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THE INFLUENCE OF CULTURAL FACTORS ON THE MARKETING STRATEGIES OF INTERNATIONAL COMPANIES

Влияние культурных факторов на маркетинговые стратегии международных компаний

The objective of the thesis is to analyze the influence of cultural factors on the marketing strategies of international companies.

In today's globalized world, where companies strive to enter international markets, understanding of cultural factors becomes a key element of a successful marketing strategy. Culture not only defines preferences and consumer behavior but also influences communication methods, brand perception and product acceptance.

Culture encompasses a wide range of aspects, including language, traditions, values, norms and customs. These elements shape the perception of brands and products in different countries. For instance, what may be acceptable or even popular in one culture might provoke a negative reaction in another. A vivid example is advertising that employs humor: in some cultures jokes may be perceived as offensive, while in others, they can be the foundation of a successful campaign.

International companies must adapt their marketing strategies to account for cultural peculiarities of the target audience. This can involve changing advertising materials selecting communication channels and even modifying the product itself. For example, McDonald's has adapted its menu in various countries by offering items like the McAlloo Tikki in India or the Teriyaki Burger in Japan. This not only demonstrates respect for local culture but also helps boost demand.

Language plays a crucial role in marketing strategies. Simply translating advertising text from one language to another does not always ensure its effectiveness. It is often necessary to consider cultural contexts and associations that may vary from country to country. For instance, certain words or phrases may carry positive meanings in one culture and negative connotations in another. Therefore, it is important not only to translate text but also to adapt it to the cultural characteristics of the target audience.

The values and norms of society also significantly affect brand perception. For example, in countries with high levels of collectivism, advertising that emphasizes family values and community ties will be more effective than campaigns focused on individualism. In such cultures, it is essential to create images and messages that reflect social harmony and mutual support.

Ethics is another important aspect of cultural influence on marketing. What may be considered acceptable in one culture can be viewed as immoral in another. International

companies must exercise caution in choosing their marketing approaches to avoid offending consumer sentiments and damaging their reputation.

In conclusion, the influence of cultural factors on the marketing strategies of international companies cannot be overstated. Success in global markets depends on the ability of companies to understand and adapt to cultural differences. This requires a deep analysis of the target audience, careful selection of communication strategies and respectful engagement with local traditions and values. Ultimately, companies that recognize the importance of cultural context and are willing to integrate it into their marketing strategies will have a competitive advantage on the international stage.

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SOCIAL-CULTURAL ENVIRONMENT OF GLOBAL BUSINESS

Социально-культурная среда международного бизнеса

Every country has its own customs, mentality, living conditions, means of communication, habits and much more. This all forms a certain environment in the life of the country. Especially, this environment is useful to study in order to further have an idea about the sphere of interaction in the foreign market. That is, having studied the socio-cultural environment of another country, a person draws conclusions for himself: to work there or not. The purpose of this paper is to study the various characteristics that, in one way or another, affect doing business in a foreign country.

Social-cultural factors relate to the customs, traditions, values and beliefs of a society that impact people's geste and stations. They determine people's needs, wants and interests, which after form consumer preferences and buying behaviors that influence the business environment and opportunities. In order to illustrate the issue at hand and for a clearer understanding of its essence, it is necessary to give the following examples that convincingly demonstrate the main aspects and key points of this phenomenon, namely:

1. Social Class. Consumers from the lower class need basic necessity products, when the upper class demands more luxurious quality products. Therefore, the need to provide both needs emerges.

2. Subcultures. For example, the division of goods into «gender» products creates the appropriate conditions for the creation of a certain quantity of a certain product, i.e. men work tools, and women, in particular, cosmetics and skin care products.

3. Religion. When a person chooses a religion for himself or herself, there is a need to provide certain goods and services for themselves. For example, companies that produce halal food to cater to the needs of Muslims.