

Psychological Marketing

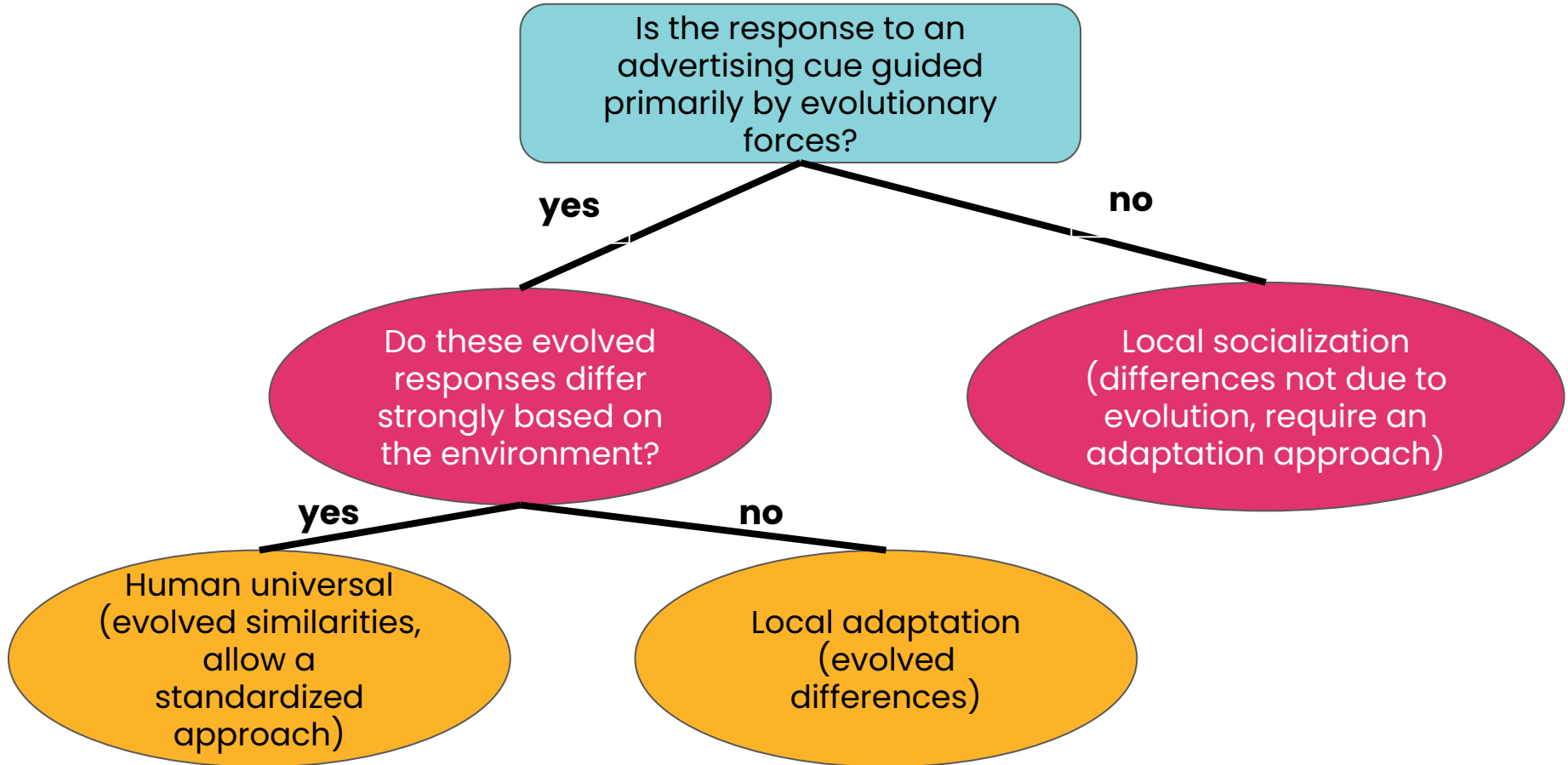
What it is?

- Human have similar basic needs in egotism, ambitions
- Only culture, climate, idioms are what changed

⇒ Why traditional marketing/advertising are applicable to almost everywhere.

- Cross-culture advertising
- Evolutionary psychology: what happened in the past that affects modern behaviors

Evolutionary Psychology



Human Universal

- Evolve similarities
- Human's preferences and behaviors linked to what their ancestors did in the past:

- (1) evading physical harm
- (2) avoiding disease
- (3) making friends
- (4) attaining status
- (5) acquiring a mate
- (6) keeping a mate
- (7) caring for family.

Local adaptations (evolved differences)

- Human behaviors linked to climate changes,
basic human survival

Example: spices, personal spaces

Local socialization

- Differences not due to evolution
- Example: humour, symbols

Similarity

| | | Similar | Different |
|-----------|-------------|--------------------------------------|-------------------------------------|
| Evolution | Evolved | Human universal (standardization) | Local adaptation (adaptation) |
| | Not evolved | | Local socialization (adaptation) |