

THE ROLE OF ADVERTISING IN THE CONTEXT OF INTERNATIONAL BUSINESS

Роль рекламы в контексте международного бизнеса

Advertising is the most important driver of global commerce, the creation of universal brands, and the promotion of cultural interaction. Effective campaigns overcome language barriers by understanding local values and consumer motivations.

The purpose of this study is to identify the objectives of advertising as a tool for companies to enter foreign markets. The results of the study are based on successful company cases.

To succeed abroad, it is essential to combine a sustainable global brand identity with local relevance. For a successful advertising campaign, brands communicate in the local language and demonstrate respect for the local culture to build real trust and foster long-term loyalty. Globally, advertising serves two key functions: promoting products and collecting real-time consumer feedback.

The results of the study showed that, in addition to direct sales, advertising in international business helps to strengthen the corporate reputation and increase brand awareness. The main findings include:

1. Advertising promotes a product worldwide, not just in the country of origin, by adapting to local characteristics.
2. International advertising helps to create brand awareness worldwide, strengthen its reputation, and increase the loyalty of new customers.
3. Feedback on advertising allows for the identification of the right products for each country.
4. Adapting advertising to individual regions allows you to attract fans with completely different values, from different social classes and nationalities.
5. Advertising can be used not only to promote the brand among new customers, but also to retain existing consumers.

In 2024, global advertising spending amounted to approximately 1 % of global GDP. According to analysts at GroupM, a subsidiary of WPP, the world's largest advertising and communications holding company, the global advertising market grew by 9.5 % in 2024, reaching a record-breaking \$1.04 trillion. Additionally, digital advertising accounted for a significant portion of the traditional advertising spending. In 2024, its share in the total market structure was 72.9 %, and in 2025, it will expand to 76.8 %. Television is in second place with a market share of 16 %. In 2024, according to Statista, the share of online promotion spending was 72.7 % of global advertising spending.

In 2018, this figure was 49 %. One of the largest advertisers is Amazon. In 2024, this company spent \$21.4 billion on advertising and promotion, which is a record-breaking figure for marketers.

Therefore, the growing market for international advertising demonstrates its importance for both new and established companies. It can be concluded that international advertising is the most important tool for entering foreign markets. It allows companies to monitor the interest of different countries in specific products and optimize sales in specific regions. However, the success of an advertising campaign requires deep market analysis and constant monitoring.

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THE IMPACT OF THE SOCIO-CULTURAL FACTOR ON THE SUCCESS OF INTERNATIONAL MERGERS AND ACQUISITIONS

Влияние социокультурного фактора на успешность международных слияний и поглощений

In a globalized global economy, international mergers and acquisitions have become a key tool for companies to grow and enter new markets. The purpose of this article is to analyze the impact of the socio-cultural factor, which is one of the key reasons for failures in mergers and acquisitions.

International mergers and acquisitions are a complex and multifaceted process that is traditionally evaluated from a financial, legal and strategic point of view.

In the framework of M&A, the socio-cultural factor manifests itself on two interrelated levels:

1. National cultural context. It includes power distance, individualism, and avoidance of uncertainty. Differences in perceptions of hierarchy and leadership styles can lead