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# How different between nations influence consumption decision in the field of entertainment product?

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**Abstract:**

With the advancement of internationalization and globalization, consumers can reach for entertainment product from different nation. However, some entertainment product may only be able to sell well in single nation, and sometime, some entertainment product that has a good response in several countries may have the opposite response in other countries. One factor that cause this situation to occur is the differences between different nations. This paper will focus on possible difference between several different nations and explore in what extent the cultural differences between different nation can influence the consumption decision for entertainment product. This paper will use methodology including Hofstede's cultural dimension to explore the situation of several representative entertainment product in different nations and the deeper factor that cause this difference to occur.

**Keywords:** Cultural differences, Nation differences, Consumption decision, Entertainment product, Hofstede's cultural dimensions theory

## 1.Introduction

More and more consumers have the demand of purchasing different types of goods because of the rapid globalized transportation of information. However, in some situation, some goods can sell well in the place where it is produced, but not in other country. This paper is aimed to find out how this situation influence to entertaining products, and search for how difference between countries will change the consumption decision on entertaining produce. This paper will mainly use Hofstede's cultural dimensions to deeply see in what extent characteristics of a country's culture will influence consumption decision. *Cultural Influence on Consumer* Behavior (Taihid Nayeem, 2012) have mentioned that culture value differences among consumers may cause difficulties for researchers in understanding consumer behavior n multicultural environment. Thus, following hypothesis are made:

H1: Consumers of country with short-term oriented cultures are more likely to pay more for entertaining products.

H2: Consumers of country with high-power distance are more likely to accept entertaining product from

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difference country.

H3: Consumers of country with uncertainty tolerant cultures are more likely to invest more on entertaining product

H4: Consumers of country with masculine cultures are more likely to spend more on purchasing entertaining products.

In this paper will focus on how one culture character will influence on consumption decision, and how other culture characters will influence this situation.

The study of this paper will help later investors to find out the suitable country for them to invest for entertaining product. Also, this paper can be a study on how Hofstede's culture dimensions can work to see the consumer profile on a large-scale situation.

## 2. Rough data collection and processing

Before the calculation and test of the hypothesis mentioned before, there are several data has to be found at first.

From an official website about Geert Hofstede, all the scores of different cultures of different countries can be found, it can show validated scores by a graph, like the following example

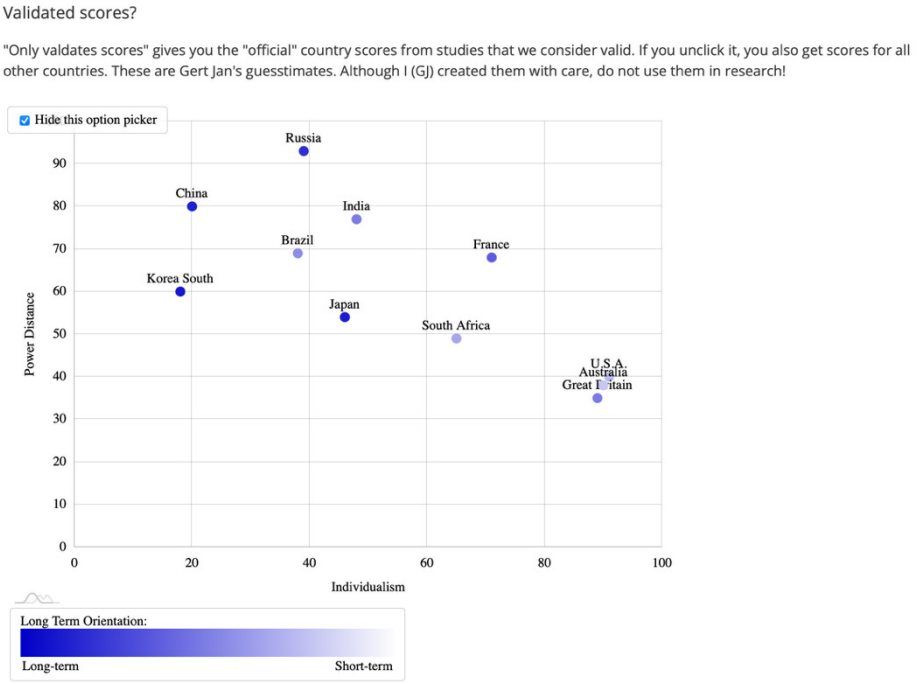


**Figure 1: figure of the power distance and the long-term short-term orientation from selected countries**

By the data of score given by this website, a chart can be made to clearly show the score of each country, and it can help to find the relationship the paper like to find out. Following chart is made by the data from the website mentioned:

**Table 1: chart of data including power distance, masculinity, uncertainty avoidance and long term orientation of selected countries**

| Country | Power Distance | Masculinity | Uncertainty Avoidance | Long Term Orientation |
|---|---|---|---|---|
| Russia | 93 | 36 | 91 | 81 |
| China | 80 | 66 | 30 | 87 |
| India | 77 | 56 | 40 | 51 |
| France | 68 | 43 | 86 | 63 |
| Korea South | 60 | 39 | 85 | 100 |
| Japan | 54 | 95 | 92 | 88 |
| South Africa | 49 | 63 | 49 | 34 |

| | | | | |
|---|---|---|---|---|
| U.S.A | 40 | 62 | 46 | 26 |
| Australia | 38 | 61 | 51 | 21 |
| Great British | 35 | 66 | 35 | 51 |

Other data process and research have to made because to test the hypothesis mentioned before, following data must be find: 1. The average entertainment cost of each people each year for a specific country. 2.The proportion of import product of entertainment market for each country. 3. The investment on entertainment products for a country.
Several countries have the data on their official website can be easily reach. For example, China has an annual consumption per person in cultural entertainment product of 135.08$ (955¥ from NBS). However, some countries don't have a clear outline of annual consumption per person in entertainment product. For example, Russia only have data for specific market, thus, the general amount will have to be calculate. The calculation includes the market of games (2.4 billion$), market of movies (590 million$), market of other online service (1.89billion$), market of books including e-book(997million$), other market that is difficult to analysis including pirated products and other more cultural entertainment like museum (3.61billion$). Adding those numbers up can get total number of 9.49billion$, dividing the number with the number of people in Russia (144million people), the average cost of entertainment product for each person is 65.9$ in Russia. However, this is still a rough calculation that may have several mistakes. Following chart is made from the information and data mentioned above:

**Table 2: chart of average cost per person on entertainment product each year in dollars, percentage of import entertainment products and amount of investment per year in unit of million dollars form selected countries**

| Country | average cost per person on entertainment product each year ($) | percentage of import entertainment product | amount of investment (million$) |
|---|---|---|---|
| Russia | 65.9 | 43% | 7566 |
| China | 135.08 | 38.30% | 10601 |
| India | 59.4 | 31.50% | 8939 |
| France | 193.67 | 38.31% | 14230 |
| Korea South | 216.07 | 46.71% | 10494 |
| Japan | 233.9 | 54.80% | 15963 |
| South Africa | 127.85 | 28.70% | 1038 |
| U.S.A | 314.28 | 43.60% | 17530 |
| Australia | 165.93 | 27.40% | 15012 |
| Great British | 285.3 | 36.34% | 16607 |

## 3. Consumers of country with short-term oriented cultures are more likely to pay more for entertaining products

To test H1, which is Consumers of country with short-term oriented cultures are more likely to pay more for entertaining products, a new chart has to be made to show the relation between long term orientation and the average cost per person on entertainment product each year, and a relationship diagram should be draw to see if there are strong relation between two set of data.

**Table 3: chart of the relation of long-term orientation and average cost per person on entertainment product each year from selected countries**

| Country | Long Term Orientation | Average cost per person on entertainment product each year ($) |
|---|---|---|
| Russia | 81 | 65.9 |
| China | 87 | 135.08 |

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| | | |
|---|---|---|
| India | 51 | 59.4 |
| France | 63 | 193.67 |
| Korea South | 100 | 216.07 |
| Japan | 88 | 233.9 |
| South Africa | 34 | 127.85 |
| U.S.A | 26 | 314.28 |
| Australia | 21 | 165.93 |
| Great British | 51 | 285.3 |

And the relationship diagram of these two sets of data is show below

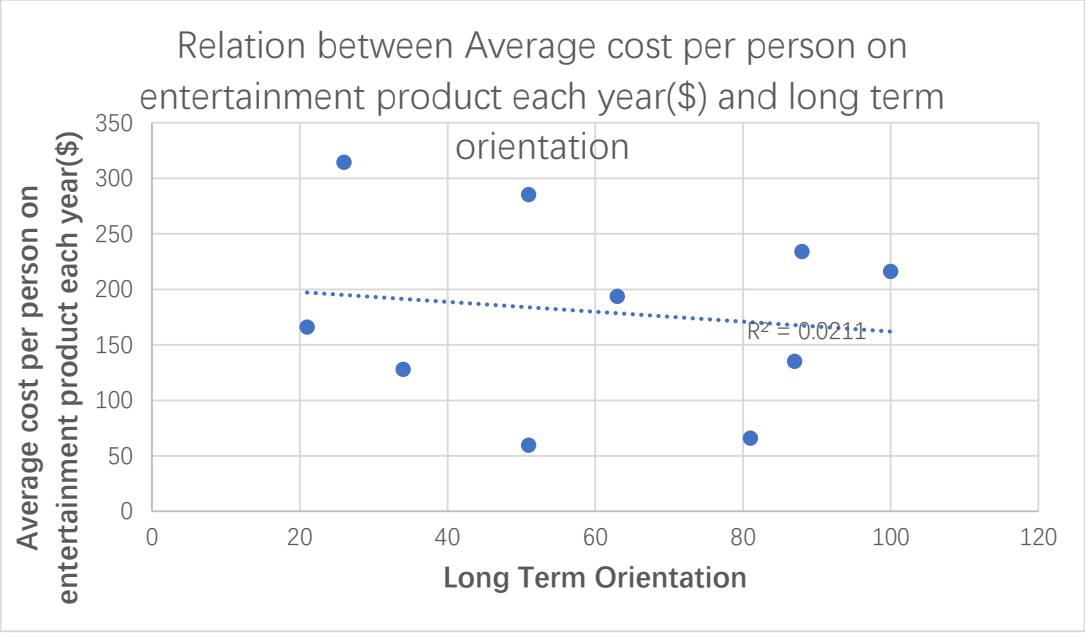


**Figure 2: figure of the relation between long-term orientation and average cost per person on entertainment product each year from selected countries**

The diagram shows that the $R^2$ of these two sets of data is 0.0211, the relationship is very weak because $R^2=0.0211<0.05$. Thus, H1 Consumers of country with short-term oriented cultures are more likely to pay more for entertaining products can't be proven. As a result, there are no strong evidence to prove that average cost per person on entertainment product each year relate to long term orientation or short-term orientation culture.

## 4. Consumers of country with high-power distance are more likely to accept entertaining product from difference country

To test H2, which is Consumers of country with high-power distance are more likely to accept entertaining product from difference country, a chart and a relationship diagram of score of power distance and percentage of import entertainment product must be made to show the relation. Following chart are made to show the relation of these two sets of data:

**Table 4: chart of the relation of power distance and percentage of import entertainment product from selected countries**

| Country | Power Distance | Percentage of import entertainment product |
|---|---|---|
| Russia | 93 | 43% |
| China | 80 | 38.30% |
| India | 77 | 31.50% |
| France | 68 | 38.31% |
| Korea South | 60 | 46.71% |
| Japan | 54 | 54.80% |
| South Africa | 49 | 28.70% |
| U.S.A | 40 | 43.60% |
| Australia | 38 | 27.40% |
| Great British | 35 | 36.34% |

According to these two sets of data, following diagram is made to test if there are strong relationship or not between these two sets of data:

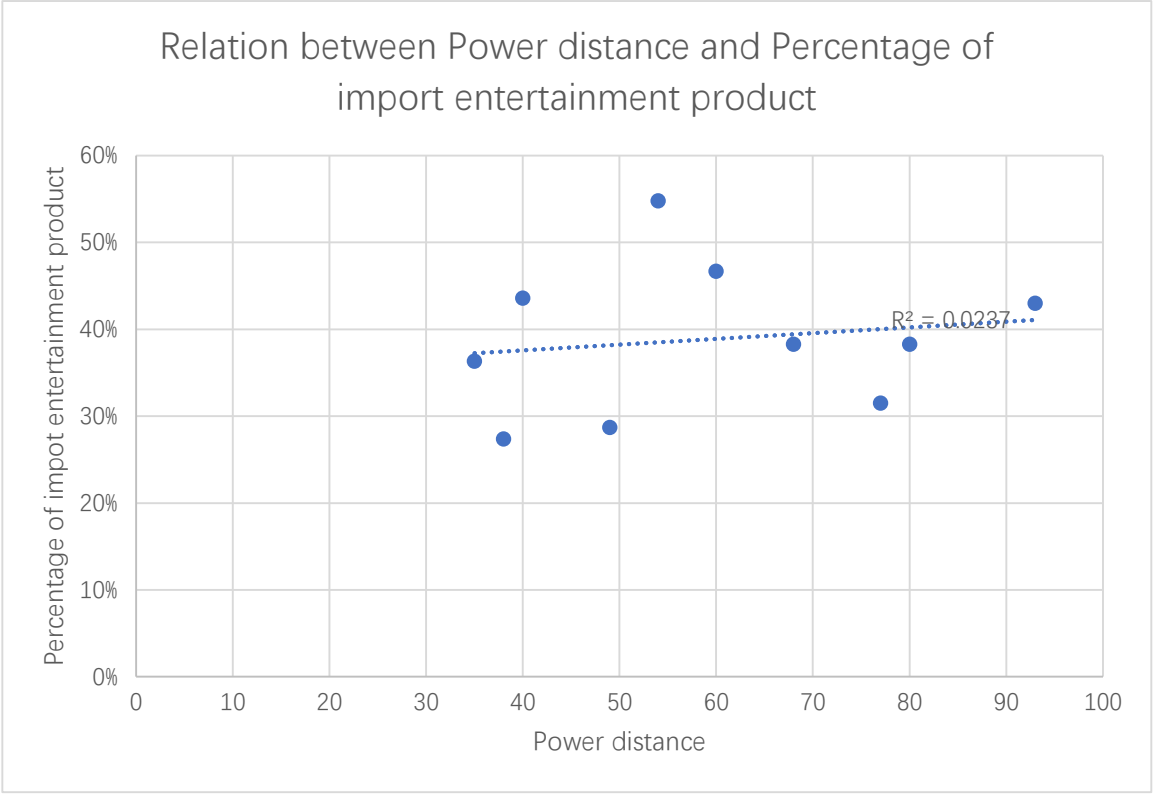


**Figure 3: figure of the relation of power distance and percentage of import entertainment product from selected countries**

The diagram can show that the $R^2$ value of these two sets of data is only 0.0237. Because $R^2=0.0237<0.05$, the relation between power distance and percentage of import entertainment product can't be proven because the relationship is not strong enough.

## 5. Consumers of country with uncertainty tolerant cultures are more likely

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## to invest more on entertaining product

To test hypothesis 3, which is consumers of country with uncertainty tolerant cultures are more likely to invest more on entertaining product is true or not, a chart of score of countries uncertainty avoidance and amount of investment on entertainment product must be drawn to show the relation of these two sets of data. Follow chart is made:

**Table 5: chart of the relation of uncertainty avoidance and amount of investment from selected countries**

| Country | Uncertainty Avoidance | Amount of investment (million$) |
|---|---|---|
| Russia | 91 | 7566 |
| China | 30 | 10601 |
| India | 40 | 8939 |
| France | 86 | 14230 |
| Korea South | 85 | 10494 |
| Japan | 92 | 15963 |
| South Africa | 49 | 1038 |
| U.S.A | 46 | 17530 |
| Australia | 51 | 15012 |
| Great British | 35 | 16607 |

To test the strength of the relation between score of uncertainty avoidance and Amount of investment on entertainment product, a relationship diagram can be drawn to find the relation by finding the $R^2$ value of these two sets of data. Following diagram is drawn to test whether relation of uncertainty avoidance and amount of investment have strong relation or not:

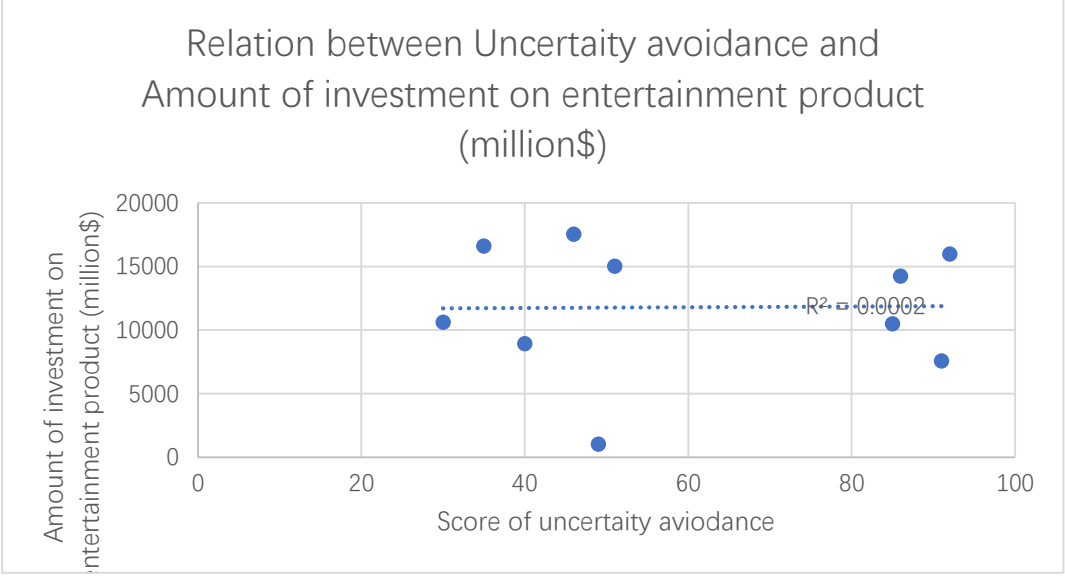


**Figure 4: figure of the relation of uncertainty avoidance and amount of investment from selected countries**

The diagram above shows that the relation between score uncertainty avoidance of a country has very weak relationship with its amount of investment on entertainment product. The $R^2$ value of the relationship diagram is 0.002, $R^2=0.002<0.05$. Thus, there are evidence that can show that there is likely no relation between amount of investment on entertainment product and uncertainty tolerant or uncertainty avoidance culture.

## 6. Consumers of country with masculine cultures are more likely to spend

## more on purchasing entertaining products

To H4: Consumers of country with masculine cultures are more likely to spend more on purchasing entertaining products, a chart of score of masculinity and average cost per person on entertainment product each year should be made. Following chart is made by these two sets of data:

**Table 6: chart of the relation masculinity and average cost per person on entertainment product each year from selected countriesChart**

| Country | Masculinity | Average cost per person on entertainment product each year ($) |
|---|---|---|
| Russia | 36 | 65.9 |
| China | 66 | 135.08 |
| India | 56 | 59.4 |
| France | 43 | 193.67 |
| Korea South | 39 | 216.07 |
| Japan | 95 | 233.9 |
| South Africa | 63 | 127.85 |
| U.S.A | 62 | 314.28 |
| Australia | 61 | 165.93 |
| Great British | 66 | 285.3 |

To find the strength of these two sets of data, a relationship diagram base on this chart should be draw. Following diagram is draw:

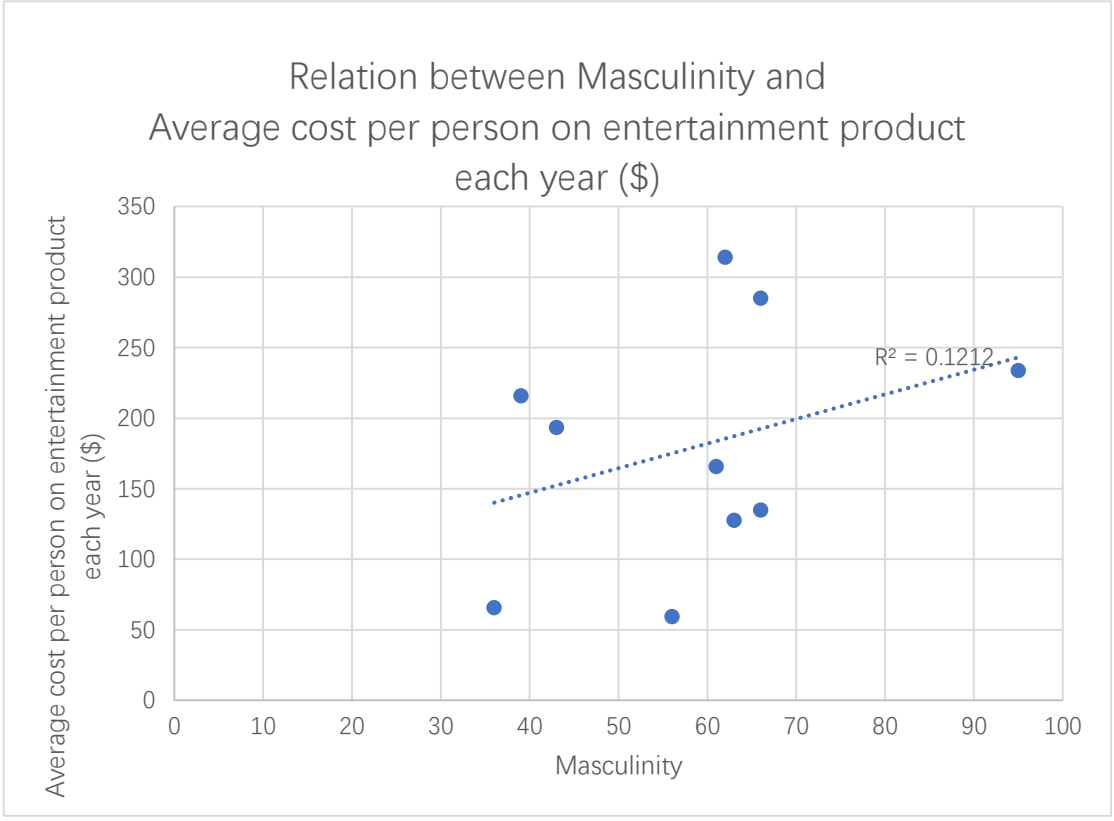


**Figure 5: figure of the relation masculinity and average cost per person on entertainment product each year from selected countries**

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The diagram above shows that there is a strong relation between masculinity versus femininity. The trend line of these two sets of data has a $R^2$ value of 0.1212. Because $R^2=0.1212>0.05$, there is strong evidence that shows there are strong relationship between the score of masculinity of a country's culture and the average cost per person on entertainment product each year, and this relationship diagram shows that when the culture of the country is more masculinity, it is more likely people in country with this culture have a higher average cost per person on entertainment product per year.

7.Conclusion

As a conclusion, different between nation will have influence consumption decision in the field of entertainment product, this can be proven by H4, which can show that more masculinity cultural nation is more likely to spend more money on purchasing for entertainment product. However, some several other cultural differences haven't proved its influence on the consumption decision in the field of entertainment product. This situation, that several factor about difference between culture of different nations haven't show its effect on the consumption decision, can show the disadvantage of this paper. This paper hasn't considered a lot of other influence factor other than the one that this paper is focus on. There is other factor like the difference of GDP of difference countries and difference in GDP per person of different country, those factors will influence data like average cost per person on entertainment product each year stronger than culture effect. This is because those factors will influence the money a single person can control, which will limit the amount of money people use on entertainment products. To avoid this problem, this paper should find other countries as example, which is countries that have similar GDP and average GDP per person, this will minimum the influence of other factor that isn't focused by this paper.

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