

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

1. *Hofstede, G. Cultures and Organizations : Software of the Mind / G. Hofstede, G. J. Hofstede, M. Minkov. – 3rd ed. – N. Y. : McGraw-Hill, 2010. – 561 p.*
2. *Usunier, J.-C. Marketing Across Cultures / J.-C. Usunier, J. A. Lee. – 6th ed. – Harlow : Pearson Education, 2013. – 488 p.*
3. *De Mooij, M. Global Marketing and Advertising: Understanding Cultural Paradoxes / M. De Mooij. – 6th ed. – Thousand Oaks : SAGE Publ., 2019. – 408 p.*

D. Kondrakhina, K. Zhukova

Д. О. Кондрахина, К. А. Жукова

БНТУ (Минск)

Научный руководитель Н. И. Липлянина

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].

2. Tongue. It plays a key role in communication with consumers and partners. Translation errors can damage a company's reputation. A well-known example is the CFU slogan «Finger Lickin' Good», translated in China as «Eat Your Fingers». After adjusting the translation, the brand restored its reputation. Language differences also create difficulties in advertising development, especially in countries with multiple languages or dialects (e.g., Canal, India, China).

3. Consumer changes. Companies that manage to adapt to these changes achieve great success. For example, the rise of healthy lifestyles has led to an increase in demand for organic and healthy food [2].

4. Norms of doing business. The specifics of the business culture vary from one country to another: in France, suppliers are interested in retail, in Russia, decisions must be approved by many committees, which lengthens negotiations. South Americans like to talk about business «nose to nose» [1].

5. Level of scientific and technological development. In modern conditions, it is one of the most important factors of international competition. Before entering a foreign market, it is necessary to study the economy, production, transport, innovation, investment and other factors [3]. This allows you to determine the potential for long-term business development.

6. Lifestyle and demography of countries. These characteristics directly affect lifestyle and consumer preferences. Companies should take into account the age structure, income level, types of families when developing strategies for promoting and adapting products.

Thus, the socio-cultural environment is one of the key factors of success in international business. Before entering the market of another country, it must be carefully studied, what is respected, what is avoided, how decisions are made and what inspires trust. Companies that do this in advance achieve great success.

References

1. The Social and Cultural Environment // Open Text WSU. – URL: <https://opentext.wsu.edu/cpim/chapter/3-2-the-social-and-cultural-environment/> (date of access: 09.11.2025).

2. Sociocultural Environment: Key Factors Impacting Businesses // Penpoin. – URL: https://penpoin.com/sociocultural-environment/?utm_source=chatgpt.com#Importance_of_socio-cultural_environment_for_businesses (date of access: 09.11.2025).

3. *Аганина, Л. С.* Методы и реализации эффективной государственной инновационной политики / Л. С. Аганина // disserCat – электронная библиотека диссертаций. – URL: <https://www.dissercat.com/content/metody-razrabotki-i-realizatsii-effektivnoi-gosudarstvennoi-innovatsionnoi-politiki> (дата обращения: 09.11.2025).