

As for the management or governance direction, companies should openly report on their activities, enlighten not only financial successes, but also failures in the field of ecology and social policy. Companies must also create a culture where business is done honestly. To reach this, they must develop and implement a codex of business ethics for all employees, create anonymous channels for reporting violations, and train their employees in anti-corruption and bribery. It is also important to clearly assign responsibility for CSR at the highest level of management, appoint a responsible manager and team, and pay annual bonuses and incentives to senior management for achieving CSR goals.

Thus, the study confirms that corporate social responsibility in its modern sense is not just an element of reputation, but a strategic management tool that directly affects the long-term success and sustainability of the company. It is important to note that in modern corporate culture there are three key areas of CSR: environmental, social and governance. Companies that ignore these trends may face reputational, regulatory and financial risks.

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## **THE INFLUENCE OF CULTURAL VALUES ON BRAND PERCEPTION IN INTERNATIONAL MARKETING**

### **Влияние культурных ценностей на восприятие бренда в международном маркетинге**

In the modern era of globalization, international companies face issues promoting their brands in culturally diverse markets. Every nation has its own traditions, values and psychological patterns of perception. Due to these factors, marketing strategies that succeed in one country may fail in another. Understanding how culture influences the consumers behavior has become a key aspect of international research. This paper aims to explore how psychological and cultural factors shape consumers' attitudes toward international brands.

Brand perception describes how people rate the company on emotional and cognitive levels. Individuals tend to choose products that meet with their self-identities. Every nation has its own cultural values, which are highly diverse. These norms include aspects in which people believe and how they are accustomed to think. Several key dimensions that describe how cultures differ in values and behavior were introduced in Geert Hofstede's theory. The main dissimilarities are expressed in individualistic countries (e.g., USA) that value independence and personal goals and collectivist (e.g., Japan) that focus on group harmony and collective goals. This model shows beliefs, principles, or cultural norms that

influence brand perception. For instance, Americans would choose products aimed at uniqueness and personality, while Japanese prefer something that is approved by society.

The culture forms how individuals interpret emotions, colours, symbols and language. While psychology describes these perception mechanisms. Together they acknowledge which elements of the brand cause vitally important aspects. Emotions are universal, but culturally colored. For instance, people in Japan and China appreciate restraint, so that brands tend to use neat and soft messages. Americans and Canadians admire messages that emphasize the uniqueness of individuals. Overall, the same emotional tone might be perceived differently depending on the culture. Additionally, colors used to address message matter. The white gives the feeling of purity in the West, while mourning in Asia. The red represents danger for Americans, however, luck in China, and passion in Europe. Another aspect is language. Wording, tone, and communication style must align with local communication norms.

«Think global, act local». In accordance with this statement companies adaptise their production, service, packaging and marketing strategy to fit the consumer expectations. The most obvious example of it is how McDonald's succeeded in the land of Michelin stars. France – the land of haute cuisine, fine wine and cheese – would be the last place you would expect to find a thriving fast-food market. In a country known for its strong national identity, it seems improbable that McDonald's could have survived. McDonald's successful long-term adaptation strategy involved the core brand, which remained the same, but menu, ads, packaging, and messaging are adapted to local cultural norms. The company respected local French dietary norms, such as premium bakery [1].

A Belarusian example of a brand that successfully advertised itself abroad is Santa Bremor. The company localizes packaging, languages, and visual style to match each market's aesthetic preferences, often using minimalist Scandinavian-inspired designs in Western Europe and more traditional cues in Eastern Europe.

This research explored how cultural contexts and psychological mechanisms shape consumer perception, with the goal of understanding how international brands can communicate effectively across markets. Ultimately, the evidence shows that culture is a foundation for building meaningful connections between international brands and consumers.

## Reference

1. *Vignali, C.* McDonald's: «Think Global, Act Local» – The Marketing Mix / *C. Vignali // British Food Journal.* – 2001. – № 103(2). – P. 97–111.