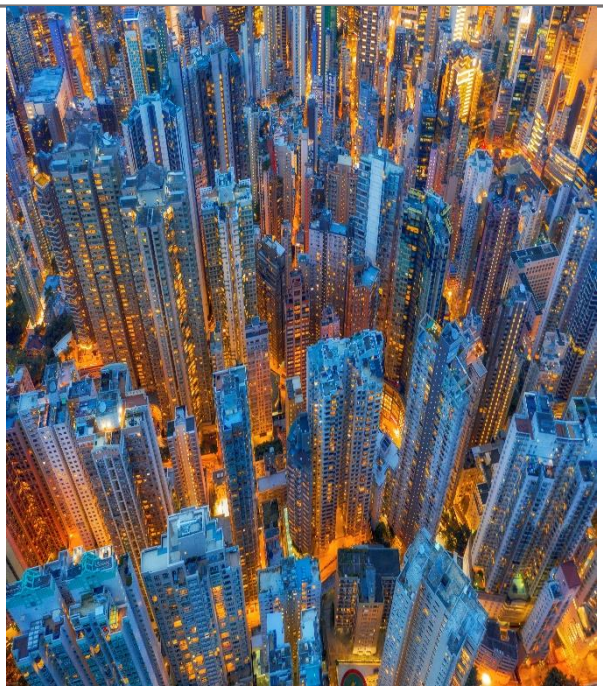

Changemakers: Creativity and Value Creation

Izzati Nadhrah binti Al Malek (2244736)

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Value:

There are a few values that can be looked on why do we need to understand cultural differences on consumer preferences under international franchising markets. Firstly, franchises will have the option to refrain from carrying goods that could offend or be unnecessary in some cultures. This is because, winning franchises abroad do more than just translate their menus. They explore the local population's eating habits and preferences, thanks to the research. For example, consumer that are vegetarian and has a religious restriction because more vegetarian alternatives, including lentils burgers and veggie wraps may be available at a fast-food franchise in countries like India where it is a country that has a highest number of vegetarian people (Szenderak et al, 2022). Because of their cultural or religious beliefs, a sizable portion of the populace is catered by this. Besides that, another area of adaptability may be portion sizes. Significant amounts are frequently connected to value in the United States. Nonetheless, due to pricing strategies, which are, in some societies, more appropriate smaller portions in certain areas, providing reduced serving sizes at more affordable prices may help the franchise appeal to customers on a tight budget.

Secondly, franchises can guarantee that their staff interactions and marketing materials are effective by knowing the subtle cultural differences in communication methods (KOPP, 2021). This is because, one of the specific challenges faced by franchises expanding into foreign countries is communicating their brand to a varied audience due to cultural differences. A vital component of good communication, idioms and humour can turn into minefields if taken too seriously because translations of idioms, which are colourful statements with metaphorical meanings beyond their exact translations, frequently produce meaningless babble. Not just that, for humour, slang phrases and references to pop culture can be very distinctive to a given time and place, so what one culture thinks funny may confuse another. Some people might not know anything if they are translated literally.

Lastly, the success of a multinational franchise may be seriously jeopardized by cultural misunderstandings. Both franchisors and franchisees can anticipate and promptly identify potential dangers by having a thorough awareness of cultural quirks. One way to damage relationships with suppliers, consumers and government officials is to misinterpret local business conventions and etiquette (Queensland Government, 2022). For example, the way different cultures negotiate may varies greatly. To address this, the international franchise market can work with local partners who have extensive cultural understanding to inform

decision-making, as one tactic for doing so is through local partnerships. Franchise owners and franchisees can mitigate cultural misunderstandings and safeguard their brand's image by putting this plan into practice.

Research Approach:

My decision of choosing inductive was based on the idea that cultural preferences might vary regionally, even within the same society. According to Naeem et al (2023), as new themes or patterns emerge in the data, the inductive techniques allow it to be flexible and modify the research questions accordingly. This will ensure that I understand the subject matter more deeply. In addition, the inductive approach gives weight to the opinions and experiences of the consumer. The foundation for understanding cultural influences is laid by their perspectives and experiences. This may produce deeper and more nuanced results as compared to a preconceived theoretical framework. Furthermore, inductive approach might lead to the development of a completely new theory or framework that explains cross-cultural consumer preferences.

Meanwhile, I chose qualitative research because it addresses the "why" rather than "how much" or "how many" that quantitative research concentrates on. This opens up the possibility of looking into the underlying feelings, intentions and cultural characteristic that shape consumer preferences. Polls may not always reflect preferences as qualitative interviews may reveal that a certain ingredient is nonetheless popular despite restrictions connected to health or religion. Besides that, cultural impacts on tastes are rarely totally defined. Qualitative research offers the possibility of examining the topic's intricacy (Tenny et al, 2022). For example, the degree to which someone values affordability and the utilization of nutrient-dense ingredients may vary depending on their cultural background. Consumer preferences are also continuously changing, which is felt in the worldwide franchising marketplaces. Qualitative research is more suitable to recognize these emerging trends and understand the "why" behind them than relying only on pre-existing survey categories.

Data Collection Methods:

First and foremost, secondary research comes first, which is why I used both primary and secondary methods for this study. This makes a review of recent studies and publications

on the topic feasible. This can help in understanding the background, improving the research questions and identifying knowledge gaps. These specific deficiencies are then investigated in more detail via primary research. Through data collection via interviews, focus groups and observations, I may immediately obtain fresh perspectives and insights from the target audience. In addition, secondary research supports the claims I make. That clarifies the significance of both my first-hand investigation and my acquaintance with the established field. Primary research offers new data and perspectives that may deny or expand upon our understanding of the topic, adding a unique dimension to the picture (Taherdoost, 2021).

Sampling Method:

Since not all franchise market participants need to be represented by the target in this particular case, I have chosen for a convenience and non-probability sampling for this report. If not, I might be curious to hear from consumer who are from other cultural backgrounds and have profound, insightful input. Consequently, non-probability sampling can be used to target specific cultural groups within reach (Statistics Canada, 2021). Finding volunteers who can converse in their native dialect can also be challenging. Convenience sampling can assist reduce translation-related bias by drawing from readily accessible groups that speak the same language. Understanding cultural differences in consumer preferences in global franchising marketplaces presents unique challenges. Non-probability and convenience sampling techniques are helpful and instructive when used carefully and in consideration of the objectives, constraints and ethical considerations of the study.

Sampling Size:

5 university students from University of Malaya-Wales that is from different cultures and backgrounds so I can delve deeper into the topic. This is because, in order for me to identify the key findings, I need to interview consumers from different background so I can know the differences when they are consuming a product.

Task 2 – Research Techniques

Primary research is crucial to gaining a thorough grasp of how cultural differences affect consumer choices within international franchising marketplaces. My ability to examine the subtle intricacies of consumer behaviour across cultural boundaries is enhanced by the first-hand information I gather from interviews and observations as I had interviewed 5 students from University of Malaya-Wales. This method makes it possible to investigate the particular cultural elements that impact consumer perceptions of brands, product preferences and purchase decision. The results are vital information that can be used to successfully customize franchise strategies for local markets.

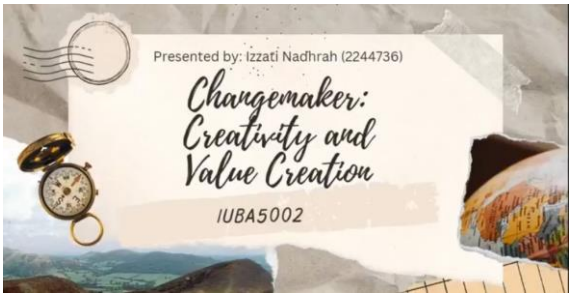
Although studies on cultural differences in fast food tastes have been conducted, secondary research may indicate that consumer preferences for luxury franchises, such as upscale clothing stores, have not been thoroughly examined in emerging economies. Investigate customer preferences and worldwide franchising by reading through publications and research that has already been done. I can better grasp recognized trends and theories on the effects of culture on consumer behaviour because to this solid basis. From this, I can identify knowledge gap such as is there any specific cultures or franchise sectors that have not been extensively studied?

Furthermore, according to Streefkerk (2018), by combining primary and secondary method, it can help in build a strong well-supported idea. This is because, I can place my primary study inside the current body of knowledge by using the evidence from secondary research. It demonstrates my knowledge of well-established studies and my ability to see wider picture. That being said, primary research offers a distinct perspective and fresh data. I could be able to refute or deepen my current understanding of how culture affects things. As an example, consumers in various cultures may place a high value on brand status, according to secondary research. Based on my in-depth study of Malaysian consumers, I may be able to determine that, although brand prestige is crucial, cultural values such as reverence for customs and workmanship also influence their inclinations towards high-end franchises (Tafani et al, 2024).

Task 3 – Presentation on Ideas

Video Presentation:

Below, I attached the video of pitching presentation regarding on why do we need to understand cultural differences on consumer preferences under international franchising.



Link:
https://drive.google.com/file/d/14xhhAEmlnZKNilpR44OI0KlEDtaIohbD/view?usp=sharing

Feedback

Maria Isabelle Rockerfeller:

From the video, the presenter skilfully conveyed the significance of comprehending cultural variations in consumer preferences for a successful international franchising. She has illustrated how cultural quirks can have a big impact on customer behaviour and business outcomes by showcasing real-life examples.

Although the speaker gave a solid basis for the research issue, the presentation may have benefited from more depth and complexity if it had covered potential methodological challenges, restrictions on data gathering or ethical issues. It would have also offered a more complete view to examine the ways in which cultural differences interact with other elements, including the state of the economy.

Yumna Afzal:

The presenter addresses the issue the way in which the research was framed in a relation to the larger global business landscape. She effectively highlighted the necessity for firms to modify their strategies to accommodate a wide range of consumer tastes. The presentation was interesting and educational making a compelling case for the importance of this research.

However, the presentation would have been beneficial if she had given more specific examples of how cultural misconceptions in international franchising have led to company failures or successes. An additional way to show how cultural influences may affect customer choices and company outcomes would have been through specific case studies.

Task 4 – Data Analysis

CONFERENCE POSTER (QUALITATIVE RESEARCH)

Why Do We Need to Understand Cultural Differences on Consumer Preferences under International Franchising?

WHY IS CULTURAL DIFFERENCES IMPORTANT?

INTRODUCTION

Understanding cultural differences in consumer preferences is vital because consumer values, tastes and behaviors vary across cultures (Niosi, 2021).
Franchisors might modify their offerings, advertising tactics and corporate procedures to appeal to local customers.
This helps in building stronger connections with the target market which lead to increased customer satisfaction and loyalty.
Several analyses will be presented, delving deeper into the ways in which cultural variations influence customer behavior and the reasons that understanding these differences is crucial to the success of global franchising (Edwards, 2020).

ANALYSIS 1: FACTORS INFLUENCING DECISION MAKING

1. Product Quality: Certain foods may be regarded as superior in one nation but not in another. Example, spice, sweetness and saltiness can have different amounts. Hence, by being aware of these variations, may make it better suit the needs of the community.
2. Reputation: Good and bad experiences are discussed by people. This will lead to the company suffers in future. Example, Tesla has a variety of channels that customers can express their ideas and complaints which includes social media observation and direct criticism (Lynch, 2021). Hence, company need to understand what people like and dislike to gain good reputation.

ANALYSIS 2: CULTURAL FACTORS WHEN EXPANDING FRANCHISE

1. Understanding and Respecting Local Customs: It can create a local connection because trust is developed with the community by exhibiting an understanding of and respect for local culture. Example, IKEA, a Swedish furniture store when expand to Japan, it understood that the nation valued traditional aesthetic (Linnskog, 2008)
2. Effective Marketing and Communication: Sustaining mutual success, trust and collaboration among stakeholders requires effective communication.it entails creating clear communication and customizing messaging for various audiences. Example, Patagonia prioritizes transparency and excels in marketing and communication for audiences.

ANALYSIS 3: MARKETING AND ADVERTISING PURPOSES

1. Understanding Preferences and Language: The ability to target particular populations adapt it to consumer's preference and language will make the business's campaigns work harder. Example, in China, avoid using red color in advertising because for them, red symbolize danger (Zhao, 2023) .
2. Marketing Strategy: By developing focused marketing efforts that connect with the audience and maximize return on investment. Example, Nike has been effective in breaking down their market into a number of target groups, such as fitness fanatics.

CONCLUSION

To conclude, global franchising success is largely dependent on an understanding of cultural variances in consumer preferences. Businesses can develop customized goods, services and marketing tactics that appeal to their target market by researching local languages and behaviors in-depth. By using this information, franchises may create enduring development, prevent costly errors and forge strong brand ties.
Ineffective marketing initiatives and tarnished brand reputation can result from ignoring cultural differences. On the other hand, franchises can profitably and adapt to new markets by embracing cultural diversity, which promotes long-term consumer loyalty (Darby, 2024).
To put simply, franchises may prosper in the global economy if they have cultural intelligence. Enterprises can seize fresh prospects and attain enduring expansion by accepting variety and adjusting to regional circumstances.

470 words

(TOTAL WORDS OF REPORT AND POSTER: 2102)

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TRANSCRIPT OF VIDEO:

1. Interview Session with Maria Isabelle

Izzati: Good day, Maria. Thank you for participating in this interview session. I will start with my first question which is "if a foreign franchise were to enter to your country, what factors would influence your decision to try it?"

Maria: Good day, Izzati. Pleasure is mine as I do enjoy myself getting interviewed by people. I think I would go with the food quality and pricing because I don't mind spending a lot of money if the food quality is mesmerizing.

Izzati: That is very helpful. Now, my question is "what do you think is the most important cultural factor to consider when expanding a franchise internationally?"

Maria: The effective marketing especially social marketing in this modern era helps a lot where it gains more consumers and brand awareness with feedbacks and improvements.

Izzati: Moving on the next question, "how do you think advertising and marketing strategies should be adapted to different cultures?"

Maria: Personally, I think it is a good idea because when matching a certain countries culture, the targeted market tends to have an interest towards the products or services as their culture is valued.

Izzati: Thank you for answering my questions and have a nice day, Maria.

2. Interview Session with Sarah

Izzati: Hello and good day, Sofea. Thank you for participating in this interview session and I will proceed to my first question which is "if a foreign franchise were to enter your country, what factors would influence your decision to try it?"

Sarah: Good day Izzati, the factors that will influence my decision would include product quality because of the reputation for high-quality products. Next would be customer reviews because of positive reviews and feedback from other customers.

Izzati: Interesting, now heading to the next question is "what do you think is the most important cultural factor to consider when expanding a franchise internationally?"

Sarah: The most important cultural factor is understanding local customs and consumer behavior. This includes recognizing holidays, dietary restrictions, socialist norms and purchasing habits which can significantly impact how a product or service is received.

Izzati: Noted on that, next question would be "how do you think advertising and marketing strategies should be adapted to different cultures?"

Sarah: In my opinion, it should be by understanding local language because it can help in cultural relevant expressions. Besides that, local influencers because by collaborating with local influencers and celebrities to build trust.

Izzati: Thank you, Sarah for answering and have a nice day.

3. Interview Session with Yumna

Izzati: Good afternoon, Yumna. Thank you for participating in this. My first question would be "if a foreign franchise were to enter your country, what factors would influence your decision to try it?"

Yumna: Good afternoon Izzati, I think the reputation and goodwill of the company from experienced customers would influence my decision to try it out the most. If the company's products were unique compared to the current market curiosity about the products would also influence me to try out the company's products.

Izzati: Nice point, Yumna. Next, "what do you think is the most important cultural factor to consider when expanding a franchise internationally?"

Yumna: Tastes, preferences, values and norms and communication can be considered to be a few of the main cultural factors. Understanding these factors would improve the way a company adapts to the market of a country. An example of such adaptation can be when companies offer discounts during specific holidays or release products specific to a country. Communication also plays a big part as misunderstanding can likely happen due to different views.

Izzati: That is a good point, now "how do you think advertising and marketing strategies should be adapted to different cultures?"

Yumna: Since different cultures have different views and ideas through research cultures can be understood after which simple advertisements can be released to test what type of marketing would suit the market. Through testing, advertisements can be gradually changed to be more specific and focused on the market.

Izzati: That is very helpful, thank you Yumna and have a nice day.

4. Interview Session with Nabilah

Izzati: Good evening, Nabilah. Thank you for volunteering to answer my interview questions. I will ask the first question which is "if a foreign franchise were to enter your country, what factors would influence your decision to try it?"

Nabilah: Good evening, Izzati. To answer your question, the factors that influence me is curiosity. For instance, if I heard from social media or my foreign friends talking about the franchise in their country, I will be curious to know whether it is delicious or not. I also like to try new things especially from different culture and countries.

Izzati: Good point, my next question is "what do you think is the most important cultural factor to consider when expanding a franchise internationally?"

Nabilah: To have a better communication, the international franchise should learn about the culture and religion of their chosen country. Also, it helps to avoid cultural sensitivity and increase respect from the locals of the country.

Izzati: Moving on to the next question, "how do you think advertising and marketing strategies should be adapted to different cultures?"

Nabilah: Firstly, they should know their target market. If they want the young generations as their market, then they should observe and learn the current trend that the young people like. After that, the company should also learn about their chosen country's culture and religion to avoid any culture and religion appropriation.

Izzati: Thank you, Nabilah for the amazing answers.

5. Interview Session with Daveena

Izzati: Good day Daveena, first of all, thank you for participating in this interview session. I will straight go to the first question which is "if a foreign franchise were to enter your country, what factors would influence your decision to try it?"

Daveena: In my opinion, there are several factors would influence my decision to try a new foreign franchise which is firstly product quality because the quality and uniqueness of the products or services offered. Furthermore, reputation because the franchise reputation's and reviews from other customers. Lastly, marketing because of effective and appealing marketing strategies that resonate with local culture and preferences.

Izzati: For my next question is "what do you think is the most important cultural factor to consider when expanding a franchise internationally?"

Daveena: The most important cultural factor to consider is respect for local customs and traditions. Understanding and respecting the local culture can significantly impact the acceptance and success of an international franchise. This includes being aware of religious practices, dietary restrictions, social norms and sensitivities. Building a connection with the local community and demonstrating cultural respect can enhance loyalty and customer trust.

Izzati: That is a good point, now "how do you think advertising and marketing strategies should be adapted to different cultures?"

Daveena: Advertising and marketing strategies should be adapted to different cultures by firstly understanding local preferences because conducting market research to understand local tastes, preferences and consumer behavior. Besides that, cultural sensitivity because ensuring that advertisements are culturally appropriate and does not offend local sensibilities.

Izzati: Thank you, Daveena and have a nice day.

STUDENT FEEDBACK FORM

This section details the *extent* to which the assessment criteria are demonstrated by you, which in turn determines your mark. The marks available for each category of skill are shown. Lecturers will use the space provided to comment on the achievement of the task(s), including those areas in which you have performed well and areas that would benefit from development/improvement.

Generic Assessment Criteria	Marks available	Marks awarded
1. Engagement with Literature Skills	20	
2. Knowledge and Understanding Skills	20	
3. Cognitive and Intellectual Skills	25	
4. Practical Application Skills	25	
5. Transferable Skills for Life and Professional Practice	10	

Assessment Mark (Assessment marks are subject to ratification at the Exam Board. These comments and marks are to give feedback on module work and are for guidance only until they are confirmed.)	**Late Submission Penalties (tick if appropriate)**		%
	Up to 1 week late (40% Max)		
	Over 1 week late (0%)		