Abstract

The article attempts to establish a correlation between socially relevant behavior (using driving behavior as an example) and cultural dimensions indicators. The statistical correlation method was used to test several hypothesis based on Trompenaars and Hampden-Turner’s model of cultural dimensions. Among the first results, it appears that display of emotions does not seem to be linked to road behavior; however, a clear correlation exists between road fatalities and the cultural acceptance of rules by the drivers. Service companies working in the automobile sphere, such as insurance companies, should take into account the cultural influence upon drivers’ behavior when calculating premiums.