

Cultural Impacts on International Chain Hotels' Marketing Mix in Egypt

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Abstract

The culture of a country influences the way that the foreign companies, especially international chain hotels design their marketing mix applications, standardization or adaptation. The more knowledge of the target country's culture that the company has, the easier it is for it to design a successful marketing mix. The main purpose of this research is to find out what adaptations and standardizations of the marketing mix have been made for the Egyptian cultural context. This will be through analyzing how the Egyptian culture affects international chain hotels' marketing mix and their choice of adaptation or standardization. The second purpose of our research is to realize the importance of cultural knowledge of the target market.

Key-words: Culture, Marketing Mix, Adaptations and Standardizations, Cultural Model.