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## **WHAT IS THE INFLUENCE OF SOCIAL-CULTURAL ENVIROMENT ON INTERNATIONAL MARKETING?**

Economic activity is increasingly taking place within a global context. In order to successfully participate in the world economy businesses need a comprehensive overview of the markets in which they wish to participate. Social, cultural, demographic, economic, and political factors all play a role in developing an international marketing. The elements of social-culture environment that influenced on international marketing are:

### *1. Language*

When the firm entrance to international market it should keep all record not only in English but in language of those country where the firm wants to lead business activity. In addition the translation has to be done without mistakes and curios.

### *2. Religion*

The nature and complexity of the different religions an international marketer could encounter is pretty diverse. The organization needs to make sure that their products and services are not offensive, unlawful or distasteful to the local nation. This includes marketing promotion and branding.

In China in 2007 (which was the year of the pig) all advertising which included pictures of pigs was banned. This was to maintain harmony with the country's Muslim population of around 2%. The ban included pictures of sausages that contained pork, and even advertising that included an animated (cartoon) pig.

### *3. Values and Attitudes*

Values and attitudes vary between nations, and even vary within nations. So if you are planning to take a product or service overseas make sure that you have a good grasp the locality before you enter the market. This could mean altering promotional material or subtle branding messages. There may also be an issue when managing local employees. For example, in France workers tend to take vacations for the whole of August, whilst in the United States employees may only take a couple of week's vacation in an entire year.

#### *4. Education*

The level and nature of education in each international market will vary. This may impact the type of message or even the medium that you employ. For example, in countries with low literacy levels, advertisers would avoid communications which depended upon written copy, and would favor radio advertising with an audio message or visual media such as billboards. The labeling of products may also be an issue.

#### *5. Technology*

Technology is a term that includes many other elements. It includes questions such as is there energy to power our products? Is there a transport infrastructure to distribute our goods to consumers? Does the local port have large enough cranes to offload containers from ships? How quickly does innovation diffuse? Also of key importance, do consumers actually buy material goods i.e. are they materialistic?

#### *6. Politics*

The underpinning social culture will drive the political and legal landscape. The political ideology on which the society is based will impact upon your decision to market there. For example, the United Kingdom has a largely market-driven, democratic society with laws based upon precedent and legislation, whilst Iran has a political and legal system based upon the teachings and principles Islam and a Sharia tradition.

#### *7. Social organization*

The social organization of society tells much about the role of sibling connection in business and its influence on business-partner decision. It determined what factor is dominated in business – the professionalism or the succession. The social organization also shows what impact on business activity has the level of education, the social population's stratification, racial grouping.

So the social-cultural elements have a great impact on international marketing. Nowadays if the firm wants to lead business at the international market it should carefully study the cultural particularizes and develop the marketing strategy based on this differences.