

DEVELOPMENT OF MARKETING STRATEGY IN THE CONTEXT OF SOCIOCULTURAL FEATURES OF COUNTRIES

In the modern world the role of intercultural communication is difficult to diminish or underestimate. The development of international trade has reached an unprecedented level. Every day thousands of tourist and business trips are made, a lot of business contracts are concluded, many international conferences are held, in which people from the most diverse cultures, religions and traditions participate. So people need to study the culture of the companies participating in intercultural communication to make their business successful.

For successful implementation of business projects abroad, the author would like to offer a system for assessing the needs of the local population in any segment of the market from the point of view sociocultural environment. This can be a kind of guidance for managers and marketers promoting their product to foreign markets or creating a new product or service. If marketing experts do not take into account or incorrectly respond to the cultural values of the country, where they work, their business will fail.

It is necessary to pay attention to traditions, customs, norms of behavior, people's ideals. For example, the main theme of advertising cigarettes "Marlboro" was the theme of independence and freedom, and therefore in Europe, where individualism dominates, they were very popular, which cannot be said, for example, about Asia, where because of collectivist population advertising did not have the expected success. [1] Selling Barbie dolls in Japan, the US company «Mattel» did not consider the fact that in Japan it is not customary to give decorative dolls for playing and changing clothes. Thus, Japanese girls took Barbie dolls for non-playing dolls, because of which the main function (changing clothes of dolls) was not realized and sales did not reach the planned level. [2]

The features of the language and dialects should also be considered. One of the most common mistakes of marketers is that they do not take into account the peculiarities of the language and dialects of the country where advertising is placed. That is why the local population decipher an advertising slogan, name and sometimes even sense of advertised product wrongly. For example, the American company KFC decided to start cooperation with China under its well-known logo "So delicious that you lick your fingers!". However, in Beijing, where the opening occurred, the local population reacted with extreme distrust to the American "conqueror", even with fright and indignation. American marketers did not take into account the characteristics of the Chinese language, and therefore the literal translation of the logo turned out something like this: "We will bite off your fingers." [3]

When conducting marketing policy signs and symbols are also important to be considered. The most striking example is the symbolism of color. Green color in Spain is a symbol of love, in Malaysia it is a symbol of tropical fever, in China – a luxurious life, and

in the Muslim world – a guard against the evil eye. White color in Europe is associated with purity, innocence and even solemnity, and in Japan, China and India – this is the color of death and mourning. [4]

Moreover, it is important to take into account the legal system and possible differences in the legislation of different countries. For example, in Germany it is forbidden to display commercials about medicines that are issued by prescription. In Saudi Arabia advertising with women is prohibited. In Iraq advertising of foreign goods is banned. In France advertising of alcoholic beverages is banned, and in Germany, Belgium, Britain and France tobacco advertising is prohibited as well. [5]

In addition, when advertising is distributed on the foreign market, the limitations regarding the duration and time of the video display should be taken into account. So in Switzerland and Italy it is forbidden to display one commercial more than twice a week, in Austria the duration of advertising is limited to thirty seconds, and in Germany special hours exist for advertising: from six to eight o'clock in the evening except Saturday. [6, 7]

Thus, each country, culture, mentality or nation is unique in its own way, represent a colorful collection of unusual, exceptional characteristics, traditions and customs, therefore, when creating a marketing strategy, it is necessary to take into account these features.

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