

## **THE IMPACT OF THE SOCIO-CULTURAL ENVIRONMENT ON INTERNATIONAL BUSINESS**

The purpose of the study is the need to take into account the factor of the socio-cultural component in international business, since each country has its own customs, its own rules, its own prohibitions. Before starting to develop a marketing program, the seller should find out how the foreign consumer perceives certain goods and how he/she uses them.

The socio-cultural environment is a set of values, norms, rules, laws, technologies and scientific data accepted in the society, which guide a person when building any kind of communication. The socio-cultural environment has an impact on such spheres of the society as: socialization, general cultural knowledge reserves, artistic and emotional sphere of perception of reality, satisfaction of leisure requests.

It forms a person's idea of his place in the world, as well as about the basic laws of the environment. The socio-cultural sphere determines the moral guidelines of an individual, programs of behavior in the society. The study of social and cultural influence on the formation of personality is carried out by methods of social diagnostics.

A narrower understanding of the socio-cultural environment characterizes it as a communicative and informational component of the society's life. Human development occurs only when interacting with other people, or in the process of socialization. Outside of the society, the formation of a person as a person is impossible. The social environment is described by such characteristics as the social system, material security, the system of industrial relations and other elements. The closest representatives of the society that influence a person are family, relatives and friends.

The current economic situation is such that more and more attention is being paid to the importance of social stability of the society. Investing in human capital, creating conditions for economic growth and development contribute not only to solving social problems, but also to strengthening the economy at the national and international level. Knowledge of socio-cultural differences between different peoples allows for more effectively build communication in different spheres of social interaction.

Entrepreneurship is influenced by various factors, both internal and external environment. Reaching the international level increases the uncertainty of decisions. The external environment can be divided into macro and micro environments. Its formation can be influenced by socio-cultural, economic, trade, technological and other factors.

Sociocultural factors include changes in the demographic situation, the level of education, the health care system and social security. Labor

mobility, habits and hobbies of the population, lifestyle, values, priorities also form socio-cultural factors of influence on business.

People's behavior can be influenced by climate, the length of the day, the change of seasons, and other factors that indirectly affect a person's perception of the world.

Trade is a purchase and sale relationship that develops between entities. International business covers subjects belonging not only to different national economies, but also to different socio-cultural spheres. The success of a business largely depends on the trust between the subjects, so understanding the subtleties of cultural and social aspects of life is very significant. In the interaction of subjects belonging to different socio-cultural groups, there is an intersection of cultures. The information openness of most countries has made the possibility of building an international business more accessible. There are scientific trends that evaluate the importance of the socio-cultural environment in building effective international relations in different ways. Universalists believe that the role of cultural differences is exaggerated, since all people are of the same type, which means that building relationships does not require additional efforts. The economic-cluster approach assumes that there are differences, but the difference in the degree of economic development is more significant. The cultural cluster approach sees the study of the cultural aspect as the key to building long-term effective business relations between representatives of international business.

A brief conclusion of all of the above will be that cooperation and communication in international business is built at the intersection of cultures.