

## **THE IMPACT OF CULTURAL STEREOTYPES ON THE EFFECTIVENESS OF INTERNATIONAL MARKETING**

### **Влияние культурных стереотипов на эффективность международного маркетинга**

In the context of globalization and the rapid development of digital technologies, international marketing has become an integral part of the development strategy for companies of all sizes. However, entering new foreign markets is not only about growth opportunities but also about overcoming complex challenges, primarily understanding and adapting to the cultural preferences of the target audience.

The objective of this research is to examine the dual role of cultural stereotypes in international marketing as both a communication tool and a risk factor. Cultural stereotypes may appear as persistent, emotionally charged, and often simplistic perceptions of social groups. On the one hand, they serve as a tool for marketers to quickly create messages that are relatable and resonate with their target audiences. On the other hand, their incorrect use can lead to communication failures, damage to the brand's reputation, and significant financial losses. The relevance of this topic is driven by a growing contradiction: despite globalization, there is an increasing wave of local patriotism and a desire to preserve national identity. Research shows that a significant majority of consumers globally consider it extremely important that brands respect local culture. This creates a paradox where international companies must balance between using stereotypes to quickly establish emotional contact and having to go beyond them to avoid appearing superficial or stereotypical.

The essence of cultural stereotypes lies in their function as mental labels that help people simplify and categorize complex social realities. In marketing, they manifest at various levels, such as visual images, for instance, beauty stereotypes. Marketers often turn to frameworks like Geert Hofstede's cultural dimensions model, which allows for a quantified analysis of cultural differences between countries [1]. This model highlights key areas of divergence, enabling predictions about consumer reactions to marketing messages. For example, in the United States or Australia consumers respond better to messages about personal achievement and independence.

The model further distinguishes between masculine societies, like Japan or Italy, where marketing emphasizes competition and success, and feminine societies, like those in Scandinavia, where messages focus on care and quality of life. Furthermore, cultures with a high level of uncertainty avoidance, such as Germany and Japan, value structured advertising with detailed information and guarantees, while societies with a long-term

orientation, like China, respond more positively to messages focused on future benefits and perseverance. This is a tool for standardizing/localizing global campaigns. Ignoring cultural features in marketing leads to communication failures, resentment, loss of reputation, and financial losses. Overreliance on stereotypes oversimplifies culture, which can make marketing seem inauthentic [2]. Successful companies such as McDonald's, Coca-Cola and IKEA demonstrate glocalization preserving the global brand with flexible adaptation to local realities [3].

The research concludes that effective global strategy hinges on glocalization – achieving a balance between using stereotypes for initial resonance and moving beyond them through a deep, empathetic understanding of local culture to build authentic trust and loyalty.

### References

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## SOCIO-CULTURAL ENVIRONMENT OF INTERNATIONAL BUSINESS

### Социально-культурная среда международного бизнеса

The socio-cultural environment encompasses factors such as values, language, demographics, social class, lifestyle, and consumer preferences. It is dynamic and constantly changing, having a significant impact on international business. When entering a foreign market, companies should closely monitor these trends and consider their strategic implications. The purpose of this work is to consider the aspects of the socio-cultural environment that affect the conduct of international business. Main aspects:

1. Cultural values. They significantly affect people's behavior, and it is important to study them before entering the foreign market. For example, in Japan, decisions are made collectively, and open criticism is undesirable. In the United States people often express their opinions directly. International companies adapt products to local values. For example, McDonald's in India excludes beef from the menu, and in Muslim countries it offers halal products [1].