

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.

The sociocultural environment has a significant impact on business strategies and success. Ignoring factors can lead to misunderstandings and missed opportunities. On the other hand, a proper understanding of the socio-cultural aspect can bring a number of advantages:

**Market demand:** The adaptation of goods and services to cultural preferences ensures a higher demand in the market.

**Innovations:** The relevance of the innovation being implemented and its compliance with the needs of society is important.

**Public opinion:** Taking into account social values has a positive effect on the company's reputation, attracting socially conscious consumers.

**Business sustainability:** Understanding the demographic situation allows businesses to anticipate and take into account changes in the labor market over time.

**Global expansion:** An accurate understanding of sociocultural aspects is very important for expanding the sphere of international influence and successful business.

**Competitive advantage:** Companies that effectively orient themselves in the socio-cultural aspect gain a competitive advantage due to high-quality customer satisfaction.

The cultural and social environment of the country is the main factor influencing the success of international business. Companies need to pay attention to studying the culture, values and beliefs of the people they target in order to effectively promote their services and products. By understanding the cultural and social environment, companies can succeed in the global market.

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## **THE INFLUENCE OF LANGUAGE ON THE PERCEPTION OF ADVERTISING MESSAGES**

### **Влияние языка на восприятие рекламных сообщений**

This paper focuses on the evolving role of language in marketing, especially in the context of globalization and competitive dynamics. It would be most correct to define the