



Instrumental and terminal personal values: A comparison between Brazil and Thailand

Francine Veloni Gervazio, Janaina de Moura Engracia Giraldi

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Great part of the efforts in international marketing and market segmentation focus on the comprehension and measurement of personal values in different cultures. The participation of the Asian cultures and specially Southeast Asia in the international environment is becoming stronger. Besides, the external relations between Brazil and these countries are increasing. The goal of this book is to understand the concepts of culture, values and segmentation and to identify the similarities between Thai and Brazilian personal values. Through the application of the Rokeach Value Survey, several dimensions were found which were ordered to search similarities between the Brazilian and Thai value structures. As a result, it was verified that the instrumental values dimensions were grouped in similar ways in both countries and the terminal values were grouped partially similar. However, the ordering was not similar for any case. It is important to highlight that when dealing with the analysis of different cultures, the personal values might group and order in different dimensions, according to the peculiar thoughts of the respondents of each country.

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