

The prime focus of management in Japan is on human resources. Thus, the main objective of any Japanese manager is to increase the enterprise efficiency, in particular, by means of increasing employees' productivity. As for European and American management, they are aimed at maximizing profit, that is, gaining the greatest benefit with the least effort.

To summarize, the sociocultural environment in Europe and Japan has both common and specific features that determine political, economic and social development of these regions as well as their interaction in the international business arena. Hence, a thorough exploration of their similarities and differences enables us to better understand the internal dynamics and foreign policies of the countries, as well as to identify prospects and challenges of cooperation with them in the contemporary world.

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## **SOCIOCULTURAL FACTORS THAT INFLUENCE INTERNATIONAL MARKETING**

### **Социально-культурные факторы, влияющие на международный маркетинг**

The purpose of the study is considering the basic concepts of the socio-cultural environment of international marketing in theory and by examples.

The results of the study – without taking into account the socio-cultural environment, the company may suffer a global fiasco, instead of expanding its influence on the international market.

Today, all countries differ from each other in their cultural characteristics, norms and rules of behavior, social prohibitions and stereotypes, traditions and customs. Our attitude to goods and services is directly influenced by society, which forms the basis for assessing and perceiving consumer preferences. Our marketing decisions are influenced by cultural values, norms of behavior developed in the area and the cultural level. And since each individual country has its own specifics of doing business, it is important to take these factors into account [1].

Culture can be immaterial (thoughts, views, ideas) and material (books, clothing and decor, paintings and monuments, buildings and structures, services and tools).

For culture, the most important are people's attitude to the environment, the universe; values and norms of behavior; language and communication, people's views

on themselves and on society as a whole; people's interaction with each other and the relationship between a person and an organization.

For the competent preparation of a business plan, it is necessary to analyze a specific group of people of a certain country. So marketers are mainly focused on young people who set fashion and trends for clothes, food, music, movies, and are also influenced. If marketers manage to attract young people's interest in a brand or a particular brand, then it is very likely that they will buy it in adulthood. For example, chips have been popular for a long time among the youth of the USA. However, later the adult population began to acquire this product [2].

We are all strongly influenced by cultural factors. They influence the decisions we make about buying a particular product. Analyzing national traits, it can be concluded that for Americans, the competitiveness of the product and the individuality of the manufacturer play a huge role, for the Japanese, it is important to clearly coordinate consumption and production. In these countries, these values are the main ones, that is, the main ones that decide what to consume and in what quantity [3].

Doing business in different countries is also influenced by: language (translation difficulties and language features should be known to a marketer who is going to introduce his company's products to the market of another country) and cross-cultural analysis (it helps to create competent advertising and analyze: can the brand name of a product have a different meaning in other languages, is it pronounced).

Thus, an effectively compiled analysis of the market of a particular country is the basis for the successful functioning of a business. The plan is a basic value for French culture, but it doesn't make much sense to English pragmatists. Equality of women is the basis of Western European culture, but working with representatives of Eastern cultures it can cause a negative reaction.

## References

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