

CW-1

CROSS CULTURAL ANALYSIS

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Introduction:

Culture depicts the company's fortune which is based on the strategic culture. Culture impacts the organization's productivity and performance. Culture has standards and norms which are different from the competitors in the market. These aspects value the company to achieve its objectives effectively. For the culture, an analysis report is done and Nike is taken as a model case. Besides this culture-related models and comparison between culturally different countries is done.

Nike Inc is an American sportswear brand headquartered in Oregon. Bill Bowerman has started this brand in 1964 as blue ribbon sports. Nike serves 170 countries and has more than 30k employees globally. This consumer lifestyle-related brand has more than 600 factories. In China, Nike products' manufacturing rate is 36% of the total. Nike provides services in apparel, equipment, footwear, and accessories selling. Shoes, shorts, cleats for sports are majorly concerned for selling. Nike's highest spender age group on footwear is 25 to 34 years. (Landrum and Boje, 2008) Nike organization mission is to “make everything possible to expand human potential”. This depicts that the company is concerned the humanity and society.

Overview and comparison:

The culture of the company is mainly based on some norms and standards. These norms are artifacts, values, and assumptions about the company. Artifacts about the company are the logo design, color, and name of the brand which provide identity to the organization. Core values are the norms that make the company's success obvious. Nike's core values are inspiration, innovation distinctive, and connection. This means for the success of the company there is a need to value all mentioned aspects which will better the firm performance. Company assumptions involve the beliefs about the company in the community. Nike is considered an athlete-related wearing products brand. But the overall company has a good rapport in providing creative and innovation-based products.

Hofstede model

Cultural norms and values identification is done through standardized measuring tools which are named as models. (Merkin, 2006) One such model which depicts the common cultural dimensions analysis is named as Hofstede model. It is assessed through the dimensions explanation as follow:

Power distance index:

The power distance index dimension expresses the degree of seniority and power inequality people admit. For the brand and company services and products, low degree acceptance is assessed in the power distance index. The Decision-making strategy is decentralized and has a flatter hierarchy. Through this aspect regional goals, achievement strategy is accepted. Leadership style enjoys charismatic style which motivates the employees and has professional growth of the employees.

Collectivism and individualism;

Collectivism refers to the people concerned with collective goals and aims achievement. Which is community-based. While individualism goals are concerned with individual objectives. In this strategy, culture is integrated into collective and individual responsibilities. Nike workers between both the individual and collective aspects. As the time for employees is planned effectively. Besides this Nike's challenging tasks are regularly engaging the employees to achieve the objectives. But employees' accomplishment is also concerned which is based on their performance. Besides this individual creativity and innovation are also encouraged for challenging the problems.

Uncertainty avoidance index:

In this index company goals, aims, objectives certainty is considered. Which controls the perspective of the company effectively. Management of the company is monitored and new inventions and creativity aspects are concerned for the company objectives. All these aspects certainty needed to be concerned effectively. Nike Plc has open concern for the organization changes. These changes are adaptable for internal and external environment impacts on the employee's performance.

Nike organization concerned the sense of urgency and merit-based behavior importance. Nike's risk-taking ability is fairly done. Besides this Nike's flexible strategies are also concerned in the company activities.

Short term and long term orientation:

Long-term and short-term concerns are considered as much effective for planning the company strategies. Short-term goals are mainly concerned with the values of the strategies. Long-term plans relate to company productivity and profitability aspects. (Merkin, 2006) Long-term plans are strategy based which regulate the short-term orientation of the objectives. Nike Plc rules

and laws are equally focused. Besides this company is concerned about the broader civilization operation. Nike focused on the learning of the employees. Nike employees have much interest in how and what of the problem which is issue solving attitude which is long term orientation.

Indulgence versus restraint:

Indulgence of the company concerned the personal gratification of the people. Restrain concerned the rules and social norms governance. For this concern personal happiness of the individuals is concerned. Which provides workplace environment relaxation. Nike employees have freedom in speaking and participating in the company. this will lead the employees to continuously enhance the company environment and culture effectively.

Hall and hall model-1997

Culture use in terms of geography is concerned in the company objectives which is disturbed by Edward T Hall. This model determines that distance and space are impacted by the community's culture and civilization. Nike organization which is customers oriented company hall and hall model objectives are assessed as follow:

Hall and hall models have time, space, and context-related features for the civilization acceptance objectives. Context may be high or low level according to the degree it concerned to the company. all the levels of the company are concerned in high and low contexts. If the conversation is concerned it relates to body language and either verbal efficiency. It will different for high and low contexts of the company.

Time concerned is polychronic and either monochronic. Polychronic time relates to the employee can handle some concerned tasks at the same time. (Hall's cultural factors, 2021) Contrarily people with monochronic time have one task accomplishment at the same time. Nike Plc has mixed use of both of these time objectives. As some employees tasks needed to be multitasked based and on the other hand some have single tasks.

Space identification is related to the public or private space signage for the company. which is either low or high territory ownership. High space is concerned to employees and people has much importance of the borders. Unilever has high space objectives for the employees. As employees have free and relaxed working and experiencing environments. Which will promote the employees' cultural objectives in the same context. Through all these changes in the space working performance of the employees is also considered as much important.

Cultural difference between USA and Pakistan culture:

Culture impacts the progress of the products as to which level it is advertised and promoted in the country. Product usages are affected by culture to culture and level of usage in territories. For this education, religion, political and economical philosophy of the country matters. Considering the language in home country America different more than 50 languages are spoken in America. English is the most commonly used which means their marketing and advertisement aspects are in English.

While religious belief in the USA is also different but Christianity has 78 percentage. Which depicts that no claiming to the religion for the product usage. The education system is provided by the public and private sectors. Which is also helpful in increasing the advertisement of the Nike organization. there are three main levels which are elementary, middle, and junior schools. As Nike has sports products promotion of the products in these schools is easy to achieve which will better the company's advertisement.

Considering the economical aspects USA has the globe's largest economy in national terms and buying influence parity. The currency of the USA is dollars which are worldly known currencies and also used by other countries as their currency. The financial market of the USA's home country is very effective in terms of supporting the company objectives. Social terms are considered as upper, corporate, and middle class-based. (Landrum and Boje, 2008) These classes use Nike products based on wealth, income, occupation, and social status. But mostly USA community is upper and middle class. Which is better for Nike to promote the idea of products of Nike. Nike Plc has earned its name in the USA community which is reflected in the level of purchase done in the community.

Considering the political aspects company has equal rights and obligations level. This means all demographical aspects of people are considered equally. All these aspects help the Nike organization to promote its business in a culturally equality-based community.

Contrarily considering the host country like Pakistan which is diverse in culture. Pakistan's national language is Urdu and English is also used to some extend. But commercials on television are done in both English and Urdu. Nike has this objective that English is concerned for promotion of the Nike in the host country. But in this developing country, some other languages are not familiar with English which will affect the Nike English ads.

Besides this majority of the people has Islam as a religion. Islam religion has boundaries and some norms referring to product usage. Nike shirts are sleeveless which is not admitted in the Islam religion. In Pakistan, only sports and upper-class affiliated people buy clothes wears. Footwear is somehow most commonly accepted than clothes wearing. (Nike Air Force 1 | Snoopshoes | Nike Air Force 1 Pakistan., 2021) Because Muslims wear long clothes. Similar to this currency and social aspects are different of Pakistan people from that of USA concerns. Which somehow retains the promotion of Nike due to culture hybrid country aspects.

Conclusion:

Cross-culture has impacts on the company promotion and marketing besides company performance. Nike cultural aspects are entertained through culture-related models such as Hofstede and Hall model. Besides this Nike culture differences in culturally different home and host countries, USA and Pakistan are evaluated respectively.

References

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