

damaged relationships. Companies that understand local customs foster trust, enhancing collaboration and market success.

Cultural awareness is vital for marketing strategies, as a campaign successful in one culture may fail in another without considering local customs, language nuances, and consumer behavior. Advertising imagery and messages must align with local values to enhance customer engagement and loyalty. In Asia, hierarchical business structures and collectivism are common. In Japan, the concept of «wa» (harmony) emphasizes consensus and group decision-making, leading to longer negotiations influenced by seniority. In China, relationship-building (guanxi) is essential, with trust prioritized over immediate business interests. In the Middle East, personal relationships are key; in the UAE, connections often outweigh formal contracts, and meetings typically begin with casual conversations to build rapport. European business practices vary significantly. In North America, especially the U.S., business practices focus on individualism and innovation, encouraging risk-taking and networking. Understanding these regional differences is crucial for foreign entities to navigate the competitive environment effectively.

And, in conclusion, I would like to add that respecting cultural traditions and customs not only contributes to successful business practices. Understanding and appreciating cultural differences can serve as a significant competitive advantage for companies seeking sustainable growth and success in a globalized world.

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SOCIAL MEDIA FOR CONSUMER ENGAGEMENT IN INTERNATIONAL MARKETS

Социальные сети для взаимодействия с потребителями на международных рынках

In recent years social media has become essential for global business allowing brands to engage consumers directly across borders. Social platforms like Facebook, Instagram

and WeChat offer dynamic real-time interaction, helping brands foster loyalty to build communities and gather instant feedback. This shift helps businesses overcome geographical and cultural barriers delivering tailored messages to diverse audiences as digital access expands. Social media is global business strategies cornerstone facilitating effective consumer engagement worldwide.

The primary challenge for companies lies in understanding the «how» and «why» of effective social media use for engaging international consumers. Unlike domestic markets international audiences bring unique cultural, linguistic and socio-economic differences that shape consumer behaviors. Furthermore companies must navigate region-specific platforms, data privacy laws and ethical concerns in social media marketing. This study explores these complexities examining the motivations behind global social media engagement and strategies for meaningful consumer interaction across borders.

Objectives of our study are:

1. To explore social media's impact on consumer engagement in international markets.
2. To identify best practices for using social media as a marketing tool across diverse regions.

By analyzing successful and unsuccessful social media campaigns this work highlights approaches for tailoring content, managing cross-cultural communication and optimizing consumer engagement on a global scale.

There are some theories on consumer behavior and social media: social exchange theory (engagement is driven by perceived consumer benefits fostering loyalty); digital marketing theory (AIDA (Attention, Interest, Desire, Action) guides brands in attracting attention and prompting action through visually engaging social media content); self-determination theory (engagement increases when consumers feel valued and connected particularly with interactive content like polls or user-generated media); uses and gratifications theory (understanding motives like entertainment and information allows brands to create content aligning with consumer needs boosting engagement).

Social media marketing in international markets presents unique obstacles such as cultural differences (regional customs and social norms shape content perception); culturally sensitive (tailored content is vital for avoiding missteps that could damage brand image); language barriers (multilingual communication is essential); poor translations can undermine impact making native-speaking creators or localized campaigns important for building trust.

Different platforms dominate in different regions. For example, Facebook is widely used in the West and Latin America for broad engagement, Instagram is favored by younger demographics worldwide, particularly for brands in fashion and beauty. WeChat is a critical platform in China integrating messaging, e-commerce and social features. TikTok is popular among Gen Z globally supporting engagement with short-form video content. LinkedIn is essential for B2B marketing across North America, Europe and Asia. And Twitter is strong in North America and Japan, useful for real-time interactions and customer service.

In summary, social media has become a vital tool for global businesses, enabling direct consumer engagement across borders. Tailoring strategies to regional preferences, cultural nuances, and platform trends is essential for success. Effective use of localized content, multilingual approaches, and influencer collaborations enhances brand authenticity and builds trust.

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SOCIOCULTURAL FACTORS AND THEIR INFLUENCE ON BUSINESS

Социально-культурная среда международного бизнеса

The aim of this paper is to understand the importance of the influence of socio-cultural factors on business performance. Society and culture have a great influence on business sphere. Sociocultural factors also have a huge impact on people's behavior, values and preferences. These factors determine the needs, values, desires and interests that affect the business sphere.

Important aspects such as educational level, values, attitudes, work ethic, and family structure make up a difficult sociocultural structure. Changes in this environment act as incentives, creating threats or opportunities that companies must eliminate or exploit. The sociocultural environment is a changing background on which a business operates. Social shifts can both complicate and strengthen a firm's marketing efforts. This highlights the need for adaptation and strategic consideration of rapid changes in culture and society.

Language is an important aspect of cultural differences in international business. Companies must understand the main language of the country with which they want to build relationships and ensure accurate translation of their marketing materials and offers.

Religion and customs can also play a significant role in cultural differences in international business. For example, some religious beliefs may prohibit the use of certain products. Companies must understand the religious beliefs of the country with which they want to build a relationship, so as not to offend the people with whom they want to negotiate.