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MKT 4270

26 February 2023

### Class Summary: What Makes Humans Similar

Over the course of a couple of weeks this class has taught me more about marketing than any of my other classes focused on consumer behavior or analytics. Through the Kenrick Pyramid, a theory that models human motivations, we were educated on how humans are the same everywhere, but different. We analyzed each of the six tiers of the pyramid and how understanding physiological needs, affiliation, and status and esteem can help us understand humans' motivations. The structure of the pyramid remains the same, but each tier is expressed differently. A country's GDP and corruption scale is also an important aspect of market transparency. With this knowledge we can successfully market to any economy by researching the repeating patterns in the market and human behavior in each category. Professor Poehlman has taught us the importance of market research through psychology. He has also emphasized the importance of country profiles, and the critical role they play in understanding international markets.

This class has helped me to understand that everyone everywhere is connected and similar.

As for our country profile presentations we were assigned the continent of South America for our group. I believed this assignment to be easy and I assumed I would have an upper hand being as I am Hispanic and my family originates from Colombia. I expected my major, International Business with a language focus in Spanish, would have ensured success for completing our country profiles. Our first country profile was centered around Argentina, and when I asked myself to brainstorm facts or even recent news the only thing, I wrote down pertained to soccer and Wagyu. I was immediately reminded of my first day of class when professor Poelman bluntly told the class that we are all self-absorbed Americans that do not know anything about the world. He was correct. I learned the difference between the fantasy and reality of Argentina, and how Argentina is divided between the rich millionaires who are descendants from Spain and the poor indigenous people. Learning about the other groups' country profiles have also stretched my perceptions of culture around the world. The presentation on the rich kids of Iran is one example of how my knowledge of Iran was expanded to learn about the exceptions that were made for the rich.

On the first day of class, we were taught about the importance of learning a country's GDP and the corruption scale to help understand our perception of the international market and the country's in it. It's important to note that to be able to

successfully market internationally we need to recognize who really controls the country and how much income each person has to spend. The corruption score helps us to identify how good or bad a country's economy is. The corruption score is on a scale from 1 to 100 where 1 is the worst and 100 is the best. The rule of thumb is any country over 60 is considered to have a good economy. It surprised me to learn that countries I had thought would rank lower ranked higher like France. France has a corruption score of 74 whereas the United States of America has a corruption score of 69. This lesson taught me that my perception of all countries including my own country was biased. As an American I have grown up being fed misconceptions that our country is amazing and envied by everyone. This class has quickly taught me our ignorance is learned behavior, but behavior we can fix by educating ourselves about other cultures and economies.

Culture shapes our perception of the world by giving us context to judge and understand things through the norms and values set by groups. Culture is seen as a transmissible information that constantly changes and travels in groups. Like most, culture is common everywhere, but varies with customs, values, and beliefs. Cultural change happens faster in high-context culture. The United States of America is a low-context culture because we expect people to explain the context and to make things clear for us. As Americans, in order to market to other cultures we need to respect the culture of others and be able to adapt to cultural differences.

To understand what motivates humans everywhere Professor Poelhman introduced the Kenrick Pyramid. The Kenrick Pyramid is a new theory derived from Abraham Maslow's concept of Maslow's Hierarchy of Needs that model's human motivation. This new theory argues that the pyramid structure is the same everywhere in the world, but each level is expressed differently. To further explain, we were given the example of comfort foods and how comfort food is the same everywhere, but also different everywhere. Comfort food will always be high in carbs/ hot and will be a social support that is tied to our caretakers. For me, my comfort food is arepas because growing up that is a dish my mom always made, and I have fond memories of her teaching me how to cook them. There are six levels to the Kendrick that includes Parenting, mate-retention, mate acquisition, status and esteem, affiliation, and physiological needs. To understand what drives our physiological needs we were taught the theory of self-determination, introduced by Ryan and Deci, argues that human motivation is driven by three fundamental needs: autonomy, relatedness, and competence. Evolution has programmed our brain to crave or want certain foods. A good example of this is learning spice preferences are higher closer to the equator because way back when spices would help with preserving food and killing microbes. This explains why certain countries have a reputation for having more flavor in their foods than others. Information that pertains to a country's physiological needs are very important to understand in order to be successful in international business.

The level before physiological needs is affiliation which is the process of forming and maintaining groups. Groups are the foundation of social life and play a crucial role in how we form, maintain, and think about different social connections. Networks, both online and offline, play a crucial role in marketing and trade. A Dolce and Gabbana campaign that was targeted at Chinese people led to them losing 98% of its market share in China. The ad was meant to be humorous by portraying a Chinese woman eating pizza with chopsticks while an Italian man's voice tells her she is wrong and dumb, but it backfired and came off as racist and ignorant. This highlights the impact of cultural ignorance and the importance of researching a market before you release campaigns that could damage your company. Dolce and Gabbana could have avoided this issue if they understood group affiliation. Humor between groups can draw similarities and distinctions. Generally, people prefer jokes that draw distinctions that favor their group and do not favor outgroups. Group affiliation is a key aspect of understanding markets because groups are important in shaping and understanding identities, and how cooperation and shared norms are key to group success.

The lecture on status and esteem explains an individual's rank within a group. Ultimately, the point of having high status is for mating and having a high rank within a group can increase one's chance of attracting a mate. Status and mating are different between males and females with females depending on physical features for their status and males being context based. By understanding status within groups, we can

understand what drives different markets to buy. We can also draw distinctions between status hierarchies based on dominance and prestige. Dominance networks are based on controlling resources and prestige networks work towards alliances based on plans and rules. The United States of America was founded by prestige-orientated protestants that understood the importance of prestige over dominance to build a country that could last. This lecture taught me that in America, like all cultures, is centered around status with high status pertaining to the amount of money you have. In other countries like Korea, they value education as being a form of high status. This allowed me to reevaluate my own life and inspect how as Americans we have centered our culture around the 9 to 5 grind in hopes of reaching high status and how I can reverse this mentality to have a better quality of life. Status is a crucial aspect of social ranking and understanding the roles it plays in each society can provide insight into creating more effective marketing strategies by researching their target audience to make more informed decisions.

The fifth tier on the Kenrick Pyramid is Mate acquisition which is considered the most important tier for humans. Everything humans do leads up to being able to acquire the highest status or alpha male/female mate. In order to do this humans try and enhance their status for the best results. Men prefer women who are youthful, have a good hip-to-waist ratio, and are available. Knowing this, women focus on enhancing their physical appearance through fitness, cosmetics like plastic surgery or makeup, and clothing to attract a more high-status mate. On the other end, women look for men with high status,

resource acquisition potential, and a commitment to care. This means men will focus on achieving high status through resource control, working out, and exuding dominance. By understanding the different strategies used by male and females in mate acquisition we can better tailor the market to their needs.

The last tier in Kenrick Pyramid is parenting where we analyze the aspects of human development and the role that the environment plays in shaping humans. Starting from before birth, the environment we grow up in affects our mating habits, spending habits, and emotional stability. Pregnancy is a critical period in human development where fetal programming is influenced by maternal stress. In this lecture, we are introduced to the concept of “fast” strategy and “slow” strategy. Fast strategy is characterized by earlier onset puberty, earlier childbearing, and a lower investment in children. Fast strategy people are considered geniuses while slow strategy people are prosocial and skilled. Slow strategy is considered a safer and more long-term approach to life and is characterized by later puberty and a lower number of offspring. Understanding the critical role an environment plays in shaping human behavior is essential for international marketing because it explains consumer behavior and decision-making processes.

To conclude the class summary, this class has been instrumental in broadening my knowledge of international marketing by evaluating the Kenrick Pyramid and researching country profiles. I have learned that the key to market analysis in other countries is

understanding that humans are similar everywhere, yet different worldwide. The Kenrick Pyramid, GDP per capita, and the corruption scale are significant in comprehending international markets. Through presentations of country profiles, we look into the behaviors and culture of their people to better understand what motivates them. For international marketing, companies need to be able to understand the cultural differences between countries and adapt their advertising and marketing strategies to fit their cultural norms. By recognizing and respecting their culture, companies can build relationships with customers from different cultures.