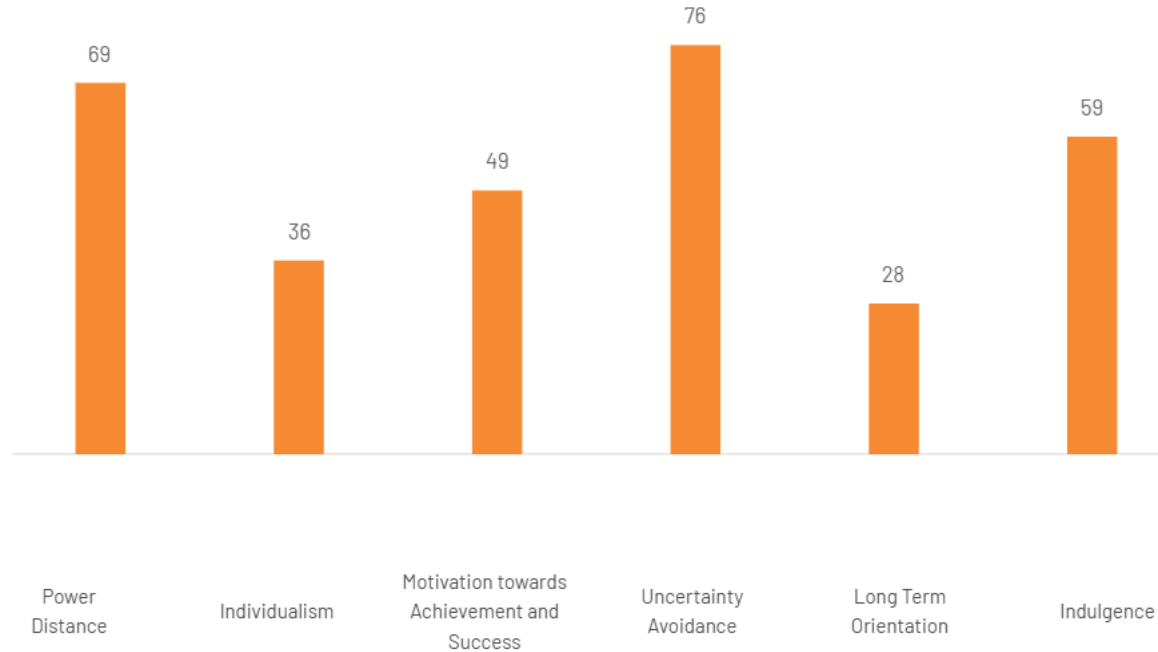


Brazil

Online Consumer Behavior Report



Hofstede's Cultural Dimensions



Data source: [The Culture Factor](#)

Commentary

Brazil has a **fairly high score of 69 for power distance**. This means that authority is respected and hierarchies are adhered to. Status symbols are important as they are a way of signaling one's position in the social hierarchy, so if applicable, you may want to promote your products in this way. When doing B2B marketing, focus on targeting the senior decision-makers. There is little point in targeting personas in more junior roles, as they do not have much input into purchasing decisions. It is also important to highlight your own authority on your website – for example, by prominently featuring your senior management team.

Brazil has a **fairly low score of 36 for individualism**. This means that Brazil is a

collectivist society. In collectivist societies, people tend to see themselves as part of a group, rather than a standalone individual. They are loyal to their group, strive for group harmony, and value the wellbeing of the group. Emphasize how your product or service can benefit the group. Celebrity endorsements work well, since celebrities are seen as influential members of the group – and people are quick to copy their behaviors. Looking more at B2B, make sure to spend time nurturing a personal relationship with your prospective clients, as interpersonal relationships are seen as very important.

Brazil has a **score of 49 for motivation towards achievement and success, placing it around the middle of the**

spectrum. This means that being successful is important, but so is having a good quality of life and having a work-life balance. Use a mix of messaging, mentioning how your products or services can help boost both success and wellbeing.

Brazil has a **fairly high score of 76 for uncertainty avoidance**. This means that people are uncomfortable with uncertainty. They want to see specific statements about products and services, rather than vague generalizations. Explain your offerings in terms of their detailed processes, not their vague potential results. They want to know in-depth about your product features, and for this reason product demos are popular. They like to

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conduct in-depth research before making a purchase, so make sure to offer plenty of information about your product or service online. It is crucial to build brand trust in such a culture, and therefore brand awareness is important. Featuring quality assurance information and awards on your website will generate good results, as this will build brand trust.

Brazil has a **fairly low score of 28 for long-term orientation**. This means that people are more focused on the present and the past than on the future. Change is viewed with caution, and traditions are seen as important. People and businesses tend to measure success in the short-term. Focus on how your product or service can help them in the short-term. Do not focus on

long-term benefits, as that is not relatable. Instead, focus on how your product or service can help them get quick, instant results.

Brazil has a **score of 59 for indulgence, placing it around the middle of the spectrum, although slightly on the indulgent side**. This means that indulgence is seen as a positive thing in Brazilian culture, with value being placed on leisure time, gratification of one's desires, and personal enjoyment. Do not be afraid to make bold or exciting statements that emphasize how your product or service can help the customer enjoy themselves.

From our experience helping global brands

succeed in the Brazilian market, we can add that Brazilians are quite open to buying from international brands. Furthermore, brand loyalty is quite high, so if you manage to earn the custom of a Brazilian consumer, you may have gained a long-term customer.

However, while consumers are loyal to brands, they are not particularly loyal to platforms – so they will often search for their favorite brand on multiple platforms and buy from the one offering the cheapest price.

This is because Brazilian consumers are quite price sensitive. They prefer cheaper products, so you may want to offer frequent sales and special offers, as these

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are appealing to Brazilian shoppers. You should not compromise on quality though, as Brazilians expect products to be of a good quality.

And finally, be aware that Brazilians value good customer support. It is advisable to have a local customer team, so that you can provide support in a timely manner and in the local language.

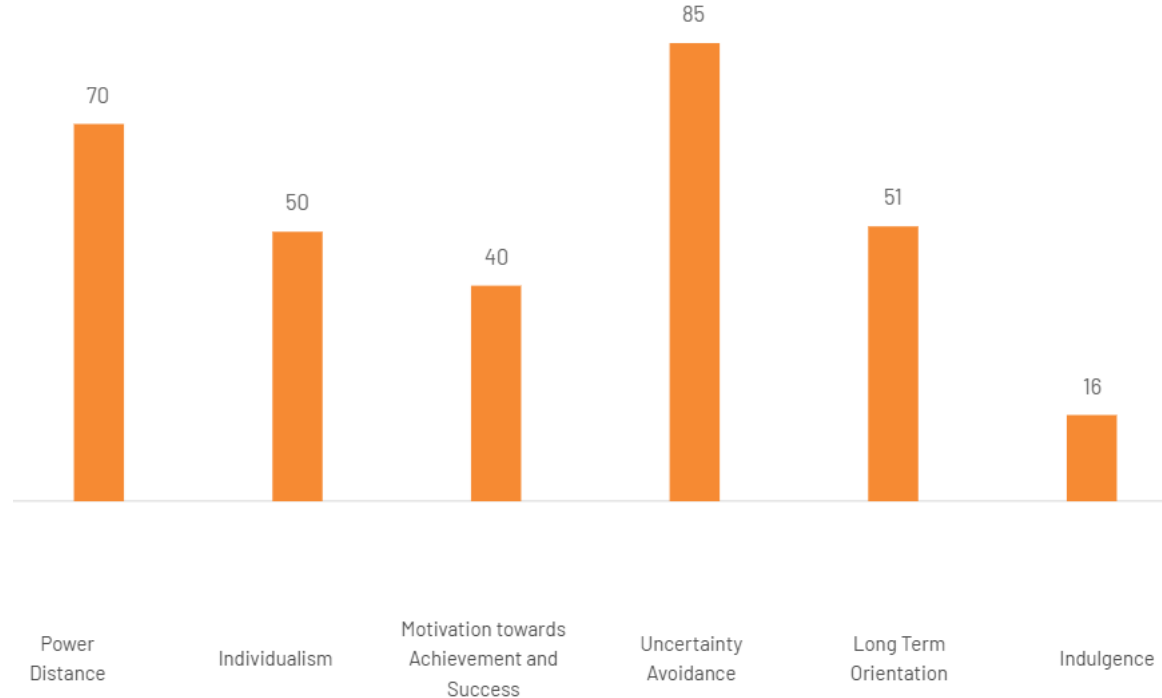


Bulgaria

Online Consumer Behavior Report



Hofstede's Cultural Dimensions



Data source: [The Culture Factor](#)

Commentary

Bulgaria has a **fairly high score of 70 for power distance**. This means that authority is respected and hierarchies are adhered to. When doing B2B marketing, focus on targeting the senior decision-makers. There is little point in targeting personas in more junior roles, as they do not have much input into purchasing decisions. It is also important to highlight your own authority on your website – for example, by prominently featuring your senior management team.

Bulgaria has a **score of 50 for individualism, placing it in the middle of the spectrum**. This means that Bulgaria shares some features with both individualist and collectivist societies. People see themselves as individuals, but

also place value on being a member of a social in-group. They value both their own personal wellbeing, and the wellbeing of their in-group. Use a mix of marketing messaging, to appeal to both individualist and collectivist values. Talk about how your product or service can personally benefit the customer as an individual, as well as how it can benefit wider society.

Bulgaria has a **fairly low score of 40 for motivation towards achievement and success**. This means that people are primarily driven by a desire to have a good quality of life and to care for others. Modesty and cooperation are valued, while standing out from the crowd is not. Emphasize how your product or service can help the customer achieve a better

quality of life.

Bulgaria has a **very high score of 85 for uncertainty avoidance**. This means that people are very uncomfortable with uncertainty. They want to see specific statements about products and services, rather than vague generalizations. Explain your offerings in terms of their detailed processes, not their vague potential results. People also want to know in-depth about your product features, and for this reason product demos are popular. It is crucial to build brand trust in such a culture, and therefore brand awareness is important. Featuring quality assurance information and awards on your website will generate good results, as this will build brand trust.

Commentary

Bulgaria has a **score of 51 for long-term orientation, placing it around the middle of the spectrum**. This means people are interested in the past, present and future. Tradition is valued, but so is innovation. Use a mix of messaging to appeal to both short-term and long-term orientations. Talk about how your product or service can help the customer both immediately and in the future, since both quick, instant results and long-term benefits are valued.

Bulgaria has a **very low score of 16 for indulgence**. This means that Bulgaria is a restrained society. People are good at controlling their impulses and desires – and may in fact see indulgence as a negative thing. When coming up with your marketing messaging, make sure not to

come across as promoting something overly extravagant or gaudy, as this may be seen as distasteful.

From our experience helping global brands succeed in the Bulgarian market, we can add that consumers in this country are very price oriented. You may need to lower your prices in Bulgaria, in order to be appealing and competitive.

It is also worth noting that Bulgarians are becoming increasingly interested in having a healthy lifestyle. This health trend has led to the population becoming more open to organic and sustainable products.

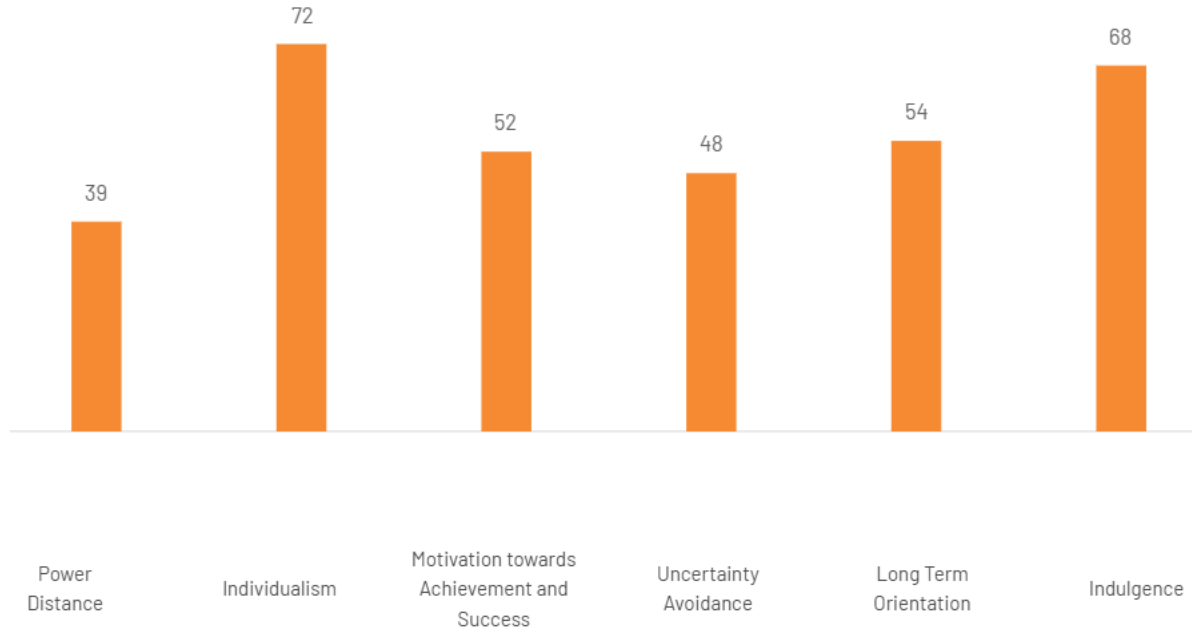


Canada

Online Consumer Behavior Report



Hofstede's Cultural Dimensions



Data source: [The Culture Factor](#)

Commentary

Canada has a **fairly low score of 39 for power distance**. This means that the culture is informal, without strict social hierarchies. When doing B2B marketing, make sure to target numerous personas – even more junior ones, so long as they are relevant – as multiple perspectives are taken into account during the decision-making process. When creating your website, make sure to put the user's needs first, prioritizing a good user experience that helps the user complete their task.

Canada has a **fairly high score of 72 for individualism**. This means that Canada is an individualist society. In individualist societies, people tend to see themselves as standalone individuals, rather than as part of a group. People are expected to

prioritize their own and their family's personal wellbeing, and to support themselves rather than expect support from wider society. Independence, self-reliance and initiative are desirable qualities. Emphasize how your product or service can personally benefit them as an individual.

Canada has a **score of 52 for motivation towards achievement and success, placing it around the middle of the spectrum**. This means that being successful is important, but so is having a good quality of life and having a work-life balance. Use a mix of messaging, mentioning how your products or services can help boost both success and wellbeing.

Canada has a **score of 48 for uncertainty avoidance, placing it around the middle of the spectrum**. This means that people are neither strongly comfortable nor uncomfortable with uncertainty. Use a mix of marketing messaging to promote your product or service, highlighting both specific details about the features and processes, as well as more general information about the benefits and potential results.

Canada has a **score of 54 for long-term orientation, placing it around the middle of the spectrum**. This means that people are interested in the past, present and future. Tradition is valued, but so is innovation. Use a mix of messaging to appeal to both short-term and long-term

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orientations. Talk about how your product or service can help the customer both immediately and in the future, since both quick, instant results and long-term benefits are valued.

Canada has a **fairly high score of 68 for indulgence**. This means that indulgence is seen as a positive thing in Canadian culture, with value being placed on leisure time, gratification of one's desires, and personal enjoyment. Do not be afraid to make bold or exciting statements that emphasize how your product or service can help the customer enjoy themselves.

From our experience helping global brands succeed in the Canadian market, we can add that brand loyalty is low. Canadians

are very happy to try out new products from brands they have never bought from before, which is great news for new brands entering the market.

And finally, be aware that Canada is a bilingual country with two official languages: English and French. However, the distribution of these languages across Canada is not equal. English is the dominant language across most of the country, with French only having a substantial presence in the province of Quebec. You therefore only need to include French in your Canadian marketing efforts if you are targeting Quebec. When creating your content for Canada, make sure to localize for Canadian English and Canadian French.

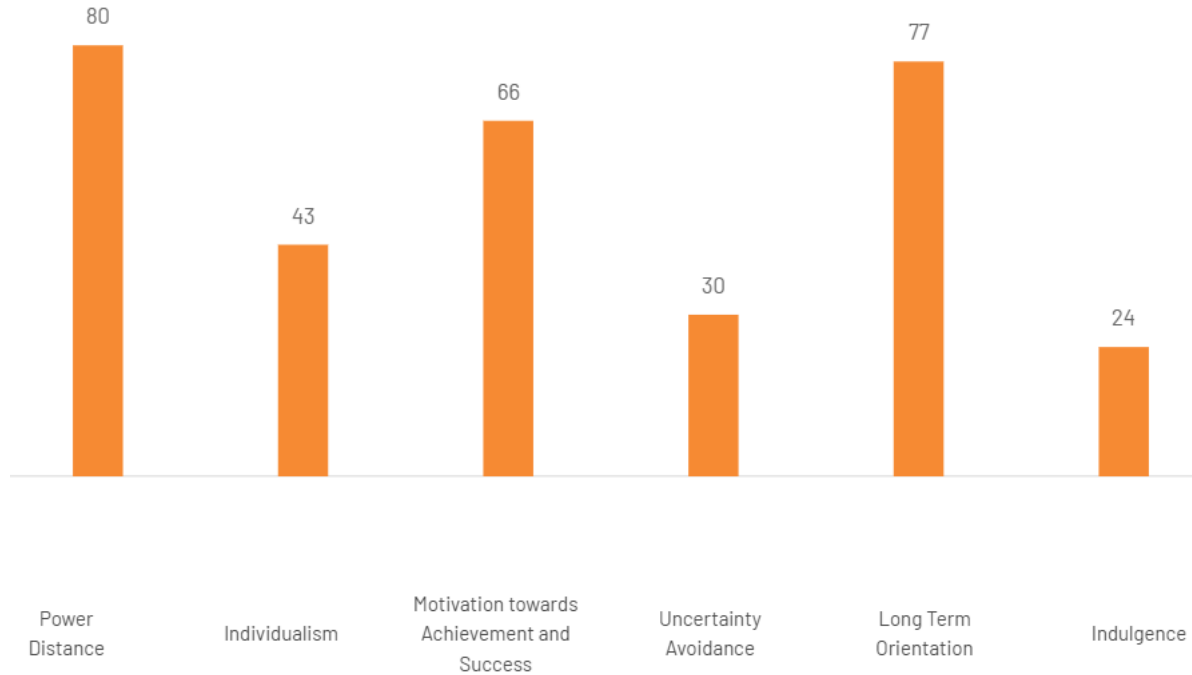


China

Online Consumer Behavior Report



Hofstede's Cultural Dimensions



Data source: [The Culture Factor](#)

Commentary

China has a **very high score of 80 for power distance**. This means that authority is respected and hierarchies are adhered to. When doing B2B marketing, focus on targeting the senior decision-makers. There is little point in targeting personas in more junior roles, as they do not have much input into purchasing decisions. It is also important to highlight your own authority on your website – for example, by prominently featuring your senior management team.

China has a **score of 43 for individualism, placing it around the middle of the spectrum, although slightly on the collectivist side**. This means that China is a collectivist society. In collectivist societies, people tend to see themselves

as part of a group, rather than a standalone individual. They are loyal to their group, strive for group harmony, and value the wellbeing of the group. Emphasize how your product or service can benefit the group. Celebrity endorsements work well, since celebrities are seen as influential members of the group – and people are quick to copy their behaviors. Looking more at B2B, make sure to spend time nurturing a personal relationship with your prospective clients, as interpersonal relationships are seen as very important.

China has a **fairly high score of 66 for motivation towards achievement and success**. This means that people are primarily driven by a desire to be

successful – i.e. to be the best at what they do. Emphasize how your product or service can help the customer become more successful.

China has a **fairly low score of 30 for uncertainty avoidance**. This means that people are comfortable with uncertainty. They are adaptable, pragmatic and flexible. With regards to marketing, this means that they are comfortable with general statements about products and services. They want to know about the benefits of your products, but do not care so much about the exact details of how they work. Explain your offerings in terms of their results, not their detailed processes.

China has a **fairly high score of 77 for**

Commentary

long-term orientation. This means that people are more focused on the future than on the present or the past. Change is viewed as a good thing, and traditions are easily altered to fit with modern circumstances. People tend to be pragmatic, and saving and investing for the future is important, as the future is their focus. Focus on how your product or service can help them in the long-term. Do not focus on getting quick, instant results, as that is not relatable. Instead, focus on long-term benefits.

China has a **fairly low score of 24 for indulgence.** This means that China is a restrained society. People are good at controlling their impulses and desires – and may in fact see indulgence as a

negative thing. When coming up with your marketing messaging, make sure not to come across as promoting something overly extravagant or gaudy, as this may be seen as distasteful.

From our experience helping global brands succeed in the Chinese market, we can add that brand awareness is very important in China.

You should also be aware that the price of a product is viewed as an indicator of its quality. For this reason, it is perhaps not wise to aim for rock-bottom prices, as this may give the impression that your products or services are of a poor quality.

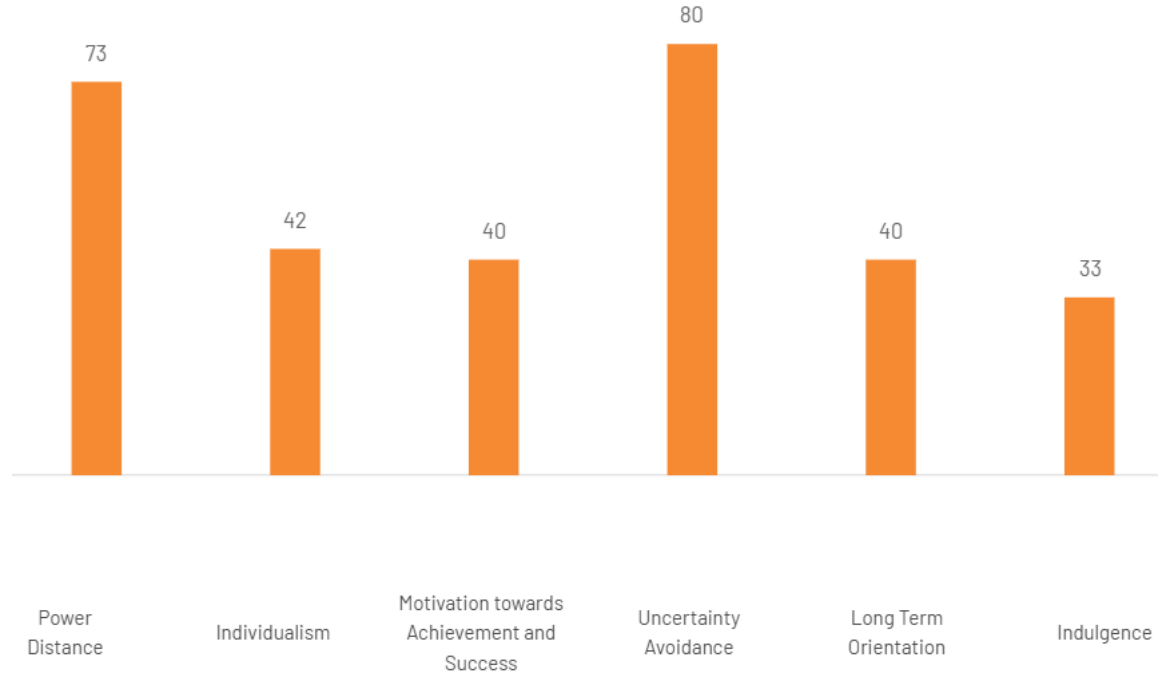


Croatia

Online Consumer Behavior Report



Hofstede's Cultural Dimensions



Data source: [The Culture Factor](#)

Commentary

Croatia has a **fairly high score of 73 for power distance**. This means that authority is respected and hierarchies are adhered to. When doing B2B marketing, focus on targeting the senior decision-makers. There is little point in targeting personas in more junior roles, as they do not have much input into purchasing decisions. It is also important to highlight your own authority on your website – for example, by prominently featuring your senior management team.

Croatia has a **score of 42 for individualism, placing it around the middle of the spectrum, although slightly on the collectivist side**. This means that Croatia is a collectivist society. In collectivist societies, people tend to see

themselves as part of a group, rather than a standalone individual. They are loyal to their group, strive for group harmony, and value the wellbeing of the group. Emphasize how your product or service can benefit the group. Celebrity endorsements work well, since celebrities are seen as influential members of the group – and people are quick to copy their behaviors. Looking more at B2B, make sure to spend time nurturing a personal relationship with your prospective clients, as interpersonal relationships are seen as very important.

Croatia has a **fairly low score of 40 for motivation towards achievement and success**. This means that people are primarily driven by a desire to have a good

quality of life and to care for others. Modesty and cooperation are valued, while standing out from the crowd is not. Emphasize how your product or service can help the customer achieve a better quality of life. Status symbols are not important in Croatia, so do not try to promote your products or services in this way.

Croatia has a **very high score of 80 for uncertainty avoidance**. This means that people are very uncomfortable with uncertainty. They want to see specific statements about products and services, rather than vague generalizations. Explain your offerings in terms of their detailed processes, not their vague potential results. People also want to know in-depth

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about your product features, and for this reason product demos are popular. It is crucial to build brand trust in such a culture, and therefore brand awareness is important. Featuring quality assurance information and awards on your website will generate good results, as this will build brand trust.

Croatia has a **fairly low score of 40 for long-term orientation**. This means that people are more focused on the present and the past than on the future. Change is viewed with caution, and traditions are seen as important. People and businesses tend to measure success in the short-term. Focus on how your product or service can help them in the short-term. Do not focus on long-term benefits, as that is not

relatable. Instead, focus on how your product or service can help them get quick, instant results.

Croatia has a **fairly low score of 33 for indulgence**. This means that Croatia is quite a restrained society. People are good at controlling their impulses and desires – and may in fact see indulgence as a negative thing. When coming up with your marketing messaging, make sure not to come across as promoting something overly extravagant or gaudy, as this may be seen as distasteful.

From our experience helping global brands succeed in the Croatian market, we can add that consumers in this country are very price sensitive. You will most likely

need to lower your prices in Croatia, in order to be appealing and competitive.

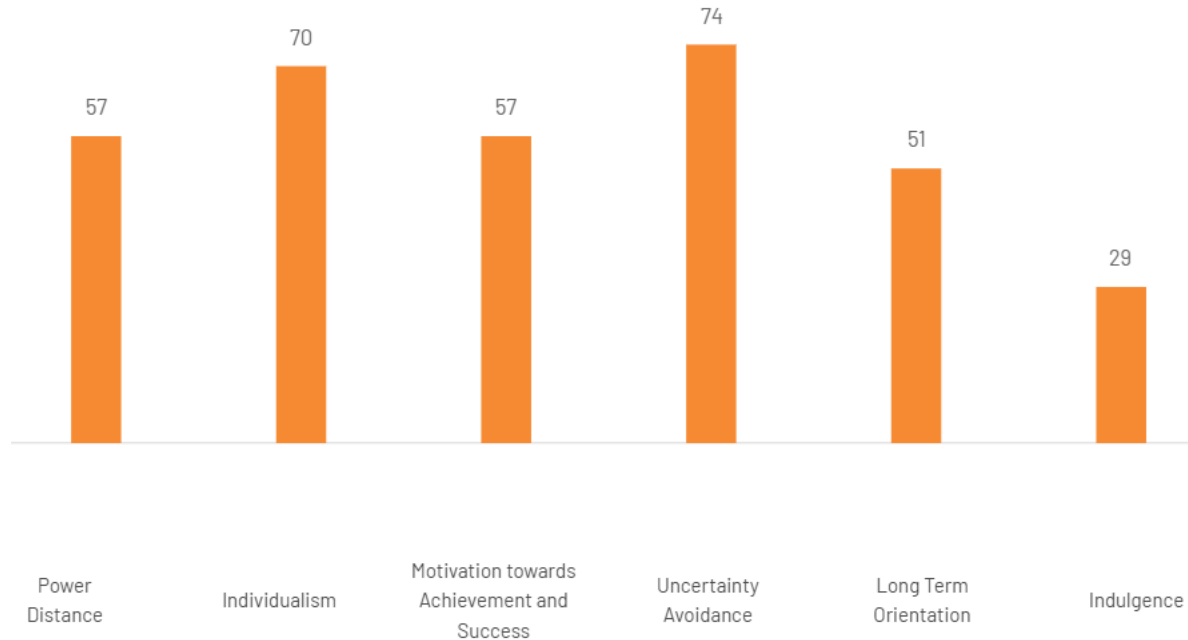


Czech Republic

Online Consumer Behavior Report



Hofstede's Cultural Dimensions



Data source: [The Culture Factor](#)

Commentary

The Czech Republic has a **score of 57 for power distance, placing it around the middle of the spectrum**. This means that while social hierarchies do exist, they are not extremely strict and people lower down in the hierarchy nevertheless still expect to have a voice. When doing B2B marketing, target numerous personas – both senior and junior – as this will cover the multiple perspectives that may be taken into account during the decision-making process.

The Czech Republic has a **fairly high score of 70 for individualism**. This means that the Czech Republic is an individualist society. In individualist societies, people tend to see themselves as standalone individuals, rather than as part of a group.

People are expected to prioritize their own and their family's personal wellbeing, and to support themselves rather than expect support from wider society. Independence, self-reliance and initiative are desirable qualities. Emphasize how your product or service can personally benefit them as an individual.

The Czech Republic has a **score of 57 for motivation towards achievement and success, placing it around the middle of the spectrum**. This means that being successful is important, but so is having a good quality of life and having a work-life balance. Use a mix of messaging, mentioning how your products or services can help boost both success and wellbeing.

The Czech Republic has a **fairly high score of 74 for uncertainty avoidance**. This means that people are uncomfortable with uncertainty. They want to see specific statements about products and services, rather than vague generalizations. Explain your offerings in terms of their detailed processes, not their vague potential results. People also want to know in-depth about your product features, and for this reason product demos are popular. It is crucial to build brand trust in such a culture, and therefore brand awareness is important. Featuring quality assurance information and awards on your website will generate good results, as this will build brand trust.

The Czech Republic has a **score of 51 for**

Commentary

long-term orientation, placing it around the middle of the spectrum. This means that people are interested in the past, present and future. Tradition is valued, but so is innovation. Use a mix of messaging to appeal to both short-term and long-term orientations. Talk about how your product or service can help the customer both immediately and in the future, since both quick, instant results and long-term benefits are valued.

The Czech Republic has a **fairly low score of 29 for indulgence.** This means that the Czech Republic is quite a restrained society. People are good at controlling their impulses and desires – and may in fact see indulgence as a negative thing. When coming up with your marketing

messaging, make sure not to come across as promoting something overly extravagant or gaudy, as this may be seen as distasteful.

From our experience helping global brands succeed in the Czech market, we can add that blog posts are a popular content type in the Czech Republic.

Furthermore, affiliate marketing can be a good strategy for building your brand awareness when you first enter the market.

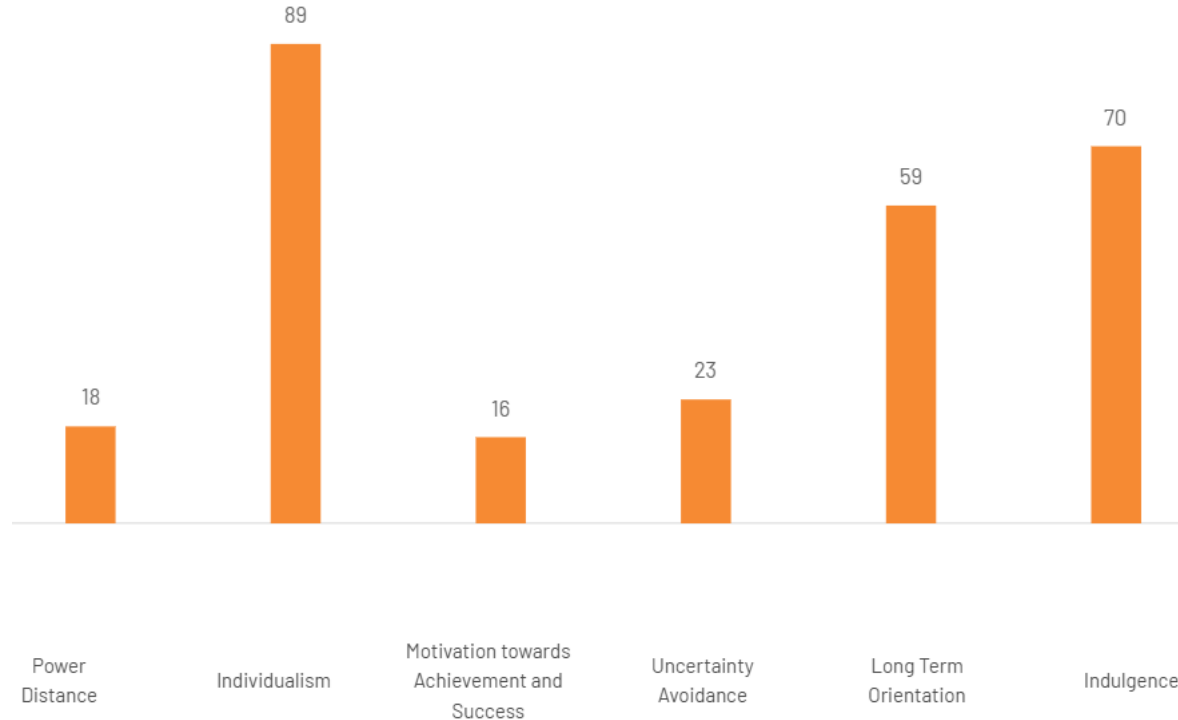


Denmark

Online Consumer Behavior Report



Hofstede's Cultural Dimensions



Data source: [The Culture Factor](#)

Commentary

Denmark has a **very low score of 18 for power distance**. This means that the culture is informal, without strict social hierarchies. When doing B2B marketing, make sure to target numerous personas – even more junior ones, so long as they are relevant – as multiple perspectives are taken into account during the decision-making process. When creating your website, make sure to put the user's needs first, prioritizing a good user experience that helps the user complete their task.

Denmark has a **very high score of 89 for individualism**. This means that Denmark is a strongly individualist society. In individualist societies, people tend to see themselves as standalone individuals, rather than as part of a group. People are

expected to prioritize their own and their family's personal wellbeing, and to support themselves rather than expect support from wider society. Independence, self-reliance and initiative are desirable qualities. Emphasize how your product or service can personally benefit them as an individual. Looking more at B2B, Danes are very happy to do business with people they do not know. You do not need to spend a long time nurturing the relationship first – instead, a direct approach to communication is preferred.

Denmark has a **very low score of 16 for motivation towards achievement and success**. This means that people are strongly driven by a desire to have a good quality of life and to care for others.

Modesty and cooperation are valued, while standing out from the crowd is not. Emphasize how your product or service can help the customer achieve a better quality of life.

Denmark has a **fairly low score of 23 for uncertainty avoidance**. This means that people are comfortable with uncertainty. They are adaptable, pragmatic and flexible. With regards to marketing, this means that they are comfortable with general statements about products and services. They want to know about the benefits of your products, but do not care so much about the exact details of how they work. Explain your offerings in terms of their results, not their detailed processes.

Commentary

Denmark has a **score of 59 for long-term orientation, placing it around the middle of the spectrum**. This means that people are interested in the past, present and future. Tradition is valued, but so is innovation. Use a mix of messaging to appeal to both short-term and long-term orientations. Talk about how your product or service can help the customer both immediately and in the future, since both quick, instant results and long-term benefits are valued.

Denmark has a **fairly high score of 70 for indulgence**. This means that indulgence is seen as a positive thing in Danish culture, with value being placed on leisure time, gratification of one's desires, and personal enjoyment. Do not be afraid to make bold

or exciting statements that emphasize how your product or service can help the customer enjoy themselves.

From our experience helping global brands succeed in the Danish market, we can add that data security and privacy are big concerns. Danes are willing to give up their data (e.g. their name and email address) if they get something in return (e.g. an asset), but they want to know that their data is safe and will not be shared with any third parties. It is therefore important to have a stringent data protection policy and to display this prominently on your website.

Another thing that is very important to Danes is the environment. They are very

concerned about climate change and try to be as green as possible. For this reason, both the government and big companies are strongly pushing the idea to go paperless. You should bear this in mind when targeting Denmark, and try to make your business practices as environmentally friendly as possible.

You should be aware that Denmark is a world leader in technology and innovation, and it is therefore a competitive market for this niche. Do not let that put you off, though; so long as you have a unique selling point that sets you apart from the crowd, there could well be a place for you in the market.

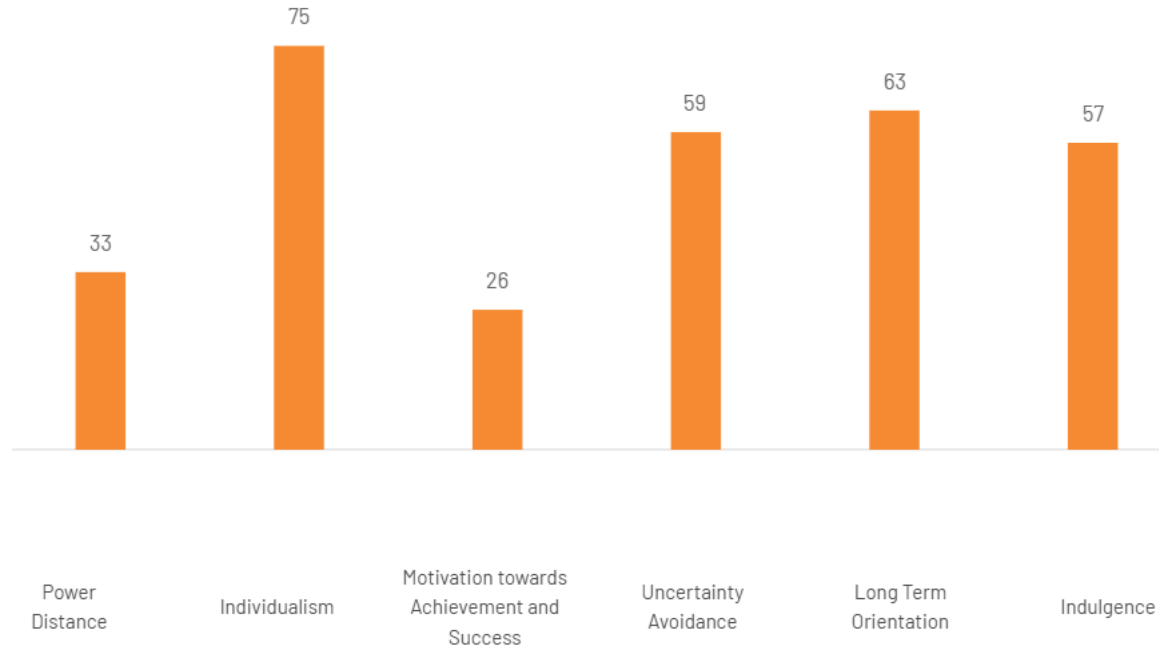


Finland

Online Consumer Behavior Report



Hofstede's Cultural Dimensions



Data source: [The Culture Factor](#)

Commentary

Finland has a **fairly low score of 33 for power distance**. This means that the culture is informal, without strict social hierarchies. When doing B2B marketing, make sure to target numerous personas – even more junior ones, so long as they are relevant – as multiple perspectives are taken into account during the decision-making process. When creating your website, make sure to put the user's needs first, prioritizing a good user experience that helps the user complete their task.

Finland has a **fairly high score of 75 for individualism**. This means that Finland is an individualist society. In individualist societies, people tend to see themselves as standalone individuals, rather than as part of a group. People are expected to

prioritize their own and their family's personal wellbeing, and to support themselves rather than expect support from wider society. Independence, self-reliance and initiative are desirable qualities. Emphasize how your product or service can personally benefit them as an individual.

Finland has a **fairly low score of 26 for motivation towards achievement and success**. This means that people are primarily driven by a desire to have a good quality of life and to care for others. Modesty and cooperation are valued, while standing out from the crowd is not. Emphasize how your product or service can help the customer achieve a better quality of life. Status symbols are not

important in Finland, so do not try to promote your products or services in this way.

Finland has a **score of 59 for uncertainty avoidance, placing it around the middle of the spectrum, although slightly on the high side**. This means that people in Finland have a tendency to be uncomfortable with uncertainty. They prefer to see specific statements about products and services, rather than vague generalizations. Explain your offerings in terms of their detailed processes, not their vague potential results. People may also want to know in-depth about your product features, and for this reason product demos are popular. It is crucial to build brand trust in such a culture, and therefore

Commentary

brand awareness is important. Featuring quality assurance information and awards on your website will generate good results, as this will build brand trust.

Finland has a **fairly high score of 63 for long-term orientation**. This means that people are more focused on the future than on the present or the past. Change is viewed as a good thing, and traditions are easily altered to fit with modern circumstances. People tend to be pragmatic, and saving and investing for the future is important, as the future is their focus. Focus on how your product or service can help them in the long-term. Do not focus on getting quick, instant results, as that is not relatable. Instead, focus on long-term benefits.

Finland has a **score of 57 for indulgence, placing it around the middle of the spectrum, although slightly on the indulgent side**. This means that indulgence tends to be seen as a positive thing in Finnish culture, with value being placed on leisure time, gratification of one's desires, and personal enjoyment. Do not be afraid to make bold or exciting statements that emphasize how your product or service can help the customer enjoy themselves.

From our experience helping global brands succeed in the Finnish market, we can add that data security and privacy are big concerns. Finns are willing to give up their data (e.g. their name and email address) if they get something in return (e.g. an

asset), but they want to know that their data is safe and will not be shared with any third parties. It is therefore important to have a stringent data protection policy and to display this prominently on your website.

Another thing that is very important to Finns is the environment. They are very concerned about climate change and try to be as green as possible. You should bear this in mind when targeting Finland, and try to make your business practices as environmentally friendly as possible.

You should be aware that Finland is a world leader in technology and innovation, and it is therefore a competitive market for this niche. Do not let that put you off,

Commentary

though; so long as you have a unique selling point that sets you apart from the crowd, there could well be a place for you in the market.

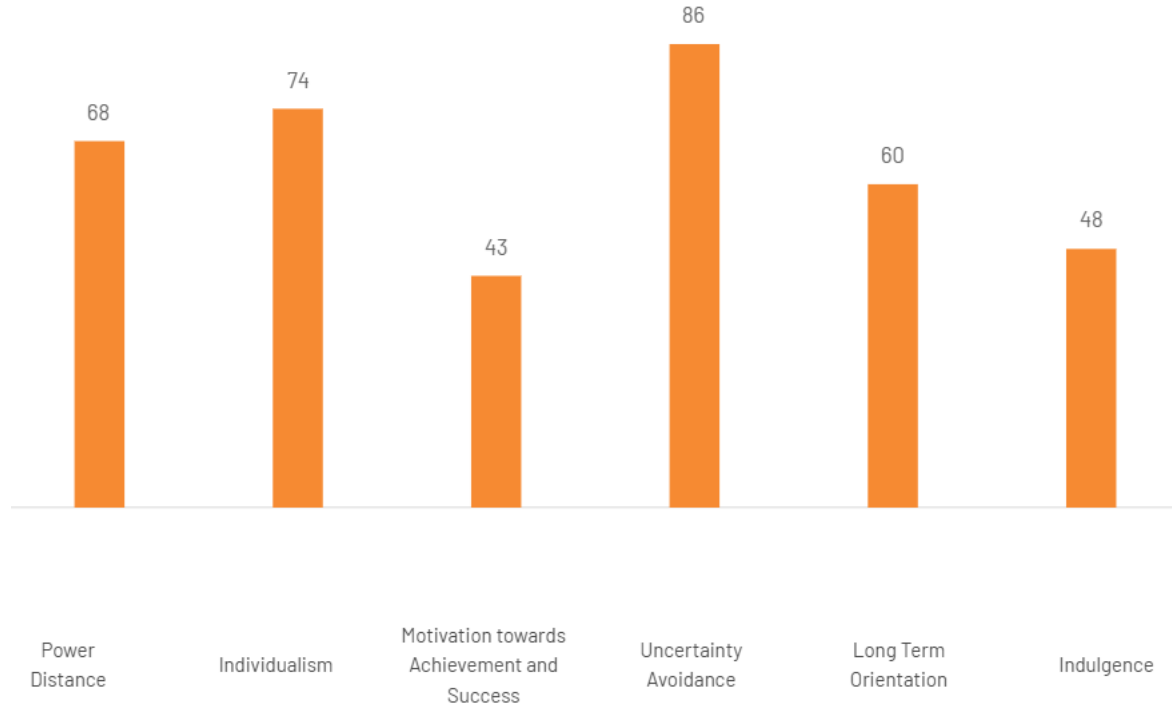


France

Online Consumer Behavior Report



Hofstede's Cultural Dimensions



Data source: [The Culture Factor](#)

Commentary

France has a **fairly high score of 68 for power distance**. This means that authority is respected and hierarchies are adhered to. When doing B2B marketing, focus on targeting the senior decision-makers. There is little point in targeting personas in more junior roles, as they do not have much input into purchasing decisions. It is important to highlight your own authority on your website – for example, by prominently featuring your senior management team.

Unusually for a high power distance culture, France also has a **fairly high score of 74 for individualism**. This means that France is an individualist society. In individualist societies, people tend to see themselves as standalone individuals,

rather than as part of a group. In France, however, there is one exception to this rule, in that the family group is seen as very important. People are expected to prioritize their own and their family's personal wellbeing, and to support themselves rather than expect support from wider society. Independence, self-reliance and initiative are desirable qualities. Emphasize how your product or service can personally benefit them (or their family) as individuals.

France has a **score of 43 for motivation towards achievement and success, placing it around the middle of the spectrum**. This means that being successful is important, but so is having a good quality of life and having a work-life

balance. Use a mix of messaging, mentioning how your products or services can help boost both success and wellbeing.

France has a **very high score of 86 for uncertainty avoidance**. This means that people are extremely uncomfortable with uncertainty. They are less likely to make impulse purchases. There is usually a lot of research from the user involved beforehand. They want to see specific statements about products and services, rather than vague generalizations. Explain your offerings in terms of their detailed processes, not their vague potential results. People also want to know in-depth about your product features, and for this reason product demos are popular. It is

Commentary

crucial to build brand trust in such a culture, and therefore brand awareness is important. Featuring quality assurance information and awards on your website will generate good results, as this will build brand trust.

France has a **fairly high score of 60 for long-term orientation**. This means that people are more focused on the future than on the present or the past. Change is viewed as a good thing, and traditions are easily altered to fit with modern circumstances. People tend to be pragmatic, and saving and investing for the future is important, as the future is their focus. Focus on how your product or service can help them in the long-term. Do not focus on getting quick, instant results,

as that is not relatable. Instead, focus on long-term benefits.

France has a **score of 48 for indulgence, placing it around the middle of the spectrum**. This means that people like to enjoy themselves, but also have a degree of restraint. When coming up with your marketing messaging, try to use a balanced tone, talking about how your product or service can help the customer enjoy themselves, but making sure not to sound too extravagant, as this may be seen as distasteful.

From our experience helping global brands succeed in the French market, we can add that although France is officially a secular country, French culture is still somewhat

influenced by religion, particularly Catholicism, Islam and Judaism. There is therefore a great opportunity for relevant brands to target important religious celebrations such as Christmas, Ramadan and Hanukkah.

Sporting events are also not to miss, particularly rugby, the football world cup, Summer Olympics, Winter Olympics, Grand Slam tennis tournament, Tour de France, 24 Heures du Mans, and many others.

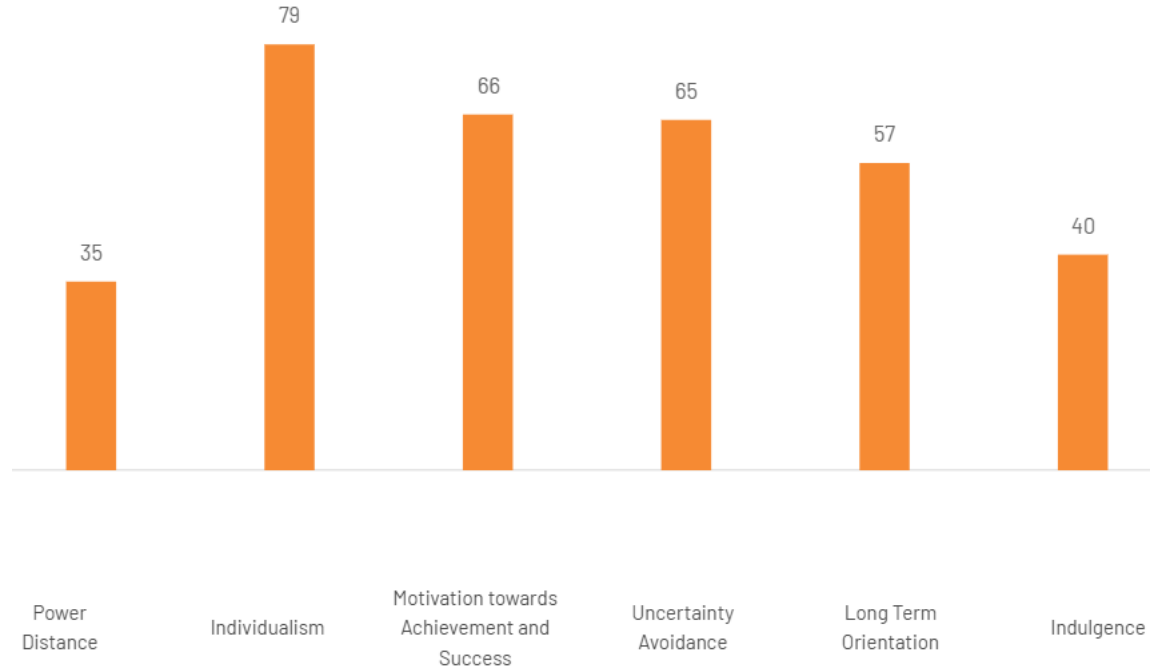


Germany

Online Consumer Behavior Report



Hofstede's Cultural Dimensions



Data source: [The Culture Factor](#)

Commentary

Germany has a **fairly low score of 35 for power distance**. This means that the culture is quite informal, without strict social hierarchies. When doing B2B marketing, make sure to target numerous personas – even more junior ones, so long as they are relevant – as multiple perspectives are taken into account during the decision-making process. When creating your website, make sure to put the user's needs first, prioritizing a good user experience that helps the user complete their task.

Germany has a **fairly high score of 79 for individualism**. This means that Germany is an individualist society. In individualist societies, people tend to see themselves as standalone individuals, rather than as

part of a group. People are expected to prioritize their own and their family's personal wellbeing, and to support themselves rather than expect support from wider society. Independence, self-reliance and initiative are desirable qualities. Emphasize how your product or service can personally benefit them as an individual.

Germany has a **fairly high score of 66 for motivation towards achievement and success**. This means that people are primarily driven by a desire to be successful – i.e. to be the best at what they do. Emphasize how your product or service can help the customer become more successful. Success is often signaled by buying items such as cars, watches and

tech, so if you sell those kinds of products, make sure to incorporate the concept of success into your marketing messaging.

Germany has a **fairly high score of 65 for uncertainty avoidance**. This means that people are uncomfortable with uncertainty. They want to see specific statements about products and services, rather than vague generalizations. Explain your offerings in terms of their detailed processes, not their vague potential results. They want to know in-depth about your product features, and for this reason product demos are popular. It is crucial to build brand trust in such a culture, and therefore brand awareness is important. Featuring quality assurance information and awards on your website will generate

Commentary

good results, as this will build brand trust.

Germany has a **score of 57 for long-term orientation, placing it around the middle of the spectrum**. This means that people are interested in the past, present and future. Tradition is valued, but so is innovation. Use a mix of messaging to appeal to both short-term and long-term orientations. Talk about how your product or service can help the customer both immediately and in the future, since both quick, instant results and long-term benefits are valued.

Germany has a **fairly low score of 40 for indulgence**. This means that Germany is quite a restrained society. People are good at controlling their impulses and desires –

and may in fact see indulgence as a negative thing. When coming up with your marketing messaging, make sure not to come across as promoting something overly extravagant or gaudy, as this may be seen as distasteful.

From our experience helping global brands succeed in the German market, we can add that Germans are known for being straightforward and frank in their communication style. They value honesty and clarity over politeness or ambiguity. People say what they mean, and expect others to do the same, as indirect communication can be perceived as evasive or dishonest. Communication is usually factual, explicit and focused on the issue at hand, rather than emotions.

Germans tend to address topics head-on and may seem blunt, but this is meant to avoid misunderstandings. Bear all this in mind when crafting your marketing messaging, and make sure to follow German norms when it comes to your communication style.

And finally, be aware that data security and privacy are big concerns for Germans. They can be convinced to give up their data (e.g. their name and email address) if they get something valuable in return (e.g. an asset), but they will want to know that their data is safe and will not be shared with any third parties. It is therefore important to have a stringent data protection policy and to display this prominently on your website.

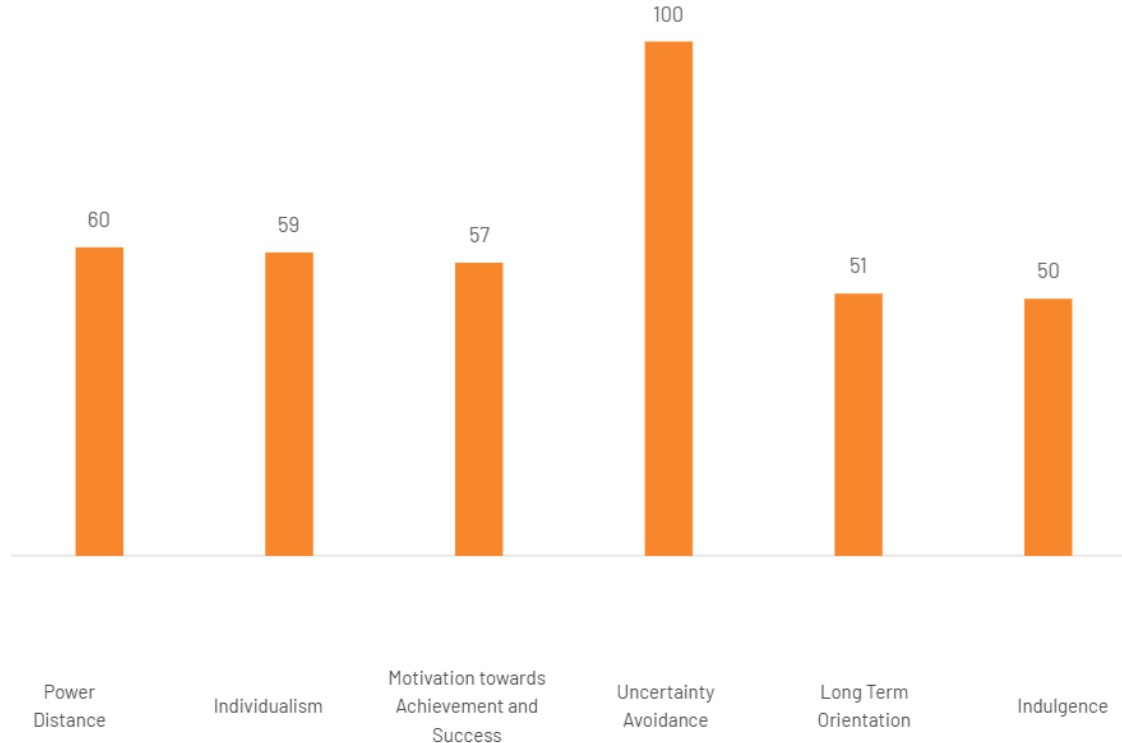


Greece

Online Consumer Behavior Report



Hofstede's Cultural Dimensions



Data source: [The Culture Factor](#)

Commentary

Greece has a **fairly high score of 60 for power distance**. This means that authority is respected and hierarchies are adhered to. When doing B2B marketing, focus on targeting the senior decision-makers. There is little point in targeting personas in more junior roles, as they do not have much input into purchasing decisions. It is also important to highlight your own authority on your website – for example, by prominently featuring your senior management team.

Greece has a **score of 59 for individualism, placing it around the middle of the spectrum**. This means that Greece shares some features with both individualist and collectivist societies. People see themselves as individuals, but

also place value on being a member of a social in-group. They value both their own personal wellbeing, and the wellbeing of their in-group. Use a mix of marketing messaging, to appeal to both individualist and collectivist values. Talk about how your product or service can personally benefit the customer as an individual, as well as how it can benefit wider society.

Greece has a **score of 57 for motivation towards achievement and success, placing it around the middle of the spectrum**. This means that being successful is important, but so is having a good quality of life and having a work-life balance. Use a mix of messaging, mentioning how your products or services can help boost both success and

wellbeing. Be aware that status symbols are important in Greece, so if applicable, you may want to promote your products or services in this way.

Greece has a **very high score of 100 for uncertainty avoidance**. This means that people are extremely uncomfortable with uncertainty. They want to see specific statements about products and services, rather than vague generalizations. Explain your offerings in terms of their detailed processes, not their vague potential results. People also want to know in-depth about your product features, and for this reason product demos are popular. It is crucial to build brand trust in such a culture, and therefore brand awareness is important. Featuring quality assurance

Commentary

information and awards on your website will generate good results, as this will build brand trust.

Greece has a **score of 51 for long-term orientation, placing it around the middle of the spectrum**. This means that people are interested in the past, present and future. Tradition is valued, but so is innovation. Use a mix of messaging to appeal to both short-term and long-term orientations. Talk about how your product or service can help the customer both immediately and in the future, since both quick, instant results and long-term benefits are valued.

Greece has a **score of 50 for indulgence, placing it in the middle of the spectrum**.

This means that people like to enjoy themselves, but also have a degree of restraint. When coming up with your marketing messaging, try to use a balanced tone, talking about how your product or service can help the customer enjoy themselves, but making sure not to sound too extravagant, as this may be seen as distasteful.

From our experience helping global brands succeed in the Greek market, we can add that Greeks are very price sensitive, and in fact prioritize a product's price over its quality. Local prices are relatively low, so it is advisable to match these in order to be competitive. On top of this, you should regularly offer discounts, as this is very appealing to Greek consumers.

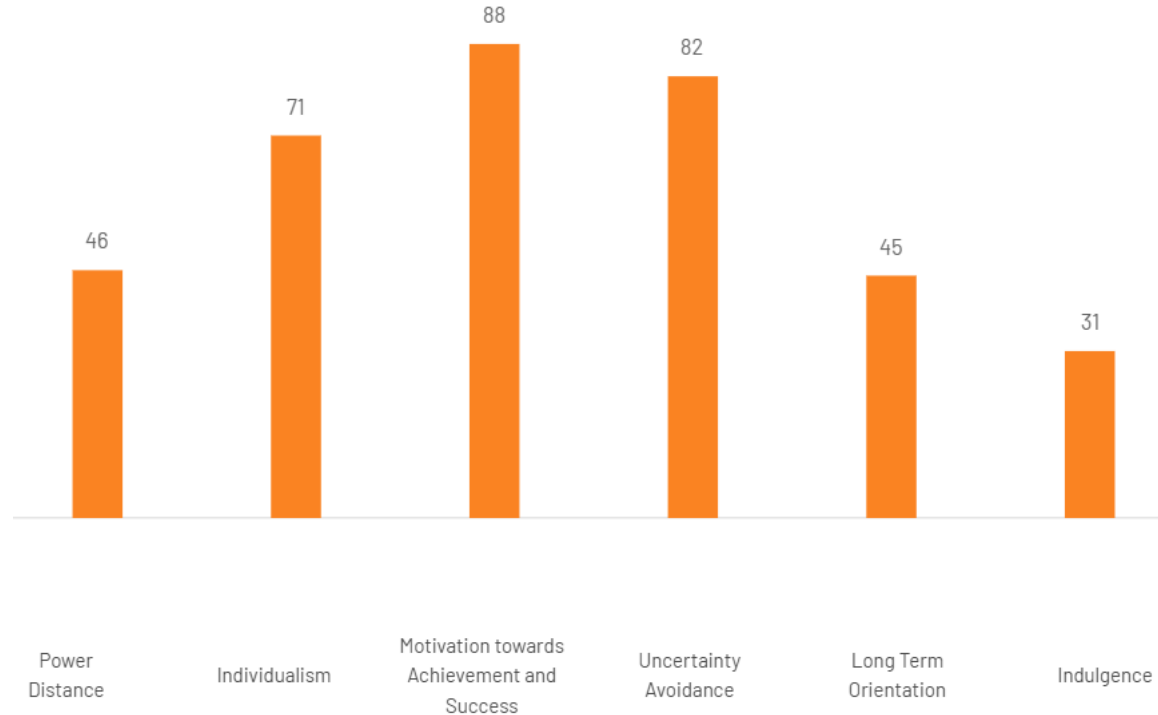


Hungary

Online Consumer Behavior Report



Hofstede's Cultural Dimensions



Data source: [The Culture Factor](#)

Commentary

Hungary has a **score of 46 for power distance, placing it around the middle of the spectrum**. This means that while social hierarchies do exist, they are not extremely strict and people lower down in the hierarchy nevertheless still expect to have a voice. When doing B2B marketing, target numerous personas – both senior and junior – as this will cover the multiple perspectives that may be taken into account during the decision-making process.

Hungary has a **fairly high score of 71 for individualism**. This means that Hungary is an individualist society. In individualist societies, people tend to see themselves as standalone individuals, rather than as part of a group. People are expected to

prioritize their own and their family's personal wellbeing, and to support themselves rather than expect support from wider society. Independence, self-reliance and initiative are desirable qualities. Emphasize how your product or service can personally benefit them as an individual.

Hungary has a **very high score of 88 for motivation towards achievement and success**. This means that people are primarily driven by a desire to be successful – i.e. to be the best at what they do. Emphasize how your product or service can help the customer become more successful.

Hungary has a **very high score of 82 for**

uncertainty avoidance. This means that people in Hungary are extremely uncomfortable with uncertainty. They want to see specific statements about products and services, rather than vague generalizations. Explain your offerings in terms of their detailed processes, not their vague potential results. People also want to know in-depth about your product features, and for this reason product demos are popular. It is crucial to build brand trust in such a culture, and therefore brand awareness is important. Featuring quality assurance information and awards on your website will generate good results, as this will build brand trust.

Hungary has a **score of 45 for long-term orientation, placing it around the middle**

Commentary

of the spectrum. This means that people are interested in the past, present and future. Tradition is valued, but so is innovation. Use a mix of messaging to appeal to both short-term and long-term orientations. Talk about how your product or service can help the customer both immediately and in the future, since both quick, instant results and long-term benefits are valued.

Hungary has a **fairly low score of 31 for indulgence.** This means that Hungary is quite a restrained society. People are good at controlling their impulses and desires – and may in fact see indulgence as a negative thing. When coming up with your marketing messaging, make sure not to come across as promoting something

overly extravagant or gaudy, as this may be seen as distasteful.

From our experience helping global brands succeed in the Hungarian market, we can add that affiliate marketing can be a good strategy for building your brand awareness when you first enter the market.

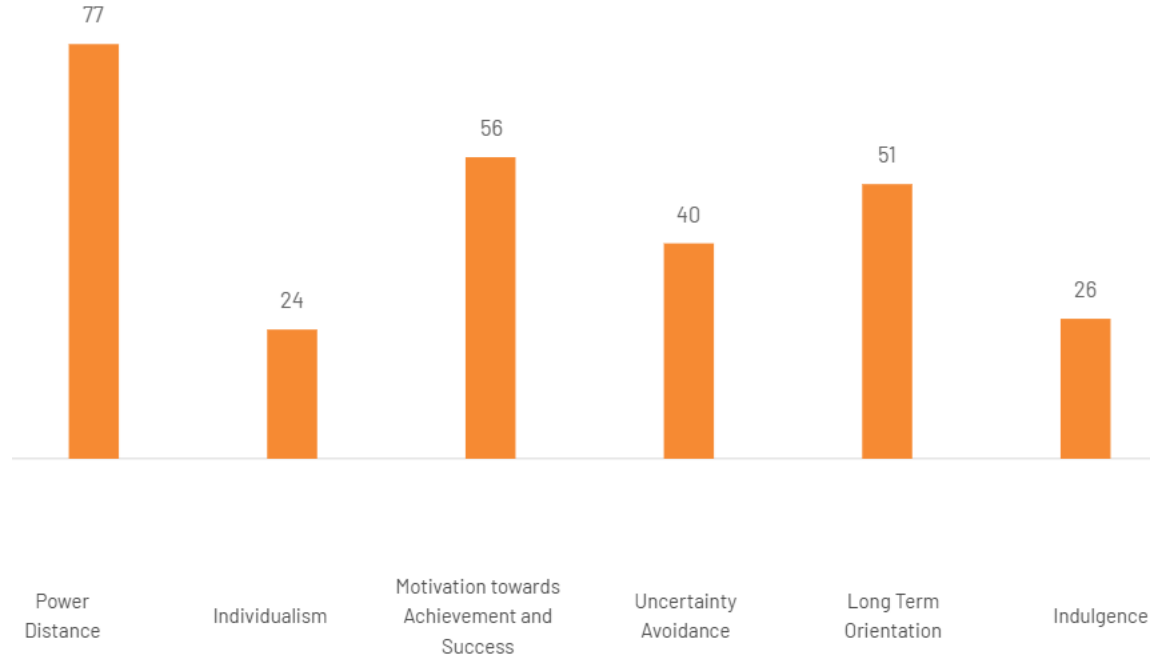


India

Online Consumer Behavior Report



Hofstede's Cultural Dimensions



Data source: [The Culture Factor](#)

Commentary

India has a **fairly high score of 77 for power distance**. This means that authority is respected and hierarchies are adhered to. When doing B2B marketing, focus on targeting the senior decision-makers. There is little point in targeting personas in more junior roles, as they do not have much input into purchasing decisions. It is also important to highlight your own authority on your website – for example, by prominently featuring your senior management team.

India has a **fairly low score of 24 for individualism**. This means that India is a collectivist society. In collectivist societies, people tend to see themselves as part of a group, rather than a standalone individual. They are loyal to their group, strive for

group harmony, and value the wellbeing of the group. Emphasize how your product or service can benefit the group. Celebrity endorsements work well, since celebrities are seen as influential members of the group – and people are quick to copy their behaviors. Looking more at B2B, make sure to spend time nurturing a personal relationship with your prospective clients, as interpersonal relationships are seen as very important.

India has a **score of 56 for motivation towards achievement and success, placing it around the middle of the spectrum**. This means that being successful is important, but so is having a good quality of life and having a work-life balance. Use a mix of messaging,

mentioning how your products or services can help boost both success and wellbeing.

India has a **fairly low score of 40 for uncertainty avoidance**. This means that people are comfortable with uncertainty. They are adaptable, pragmatic and flexible. With regards to marketing, this means that they are comfortable with general statements about products and services. They want to know about the benefits of your products, but do not care so much about the exact details of how they work. Explain your offerings in terms of their results, not their detailed processes.

India has a **score of 51 for long-term orientation, placing it around the middle**

Commentary

of the spectrum. This means that people are interested in the past, present and future. Tradition is valued, but so is innovation. Use a mix of messaging to appeal to both short-term and long-term orientations. Talk about how your product or service can help the customer both immediately and in the future, since both quick, instant results and long-term benefits are valued.

India has a **fairly low score of 26 for indulgence.** This means that India is quite a restrained society. People are good at controlling their impulses and desires – and may in fact see indulgence as a negative thing. When coming up with your marketing messaging, make sure not to come across as promoting something

overly extravagant or gaudy, as this may be seen as distasteful.

From our experience helping global brands succeed in the Indian market, we can add that brand loyalty is quite high, so if you manage to earn the custom of an Indian consumer, you may have gained a long-term customer.

You should also be aware that word-of-mouth is an important part of the Indian buyer's journey. For this reason, it is vital to provide customers with a positive experience of your brand (e.g. by providing excellent customer support), so that people only have positive things to say about your brand when they discuss it with others.

Be aware that religion is an important part of Indian society, with the majority of Indians identifying as Hindu, along with significant minorities identifying as Muslim, Sikh and Christian. Make sure to be respectful in your content and do not publish anything that could be seen as offensive in these religions (particularly Hinduism).

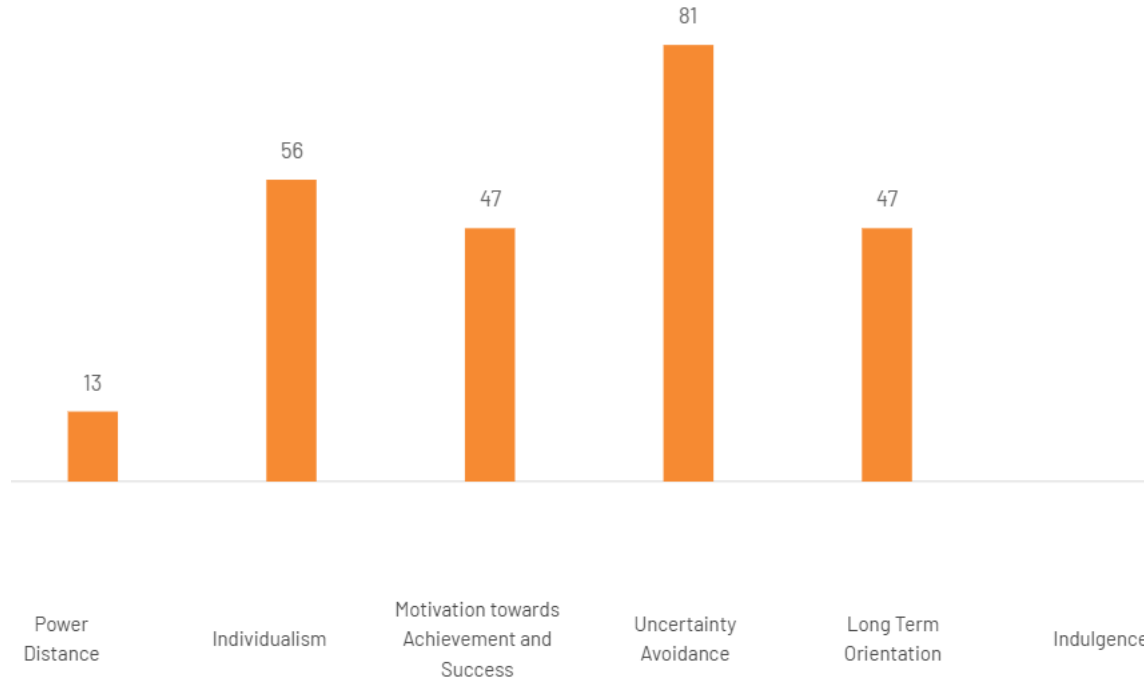


Israel

Online Consumer Behavior Report



Hofstede's Cultural Dimensions



Data source: [The Culture Factor](#)

Commentary

Israel has a **very low score of 13 for power distance**. This means that the culture is informal, without strict social hierarchies. When doing B2B marketing, make sure to target numerous personas – even more junior ones, so long as they are relevant – as multiple perspectives are taken into account during the decision-making process. When creating your website, make sure to put the user's needs first, prioritizing a good user experience that helps the user complete their task.

Israel has a **score of 56 for individualism, placing it around the middle of the spectrum**. This means that Israel shares some features with both individualist and collectivist societies. People see themselves as individuals, but also place

value on being a member of a social in-group. They value both their own personal wellbeing, and the wellbeing of their in-group. Use a mix of marketing messaging, to appeal to both individualist and collectivist values. Talk about how your product or service can personally benefit the customer as an individual, as well as how it can benefit wider society.

Israel has a **score of 47 for motivation towards achievement and success, placing it around the middle of the spectrum**. This means that being successful is important, but so is having a good quality of life and having a work-life balance. Use a mix of messaging, mentioning how your products or services can help boost both success and

wellbeing.

Israel has a **very high score of 81 for uncertainty avoidance**. This means that people are extremely uncomfortable with uncertainty. They want to see specific statements about products and services, rather than vague generalizations. Explain your offerings in terms of their detailed processes, not their vague potential results. People also want to know in-depth about your product features, and for this reason product demos are popular. Israelis also greatly appreciate (and expect) high-quality customer service and warranties, as both of these help to alleviate some of the stress of uncertainty. It is crucial to build brand trust in such a culture, and therefore brand awareness is important.

Commentary

Featuring quality assurance information and awards on your website will generate good results, as this will build brand trust.

Israel has a **score of 47 for long-term orientation, placing it around the middle of the spectrum**. This means that people are interested in the past, present and future. Tradition is valued, but so is innovation. Use a mix of messaging to appeal to both short-term and long-term orientations. Talk about how your product or service can help the customer both immediately and in the future, since both quick, instant results and long-term benefits are valued.

There is **no data for Israel for the dimension of indulgence**.

From our experience helping global brands succeed in the Israeli market, we can add that quality is very important to Israeli consumers. They are happy to pay a higher price if it means they receive higher quality – within reason.

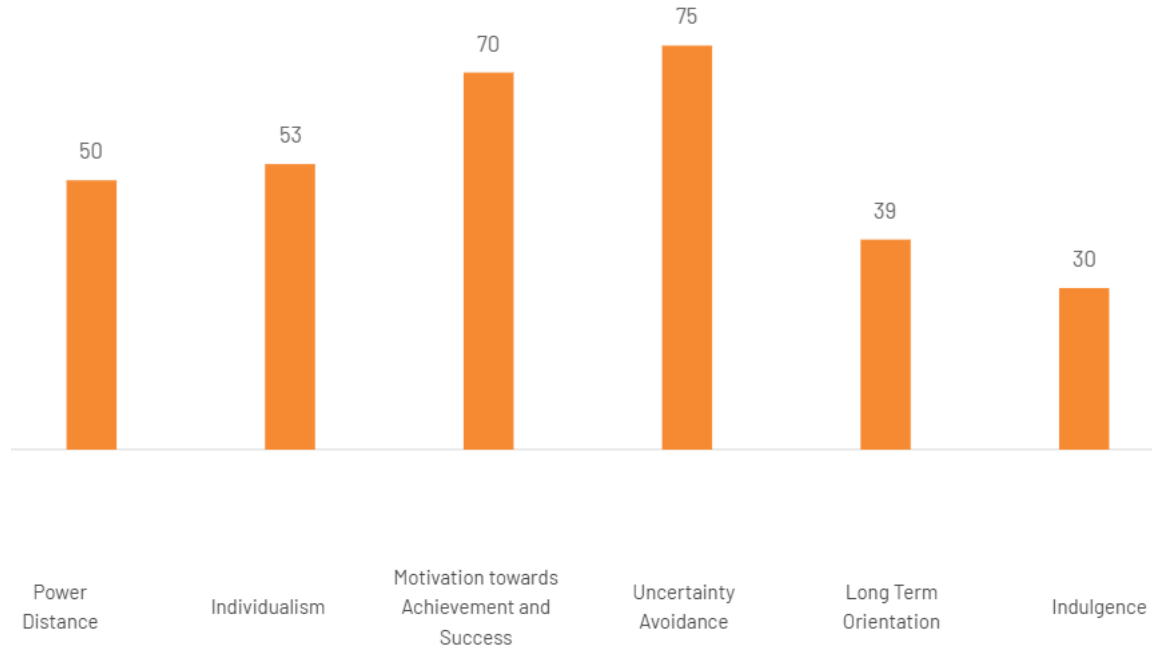


Italy

Online Consumer Behavior Report



Hofstede's Cultural Dimensions



Data source: [The Culture Factor](#)

Commentary

Italy has a **score of 50 for power distance, placing it in the middle of the spectrum.**

Interestingly, there seems to be a north-south divide for this dimension, with northern Italy tending towards a stronger belief in equality and shared decision-making, and southern Italy tending towards a more hierarchical social structure, where authority is respected and decisions are made by fewer, more senior decision-makers. When doing B2B marketing in Italy, you should therefore make sure to target numerous personas – both senior and junior – as this will cover the multiple perspectives that are taken into account during the decision-making process in northern Italy, while also covering the senior decision-makers so valued in southern Italy.

Italy has a **score of 53 for individualism, placing it around the middle of the spectrum.** Again, we see a north-south divide for this dimension, with northern Italy tending towards individualism, and southern Italy tending towards collectivism. In the more individualist north, people tend to see themselves as standalone individuals, rather than as part of a group. People are expected to prioritize their own personal wellbeing, and to support themselves rather than expect support from wider society. Independence, self-reliance and initiative are desirable qualities. In the more collectivist south, the family group and social in-groups are seen as more important. People are loyal to their group, strive for group harmony, and value the wellbeing of the group.

When targeting Italy as a whole, you may therefore want to use a mix of marketing messaging, to appeal to both the north's individualist values and the south's collectivist values. Talk about how your product or service can personally benefit the customer as an individual, as well as how it can benefit wider society.

Italy has a **fairly high score of 70 for motivation towards achievement and success.** This means that people tend to be driven by a desire to be successful – i.e. to be the best at what they do. You should therefore emphasize how your product or service can help the customer become more successful. Be aware that success is often signaled by buying a beautiful car or property, or travelling to exotic

Commentary

destinations, so if you sell those kinds of products or services, make sure to incorporate the concept of success into your marketing messaging.

Italy has a **fairly high score of 75 for uncertainty avoidance**. This means that people are uncomfortable with uncertainty. They want to see specific statements about products and services, rather than vague generalizations. They want to know in-depth about your product features, and for this reason product demos are popular. Explain your offerings in terms of their detailed processes, not their vague potential results. It is crucial to build brand trust in such a culture, and therefore brand awareness is vital.

Italy has a **fairly low score of 39 for long-term orientation**. This means that people are more focused on the present and the past than on the future. Change is viewed with caution, and traditions are seen as important. People and businesses tend to measure success in the short-term. You should therefore focus on how your product or service can help them in the short-term. Do not focus on long-term benefits, as that is not relatable. Instead, focus on how your product or service can help them get quick, instant results.

Italy has a **fairly low score of 30 for indulgence**. This means that Italy is quite a restrained society. People are good at controlling their impulses and desires – and may in fact see indulgence as a

negative thing. Bear this in mind when coming up with your marketing messaging, and make sure not to come across as promoting something overly extravagant or gaudy, as this may be seen as distasteful.

From our experience helping global brands succeed in the Italian market, we can add that brand loyalty is fairly low, so consumers are open to switching between brands, as long as they are familiar with the brand. This again highlights the importance of building strong brand awareness in Italy.

One thing you should be aware of is that many Italians prefer to buy “Made in Italy” products, as opposed to foreign brands,

Commentary

when given the choice. “Made in Italy” is a merchandise mark that denotes that a product is designed, created and packaged exclusively in Italy, and it is regulated by Italian law. It is seen as a synonym of luxury in Italy. The sectors most affected by “Made in Italy” are food, wine, fashion, design, craftsmanship, manufacturing and engineering. If your products fall into any of the aforementioned categories, you should therefore be aware that competition in the country may be very fierce. Do not let that put you off, though; so long as you have a unique selling point that sets you apart from the crowd, there could well be a place for you in the market.

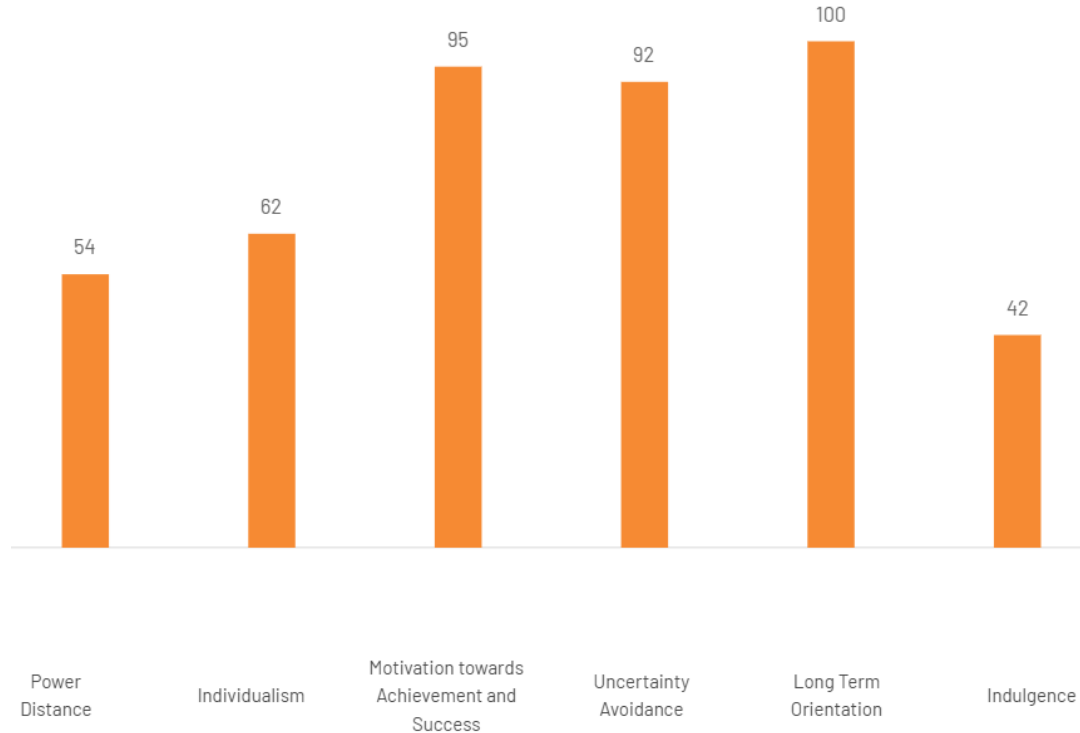


Japan

Online Consumer Behavior Report



Hofstede's Cultural Dimensions



Data source: [The Culture Factor](#)

Commentary

Japan has a **score of 54 for power distance, placing it around the middle of the spectrum**. This means that while social hierarchies exist in Japan, all levels of the hierarchy nevertheless have a voice. This is reflected in the B2B decision-making process. Research on a particular product or service tends to be performed by junior workers, who then report to their managers, who then report to their managers, all the way to the top of the business. This results in a very slow decision-making process, since all layers of the hierarchy must be in agreement. You should therefore be prepared for conversions to take longer in Japan. In order to help speed things up, it is advisable to tailor your content to the needs of Japanese workers. Creating

downloadable assets detailing your product features can be very helpful, as it will give junior workers all the information they need to pass onto their managers. Another facet of Japan's intermediate power distance culture is that it is quite a meritocratic society. There is an attitude that anyone can achieve anything, if they simply work hard enough. Bear this attitude in mind when coming up with your marketing messaging.

Japan has a **fairly high score of 62 for individualism**. This means that Japan is an individualist society. In individualist societies, people tend to see themselves as standalone individuals, rather than as part of a group. People are expected to prioritize their own and their family's

personal wellbeing, and to support themselves rather than expect support from wider society. Independence and self-reliance are desirable qualities. In-groups, where they exist, are situational and chosen by the person themselves (which is an individualist thing to do), such as their workplace – Japanese workers are well-known for being loyal to their companies. Emphasize how your product or service can personally benefit them as an individual (or their in-group).

Japan has a **very high score of 95 for motivation towards achievement and success**. This means that people are primarily driven by a desire to be successful – i.e. to be the best at what they do. Perfectionism is a very common trait,

Commentary

with excellent quality being expected as standard. Customer service emails are expected to be replied to promptly (within a day at most) and anything slower than this will make your brand look sloppy and uninterested by Japanese standards. However, the competitiveness often associated with highly motivated societies tends to be exhibited on a group level, rather than an individual level. One way this is displayed is that companies tend to be very competitive against one another. Emphasize how your product or service can help the customer (or their company) become more successful.

Japan has a **very high score of 92 for uncertainty avoidance**. This means that people are extremely uncomfortable with

uncertainty. They want to see specific statements about products and services, rather than vague generalizations. Explain your offerings in terms of their detailed processes, not their vague potential results. They want to know in-depth about your product features, and for this reason product demos are popular. For each potential problem that your customer might face, offer a solution. Be aware that before making a decision, managers will want to see all relevant facts and figures. It is crucial to build brand trust in such a culture, and therefore brand awareness is important. Featuring quality assurance information and awards on your website will generate good results, as this will build brand trust. Related to this, brand loyalty is also strong – so once a customer has

decided they like a brand, they are less likely to switch to competitors.

Japan has a **very high score of 100 for long-term orientation**. This means people are more focused on the future than on the present or the past. People tend to be pragmatic, and saving and investing for the future is important, as the future is their focus. Focus on how your product or service can help them in the long-term. Do not focus on getting quick, instant results, as that is not relatable. Instead, focus on long-term benefits.

Japan has a **score of 42 for indulgence, placing it around the middle of the spectrum, although slightly on the restrained side**. This means that Japan is

Commentary

a slightly restrained society. People are good at controlling their impulses and desires – and may in fact see indulgence as a negative thing. When coming up with your marketing messaging, make sure not to come across as promoting something overly extravagant or gaudy, as this may be seen as distasteful.

From our experience helping global brands succeed in the Japanese market, we can add that honor and reputation are highly valued in Japan and so guarding your reputation is crucial. User reviews and testimonials are essential to building trust, so you should find a way to incorporate them into your content strategy.

You must also consider the “do nots” of

Japanese society, so you can avoid them:

Tattoos: Although attitudes among younger generations are changing, tattoos have a very negative perception in Japan due to their association with the yakuza (organized crime syndicates). This is something brands should consider, especially when deciding on which images and visual materials to use in their campaigns.

Unlucky numbers: The number four is traditionally considered unlucky, as it is sometimes pronounced “shi”, which can also mean “death”. Therefore, if you sell a product in sets of more than one, you might want to consider selling it as a set of three or five, rather than four. The same

thing applies to the number nine, which is pronounced “ku”, which can sound like “agony” or “suffering” in Japanese.

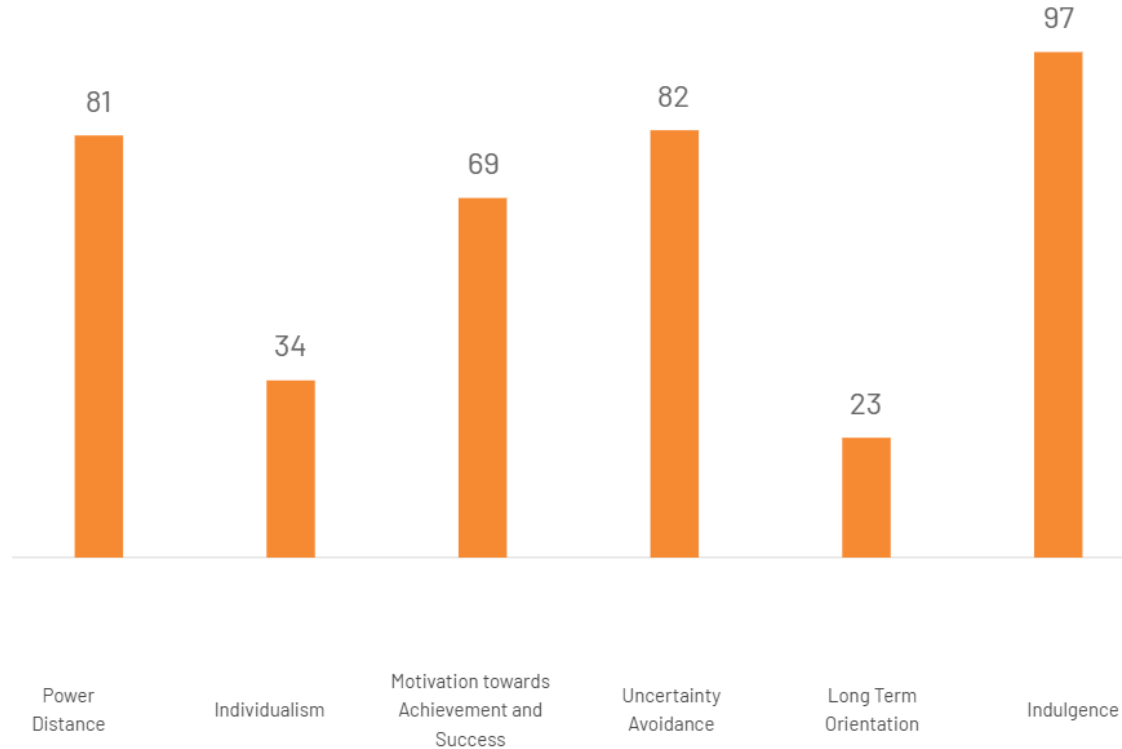


Mexico

Online Consumer Behavior Report



Hofstede's Cultural Dimensions



Data source: [The Culture Factor](#)

Commentary

Mexico has a **very high score of 81 for power distance**. This means that authority is respected and hierarchies are adhered to. When doing B2B marketing, focus on targeting the senior decision-makers. There is little point in targeting personas in more junior roles, as they do not have much input into purchasing decisions. It is also important to highlight your own authority on your website – for example, by prominently featuring your senior management team.

Mexico has a **fairly low score of 34 for individualism**. This means that Mexico is a collectivist society. In collectivist societies, people tend to see themselves as part of a group, rather than a standalone individual. They are loyal to their group, strive for

group harmony, and value the wellbeing of the group. Family is very important. Emphasize how your product or service can benefit the group – particularly the family group. Celebrity endorsements work well, since celebrities are seen as influential members of the group – and people are quick to copy their behaviors. Looking more at B2B, make sure to spend time nurturing a personal relationship with your prospective clients, as interpersonal relationships are seen as very important.

Mexico has a **fairly high score of 69 for motivation towards achievement and success**. This means that people are primarily driven by a desire to be successful – i.e. to be the best at what they do. Emphasize how your product or service

can help the customer become more successful.

Mexico has a **very high score of 82 for uncertainty avoidance**. This means that people are extremely uncomfortable with uncertainty. They are less likely to make impulse purchases. There is usually a lot of research from the user involved beforehand. They want to see specific statements about products and services, rather than vague generalizations. Explain your offerings in terms of their detailed processes, not their vague potential results. People also want to know in-depth about your product features, and for this reason product demos are popular. It is crucial to build brand trust in such a culture, and therefore brand awareness is

Commentary

important. Featuring quality assurance information and awards on your website will generate good results, as this will build brand trust.

Mexico has a **fairly low score of 23 for long-term orientation**. This means that people are more focused on the present and the past than on the future. Change is viewed with caution, and traditions are seen as important. People and businesses tend to measure success in the short-term. Focus on how your product or service can help them in the short-term. Do not focus on long-term benefits, as that is not relatable. Instead, focus on how your product or service can help them get quick, instant results.

Mexico has a **very high score of 97 for indulgence**. This means that indulgence is seen as a very positive thing in Mexican culture, with value being placed on leisure time, gratification of one's desires, and personal enjoyment. Do not be afraid to make bold or exciting statements that emphasize how your product or service can help the customer enjoy themselves.

From our experience helping global brands succeed in the Mexican market, we can add that Mexicans are quite open to buying from international brands. Furthermore, brand loyalty is very high, so if you manage to earn the custom of a Mexican consumer, you may have gained a long-term customer. Loyalty programs work well in this market, so they are well

worth adopting when targeting Mexico.

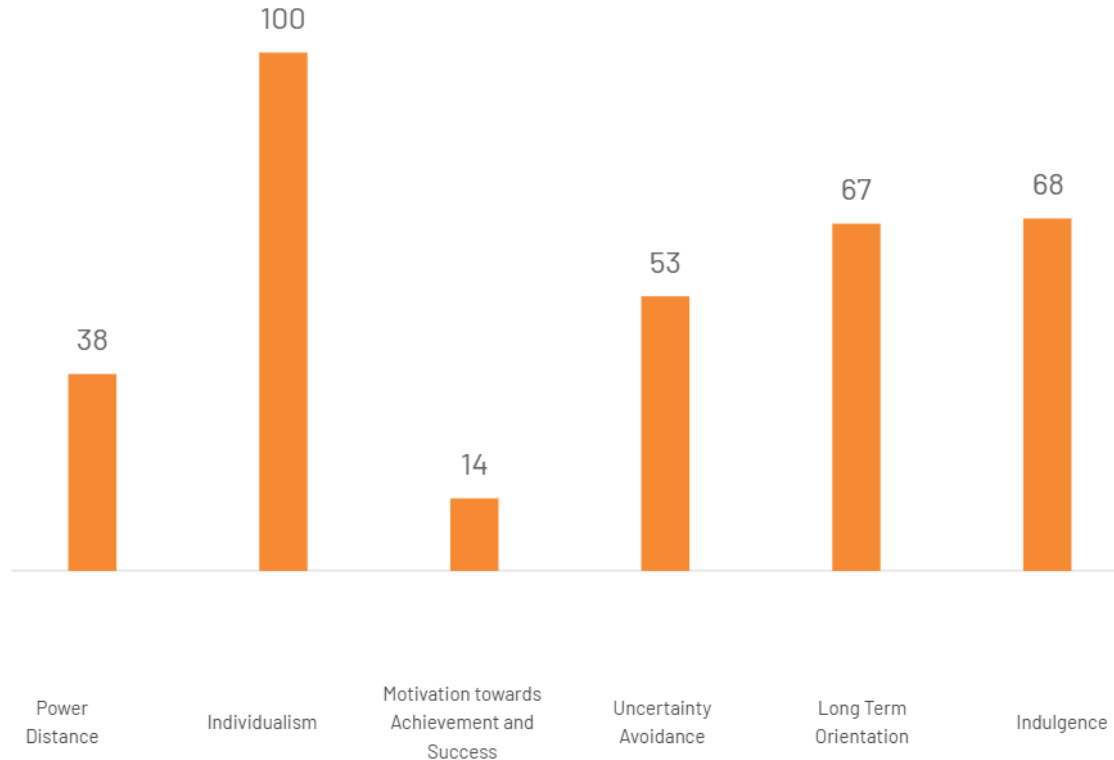


Netherlands

Online Consumer Behavior Report



Hofstede's Cultural Dimensions



Data source: [The Culture Factor](#)

Commentary

The Netherlands has a **fairly low score of 38 for power distance**. This means that the culture is quite informal, without strict social hierarchies. When doing B2B marketing, make sure to target numerous personas – even more junior ones, so long as they are relevant – as multiple perspectives are taken into account during the decision-making process. When creating your website, make sure to put the user's needs first, prioritizing a good user experience that helps the user complete their task.

The Netherlands has a **very high score of 100 for individualism**. This means that the Netherlands is a strongly individualist society. In individualist societies, people tend to see themselves as standalone

individuals, rather than as part of a group. People are expected to prioritize their own and their family's personal wellbeing, and to support themselves rather than expect support from wider society. Independence, self-reliance and initiative are desirable qualities. Emphasize how your product or service can personally benefit them as an individual.

The Netherlands has a **very low score of 14 for motivation towards achievement and success**. This means that people are primarily driven by a desire to have a good quality of life and to care for others. Modesty and cooperation are valued, while standing out from the crowd is not. Emphasize how your product or service can help the customer achieve a better

quality of life.

The Netherlands has a **score of 53 for uncertainty avoidance, placing it around the middle of the spectrum**. This means that people are neither strongly comfortable nor uncomfortable with uncertainty. Use a mix of marketing messaging to promote your product or service, highlighting both specific details about the features and processes, as well as more general information about the benefits and potential results.

The Netherlands has a **fairly high score of 67 for long-term orientation**. This means that people are more focused on the future than on the present or the past. Change is viewed as a good thing, and

Commentary

traditions are easily altered to fit with modern circumstances. People tend to be pragmatic, and saving and investing for the future is important, as the future is their focus. Focus on how your product or service can help them in the long-term. Do not focus on getting quick, instant results, as that is not relatable. Instead, focus on long-term benefits.

The Netherlands has a **fairly high score of 68 for indulgence**. This means that indulgence is seen as a positive thing in Dutch culture, with value being placed on leisure time, gratification of one's desires, and personal enjoyment. Do not be afraid to make bold or exciting statements that emphasize how your product or service can help the customer enjoy themselves.

Furthermore, the Netherlands is celebrated for being one of the most liberal and socially progressive countries in the world. It is also known for its highly open economy, leaning strongly towards international trade.

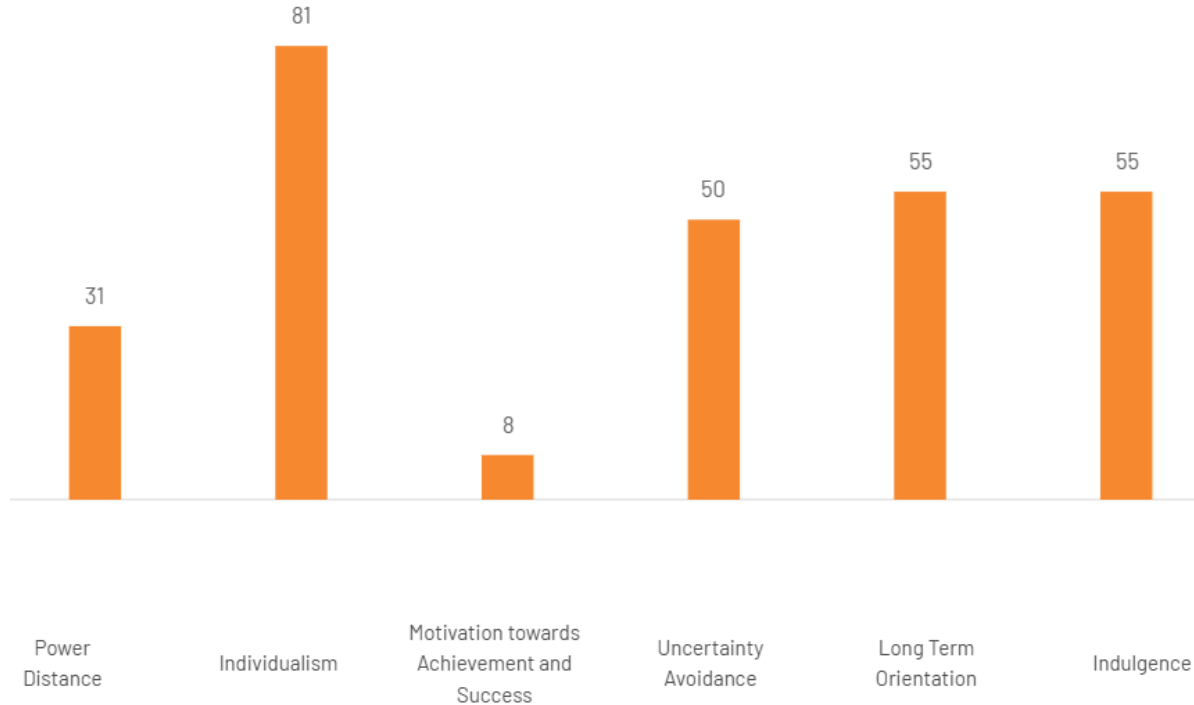


Norway

Online Consumer Behavior Report



Hofstede's Cultural Dimensions



Data source: [The Culture Factor](#)

Commentary

Norway has a **fairly low score of 31 for power distance**. This means that the culture is informal, without strict social hierarchies. When doing B2B marketing, make sure to target numerous personas – even more junior ones, so long as they are relevant – as multiple perspectives are taken into account during the decision-making process. When creating your website, make sure to put the user's needs first, prioritizing a good user experience that helps the user complete their task.

Norway has a **very high score of 81 for individualism**. This means that Norway is a strongly individualist society. In individualist societies, people tend to see themselves as standalone individuals, rather than as part of a group. People are

expected to prioritize their own and their family's personal wellbeing, and to support themselves rather than expect support from wider society. Independence, self-reliance and initiative are desirable qualities. Emphasize how your product or service can personally benefit them as an individual.

Norway has a **very low score of 8 for motivation towards achievement and success**. This means that people are primarily driven by a desire to have a good quality of life and to care for others. Modesty and cooperation are valued, while standing out from the crowd is not. Emphasize how your product or service can help the customer achieve a better quality of life. Status symbols are not

important in Norway, so do not try to promote your products or services in this way.

Norway has a **score of 50 for uncertainty avoidance, placing it in the middle of the spectrum**. This means that people are neither strongly comfortable nor uncomfortable with uncertainty. Use a mix of marketing messaging to promote your product or service, highlighting both specific details about the features and processes, as well as more general information about the benefits and potential results.

Norway has a **score of 55 for long-term orientation, placing it around the middle of the spectrum**. This means that people

Commentary

are interested in the past, present and future. Tradition is valued, but so is innovation. Use a mix of messaging to appeal to both short-term and long-term orientations. Talk about how your product or service can help the customer both immediately and in the future, since both quick, instant results and long-term benefits are valued.

Norway has a **score of 55 for indulgence, placing it around the middle of the spectrum**. This means that people like to enjoy themselves, but also have a degree of restraint. When coming up with your marketing messaging, try to use a balanced tone, talking about how your product or service can help the customer enjoy themselves, but making sure not to

sound too extravagant, as this may be seen as distasteful.

From our experience helping global brands succeed in the Norwegian market, we can add that data security and privacy are big concerns. Norwegians are willing to give up their data (e.g. their name and email address) if they get something in return (e.g. an asset), but they want to know that their data is safe and will not be shared with any third parties. It is therefore important to have a stringent data protection policy and to display this prominently on your website.

Another thing that is very important to Norwegians is the environment. They are very concerned about climate change and

try to be as green as possible. Bear this in mind when targeting Norway, and try to make your business practices as environmentally friendly as possible.

Be aware that Norway is a world leader in technology and innovation, and it is therefore a competitive market for this niche. Do not let that put you off, though; so long as you have a unique selling point that sets you apart from the crowd, there could well be a place for you in the market.

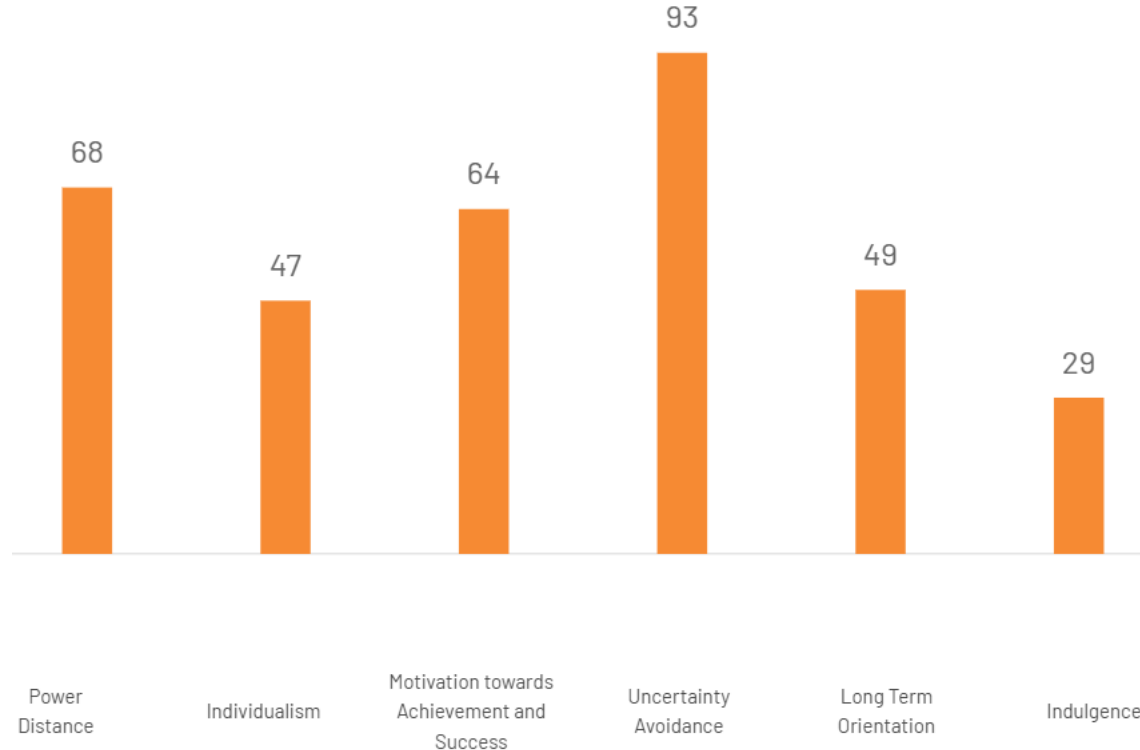


Poland

Online Consumer Behavior Report



Hofstede's Cultural Dimensions



Data source: [The Culture Factor](#)

Commentary

Poland has a **fairly high score of 68 for power distance**. This means that authority is respected and hierarchies are adhered to. When doing B2B marketing, focus on targeting the senior decision-makers. There is little point in targeting personas in more junior roles, as they do not have much input into purchasing decisions. It is important to highlight your own authority on your website – for example, by prominently featuring your senior management team.

Poland has a **score of 47 for individualism, placing it around the middle of the spectrum**. This means that Poland shares some features with both individualist and collectivist societies. People see themselves as individuals, but also place

value on being a member of a social in-group. They value both their own personal wellbeing, and the wellbeing of their in-group. Use a mix of marketing messaging, to appeal to both individualist and collectivist values. Talk about how your product or service can personally benefit the customer as an individual, as well as how it can benefit wider society.

Poland has a **fairly high score of 64 for motivation towards achievement and success**. This means that people are primarily driven by a desire to be successful – i.e. to be the best at what they do. Emphasize how your product or service can help the customer become more successful.

Poland has a **very high score of 93 for uncertainty avoidance**. This means that people are extremely uncomfortable with uncertainty. They want to see specific statements about products and services, rather than vague generalizations. Explain your offerings in terms of their detailed processes, not their vague potential results. People also want to know in-depth about your product features, and for this reason product demos are popular. It is crucial to build brand trust in such a culture, and therefore brand awareness is important. Featuring quality assurance information and awards on your website will generate good results, as this will build brand trust.

Poland has a **score of 49 for long-term**

Commentary

orientation, placing it around the middle of the spectrum.

This means that people are interested in the past, present and future. Tradition is valued, but so is innovation. Use a mix of messaging to appeal to both short-term and long-term orientations. Talk about how your product or service can help the customer both immediately and in the future, since both quick, instant results and long-term benefits are valued.

Poland has a **fairly low score of 29 for indulgence**. This means that Poland is quite a restrained society. People are good at controlling their impulses and desires – and may in fact see indulgence as a negative thing. Bear this in mind when coming up with your marketing

messaging, and make sure not to come across as promoting something overly extravagant or gaudy, as this may be seen as distasteful.

From our experience helping global brands succeed in the Polish market, we can add that Polish culture is strongly impacted by Catholicism. Bear in mind that using Christian symbols in advertising is not welcomed in Polish society, and brands should avoid using religious connotations in their marketing materials, so as not to inadvertently cause offence.

On a different note, Poland's history is very rich and for this reason the country has a strong cultural identity. Therefore, Polish brands may see good results if they create

campaigns around important historical dates, such as Independence Day on 11 November, or Constitution Day on 3 May. On those dates, making use of images in the Polish national colors (white and red) could produce great results. While it would be inappropriate for foreign brands to build big marketing campaigns around these dates, they could nevertheless wish people "Happy Independence Day" on their social media accounts, as this could give a positive impression of the brand (so long as the brand is not from a country which has been a historical oppressor of Poland, such as Germany or Russia; it would be best for brands from these countries to stay quiet on these dates).

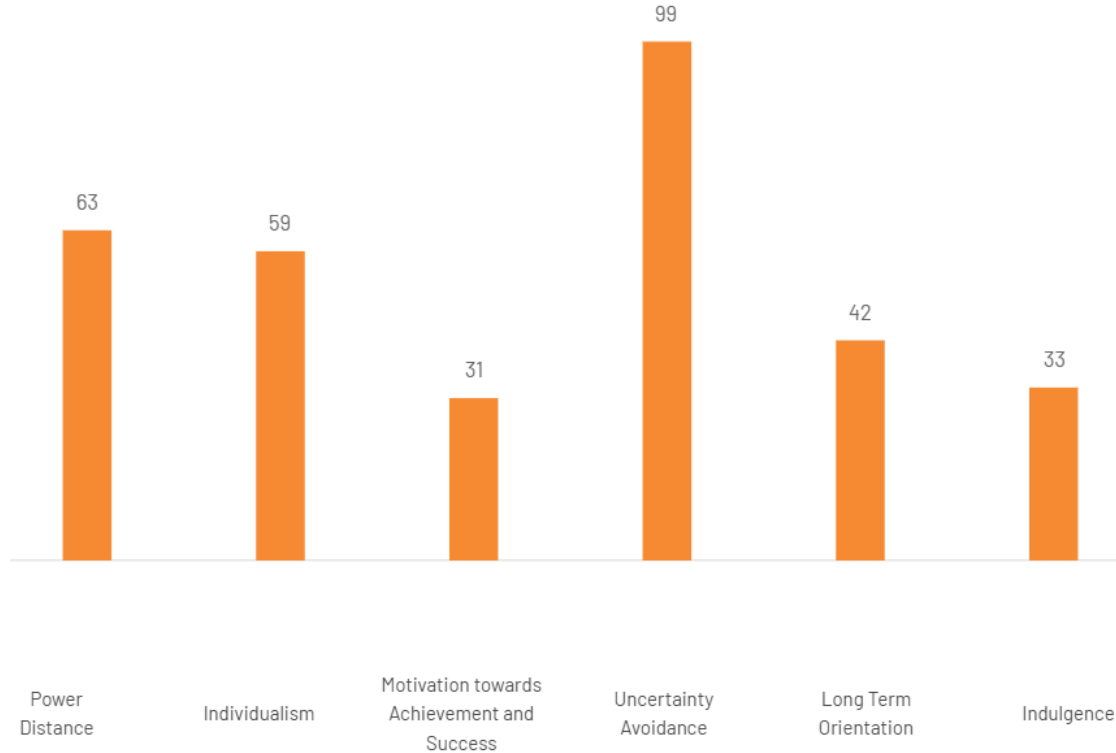


Portugal

Online Consumer Behavior Report



Hofstede's Cultural Dimensions



Data source: [The Culture Factor](#)

Commentary

Portugal has a **fairly high score of 63 for power distance**. This means that authority is respected and hierarchies are adhered to. When doing B2B marketing, focus on targeting the senior decision-makers. There is little point in targeting personas in more junior roles, as they do not have much input into purchasing decisions. It is important to highlight your own authority on your website – for example, by prominently featuring your senior management team.

Portugal has a **score of 59 for individualism, placing it around the middle of the spectrum**. This means that Portugal shares some features with both individualist and collectivist societies. People see themselves as individuals, but

also place value on being a member of a social in-group. They value both their own personal wellbeing, and the wellbeing of their in-group. Use a mix of marketing messaging, to appeal to both individualist and collectivist values. Talk about how your product or service can personally benefit the customer as an individual, as well as how it can benefit wider society.

Portugal has a **fairly low score of 31 for motivation towards achievement and success**. This means that people are primarily driven by a desire to have a good quality of life and to care for others. Modesty and cooperation are valued, while standing out from the crowd is not. Emphasize how your product or service can help the customer achieve a better

quality of life.

Portugal has a **very high score of 99 for uncertainty avoidance**. This means that people are extremely uncomfortable with uncertainty. They want to see specific statements about products and services, rather than vague generalizations. Explain your offerings in terms of their detailed processes, not their vague potential results. People also want to know in-depth about your product features, and for this reason product demos are popular. It is crucial to build brand trust in such a culture, and therefore brand awareness is important. Featuring quality assurance information and awards on your website will generate good results, as this will build brand trust.

Commentary

Portugal has a **score of 42 for long-term orientation, placing it around the middle of the spectrum**. This means that people are interested in the past, present and future. Tradition is valued, but so is innovation. Use a mix of messaging to appeal to both short-term and long-term orientations. Talk about how your product or service can help the customer both immediately and in the future, since both quick, instant results and long-term benefits are valued.

Portugal has a **fairly low score of 33 for indulgence**. This means that Portugal is quite a restrained society. People are good at controlling their impulses and desires – and may in fact see indulgence as a negative thing. When coming up with your

marketing messaging, make sure not to come across as promoting something overly extravagant or gaudy, as this may be seen as distasteful.

From our experience helping global brands succeed in the Portuguese market, we can add that the Portuguese audience is quite bargain oriented. They often wait until a product has a discount and then buy it at reduced price.

And finally, be aware that organic and sustainable products are popular in this country, so if applicable, you may want to use this kind of messaging in your marketing efforts.

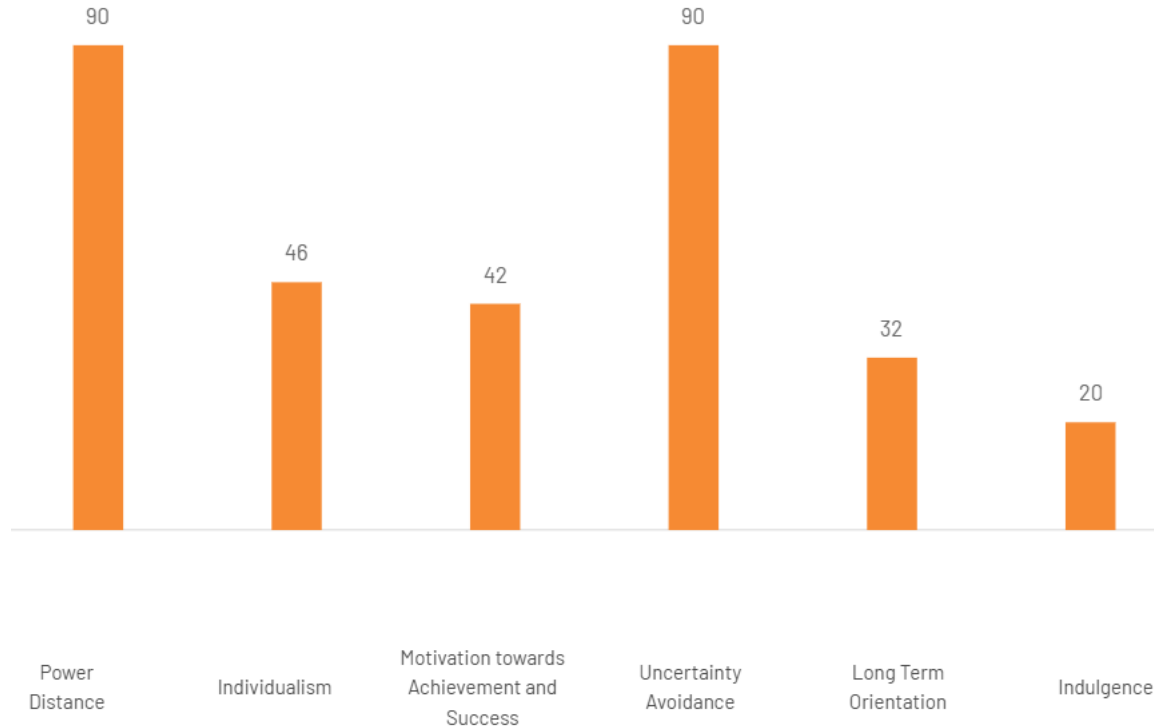


Romania

Online Consumer Behavior Report



Hofstede's Cultural Dimensions



Data source: [The Culture Factor](#)

Commentary

Romania has a **very high score of 90 for power distance**. This means that authority is respected and hierarchies are adhered to. When doing B2B marketing, focus on targeting the senior decision-makers. There is little point in targeting personas in more junior roles, as they do not have much input into purchasing decisions. It is important to highlight your own authority on your website – for example, by prominently featuring your senior management team.

Romania has a **score of 46 for individualism, placing it around the middle of the spectrum**. This means that Romania shares some features with both individualist and collectivist societies. People see themselves as individuals, but

also place value on being a member of a social in-group. They value both their own personal wellbeing, and the wellbeing of their in-group. Use a mix of marketing messaging, to appeal to both individualist and collectivist values. Talk about how your product or service can personally benefit the customer as an individual, as well as how it can benefit wider society.

Romania has a **score of 42 for motivation towards achievement and success, placing it around the middle of the spectrum**. This means that being successful is important, but so is having a good quality of life and having a work-life balance. Use a mix of messaging, mentioning how your products or services can help boost both success and

wellbeing.

Romania has a **very high score of 90 for uncertainty avoidance**. This means that people are extremely uncomfortable with uncertainty. They want to see specific statements about products and services, rather than vague generalizations. Explain your offerings in terms of their detailed processes, not their vague potential results. People also want to know in-depth about your product features, and for this reason product demos are popular. It is crucial to build brand trust in such a culture, and therefore brand awareness is important. Featuring quality assurance information and awards on your website will generate good results, as this will build brand trust.

Commentary

Romania has a **fairly low score of 32 for long-term orientation**. This means that people are more focused on the present and the past than on the future. Change is viewed with caution, and traditions are seen as important. People and businesses tend to measure success in the short-term. Focus on how your product or service can help them in the short-term. Do not focus on long-term benefits, as that is not relatable. Instead, focus on how your product or service can help them get quick, instant results.

Romania has a **very low score of 20 for indulgence**. This means that Romania is a restrained society. People are very good at controlling their impulses and desires – and may in fact see indulgence as a

negative thing. When coming up with your marketing messaging, make sure not to come across as promoting something overly extravagant or gaudy, as this may be seen as distasteful.

From our experience helping global brands succeed in the Romanian market, we can add that Romanians care a lot about the reputability of a company, so it is advisable to put a section on your website containing detailed information about your brand's history.

And finally, you should be aware that the offline customer journey is very important in Romania. You may want to consider partnering with someone familiar with the local market to provide you with insights

into how you can integrate offline marketing into your overall marketing strategy.

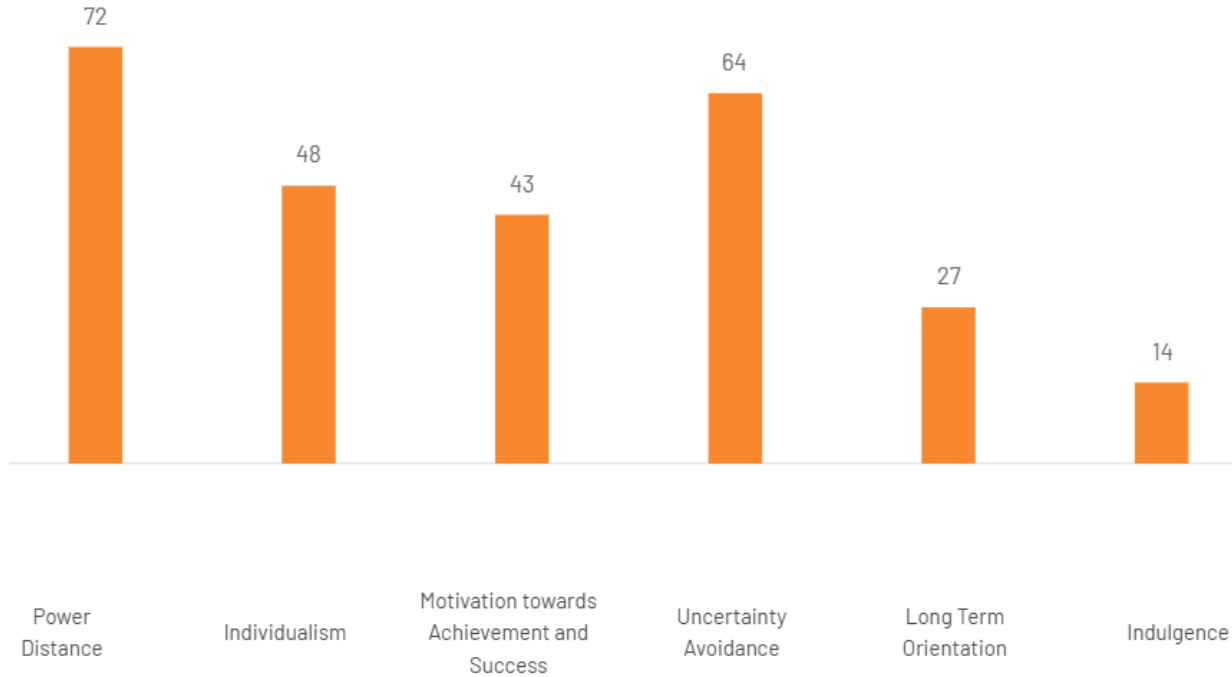


Saudi Arabia

Online Consumer Behavior Report



Hofstede's Cultural Dimensions



Data source: [The Culture Factor](#)

Commentary

Saudi Arabia has a **fairly high score of 72 for power distance**. This means that authority is respected and hierarchies are adhered to. When doing B2B marketing, focus on targeting the senior decision-makers. There is little point in targeting personas in more junior roles, as they do not have much input into purchasing decisions. It is important to highlight your own authority on your website – for example, by prominently featuring your senior management team.

Saudi Arabia has a **score of 48 for individualism, placing it around the middle of the spectrum**. This means that Saudi Arabia shares some features with both individualist and collectivist societies. People see themselves as individuals, but

also place value on being a member of a social in-group. They value both their own personal wellbeing, and the wellbeing of their in-group. Use a mix of marketing messaging, to appeal to both individualist and collectivist values. Talk about how your product or service can personally benefit the customer as an individual, as well as how it can benefit wider society.

Saudi Arabia has a **score of 43 for motivation towards achievement and success, placing it around the middle of the spectrum**. This means that being successful is important, but so is having a good quality of life and having a work-life balance. Use a mix of messaging, mentioning how your products or services can help boost both success and

wellbeing.

Saudi Arabia has a **fairly high score of 64 for uncertainty avoidance**. This means that people are uncomfortable with uncertainty. They want to see specific statements about products and services, rather than vague generalizations. Explain your offerings in terms of their detailed processes, not their vague potential results. People also want to know in-depth about your product features, and for this reason product demos are popular. It is crucial to build brand trust in such a culture, and therefore brand awareness is important. Featuring quality assurance information and awards on your website will generate good results, as this will build brand trust.

Commentary

Saudi Arabia has a **fairly low score of 27 for long-term orientation**. This means that people are more focused on the present and the past than on the future. Change is viewed with caution, and traditions are seen as important. People and businesses tend to measure success in the short-term. Focus on how your product or service can help them in the short-term. Do not focus on long-term benefits, as that is not relatable. Instead, focus on how your product or service can help them get quick, instant results.

Saudi Arabia has a **very low score of 14 for indulgence**. This means that Saudi Arabia is a restrained culture. People are very good at controlling their impulses and desires – and may in fact see indulgence

as a negative thing. When coming up with your marketing messaging, make sure not to come across as promoting something overly extravagant or gaudy, as this may be seen as distasteful.

From our experience helping global brands succeed in the Saudi Arabian market, we can add that the country is very diverse in terms of income and spending power.

There are some people who are used to a very high standard of living, with ample disposable income and a taste for luxury brands. On the other hand, there are others with much smaller incomes, who are more price sensitive. You should bear this in mind when thinking about how to price your products or services. If appropriate, you may even want to

consider selling different versions of your offering at different price points.

We can also add that Saudi Arabian consumers are very open to buying from international brands, which is great news if you are considering entering the country.

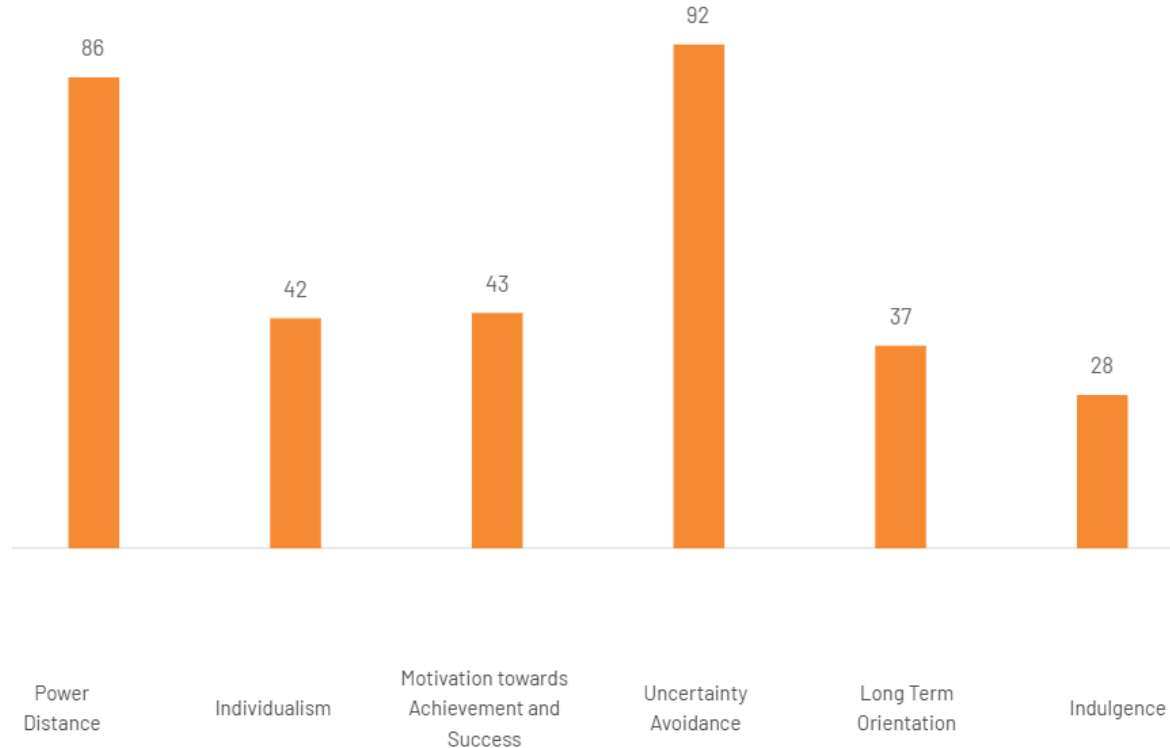


Serbia

Online Consumer Behavior Report



Hofstede's Cultural Dimensions



Data source: [The Culture Factor](#)

Commentary

Serbia has a **very high score of 86 for power distance**. This means that authority is respected and hierarchies are adhered to. When doing B2B marketing, focus on targeting the senior decision-makers. There is little point in targeting personas in more junior roles, as they do not have much input into purchasing decisions. It is important to highlight your own authority on your website – for example, by prominently featuring your senior management team.

Serbia has a **score of 42 for individualism, placing it around the middle of the spectrum**. This means that Serbia shares some features with both individualist and collectivist societies. People see themselves as individuals, but also place

value on being a member of a social in-group. They value both their own personal wellbeing, and the wellbeing of their in-group. Use a mix of marketing messaging, to appeal to both individualist and collectivist values. Talk about how your product or service can personally benefit the customer as an individual, as well as how it can benefit wider society.

Serbia has a **score of 43 for motivation towards achievement and success, placing it around the middle of the spectrum**. This means that being successful is important, but so is having a good quality of life and having a work-life balance. Use a mix of messaging, mentioning how your products or services can help boost both success and

wellbeing.

Serbia has a **very high score of 92 for uncertainty avoidance**. This means that people are extremely uncomfortable with uncertainty. They want to see specific statements about products and services, rather than vague generalizations. Explain your offerings in terms of their detailed processes, not their vague potential results. People also want to know in-depth about your product features, and for this reason product demos are popular. It is crucial to build brand trust in such a culture, and therefore brand awareness is important. Featuring quality assurance information and awards on your website will generate good results, as this will build brand trust.

Commentary

Serbia has a **fairly low score of 37 for long-term orientation**. This means that people are more focused on the present and the past than on the future. Change is viewed with caution, and traditions are seen as important. People and businesses tend to measure success in the short-term. Focus on how your product or service can help them in the short-term. Do not focus on long-term benefits, as that is not relatable. Instead, focus on how your product or service can help them get quick, instant results.

Serbia has a **fairly low score of 28 for indulgence**. This means that Serbia is quite a restrained society. People are good at controlling their impulses and desires – and may in fact see indulgence as a

negative thing. When coming up with your marketing messaging, make sure not to come across as promoting something overly extravagant or gaudy, as this may be seen as distasteful.

From our experience helping global brands succeed in the Serbian market, we can add that price is a large influencing factor on purchasing behavior. You may need to lower your prices in Serbia, in order to be appealing and competitive.

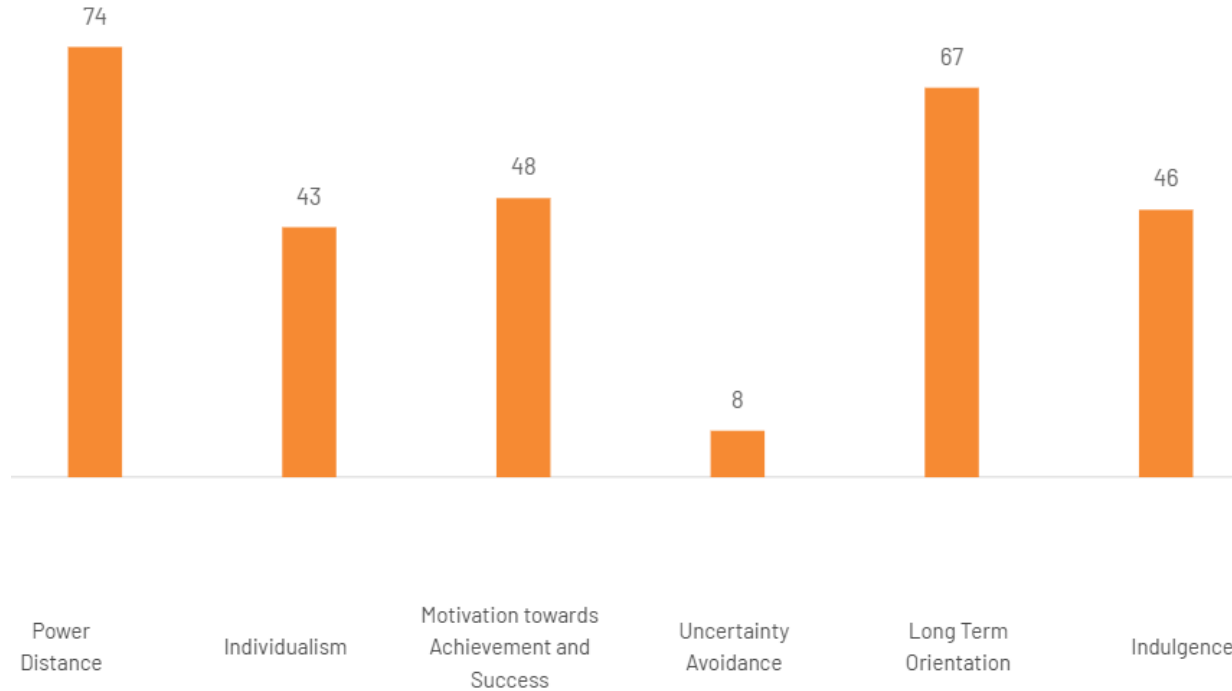


Singapore

Online Consumer Behavior Report



Hofstede's Cultural Dimensions



Data source: [The Culture Factor](#)

Commentary

Singapore has a **fairly high score of 74 for power distance**. This means that authority is respected and hierarchies are adhered to. When doing B2B marketing, focus on targeting the senior decision-makers. There is little point in targeting personas in more junior roles, as they do not have much input into purchasing decisions. It is important to highlight your own authority on your website – for example, by prominently featuring your senior management team.

Singapore has a **score of 43 for individualism, placing it around the middle of the spectrum**. This means that Singapore shares some features with both individualist and collectivist societies. People see themselves as individuals, but

also place value on being a member of a social in-group. They value both their own personal wellbeing, and the wellbeing of their in-group. Use a mix of marketing messaging, to appeal to both individualist and collectivist values. Talk about how your product or service can personally benefit the customer as an individual, as well as how it can benefit wider society.

Singapore has a **score of 48 for motivation towards achievement and success, placing it around the middle of the spectrum**. This means that being successful is important, but so is having a good quality of life and having a work-life balance. Use a mix of messaging, mentioning how your products or services can help boost both success and

wellbeing.

Singapore has a **very low score of 8 for uncertainty avoidance**. This means that people are extremely comfortable with uncertainty. They are adaptable, pragmatic and flexible. With regards to marketing, this means that they are comfortable with general statements about products and services. They want to know about the benefits of your products, but do not care so much about the exact details of how they work. Explain your offerings in terms of their results, not their detailed processes.

Singapore has a **fairly high score of 67 for long-term orientation**. This means that people are more focused on the future

Commentary

than on the present or the past. Change is viewed as a good thing, and traditions are easily altered to fit with modern circumstances. People tend to be pragmatic, and saving and investing for the future is important, as the future is their focus. Focus on how your product or service can help them in the long-term. Do not focus on getting quick, instant results, as that is not relatable. Instead, focus on long-term benefits.

Singapore has a **score of 46 for indulgence, placing it around the middle of the spectrum**. This means that people like to enjoy themselves, but also have a degree of restraint. When coming up with your marketing messaging, try to use a balanced tone, talking about how your

product or service can help the customer enjoy themselves, but making sure not to sound too extravagant, as this may be seen as distasteful.

From our experience helping global brands succeed in the Singaporean market, we can add that Singaporeans are very open to buying from international brands. Furthermore, brand loyalty is quite high, so if you manage to earn the custom of a Singaporean consumer, you may have gained a long-term customer.

And finally, be aware that Singaporeans are used to a high standard of living, so your products and services should reflect that. They are happy to try new products, so long as they are confident that they are

of a high quality and that the brand provides good customer service.

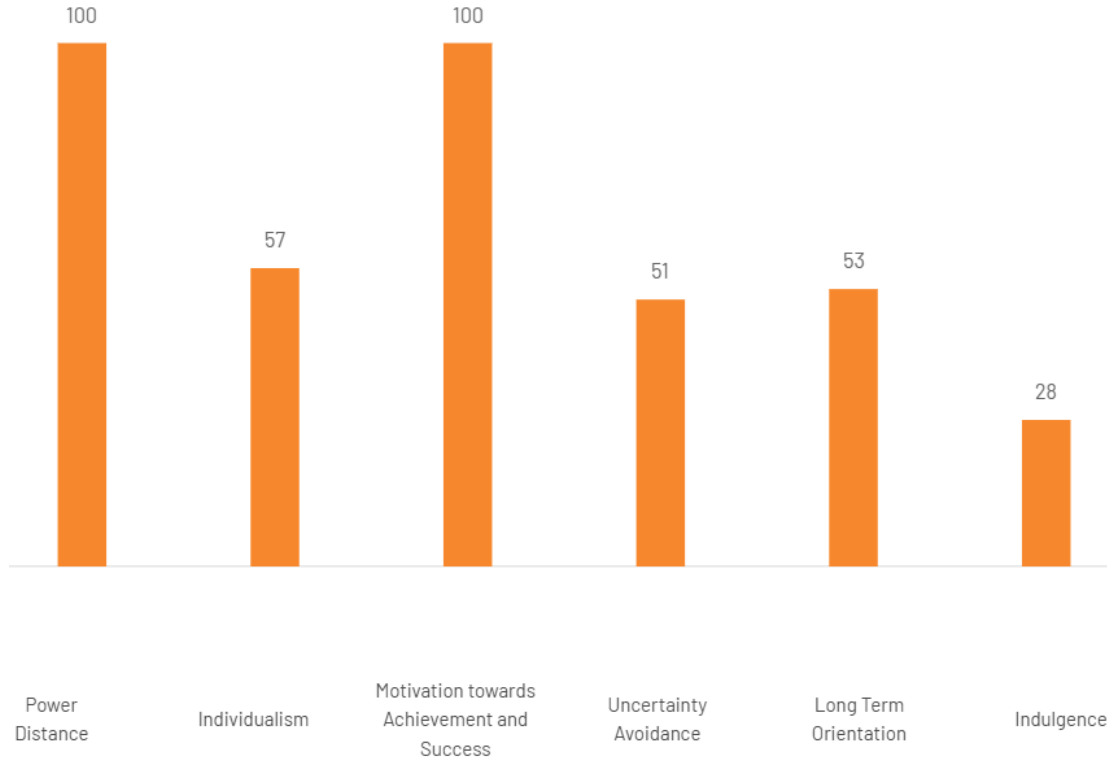


Slovakia

Online Consumer Behavior Report



Hofstede's Cultural Dimensions



Data source: [The Culture Factor](#)

Commentary

Slovakia has a **very high score of 100 for power distance**. This means that authority is respected and hierarchies are adhered to. When doing B2B marketing, focus on targeting the senior decision-makers. There is little point in targeting personas in more junior roles, as they do not have much input into purchasing decisions. It is important to highlight your own authority on your website – for example, by prominently featuring your senior management team.

Slovakia has a **score of 57 for individualism, placing it around the middle of the spectrum**. This means that Slovakia shares some features with both individualist and collectivist societies. People see themselves as individuals, but

also place value on being a member of a social in-group. They value both their own personal wellbeing, and the wellbeing of their in-group. Use a mix of marketing messaging, to appeal to both individualist and collectivist values. Talk about how your product or service can personally benefit the customer as an individual, as well as how it can benefit wider society.

Slovakia has a **very high score of 100 for motivation towards achievement and success**. This means that people are strongly driven by a desire to be successful – i.e. to be the best at what they do. Emphasize how your product or service can help the customer become more successful. Status symbols are important and success is often signaled by buying a

beautiful car, clothing or property. If you sell those kinds of products, make sure to incorporate the concept of success into your marketing messaging.

Slovakia has a **score of 51 for uncertainty avoidance, placing it around the middle of the spectrum**. This means that people are neither strongly comfortable nor uncomfortable with uncertainty. Use a mix of marketing messaging to promote your product or service, highlighting both specific details about the features and processes, as well as more general information about the benefits and potential results.

Slovakia has a **score of 53 for long-term orientation, placing it around the middle**

Commentary

of the spectrum. This means that people are interested in the past, present and future. Tradition is valued, but so is innovation. Use a mix of messaging to appeal to both short-term and long-term orientations. Talk about how your product or service can help the customer both immediately and in the future, since both quick, instant results and long-term benefits are valued.

Slovakia has a **fairly low score of 28 for indulgence.** This means that Slovakia is quite a restrained society. People are good at controlling their impulses and desires – and may in fact see indulgence as a negative thing. When coming up with your marketing messaging, make sure not to come across as promoting something

overly extravagant or gaudy, as this may be seen as distasteful.

From our experience helping global brands succeed in the Slovakian market, we can add that affiliate marketing can be a good strategy for building your brand awareness when you first enter the market.

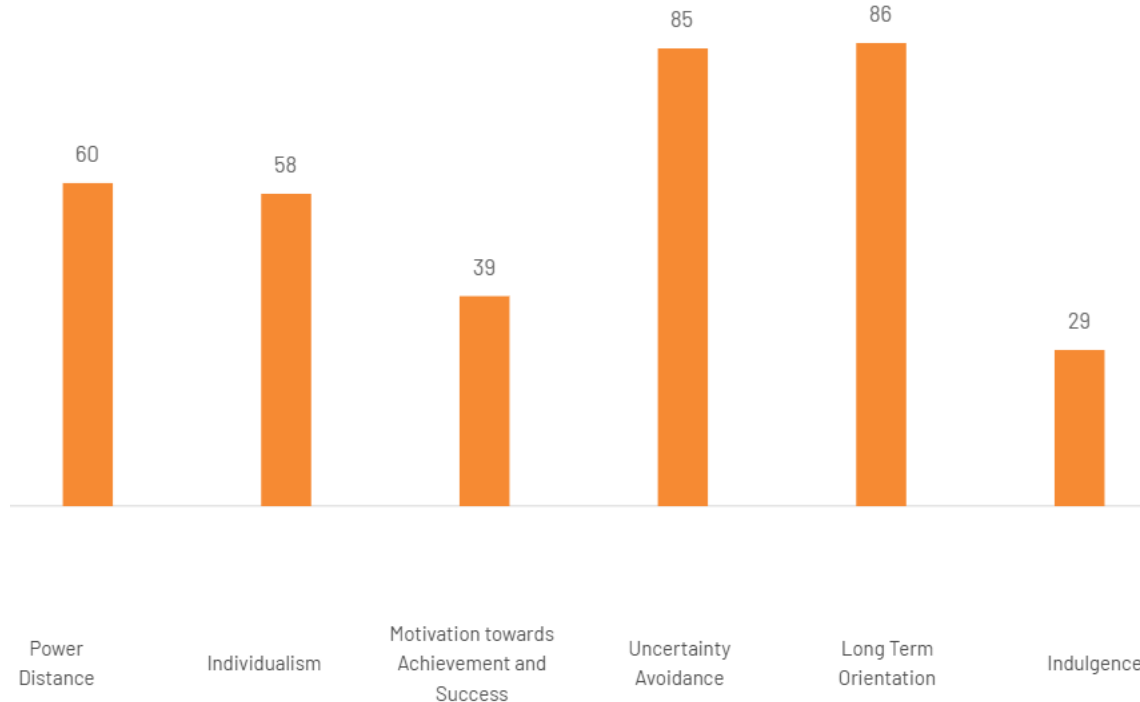


South Korea

Online Consumer Behavior Report



Hofstede's Cultural Dimensions



Data source: [The Culture Factor](#)

Commentary

South Korea has a **fairly high score of 60 for power distance**. This means that authority is respected and hierarchies are adhered to. When doing B2B marketing, focus on targeting the senior decision-makers. There is little point in targeting personas in more junior roles, as they do not have much input into purchasing decisions. It is important to highlight your own authority on your website – for example, by prominently featuring your senior management team.

South Korea has a **score of 58 for individualism, placing it around the middle of the spectrum**. This means that South Korean culture shares some features with both individualist and collectivist societies. People see

themselves as individuals, but also place value on being a member of a social in-group. They value both their own personal wellbeing, and the wellbeing of their in-group. Use a mix of marketing messaging, to appeal to both individualist and collectivist values. Talk about how your product or service can personally benefit the customer as an individual, as well as how it can benefit wider society.

South Korea has a **fairly low score of 39 for motivation towards achievement and success**. This means that people are primarily driven by a desire to have a good quality of life and to care for others. Modesty and cooperation are valued, while standing out from the crowd is not. Emphasize how your product or service

can help the customer achieve a better quality of life.

South Korea has a **very high score of 85 for uncertainty avoidance**. This means that people are extremely uncomfortable with uncertainty. They want to see specific statements about products and services, rather than vague generalizations. Explain your offerings in terms of their detailed processes, not their vague potential results. People also want to know in-depth about your product features, and for this reason product demos are popular. It is crucial to build brand trust in such a culture, and therefore brand awareness is important. Related to this, brand loyalty is also strong – so once a customer has decided they like a brand, they are less

Commentary

likely to switch to competitors. Featuring quality assurance information and awards on your website will generate good results, as this will build brand trust.

South Korea has a **very high score of 86 for long-term orientation**. This means that people are more focused on the future than on the present or the past. Change is viewed as a good thing, and traditions are easily altered to fit with modern circumstances. People tend to be pragmatic, and saving and investing for the future is important, as the future is their focus. Focus on how your product or service can help them in the long-term. Do not focus on getting quick, instant results, as that is not relatable. Instead, focus on long-term benefits.

South Korea has a **fairly low score of 29 for indulgence**. This means that South Korea is quite a restrained society. People are good at controlling their impulses and desires – and may in fact see indulgence as a negative thing. When coming up with your marketing messaging, make sure not to come across as promoting something overly extravagant or gaudy, as this may be seen as distasteful.

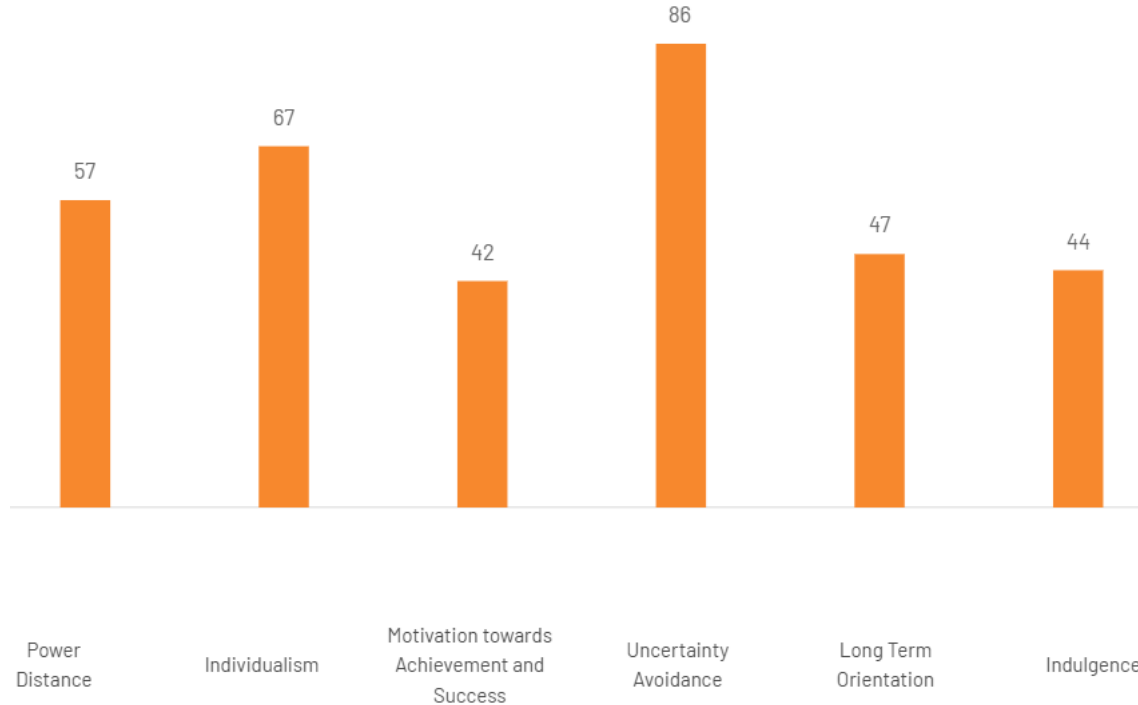


Spain

Online Consumer Behavior Report



Hofstede's Cultural Dimensions



Data source: [The Culture Factor](#)

Commentary

Spain has a **score of 57 for power distance, placing it around the middle of the spectrum**. This means that while social hierarchies do exist, they are not extremely strict and people lower down in the hierarchy nevertheless still expect to have a voice. When doing B2B marketing, target numerous personas – both senior and junior – as this will cover the multiple perspectives that may be taken into account during the decision-making process.

Spain has a **fairly high score of 67 for individualism**. This means that Spain is an individualist society. In individualist societies, people tend to see themselves as standalone individuals, rather than as part of a group. People are expected to

prioritize their own and their family's personal wellbeing, and to support themselves rather than expect support from wider society. Independence, self-reliance and initiative are desirable qualities. Emphasize how your product or service can personally benefit them as an individual.

Spain has a **score of 42 for motivation towards achievement and success, placing it around the middle of the spectrum**. This means being successful is important, but so is having a good quality of life and having a work-life balance. Use a mix of messaging, mentioning how your products or services can help boost both success and wellbeing.

Spain has a **very high score of 86 for uncertainty avoidance**. This means that people are extremely uncomfortable with uncertainty. They want to see specific statements about products and services, rather than vague generalizations. Explain your offerings in terms of their detailed processes, not their vague potential results. People also want to know in-depth about your product features, and for this reason product demos are popular. It is crucial to build brand trust in such a culture, and therefore brand awareness is important. Featuring quality assurance information and awards on your website will generate good results, as this will build brand trust.

Spain has a **score of 47 for long-term**

Commentary

orientation, placing it around the middle of the spectrum. This means that people are interested in the past, present and future. Tradition is valued, but so is innovation. Use a mix of messaging to appeal to both short-term and long-term orientations. Talk about how your product or service can help the customer both immediately and in the future, since both quick, instant results and long-term benefits are valued.

Spain has a **score of 44 for indulgence, placing it around the middle of the spectrum.** This means that people like to enjoy themselves, but also have a degree of restraint. When coming up with your marketing messaging, try to use a balanced tone, talking about how your

product or service can help the customer enjoy themselves, but making sure not to sound too extravagant, as this may be seen as distasteful.

From our experience helping global brands succeed in the Spanish market, we can add that brand loyalty is fairly low, so consumers are open to switching between brands, as long as they are familiar with the brand.

There are certain superstitions that exist in Spanish culture, although most people do not take these too seriously. One superstition that is relevant for marketers is the belief that the number 13, and the date Tuesday the 13th, is unlucky. Avoid the use of this date in your promotions,

product launches and events. Meanwhile, the number 7 is considered lucky, so leaning into this could lead to positive associations.

Religion plays an important role in Spanish culture. Even though Spain is becoming more secular, the majority of Spaniards still identify as Catholic. Be cautious and respectful when referencing religion, especially in marketing materials targeting older generations. Be aware that the seven days leading up to Easter Sunday (known as Holy Week or “Semana Santa” in Spain) are considered extremely important, so it would be wise to avoid scheduling any non-religious promotions during this time.

Turning to social attitudes, people in Spain

Commentary

are well-known for being very warm and expressive, with people often greeting one another with two kisses on the cheeks, even in some professional settings.

Marketing campaigns which utilize content that emphasizes personal connection (e.g. family, friends, etc.) will be viewed positively.

Be aware that punctuality is not considered to be as important as it can be in some other cultures. It is quite common in Spain for people to show up late to personal gatherings and events, so be aware of this when hosting events in Spain.

Lastly, please consider that Spain is a diverse country with distinct regional identities, including Catalonia, the Basque

Country, Valencia and Galicia. Each region has its own language, customs and, in some cases, political sensitivities.

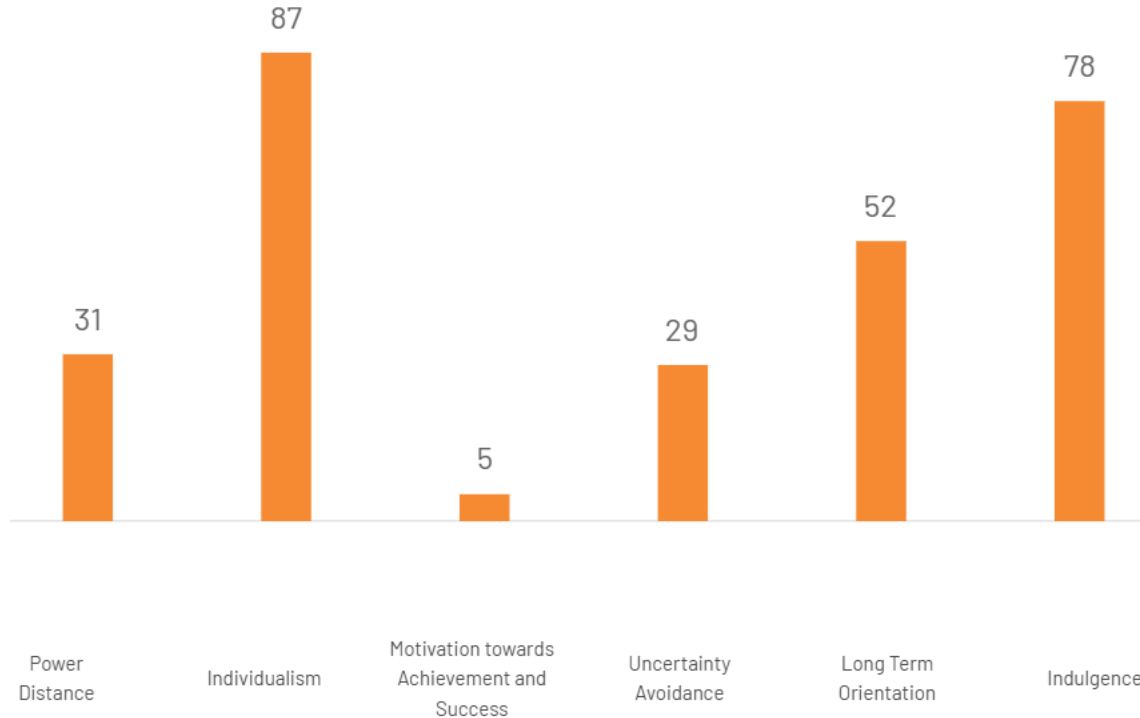


Sweden

Online Consumer Behavior Report



Hofstede's Cultural Dimensions



Data source: [The Culture Factor](#)

Commentary

Sweden has a **fairly low score of 31 for power distance**. This means that the culture is informal, without strict social hierarchies. When doing B2B marketing, make sure to target numerous personas – even more junior ones, so long as they are relevant – as multiple perspectives are taken into account during the decision-making process. When creating your website, make sure to put the user's needs first, prioritizing a good user experience that helps the user complete their task.

Sweden has a **very high score of 87 for individualism**. This means that Sweden is a strongly individualist society. In individualist societies, people tend to see themselves as standalone individuals, rather than as part of a group. People are

expected to prioritize their own and their family's personal wellbeing, and to support themselves rather than expect support from wider society. Independence, self-reliance and initiative are desirable qualities. Emphasize how your product or service can personally benefit them as an individual.

Sweden has a **very low score of 5 for motivation towards achievement and success**. This means that people in Sweden are strongly driven by a desire to have a good quality of life and to care for others. Modesty and cooperation are valued, while standing out from the crowd is not. Emphasize how your product or service can help the customer achieve a better quality of life. Swedes are known for

their “lagom” attitude, which approximately translates as “in balance” or “not too little, not too much; just right”, where excessive or grand behavior is seen as distasteful and unappealing. For this reason, status symbols are not important in Sweden, so do not try to promote your products or services in this way.

Sweden has a **fairly low score of 29 for uncertainty avoidance**. This means that people are comfortable with uncertainty. They are adaptable, pragmatic and flexible. With regards to marketing, this means that they are comfortable with general statements about products and services. They want to know about the benefits of your products, but do not care so much about the exact details of how

Commentary

they work. Explain your offerings in terms of their results, not their detailed processes.

Sweden has a **score of 52 for long-term orientation, placing it around the middle of the spectrum**. This means that people are interested in the past, present and future. Tradition is valued, but so is innovation. Use a mix of messaging to appeal to both short-term and long-term orientations. Talk about how your product or service can help the customer both immediately and in the future, since both quick, instant results and long-term benefits are valued.

Sweden has a **fairly high score of 78 for indulgence**. This means that indulgence is seen as a positive thing in Swedish culture,

with value being placed on leisure time, gratification of one's desires, and personal enjoyment. Do not be afraid to make bold or exciting statements that emphasize how your product or service can help the customer enjoy themselves.

Sweden is often ranked as being one of the happiest countries in the world, with high standards of living and a healthy work-life balance. Swedish culture is known to be very liberal, extremely polite and respectful. There is a strong belief in equality, with gender equality in Sweden being one of the highest in the entire world. Sweden also prides itself for its progressive policies with regards to LGBT+ rights, disability and national minorities. It is a secular country, with almost half of the

population saying religion is "not at all important" to them.

Something that is very important to Swedes is the environment. They are very concerned about climate change and try to be as green as possible. Bear this in mind when targeting Sweden and try to make your business practices as environmentally friendly as possible.

From our experience helping global brands succeed in the Swedish market, we can add that data security and privacy are big concerns. Swedes are willing to give up their data (e.g. their name and email address) if they get something in return (e.g. an asset), but they want to know that their data is safe and will not be shared

Commentary

with any third parties. It is therefore important to have a stringent data protection policy and to display this prominently on your website.

And finally, be aware that Sweden is a world leader in technology and innovation, and it is therefore a competitive market for this niche. Do not let that put you off, though; so long as you have a unique selling point that sets you apart from the crowd, there could well be a place for you in this market.

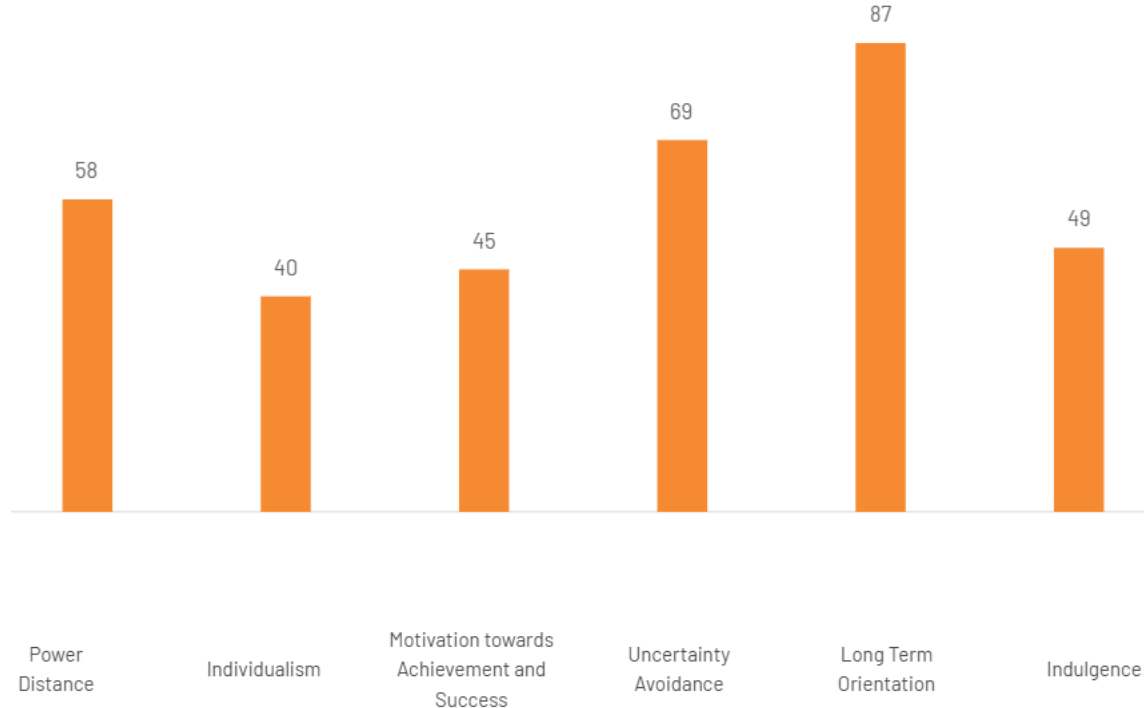


Taiwan

Online Consumer Behavior Report



Hofstede's Cultural Dimensions



Data source: [The Culture Factor](#)

Commentary

Taiwan has a **score of 58 for power distance, placing it around the middle of the spectrum, although slightly on the high power distance side**. This means that authority tends to be respected, and hierarchies adhered to. This goes hand in hand with Taiwan's Confucian values of respect for age and seniority. When doing B2B marketing, focus on targeting the senior decision-makers. There is little point in targeting personas in more junior roles, as they do not have much input into purchasing decisions. It is important to highlight your own authority on your website – for example, by prominently featuring your senior management team.

Taiwan has a **fairly low score of 40 for individualism**. This means that Taiwan is a

collectivist society. In collectivist societies, people tend to see themselves as part of a group, rather than a standalone individual. They are loyal to their group, strive for group harmony, and value the wellbeing of the group. Emphasize how your product or service can benefit the group. Celebrity endorsements work well, since celebrities are seen as influential members of the group – and people are quick to copy their behaviors. Looking more at B2B, make sure to spend time nurturing a personal relationship with your prospective clients, as interpersonal relationships are seen as very important.

Taiwan has a **score of 45 for motivation towards achievement and success, placing it around the middle of the**

spectrum. This means that being successful is important, but so is having a good quality of life and having a work-life balance. Use a mix of messaging, mentioning how your products or services can help boost both success and wellbeing.

Taiwan has a **fairly high score of 69 for uncertainty avoidance**. This means that people are uncomfortable with uncertainty. They want to see specific statements about products and services, rather than vague generalizations. Explain your offerings in terms of their detailed processes, not their vague potential results. People also want to know in-depth about your product features, and for this reason product demos are popular. It is

Commentary

crucial to build brand trust in such a culture, and therefore brand awareness is important. Featuring quality assurance information and awards on your website will generate good results, as this will build brand trust.

Taiwan has a **very high score of 87 for long-term orientation**. This means that people are more focused on the future than on the present or the past. Change is viewed as a good thing, and traditions are easily altered to fit with modern circumstances. People tend to be pragmatic, and saving and investing for the future is important, as the future is their focus. Focus on how your product or service can help them in the long-term. Do not focus on getting quick, instant results,

as that is not relatable. Instead, focus on long-term benefits.

Taiwan has a **score of 49 for indulgence, placing it around the middle of the spectrum**. This means that people like to enjoy themselves, but also have a degree of restraint. When coming up with your marketing messaging, try to use a balanced tone, talking about how your product or service can help the customer enjoy themselves, but making sure not to sound too extravagant, as this may be seen as distasteful.

From our experience helping global brands succeed in the Taiwanese market, we can add that consumers there are very price oriented. You may need to lower your

prices in Taiwan, in order to be appealing and competitive.

It is also worth noting that brand loyalty is very strong – so once a customer has decided they like a brand, they are less likely to switch to competitors.

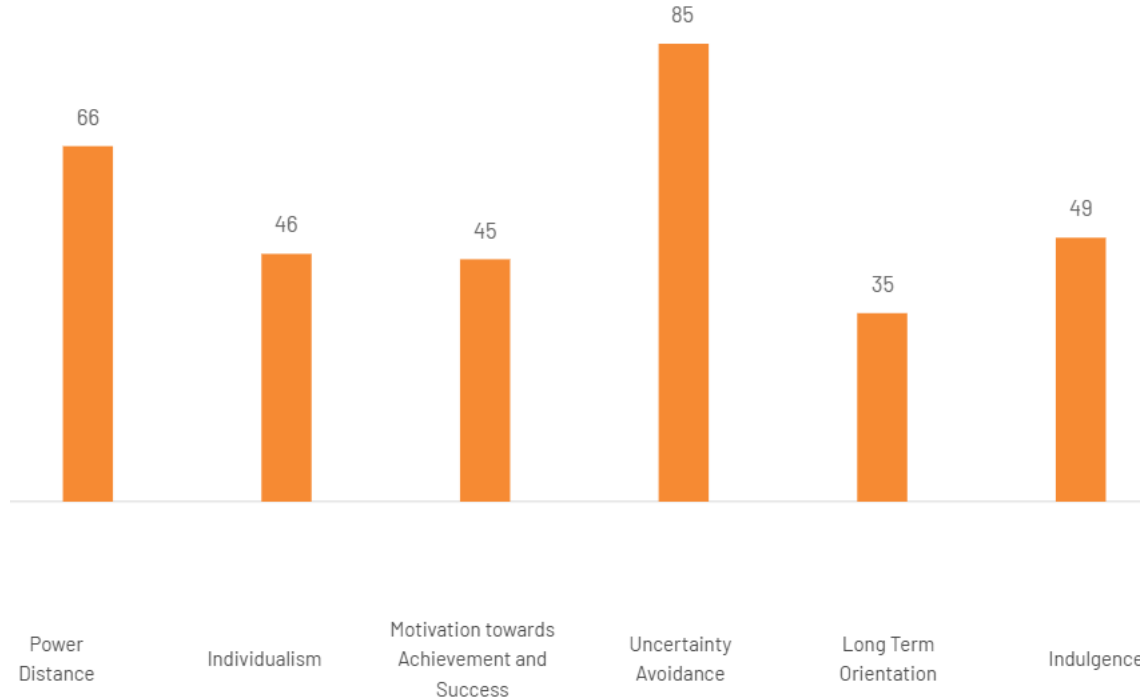


Türkiye

Online Consumer Behavior Report



Hofstede's Cultural Dimensions



Data source: [The Culture Factor](#)

Commentary

Türkiye has a **fairly high score of 66 for power distance**. This means that authority is respected and hierarchies are adhered to. Status symbols are important as they are a way of signaling one's position in the social hierarchy, so if applicable, you may want to promote your products in this way. When doing B2B marketing, focus on targeting the senior decision-makers. There is little point in targeting personas in more junior roles, as they do not have much input into purchasing decisions. It is also important to highlight your own authority on your website – for example, by prominently featuring your senior management team.

Türkiye has a **score of 46 for individualism, placing it around the**

middle of the spectrum. This means that Türkiye shares some features with both individualist and collectivist societies. People see themselves as individuals, but also place value on being a member of a social in-group. They value both their own personal wellbeing, and the wellbeing of their in-group. Use a mix of marketing messaging, to appeal to both individualist and collectivist values. Talk about how your product or service can personally benefit the customer as an individual, as well as how it can benefit wider society.

Türkiye has a **score of 45 for motivation towards achievement and success, placing it around the middle of the spectrum**. This means that being successful is important, but so is having a

good quality of life and having a work-life balance. Use a mix of messaging, mentioning how your products or services can help boost both success and wellbeing.

Türkiye has a **very high score of 85 for uncertainty avoidance**. This means that people are extremely uncomfortable with uncertainty. They want to see specific statements about products and services, rather than vague generalizations. Explain your offerings in terms of their detailed processes, not their vague potential results. People also want to know in-depth about your product features, and for this reason product demos are popular. It is crucial to build brand trust in such a culture, and therefore brand awareness is

Commentary

important. Featuring quality assurance information and awards on your website will generate good results, as this will build brand trust.

Türkiye has a **fairly low score of 35 for long-term orientation**. This means that people are more focused on the present and the past than on the future. Change is viewed with caution, and traditions are seen as important. People and businesses tend to measure success in the short-term. Focus on how your product or service can help them in the short-term. Do not focus on long-term benefits, as that is not relatable. Instead, focus on how your product or service can help them get quick, instant results.

Türkiye has a **score of 49 for indulgence, placing it around the middle of the spectrum**. This means that people like to enjoy themselves, but also have a degree of restraint. When coming up with your marketing messaging, try to use a balanced tone, talking about how your product or service can help the customer enjoy themselves, but making sure not to sound too extravagant, as this may be seen as distasteful.

From our experience helping global brands succeed in the Turkish market, we can add that luxury experiences, brands and services are popular in Türkiye. Just remember to market these in as tasteful and refined a way as possible, to avoid sounding gaudy.

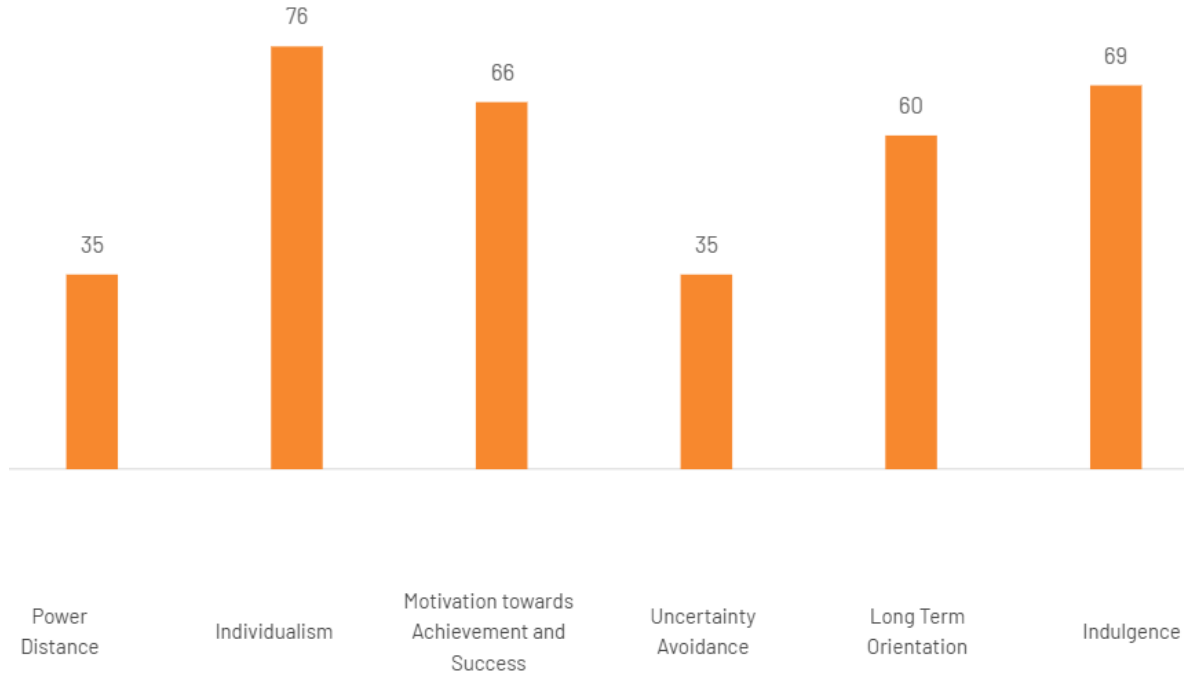


United Kingdom

Online Consumer Behavior Report



Hofstede's Cultural Dimensions



Data source: [The Culture Factor](#)

Commentary

The UK has a **fairly low score of 35 for power distance**. This means that the culture is quite informal, without strict social hierarchies. When doing B2B marketing, make sure to target numerous personas – even more junior ones, so long as they are relevant – as multiple perspectives are taken into account during the decision-making process. When creating your website, make sure to put the user's needs first, prioritizing a good user experience that helps the user complete their task.

The UK has a **fairly high score of 76 for individualism**. This means that the UK is an individualist society. In individualist societies, people tend to see themselves as standalone individuals, rather than as

part of a group. People are expected to prioritize their own and their family's personal wellbeing, and to support themselves rather than expect support from wider society. Independence, self-reliance and initiative are desirable qualities. Emphasize how your product or service can personally benefit them as an individual.

The UK has a **fairly high score of 66 for motivation towards achievement and success**. This means that people are primarily driven by a desire to be successful – i.e. to be the best at what they do. Emphasize how your product or service can help the customer become more successful.

The UK has a **fairly low score of 35 for uncertainty avoidance**. This means that people are comfortable with uncertainty. They are adaptable, pragmatic and flexible. With regards to marketing, this means that they are comfortable with general statements about products and services. They want to know about the benefits of your products, but do not care so much about the exact details of how they work. Explain your offerings in terms of their results, not their detailed processes.

The UK has a **fairly high score of 60 for long-term orientation**. This means that people are more focused on the future than on the present or the past. Change is viewed as a good thing, and traditions are easily altered to fit with modern

Commentary

circumstances. People tend to be pragmatic, and saving and investing for the future is important, as the future is their focus. Focus on how your product or service can help them in the long-term. Do not focus on getting quick, instant results, as that is not relatable. Instead, focus on long-term benefits.

The UK has a **fairly high score of 69 for indulgence**. This means that indulgence is seen as a positive thing in British culture, with value being placed on leisure time, gratification of one's desires, and personal enjoyment. Do not be afraid to make bold or exciting statements that emphasize how your product or service can help the customer enjoy themselves.

From our experience helping global brands succeed in the UK market, we can add that your calls-to-action should be short, clear, and to the point. Calls-to-action like "download" and "buy now" work well in the UK.

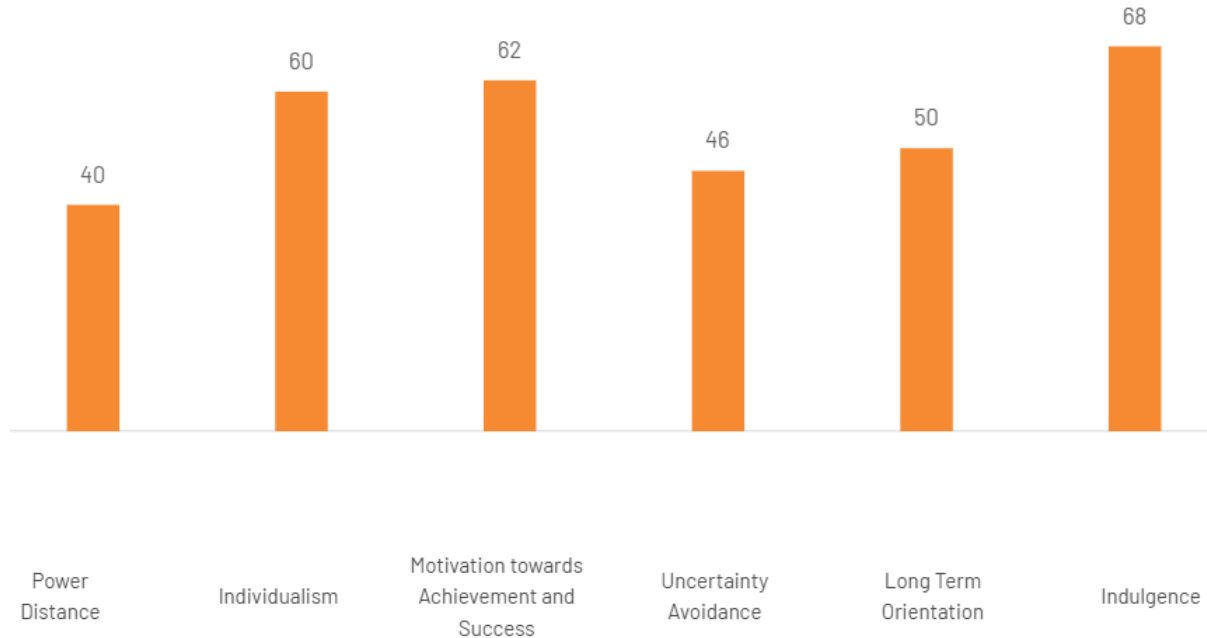


United States

Online Consumer Behavior Report



Hofstede's Cultural Dimensions



Data source: [The Culture Factor](#)

Commentary

The US has a **fairly low score of 40 for power distance**. This means that the culture is quite informal, without strict social hierarchies. When doing B2B marketing, make sure to target numerous personas – even more junior ones, so long as they are relevant – as multiple perspectives are taken into account during the decision-making process. When creating your website, make sure to put the user's needs first, prioritizing a good user experience that helps the user complete their task.

The US has a **fairly high score of 60 for individualism**. This means that the US is an individualist society. In individualist societies, people tend to see themselves as standalone individuals, rather than as

part of a group. People are expected to prioritize their own and their family's personal wellbeing, and to support themselves rather than expect support from wider society. Independence, self-reliance and initiative are desirable qualities. Emphasize how your product or service can personally benefit them as an individual.

The US has a **fairly high score of 62 for motivation towards achievement and success**. This means that people are primarily driven by a desire to be successful – i.e. to be the best at what they do – and showing off this success is considered important. Emphasize how your product or service can help the customer become more successful or how

it can help them signal their success to others.

The US has a **score of 46 for uncertainty avoidance, placing it around the middle of the spectrum**. This means that people are neither strongly comfortable nor uncomfortable with uncertainty. Use a mix of marketing messaging to promote your product or service, highlighting both specific details about the features and processes, as well as more general information about the benefits and potential results.

The US has a **score of 50 for long-term orientation, placing it in the middle of the spectrum**. This means that people are interested in the past, present and future.

Commentary

Tradition is valued, but so is innovation. Use a mix of messaging to appeal to both short-term and long-term orientations. Talk about how your product or service can help the customer both immediately and in the future, since both quick, instant results and long-term benefits are valued.

The US has a **fairly high score of 68 for indulgence**. This means that indulgence is seen as a positive thing in American culture, with value being placed on leisure time, gratification of one's desires, and personal enjoyment. Do not be afraid to make bold or exciting statements that emphasize how your product or service can help the customer enjoy themselves.

From our experience helping global brands

succeed in the US market, we can add that your calls-to-action should be short, clear, and to the point. Calls-to-action like "download" and "buy now" work well in the US.

And finally, Americans are very happy to do business with people they do not know, and are not shy about directly approaching companies or having companies directly approach them.

Thank you for reading the Online Consumer Behavior Report.

Need support with international digital marketing?

Contact us [here.](#)

