

**CULTURAL DIMENSION IN MARKETING MANAGERS' DECISION MAKING:
AN APPLICATION OF GEERT HOFSTEDE INDEX FOR GHANA****Martin Owusu Ansah**

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Email: owusumartin97@yahoo.co.uk**ABSTRACT**

The objective of the study was to profile the Ghanaian Marketing culture using Geert Hofstede index and further examined its relationship with Marketing Managers decision making. The paper examined the cultural dimension of marketing managers in Ghana using the predefined matrix of Geert Hofstede that is Strong vs. Weak power distance; Individualism vs. Collectivism; High vs. Low uncertainty avoidance as well as Masculinity vs. Femininity. Convenient and purposive sampling techniques were used in selecting 50 Marketing Managers for the study. Data was collected from both primary and secondary sources. Primary data was in a form of self-administered questionnaires and interviews in eliciting information for the study while the secondary data was culled from other related works, libraries as well as information from the internet. Qualitative and Quantitative research approaches were also adopted .SPSS was used in analyzing the data. It was revealed from the study that, power distance was somewhat big among marketing managers in the indigenous companies. The study also revealed that, Ghanaians marketing managers tend to be more collectivistic in nature and were also not interested in taking risk for fear of losing in the end. The study recommended for marketers to take risk in bringing new ideas to their organizations. There is also the need for marketers to be motivated through merit-based pay and promotion policies so as to improve profitability in a more masculine culture like Ghana.

Keywords: Synergy, Culture, Cultural dimensions, Hofstede index.

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