Marketing clothing in Malaysia is challenging. Given the country’s ethnic diversity, clothiers must be culturally sensitive in what they market. Half of the country’s population consists of Malays (i.e., indigenous Moslems), for whom clothes are body and hair coverings. Nearly a quarter of the remaining citizens are of Chinese origin—a group heavily involved in business, and who typically wear more Western fashions. Then there are the Indians—7% of the population that tends to dress almost exclusively in its own ethnic dress (e.g., the sari, for women). As an entrepreneur in scarves, you are interested in marketing your head-coverings in ways that appeal to the broadest spectrum of Malaysia’s citizens.

After securing a contract to sell your scarves at the country’s five Metrojaya department stores, you administer on-site surveys to . . .