

TRADITIONS AND CUSTOMS: HOW LOCAL FEATURES SHAPE BUSINESS STRATEGIES

Традиции и обычаи: как локальные особенности формируют бизнес-стратегии

In an increasingly globalized world, businesses often face the temptation to apply a one-size-fits-all approach to their strategies. However, the importance of local traditions and customs cannot be overestimated. Understanding and incorporating local characteristics into business strategies is essential for companies seeking to succeed in various markets. The purpose of the study is to analyze how local characteristics affect the formation and adaptation of business strategies of companies operating in different regions.

Consumer behavior is deeply rooted in cultural traditions and customs. What attracts consumers in one country may not resonate in another due to differences in mentality. For example, in many Asian cultures, collectivism prevails over individualism. This cultural trait influences purchasing decisions, as consumers prefer products that benefit their families. Companies entering these markets must adapt their marketing strategies in such a way as to emphasize the public benefit of their products or services.

Moreover, local traditions can dictate the time and method of shopping. For example, when Walmart tried to enter the German market, the company did not take into account important cultural characteristics of local consumers. In Germany, shoppers often shop on weekends and prefer traditional shops that are closed on Sundays. Walmart, in turn, tried to work daily, including on Sundays. This not only went against local traditions, but also caused discontent on the part of local buyers who were not ready to support such changes. As a result, Walmart was unable to build a loyal customer base in Germany and was eventually forced to exit the market.

Local customs also have a significant impact on negotiation style and business practices. In some cultures, building personal relationships is a prerequisite for running a successful business. A good example of a company that successfully takes into account local customs and influences negotiation style and business practices is Starbucks. Turks, for example, often start business meetings by inviting someone to have a cup of coffee – this is a kind of social ritual. Starbucks, in turn, has adapted its cafes, providing a space for communication and creating a comfortable atmosphere.

Conversely, in cultures where directness and efficiency are valued, such as in many Western countries, lengthy relationship-building processes may be considered unnecessary. Understanding these differences is vital for international business, as adapting negotiation strategies to local customs can lead to more successful results.

Local traditions and customs also influence management practices and organizational culture. In hierarchical societies, such as in many Asian countries, respect for authority and seniority is paramount. But if the company does not take into account cultural peculiarities in its approaches to management and communication with employees, this can cause misunderstandings, conflict situations or loss of trust within the team.

Several companies have successfully adapted their business strategies to local traditions and customs, which has led to significant success in the market. One striking example is McDonald's, which has adapted its menu to suit local tastes and dietary restrictions. In India, where a significant part of the population is vegetarian, McDonald's has introduced a number of vegetarian dishes, including the McAloo Tikki burger. This adaptation not only reflects local dietary traditions, but also demonstrates the company's commitment to understanding and serving its customers.

Another example is Coca-Cola, which effectively uses local traditions in its marketing campaigns. During the Chinese New Year celebrations, Coca-Cola launches special packaging and advertising campaigns that match the festive mood of the holiday.

In conclusion, it can be argued that taking into account local traditions and customs is an integral part of a successful business strategy in international markets. Companies that adapt their approaches to marketing, management and negotiation, taking into account cultural characteristics, significantly increase the chances of successful integration into new markets, improving interaction with local partners and customers, as well as creating stable and trusting relationships with employees. Neglecting these factors can lead to reputation losses, reduced productivity and loss of competitive advantages. In the context of globalization and cultural diversity, successful adaptation to local customs and traditions becomes not just a strategic recommendation, but a key factor for long-term success and sustainable growth in the global market.

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FEATURES OF DOING BUSINESS IN INDIA

Особенности ведения бизнеса в Индии

India is a unique region of the world with many individual characteristics in different spheres of life: economic, social, political and spiritual. This paper aims to explore the peculiarities of conducting business in this unconventional region of the world and to outline the best ways to develop one's business in this country. Based on this statement, the objective of this work is to create a detailed guide for doing business in India.