Culture and social norm perception, Thai culture and opportunities of marketing

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Abstract

Culture is always related to the past whereas, social is always adaptive to the modern world. In the marketing they need to learn and understand the social as well as the culture.Therefore, study of society is the understanding before get involves into the technique or strategic of management.

Culture and social norm are highly influential on behavior and habit of social. This Norm is not correction the attitude of the human mind but the impact on the way they live, believe and trust. In each country got variety in social norm even though, this is the 21th century of the world but all norms are still existing in a daily life of people.

Thailand is the land of the high value of culture and social norm. Thais are accepting ritual for ages from ancestor and pass along to the present day. Myth and ritual are a strong relationship and cannot separate as said that ritually comes from myth (Leach, 1954). Myth and traditional create; the grateful to family and ancestor like example below

1. To treat illness and make pleasantness

2. To make peacefulness to life and society

Therefore, the marketer is using this kind of myth and traditional to sell their product and service. Changing the new wallet on the specific date as told by fortune-teller will cause you become rich but the colour is must considering as well. All wallet shops pushed promotion and information of wallet that related to myth to the public with truly big sale.

However, this research examines the effect of culture and social norm on generation Y and Z on marketing As marketer always finds out this gap to play with the promotion. The theory cannot tell the truth about myth and ritual. Therefore, this is the big opportunity for marketer to run the sale.

Key-words

Culture Marketing .Norm

Introduction

Culture and social norm is the massive perception for population in Thailand for more than 500 years. From Sukhothai kingdom until the present day which is Rattanakosin era, culture and social norm is still pass from generation to generation even though, some of them may change and adapt to the new type of model but most of them still exist such as the believe of spirit, rice, animal like black cat, the first step of the house, colour, do not cut the hair on Wednesday, religion etc. Those culture and norm are spread widely to the public and most of the people of all ages do believe and follow this rule of myth.

Some coincident of myth and ritual is related to religion that has the source. For example, believing in ghost and spirit shows that life after death which creating people to do the good thing. Rice is the most important food for the country which needs to be respected. Culture and social norm came from people in the past that want to teach children but some of them never mention the source of myth and ritual.

Fortune-teller is another type of person who using this kind of myth and ritual to convince people to believe and follow the idea. The most attractive of myth and ritual generate the hardest trust and believe to society. Thais believe in the way decorate the house, wallet colour, cloth colour, the color of the car, the first step of walk out of the house, eye wrinkle, and mystery subjective. Those are believed that never expire to Thais culture. This culture and social norm can aggressively effect the way Thais live and understand.

Perhaps, this research of culture and social norm will show the understanding of people and believe of generation Y and Z in Thailand society.

Literature review

Key Finding

Culture and social norm theory explain situation of the perception in attitude and behavior of people in the same

culture and social within the community. Pluralistic ignorance (Miller and McFarland, 1991) has been called on this phenomenon. The norm in each country or even each community is different depend on the characteristic of population, environment, weather, culture, food, drink, cloth etc. Social norm theory predicts the correction by revelling the benefit, truth, and myth, and ritual. People believe is the massive effect to their daily life.

Myth and ritual of social are lead to strong reputation and acceptation of the social norm. Thailand is the country that has a strong contribution in myth and ritual. If it looks through the culture in each country in this round world, you will find that most of the countries contribute with myth and ritual. For example, Japanese believe in the god of Shinto and spirit to help them success in the exam. Native American or Red Indian believes in spirit and nature as they can protect them from every negative impact. Friday the 13th is the bad night to Christian. Number 13 could not be counted on the building as its show bad luck. Those are an example of myth and ritual in culture and social norm in each country with difference location, religion, and believe.

In Thailand as well, there are a big amount of number in social norm. Perhaps, clearly, of understanding will leading to the big opportunity to learn and use this myth and ritual for the impact of marketing. The social norm is the massive gap to learn and count on. Thus, social norm interventions attempt to correct the missing piece of community or even the country.

Methodology

Characteristic of Culture and Social Norm

The last longing of culture and social norms are from the distinctly and relatively traditional of the country, community, and social (Merton, 1957). The obvious culture or traditional that related to how people live can transport from time to time and become the state of mind from generation to generation. The beneficial ideas of culture and social norm that have been showing are as below;

1. The respective of family and benefactor
   - Culture and social norm bring the believability of how good to respect family member and benefactor which possibly lead the better life.
2. Creating the relationship between family member, social and community
   - Each of tradition and culture brings about the closer of family member
3. Bringing wellness of life
   - Myth and ritual that believable can create the stronger in health and wellness as psychologist said that illness can healing by the mind.
4. bringing confident of life and spiritual enhancement
   - This can bring the believable of good luck in life.
5. Stronger relationship to religion
   - This is the technique to bring about the important of religion to society.
6. Bringing the gratitude to life
   - The gratitude of being happiness from myth and ritual
7. The Law of attraction
   - The attraction to something you are willing to own. As well as attract the better life to come. The opportunity of marketing

Characteristics of culture and social norm in Thailand are under those concepts of myth and ritual outcome. People are aware of popular Buddhism especially in the rural area by combining the religion and believe together. As the mother of fact, this brings the significantly habit and behavior of Thais (Tambiah, 1975). Rural area populations are the biggest group who definitely believe in myth and ritual. Furthermore, city civilian does so as well.

Some of traditional and believability in each area might be different but still the same context of myth and ritual. Even though those are something you cannot see or even touch but you can believe. This believability is the massive issue for the human being like Thais to gain more success and solve the problem in each life (Vilawan, 2002). Fortune-teller is another concept of believability. A number of Thais come to fortune-teller during the negative impact of life. They choose to believe what fortune-teller said to them therefore, it could be right or wrong. The attraction of this can possibly lead the change of mind.

There are example of Thais believe on culture and social norm

1. Do not touch the head

2. Respect to father and mother

3. Believe in spirit as the spirit

4. Cat parade can call for the rain

5. First step of the house is good

6. Right eye wrinkling means bad luck

7. Do not cut the hair on Wednesday as you will get bad luck

8. Do not wipe the house during night time as it can take your money out

9. Wearing the ring on middle finger in your right hand can bring the good luck

10. Choose the right color of your cloth each day will show the success in life

Those are examples of myth and ritual of Thais that pass from generation to generation. The world has changed but this small believe can lead to trust as this word "you do not believe, please do not mockery".

This research method is focusing on critical review and qualitative analysis. Frist, critical review is from journal and book which related to culture and social norm. Some information is from self-knowledge that passes on from family and community that lived in. Secondly, qualitative analysis is another tool to supporting and answers this main idea of this research.

1.1 Question

Q1: What is your generation (Generation Y or Z)?
Q2: Do you believe in culture and social norm as myth and ritual to your daily life?
Q3: Do you follow and act as supporting what do you believe from the norm?

1.2 Participant

There are 60 participants on those following questions

The believe of generation Y and Z

Analysis from qualitative research asked 60 participants from generation Y which is 22-39 of age and generation Z which is 4-21 years old in general but the ranking of age in generation Z is between 18-21 years old as show the number in figure 1. There is Bangkok citizen in generation Y and university student in generation Z.
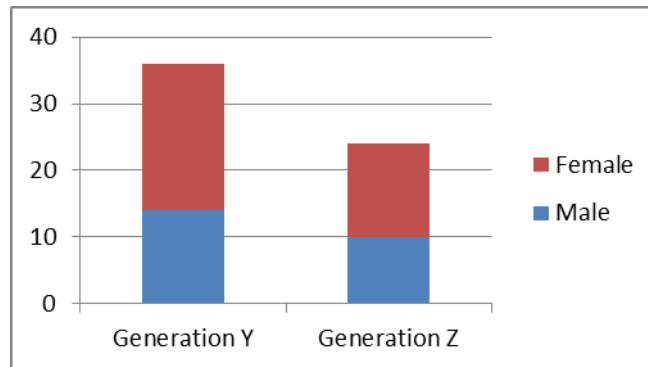

Figure 1
Number of participant in review

Following with questions 2 which is about culture and social norm, this research found that all of them believe in culture and social norm that related to myth and ritual as show 100% agree to believe this impact.
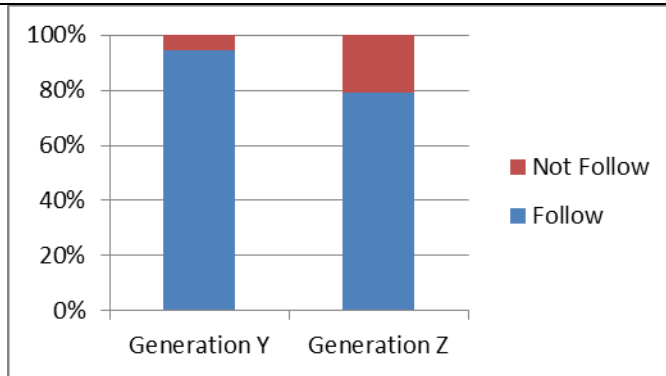
Figure 2
Do you follow and act as supporting what do you believe from the norm?

For question3, this research found that roughly 94% in generation Y always supporting what they believe whereas, approximately 79% of generation Z willing to act. It is mean that this group of people who are living in the technology life style with smart phone, tablet, internet, or Google still sharing the experience and following culture and social norm at total 88% with only slightly 12% rarely do so.

Conclusion

Marketing Model and Strategy

The believability of culture and social norm leads to the big opportunity for the marketer to come up with the model and strategy to gain sale from myth and ritual of the human. This technique is not about mockery on people attitude of believe but using the norm for creating opportunity and close the gap between the possibility of social norm and marketing.

Media can attack both negative and positive outcome (Ladd, 2010) to viewers. This fact proof that people believe the media. The research from American press institute said that more than 85% of people trust the media and the media can support their idea of believe. The marketing uses a major number of media to support their buying behavior and convincing sale. The heavy media show, the heavily sale go.

Social and culture norm is sensitive for a human mind to trust. When they know and start to believe from that myth and ritual or even fortune-teller, they are starting to find the best way out for better life. Amulet, stuff, or even anything becomes part of his or her life. The red colour is a must during Chinese New Year. New wallet will make you earn more money. This type of the stone makes your body get more balancing. If you want your house to feel happiness, you will grow up this type of tree. Those are the example of culture and social norm that about the item that you must have to make your life better. This is the gap of marketing learn from culture and social and adapt to practice to become part of it. For example, one of the fortune-tellers in Thailand said that on Wednesday 28th October 2015 from 0700-0900 am is the best time to change the wallet and you will get lots of money. Surprise that, most of the people run to the wallet store and buy a new wallet until the wallet was totally out of stock. This was another type of myth that marketer must prepare and push more sale from this situation.
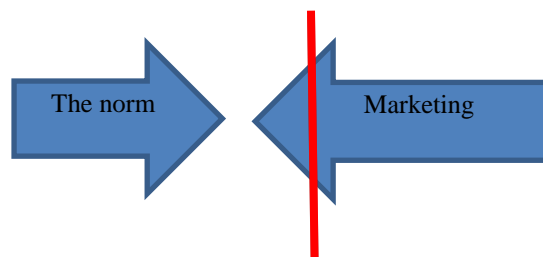

Figure 3
The marketing norm strategy

Figure 3 is the marketing norm strategy. This strategy has 2 arrows and the red line in central line. It

means that marketing needs to react very fast before the myth and ritual from norm come to the time. Giving the information of the norm for consumer and supporting them to purchase the product. This will make the strong sale and look more understanding on believe of the customer. The consumer wants informative and persuasive buying decision so provide those for them.

Working with fortune-teller is another technique of marketing to supporting your product. This is another type of marketing strategy that filling the gap of social and culture norm. Today, there is just a small number of the brand that gets involve to this kind of spot. So this will be the big opportunity to understanding and adapt to use.

The marketer is using this kind of myth and traditional to sell their product and service. The campaign of marketing will support what is consumer need and want. However, Thailand is the land of culture and social norm. This marketing strategy will make the balancing of human mind and marketing.

Acknowledgement

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