

FEATURES OF THE CULTURAL ENVIRONMENT AND THE NEED FOR ITS RESEARCH IN INTERNATIONAL MARKETING

Особенности культурной среды и необходимость ее исследования в международном маркетинге

In the context of globalization, the cultural environment with its economic and political factors becomes the leading force of successful international marketing strategies. Cultural differences influence consumer behavior and brand perception, determining the marketing decisions of companies [3]. Adaptation of approaches to local cultural contexts becomes an important aspect for achieving competitive advantages.

The purpose of this paper is to analyze the impact of cultural environment on international marketing and to identify factors that influence the formation of cultural preferences in different regions. The study includes a theoretical review of the existing literature on this issue, as well as an empirical analysis covering data on the approaches of companies in different markets.

The cultural environment includes a set of values, norms, customs and symbols that shape the identity of a society. In essence, culture is the core that determines how people perceive the world, interact with each other and make purchasing decisions. The characteristics of the cultural environment include: Values and beliefs, Language, Lifestyle, Social structures [4].

According to Zaykina K.A., one of the most famous models explaining cultural differences is the Hofstede model. Geert Hofstede identified several dimensions of culture, including: Power Distance, Individualism versus Collectivism; Masculinity versus Feminism; Uncertainty Avoidance [2].

Studying the cultural environment in international marketing is necessary for developing an effective strategy for promoting goods and services in foreign markets. Marketers must adapt products to local conditions, highlight the benefits of goods and take into account social responsibility, demonstrating respect for culture, which contributes to the formation of a positive corporate image [1].

Rudneva L.N. in her work gives examples of successful adaptation in international marketing [6]:

1. Coca-Cola. This company has successfully adapted its marketing strategies to the cultural characteristics of different countries. For example, in Japan, the company uses anime elements in its advertising, which allows it to attract a young audience close to this cultural phenomenon.

2. McDonald's. McDonald's restaurant chain also demonstrates the effectiveness of cultural adaptation. For example, in India, the company offers vegetarian options and avoids beef products, respecting local traditions and religion.

The cultural environment exerts a significant influence on consumer behavior and the formulation of international marketing strategies [5]. Neglecting cultural nuances can adversely affect a brand's reputation and result in unsuccessful market entry. Therefore, a comprehensive analysis of the cultural context is essential for attaining economic success and ensuring sustainable business development in foreign markets.

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BUSINESS ETIQUETTE OF EASTERN COUNTRIES: TRADITIONS AND MODERNITY

Деловой этикет стран Востока: традиции и современность

People and the relationships between them have always been a fundamental factor of historical progress. This tendency has influenced the global economy, which has led to the fact that one of the most important components of business conduct is business etiquette. Business etiquette is a set of rules and norms generally accepted in the business sphere and