

Assesment of Cultural Aspects of Hofstede with Socio-Economical Factors in new Product Acceptance

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Abstract: Enterprises should be able to know and appreciate different cultural environments in order to be successful in international marketing. Companies in international marketing should form their marketing activities by taking different cultural characteristics of different countries into account. They should also perform the necessary adaptations to different cultures in such activities as product, pricing, decision of distribution channel and promotion. On the other hand, in adapting marketing activities to different cultures, Hofstede's study about cultural dimensions including avoiding uncertainties, individualism, power distance and masculinity has guided many related researches. In this study, assessing Hofstede's cultural dimensions in terms of such products as internet, PCs and cell phones, and such socio economical factors including GDP, urbanisation and literacy, the effect of these factors on the acceptance of new products were analysed. The data were then interpreted with regression analysis.

Key Words: New product, international marketing, culture

Aim & Importance of the Research

The aim of the research is to explain the factors affecting the acceptance rates of new products introduced to international markets, to determine the environmental factors from these and to reveal from these environmental factors how and to what extent cultural dimensions affect the acceptance rates.

As competition increases in internal market, many of the companies go for external markets. Many companies like Daimler-Chrysler and Unilever try to overcome the shrinkage in internal markets by going for markets overseas. However, even the companies which are very successful in their own internal markets might fail in international markets. In the 1990s, many big firms like Kellogs, Mercedes Benz and Whirlpool made many high-cost mistakes while introducing their products to new markets.(Tellefsen, 1999) Avoiding these kinds of mistakes is possible by analysing the cultural and socio-economical structure of the target countries seriously and introducing such products that are appropriate for this structure or making the required adaptation on the products to adapt it to this structure.

Most of the scientific studies in Turkey are unfortunately by no means at the level of being practicable or directive. In this study, it was tried to provide a guide of analysis for enterprises, which introduce new products to international markets, to enable them to make the required adaptations about cultural factors especially by showing them the effect of uncontrollable external environment on the acceptance rate of new products. At this point, with our regression equation, companies which will introduce new products to international markets or which will make important changes on the current product will be able to predict the amount of demand in each of the 80 countries.

Development of Hypotheses

Literature scanning was conducted about the subject and depending on the studies hypotheses were developed about the environmental factors thought to affect the acceptance rate of new product. Table 1 summarizes the findings about how which factors affect the acceptance rate of new product in the studies carried out on different products and different countries at different times.

Depending on this and other studies in the literature, the following hypotheses and the model shown in Figure 1 were developed about the factors thought to affect the acceptance rate of new product.

Table 1. Factors Affecting Acceptance of New Products

| Study carried out by | Power Distance | Avoiding Uncertainty | Individualism | Masculinity | GNP | Urbanization | Literacy |
|--|----------------|----------------------|---------------|-------------|-----|--------------|----------|
| Sean Dwyer, hani mesak, maxwell hsu | (-) | (-) | (-) | (+) | | | |
| Luis E. Boone | | | | | (+) | (+) | (+) |
| Yvonne Van Everdingen, Eric Waarts | (-) | (-) | (+) | (-) | | | |
| Dipak Jain, Suvit Maesincee | | (-) | (+) | | | | |
| Sangeeta Singh | (-) | (-) | (+) | (+) | | | |
| Debabrata Talukdar, Sudhir Kale, Andrew Ainsslie | | | | | (+) | (+) | (+) |
| Kallol Bagchi, P. Hart, M. Peterson | (-) | (-) | (+) | (-) | | | |
| Lawrance Rhyne, M., Teagarden, W. Panhuyzen | (-) | (-) | (+) | (+) | | | |
| Chol Lee | | | | | (+) | (+) | (+) |
| Jan Steenkamp, F. Hofstede, M. Wedel | | (-) | (+) | | (+) | | |
| Gerard Tellis, S. Stremersch, E. Yin | | (-) | | (+) | (+) | | (+) |
| Michael Lynn, Betsy Gelb | | (-) | (+) | | (+) | | |
| Janell Tovnsend, Ş. Yenyurt | (-) | (-) | (+) | (+) | | | |

Hypotheses about Cultural Dimensions

The cultural structure of a social system affects the acceptance rate of innovations by either facilitating or complicating the dissemination of innovations. Countries open to innovations have different cultural characteristics than those close to innovations. (Lee,1990) Researches have shown that culture of a country has a significant effect on its people's acceptance rate of new products.(Tellis,2003) The most common culture classification in international marketing was developed by Hofstede. Cultural dimensions of Hofstede and the scores he developed for these dimensions have been used to provide a theoretical base for inter-cultural studies and to support the hypotheses. (Soares,2007) In measuring international consumer innovation and acceptance and dissemination of innovations, cultural dimensions of Hofstede have been used in many studies. (Waarts, Everdingen, 2005)

Avoiding Uncertainty

According to Hofstede, avoiding uncertainty denotes the timidity level of people of a culture when encountering unknown or uncertain situations. In societies where avoiding uncertainty is common, people face uncertain and complex situations with anxiety. Members of such societies lower their stress level by laying down some rules that will help them see ahead. In societies where avoiding uncertainty is uncommon, people consequences of uncertainty is already accepted. Members of such societies perpetually want changes in their lives.(Dwyer S., Mesak H., Hsu M,2005) As a result, there is a negative relation between avoiding uncertainty and acceptance of new product. In countries where avoiding uncertainty is common, the acceptance rate of new product will be low, while in others where avoiding uncertainty is uncommon, the acceptance rate of new product will be high. In the light of these opinions;

H1: There is a significant and negative relation between the dimension of avoiding uncertainty and acceptance rate of new product.

Individualism

Individualism-socialism is the basic cultural variable dimension of inter-cultural studies.(Aaker, Maheswaran,1997) The dimension of individualism is about the dominance level of the wishes of the group on the wishes of the individual. In individualist cultures, ties between individuals are weak and people are primarily interested in themselves and their close folks. In socialist cultures, on the other hand, there are strong group ties of loyalty and trust. Whereas there is a conscious of “we” in socialist cultures, in individualist cultures it is replaced by conscious of “I”. (Hofstede,1983) in countries where individualism is common, people are eager to try the new product earlier than the other members. (Lynn, Gelb, 1996)After all, we can say that in cultures where individualism is common, the acceptance rate of new product will be high and vice versa. In the light of these opinions;

H2: There is a significant and positive relation between the dimension of individualism and acceptance rate of new product.

Power Distance

The meaning of power distance is whether power is distributed equally among the members of a society or not. In some national and local cultures, inequalities might appear in power distance. In societies where power distance is high, power is in the hands of a small group. Those without power are dependent on those with power. According to Hofstede, the hierarchical pyramid in the organizations is high in societies where power distance is high; centralism and formalism stand out and upward communication is low. (Çerik,1998) In a research on centralism and formalism, it was determined that in organizations where centralism and formalism is at a high level, the acceptance level of innovations is low.(Zmud,1982)Hofstede stated that in practice, there is a negative relation between power distance and individualism dimension. In countries where power distance is high, individualism is low; however, in countries where power distance is low, individualism is high.(Jain D, Maesincee,2005) Depending on our previous hypothesis on individualism dimension, we can say that in cultures where power distance is high, the acceptance rate of new products will be low and vice versa. In the light of these opinions;

H3: There is a significant and negative relation between the dimension of power distance and acceptance rate of new product.

Masculinity

This dimension of culture is based on the relations between genders. In societies where masculine values are dominant, the roles are separated with bold lines between genders. Such masculine values as success and efficient use of power form the outstanding elements of culture. In societies where feminine values are dominant, the differences in roles between genders are few. (Aydemir M., Demirci,2006) The common values in societies showing masculinity character are success, competition, and struggle, winning and being powerful. On the other hand, the common values in societies showing feminine character are cooperation, service, life quality and warm relations between individuals. (Çerik,1998) Hofstede believed that while the individuals in masculine societies believe in the philosophy of “living to work”, those in feminine societies believe in the philosophy of “working to live”. (Hofstede,1997) Focusing on ambition, competition, tangible values and performance is a characteristic of masculine culture. In organizations of masculine cultures, it is important to appreciate and favour performance, to educate and improve individuals. These characteristics are, at the same time, the characteristics of innovative organizations. Rogers, who have done extensive researches on the dissemination of new products, state that there is a positive relation between success motivation and innovation.(Waarts, Everdingen, 2005) Depending on these ideas we can say that in cultures where masculinity is high, the acceptance rate of new products will be high too and vice versa. In the light of these opinions;

H4: There is a significant and positive relation between the dimension of masculinity and acceptance rate of new product.

Hypotheses about Socio-economical Dimensions

Acceptance and dissemination of new products and ideas are affected by socio-economical factors, social interaction moulds and cultural interaction.(Ganesh,1998) There is a close relation between socio-economical structure and innovation. Social characteristics of those who accept innovations earlier show that they are more educated, have higher statuses, are better off and have wider influence.(Everest ,1995)

GNP

The researches have shown that wealth has an important effect on the acceptance rate of new product in a country. For wealthy people, the cost of the new product forms only a little of their income. Therefore, they can take the risk to accept a new product. After all, risk is an important concept in the process of accepting innovations. (Dickerson,Gentry ,1983) In the light of these opinions;

H5: There is a significant and positive relation between the dimension of GNP and acceptance rate of new product.

Urbanization

Urbanization causes a decrease in traditional values and appearance of modern life styles by bringing the consumers of different cultures together. Modern production techniques, mass communication tools and consumption-oriented life style cause appearance of new consumption moulds and thus acceptance of new products rapidly. (Hill, Still,1984) When people live and work, information and experience disseminate among individuals more rapidly. Cities where a large number of people live together involve convenient conditions for the application and development of new ideas and products. (Lambooy,2002) In the light of these opinions;

H6: There is a significant and positive relation between the dimension of urbanization and acceptance rate of new product.

Literacy

Education open people's minds and thus facilitates dissemination of new ideas. At the same time, it makes people sensitive about the importance of technology in personal development.(Tellis G., Stremersch,2003) Everest Rogers, who developed the theory of dissemination of innovations, determined that a positive relation between innovation and attitudes towards education was found in %73 of the researches having been carried out on the characteristics that determine the acceptance rates of innovations. Those who accept innovations earlier have a higher literacy rate than those who accept innovation later. (Rogers,1995) In the light of these opinions;

H7: There is a significant and positive relation between the dimension of literacy and acceptance rate of new product.

Research Model

Figure 1 shows the model developed for the research. On this model, not only the direction of relations is shown but also dependent and independent variables are presented. In the research, the independent variables are power distance, individualism, masculinity and avoiding uncertainty, all of which constitute cultural dimensions, and GNP per capita, urbanization rates and literacy for individuals above 15 years of age are control variables, all of which constitute socio-economical dimensions.

Scope & Limitations of the Research

In the research the aim was to analyse the effect of cultural dimensions which are among the factors affecting the acceptance rate of new product, and therefore, product-focused factors and other environmental factors were not included into the scope of the research. Only the such socio-economical factors as GNP per capita, urbanization and literacy- which Hofstede suggested using as control variables while doing research about cultural dimensions- were used as control variables. As in all national cultural studies, this study also considers cultural borders as national borders. However, cultural homogeneity does not appear with political borders. Every country might include different cultural groups who socially stand out or lag behind. At this point, our study didn't take sub-cultures into consideration.

**Independent Variables
(Cultural Dimensions)**

**Dependent Variables
(Acceptance rates of New Products)**

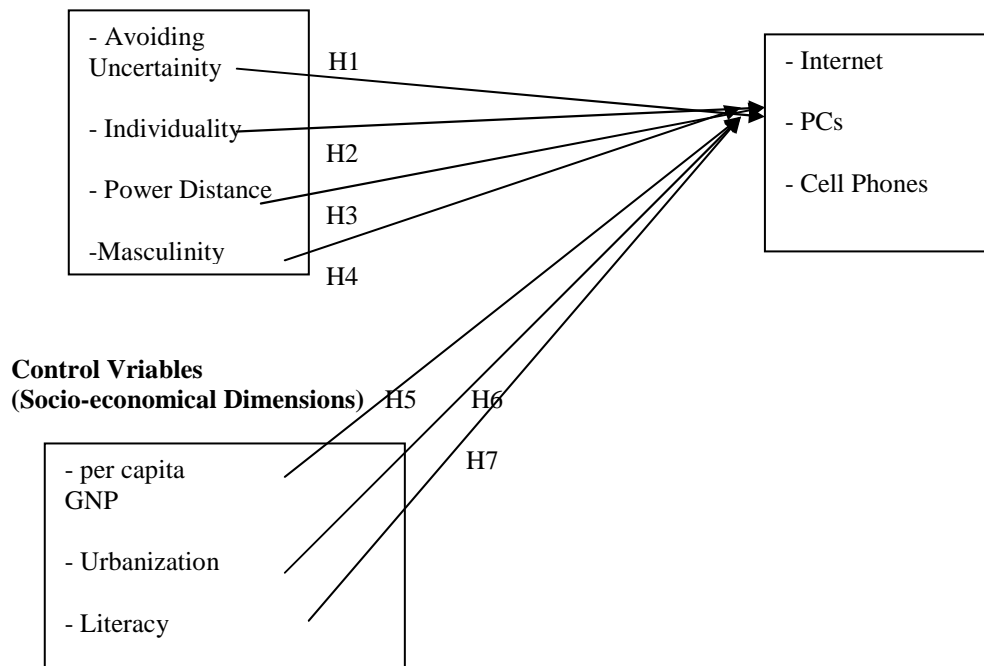


Figure 1. Research Model

Method

The differences in the acceptance rates of new products among 80 countries were tried to be explained through cultural dimensions and such socio-economical factors as GNP per capita, urbanization and literacy were included into the model as control variables. While trying to explain a case with cultural variables, this type of socio-economical variables should be checked and included into the scope of research. (Tomasz, Kendall,1999) Hofstede also said that if, in a study, certain factors like economical and biological variables can explain a case, using cultural dimensions is not necessary and when they are used as a variables, such factors as GNP per capita should be used as an additional control variable. (Bagchi, Hart, Peterson,2004)

Sampling

The sampling is composed of 80 countries for which Hofstede developed scores about cultural dimensions.

Data Collection

The research was completely done by using secondary data. While determining the cultural dimensions of the countries, dimensions and scores calculated for these countries about these dimensions which the Dutch scientist Hofstede had developed by conducting 120.000 surveys in 80 countries were used. Hofstede's study about cultural dimensions forms a theoretical base in researching the effect of cultural differences on the dissemination and acceptance of innovations.(Straub,1997)

In order to measure the acceptance of new products, the study used the usage rates of cell phones, PCs and Internet as new products in the population of 80 countries. In 2004 "International Telecommunication Union" provided the numbers (http://www.itu.int/ITU-D/icteye/Indicators/WTI_Technotes.pdf, 14/01/2007) of Internet connection determined electronically by "Internet Software Consortium" according to the country code, of cell phones determined through subscriber number and of PCs determined through regular surveys and different resources. The control variable- GNP per capita in 2004, urbanization and literacy of individuals above the age of 15- was provided by World Bank.

Statistical Methods

Regression analysis is used to analyse whether there is relation between two or more variables, if any, its direction and strength, and what kind of a change other variables change when one of the variables have a certain unit of change. (http://www.toraks.org.tr/mse-ppt-pdf/Kenan_KOSE3.pdf, 20/02/2007) Because we aimed to determine whether there is relation between cultural dimensions and the acceptance rate of new products and the direction of this relation, we also used regression analysis. Firstly, we analysed how cultural dimensions affect the acceptance rate of new products with multipl-regression method. Then, after including the control variables into the model as done in similar studies in the literature, we analysed how cultural dimensions affect the acceptance rate of new products with hierarchical regression method.

Findings

In order to form a more descriptive model and to make more accurate predictions, after checking socio-economical dimensions, in order to determine what kind of an effect cultural dimensions have, as done in similar studies in the literature, 'Hierarchical Regression Model' was applied. In this way, socio-economical factors were kept under control; in other words, in order to determine what kind of an effect cultural dimensions have when socio-economical factors have the same level in all the observation units, socio-economical control variables were added to hierarchical regression model in the first step and then cultural dimensions were added. Table 2 shows the findings about hierarchical regression model.

Table 2. Findings about Hierarchical Regression Model

| Model | Internet | | | PCs | | | Cell Phones | | |
|--------|---------------------------|--------|--------------------|--------------------------|--------|--------------------|--------------------------|--------|--------------------|
| | Ayarlanmış R ² | F | Significance Level | Modulated R ² | F | Significance Level | Modulated R ² | F | Significance Level |
| 1.Step | %43,5 | 18,964 | 0,000 | %50,9 | 24,141 | 0,000 | %55,3 | 29,864 | 0,000 |
| 2.Step | %70,7 | 25,178 | 0,000 | %79,6 | 38,247 | 0,000 | %64,3 | 19,013 | 0,000 |

Table 2 shows the results about the appropriateness and importance of hierarchical regression model. Analysing F values, it can be seen that the model is important in explaining the relation between independent variables and the acceptance rate of new products. (Internet; F=25,178, p<0,001, PCs; F=38,247, p<0,001, Cell Phones; F=19,013, p<0,001). Analysing the values of R² coefficient, which denotes how much of the change in dependent variable is explained by independent variables and which is a measure of consistency of the model, it can be seen that the model has a high coefficient in explaining the change in the dependent variable. (Internet; R²= %70,7, PCs; R²=%79,6, Cell Phone; R²= %64,3). This shows that the model explains %70,6 of the change in acceptance rate of internet dependent variable in international markets. The remaining %29,3 can be explained by other factors not included into the model and thought to be product-centred. For PCs, the model explains %79,6 of the total change and the remaining %20,4 can be explained by other factors thought to be about the characteristics of the computer itself. Similarly, for cell phones, the model explains %64,3 of the total change and the remaining %35,7 are explained by other factors.

Findings about Cultural Dimensions

In the hierarchical regression analysis, in the first step, socio-economical variables were put into the model while in the second step cultural dimensions were included and what kind of change cultural dimensions experienced after socio-economical factors were checked was analysed. As seen in Table 2, values of R² caused a change of %27,7 for internet, of %28,6 for PCs and of %10,7 for cell phones in the second stage when cultural model was included into the model. In other words, after checking the socio-economical factors, the cultural dimensions explain %27,7 of the change in the acceptance rate of internet in the international market, %28,6 of PCs and %10,7 of cell phones. (p<0,001). This shows that cultural dimensions have a strong effect on the acceptance rate of new products. Table 3 presents the analyses results that show the effects of each independent variable in the model. Table 3 also shows β coefficients and p values of each independent variable as a result of hierarchical regression analysis. β Coefficient is defined as a curve and it shows the change in the dependent variable when the independent variable increases one unit. (<http://analiz.ibsyazilim.com/egitim/kk.html>, 04/03/2007) Some of the β coefficients in the Table are positive while some are negative, which show the direction of the relation. (Çatı, Yılmaz,2002) P values give information

about whether there is a statistically significant relation between the dependent and independent variables. In social sciences, it is accepted that there is a statistically significant relation when the p value is smaller than 0,05.

Table 3. Results of Hierarchical Regression Model

| | | Internet | | PCs | | Cell Phones | |
|---------|----------------------|---------------------|--------------|---------------------|--------------|---------------------|--------------|
| | | β Coefficient | P Value | β Coefficient | P Value | β Coefficient | P Value |
| 1. Step | GNP | 0,278 | 0,004 | 0,458 | 0,000 | 0,330 | 0,000 |
| | Urbanization | 0,320 | 0,005 | 0,347 | 0,001 | 0,281 | 0,006 |
| | Literacy | 0,304 | 0,009 | 0,161 | 0,140 | 0,395 | 0,000 |
| 2. Step | GNP | 0,103 | 0,151 | 0,272 | 0,000 | 0,222 | 0,006 |
| | Urbanization | 0,244 | 0,006 | 0,288 | 0,000 | 0,190 | 0,050 |
| | Literacy | 0,242 | 0,006 | 0,099 | 0,177 | 0,309 | 0,002 |
| | Avoiding Uncertainty | -0,256 | 0,001 | -0,233 | 0,000 | -0,005 | 0,953 |
| | Individualism | 0,380 | 0,000 | 0,295 | 0,001 | 0,304 | 0,005 |
| | Power Distance | -0,125 | 0,155 | -0,249 | 0,002 | -0,121 | 0,215 |
| | Masculinity | -0,139 | 0,047 | -0,093 | 0,124 | -0,001 | 0,994 |

Findings about Avoiding Uncertainty

As a result of the analyses, when the p values (Internet p=0,001, PCs p=0,000, cell phone p=0,953) are analysed, it can be seen that there is a statistically significant relation between the acceptance rates of Internet and PCs in international markets and the dimension of avoiding uncertainty, but no significant relation for cell phones. When the β values (Internet β = -0,256, PCs β = -0,233, cell phone β = -0,005) are analysed, it can be seen that the relation between avoiding uncertainty and dependent variables is negative. These results support our H1 hypothesis except for cell phones. The fact that there isn't a significant relationship for cell phones might be because relative advantages of cell phones- which are among product-centred characteristics- are very much. In the periods when cell phones first entered the Turkish market the sales rose rapidly. Analysing this consumption tendency, it can be argued that the idea that possessing a cell phone gives a status made the product a symbol of status, which caused such a rapid acceptance rate of this product.(Gegez,2003) This rapid acceptance rate decreased the uncertainty rate we analysed in 2004.

Findings about Individualism

The dimension of individualism was determined to be the factor with the biggest effect on the acceptance rate of the new product. Analysing the p values (Internet p=0,000, PCs p=0,001, cell phones p=0,005), it can be seen that there is a statistically significant relation between the acceptance rates of Internet and PCs in international markets and the dimension of individualism. When the β values (Internet β = 0,380, PCs β =0,295 cell phones β =0,304) are analysed, it can be seen that the relation between individualism and dependent variables is positive. These results support our H2 hypothesis strongly.

Findings about Power Distance

As a result of hierarchical regression, when the p values for the dimension of power distance (Internet p=0,155 PCs p=0,002, cell phones p=0,215) are analysed, it can be seen that there is a statistically significant and strong relation between the acceptance rate of PCs in international markets and the dimension of power distance, but no important relation for Internet and cell phones at all. When the β values (Internet β = -0,125, PCs β = -0,249, cell phones β = -0,121) it can be seen that the relation between the dimension of power distance and dependent variables is negative. These results partly support our H3 hypothesis through PCs. The reason why there isn't a strong relation for Internet and cell phone as foreseen might be due to product-centred factors. While forming our hypothesis about power distance, depending on the literature, we said that in societies in which power distance is high centralization and formalization will be high, that in organizations in which centralization is high, top management won't be aware of operational problems and the top management won't be able to put the innovations into use to solve these problems. However, Internet and cel phones have a characteristic to ease communication between senior and junior management. Due to these characteristics, they are such products that decrease power distance.

Findings about Masculinity

When p values about masculinity dimension (Internet $p=0,047$ PCs $p=0,124$, cell phones $p=0,994$) are analysed, it can be seen that there isn't a statistically significant relation between the acceptance rates of PCs and cell phones and masculinity dimension, but there is just a little relation for Internet. Contrary to what we foresaw, the β values (Internet $\beta= -0,139$, PCs $\beta= -0,093$, cell phone $\beta= -0,001$) have negative values for all dependent variables. These results do not support our H4 hypothesis for the three dependent variables. According to Hofstede, in societies whose masculinity level is low, what is small and slow is nice; however, in societies whose masculinity level is high, the opposite is true. The products in our research are generally both small and fast. Due to such complexity about the products, it can be argued that there is no relation between masculinity dimension and acceptance rate.

Findings about Socio-economical Dimensions

As seen in Table 1, when the F values of the first step in which socio-economical factors were included into the model as independent factors are analysed, it is seen that the first model is an important model in explaining the relation between socio-economical variables and acceptance rates of new products. (Internet; $F=18.964$, $p=0,000$, PCs; $F=21.141$, $p=0,000$, Cell Phones; $F=29.864$, $p=0,000$). When R^2 values, which denote how much of the change in dependent variable is explained by independent variables and which is a measure of consistency of the model, are analysed, the following is found: for Internet $R^2= %43,5$, for PCs $R^2=%50,9$, and for Cell Phones $R^2= %55,3$; that is, such socio-economical factors as GNP, urbanization and literacy explain %43,5 of Internet's, %50,9 of PCs' and %55,3 of cell phone's acceptance rate in international markets.

Findings about GNP

When we analyse the p values to measure the relation between GNP and the new product, it can be seen that in the first step, during which only socio-economical factors were put into the model, p values for Internet is $p=0,000$, for computer is $p=0,000$, and for cell phones it is $p=0,000$. That is to say that, for the three products, there is a strong relation between GNP and acceptance rates of the products. In the second step, during which cultural dimensions were put into the model, p values for Internet is $p=0,151$, for PCs is $p=0,000$, and for cell phones it is $p=0,006$, which means that when cultural dimensions were included into the model, the explainability of the change in GNP did not exist for Internet and decreased for the other two products. When the β values are analysed, it is seen that the relation is positive. These results support our H5 hypothesis.

Findings about Urbanization

When we analyse the p values to measure the relation between urbanization rates and acceptance rates of new products, in the first step in which only socio-economical factors were put into the model, the following are seen: $p=0,005$ for Internet, $p=0,001$ for PCs and $p=0,006$ for cell phones. That is, for the three products there is a strong relation between GNP and acceptance rates of these products. In the second step in which cultural dimensions were included into the model, the following p values were found: $p=0,006$ for Internet, $p=0,000$ for PCs, $p=0,050$ for cell phones. That is, when cultural dimensions were included into the model, the explainability of the independent variable urbanization decreased a little but did not disappear. When the β values are analysed, it can be seen the the relation is positive. These results support our H6 hypothesis strongly.

Findings about Literacy

When we analysed the p values to measure the relation between GNP per capita and the new product, in the first step in which only socio-economical factors were put into the model, the following are seen: $p=0,009$ for Internet, $p=0,140$ for PCs and $p=0,000$ for cell phones. That is, there is strong relation between the acceptance rates of these products and Internet and cell phones but there is no significant relation between PCs. In the second step in which cultural dimensions were included into the model, the following p values were found: $p=0,006$ for Internet, $p=0,177$ for PCs and $p=0,002$ for cell phones. That is, when cultural dimensions were included into the model, there wasn't an important change in the explainability of the rate of urbanization. When the β values are analysed, it can be seen the the relation is positive. These results support our H7 hypothesis except for PCs.

Result & Suggestions

In our research on 3 products in 80 countries, it was shown that socio-economical factors and cultural dimensions have significant effects on the acceptance rates of new products in international markets. In general, in countries where GNP, urbanization and literacy rates and individualism scores are high and in those where avoiding uncertainty and power distance scores are low, the acceptance rates of new products are higher. In the analysis, during which the effects of socio-economical control variables were checked, it was found that the strongest effect on the acceptance rate of new products was caused by individualism dimension and urbanization rates. This was followed by literacy rates, avoiding uncertainty and power distance dimensions respectively; however, no relation was found between masculinity dimension and the acceptance rate of new products. Another important result of the research is about the notion of globalisation. In the literature, contrary to the thesis that globalisation eliminates cultural dimensions and drags the world into a one-cultured structure, it was determined that cultural factors were still important determiners in 2004.

Presentation of new products is one of the most complicated decisions international marketing managers come up against. Cultural differences in international markets are another important factor that increases this complexity and affects all its dimensions. Understanding the factors that affect the acceptance of new products enables international marketing managers to predict the demand level they will get in the target market and to make the required adaptations on the product according to the characteristics of their market. The results can help the companies that will introduce new products to international markets in presentation tactics. It will be a successful presentation tactic to introduce the new products to such markets that will accept them easily due to high rates of individualism and urbanization because the extensive acceptance rates in these markets will decrease uncertainty about the product for the customers in other markets and thus enabling them to be accepted more easily in other markets. The research is a sort of guide for international marketing managers in marketing tactics for new products. Especially in efforts for sustainability of the market it will yield effective results if adaptations are done in accordance with these results. For example, in countries where individualism level is low and level of power distance is high, international marketing managers can delegate their efforts for sustainability of the market to opinion leaders because the effect of opinion leaders on group members is more in such societies. The products and ideas opinion leaders accept are adopted by other members. In societies where avoiding uncertainty and power distance levels are low and individualism level is high, according to our findings, the acceptance rates of new products are high. Therefore, in such markets, emphasizing the innovation and difference of the product will attract the customers' attention. On the other hand, in societies where avoiding uncertainty is high, since people give importance to factors decreasing risks applications like warranties, after-sales service, product samples must be emphasized as a part of such a tactic that increases acceptance in such societies.

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