

A review of research on the impact of culture on corporate marketing

Yu Xia, Jianing Zhang, Jiayu Li, Qing Niu, Yuting Huang

Shenyang Normal University, Liaoning 110034, China.

Abstract: With the increasingly fierce global competition, the cultural literacy of consumers is getting higher and higher, and the cultural differences between different countries, nationalities and beliefs make the cultural factor become more prominent in marketing. As a multi-disciplinary cross-cutting field, the influence of culture has penetrated into various aspects of society, science and technology, and economy. This paper discusses how culture affects corporate marketing, and points out that it plays an important role in the design of today's corporate products. Cultural factors include behavior, language, values, etc., which cannot be ignored. A proper understanding of these factors is essential to achieving business goals and maintaining the health of an organization. In this paper, we will discuss the future development trend and emphasize that enterprises should make full use of the results of market research, respect the differences between different cultures, establish a consistent business philosophy and company culture, and tailor-made targeted marketing strategies according to the characteristics of regional cultures. In addition, they should make careful design according to the characteristics of product packaging and sales channels.

Keywords: Cultural; Market; Marketing Differentiation; Marketing Strategy

Foreword

The integration of economy and culture has become an important trend in the modern market economy. With the accelerated integration of the global economy, international marketing activities are becoming more and more common, and enterprises are venturing into overseas markets with a view to obtaining more business opportunities. However, enterprises must take cultural differences into full consideration when engaging in international marketing in order to ensure success. The relationship between marketing and corporate culture has also received much attention. In order to improve the competitiveness of our companies, we must strive to improve our brands and expand our communication channels. In this way, we can better realize our competitive advantage in the marketplace and capture more business opportunities as an independent, influential organization. Culture and marketing are inextricably linked, and the interaction and synergy between them can be mutually beneficial. From global to local, the influence of culture is getting stronger and stronger, and their combination will bring more business opportunities for enterprises and help them realize sustainable growth. As globalization deepens, the understanding and use of culture will become even more important. It is expected that culture will play a greater role in marketing in the future, and companies will pay more attention to the study and application of culture.

1. Current Status and Problems of Cultural Factors on Marketing

1.1 Cultural Factors on Marketing Current Situation and Problems

International marketing needs to take into account a number of factors, including cultural influences. These factors may lead to consumer preferences, values and purchasing decisions. Successful international marketing therefore requires an in-depth understanding and appreciation of market trends and the adoption of appropriate marketing tactics. A deep insight and understanding of the cultural background of each country and the differences between them are essential for successful implementation of international marketing. Each country has unique values, so we need to develop optimal marketing strategies based on these values to match the local socio-economic conditions.

Religion is an important and pervasive cultural element that has a direct impact on a company's marketing behavior. However, environmental factors differ for various reasons. For example, some environmental factors make people more relaxed, freer and more at ease so that they can better achieve their goals. However, other environmental factors make people more strict, they are more cautious, and they are more concerned with their own interests so that they can better achieve their goals. Cultural heritage and customs are an important part of human

civilization and influence our behaviour and thinking. Cultural heritage includes food, dress, housing, marriage, religion, holidays and human interaction.

Aesthetics is an ability that profoundly influences the behavior of an individual, and it involves the individual's thinking, personality, and the relationship between personality and individuality. It can help us better understand the core of a culture and provide a higher level of competitiveness for our organizations. It is not just a personality, but a global mindset that can help us better understand the world. People in Hong Kong prefer bright colors, seeing circles and squares as symbols with positive connotations and triangles as negative symbols, while people in Egypt prefer national symbols, seeing green as a sacred symbol and blue as a holy symbol. However, people in France prefer the deep blue color, which they believe expresses their love of beautiful things. In order to meet market demands, we must understand the aesthetic standards of each culture and develop attractive products based on those standards. In this way, our products can meet the needs of local consumers.

The effectiveness of marketing has been significantly impacted by the global diversity of cultural backgrounds, educational levels and languages. In order to meet this challenge, each region should develop locally adapted marketing strategies based on its own characteristics. Because of the significant differences in local traditions and customs, local cultural and social structures are highly susceptible to change by new external elements. Such changes may have a negative impact on local economic development and may affect the local social structure and economic situation. A wide range of values and actions have prevented the current global trade from advancing smoothly. This also makes the harmonization of global trade more difficult. Especially in today's global trade, where linguistic differences have become an important factor in trade, the consequences of a company's inability to develop effective marketing programs for goods and services based on its own linguistic and cultural background can be imagined. A well-known dairy company's failure to accurately interpret product descriptions and formulations in accordance with local cultural practices has caused health problems for a number of infants and children, seriously damaging its reputation.

1.2 From other perspectives

There are currently thousands of languages around the world, each with a unique cultural background. However, because of their diversity, companies in many countries are faced with the challenge of how to better adapt to current market competition. Therefore, governments and corporations should strengthen language management in order to better achieve their goals and ensure that they are better able to cope with the complexity of the business and social environment. By studying and exploring the linguistic and cultural characteristics of each marketing region, we can better help SOEs achieve more efficient marketing.

An effective marketing strategy requires an in-depth analysis and understanding of the cultural context of a particular community or village in order to better grasp its characteristics. If a company wants to be successful, it needs to scrutinize and investigate the cultural climate of the community. The characteristics and customs of the community can be used as a reference for decision-making and as a guiding principle for the development of the company. With the development of modern market economy, consumers' behaviors, preferences and preferences, as well as the degree of acceptance of commodities, are influenced by the cultural background of today's society. Without a good cultural identity, consumers will not be able to grasp the current consumption trends, and thus will not be able to clarify their own value orientation, thus making it impossible for consumers to clarify their own consumption intentions. Precise insight into consumer expectations and preferences, as well as a deep understanding of the current social and cultural context, will be the basis for business success.

Behavior can be seen as a reflection of culture, which is influenced by values and thus manifested in buying and selling activities. Such behaviour depends not only on individual motives and approaches, but is also subject to organizational and regulatory constraints, which affect the development of the enterprise. Demanders' behavior includes entering the market, selecting and comparing products, purchasing, consuming and evaluating, and these behaviors are continuous. Only through the seller's marketing activities to stimulate some specific aspects of these consumers, in order to achieve the marketing objectives. Suppliers should also pay attention to the use and implementation of marketing strategies in the marketing process in order to satisfy the behavior of the demanders. In this way, we can achieve our value objectives.

To summarize, the research on the influence of regional culture on marketing strategy has achieved certain results. Future research can further explore how regional culture affects the marketing strategy of enterprises and analyze it with practical cases. In addition, with the development of globalization, cross-cultural marketing will also become an important research direction.

2. Marketing Strategies of Culture to Business Markets

2.1 Adequate market research on the culture of the target market country is required

For cross-border business activities, although the investment is high, if comprehensive and in-depth investigation is not done, it will face extremely expensive costs. In addition, the lack of comprehensive, accurate and timely market data will lead to a lack of scientific basis for cross-border business activities, or even lead to wrong judgment, which will ultimately lead to significant losses. When conducting cross-border cultural surveys, we need to make sure that all information is recorded completely, and we also need to pay attention to factors such as language, religion, history, politics, social environment and education level of the destination. In addition, it is best to use on-site observation methods to gain a better understanding of the culture, traditions, values and daily life of the country.

2.2 Respecting and accepting different cultural backgrounds and building a coherent corporate culture

In order to succeed in the context of globalization, leaders of multinational enterprises must develop sensitivity and tolerance for different cultures and learn to respect each other's differences. An American multinational manager once said: We should let go of our culture and be ready to accept new ideas so that we can integrate our corporate culture with the local culture. In order to better meet the company's needs, we should conduct regular training on cultural differences for leaders and employees to enhance their cultural recognition and adaptability. Through these trainings, we can better understand cultural commonalities and build a more effective corporate culture. By incorporating cultural contextual factors into our operations, we can effectively minimize the resulting marketing risks.

2.3 To specialize in product packaging and distribution channels

To develop a marketing approach to the target market based on the results of market research in the regional cultural aspects of the pre-market research results based on the product packaging and sales channels for specialized design. Packaging is the first distinctive feature of the product, it will have a deep impression on consumers. For example, in the product packaging should pay attention to the customs and religious beliefs of the consumer population, the purpose is to pull into the psychological distance with consumers. According to the results of the preliminary research to understand the region's population of fixed consumption channel preferences. For example, people in areas with generally higher levels of education are more receptive to network marketing methods, while for people in areas with generally lower levels of education, companies need to take more face-to-face lectures, trials and other marketing methods to expand the market.

2.4 In-depth analysis of the cultural characteristics of the target market

In order to better integrate into the global economy, Huawei, as a Fortune 500 company, places great importance on localized management. Therefore, Huawei's managers strive to closely integrate their corporate culture with the global economic environment in which they operate, and place Huawei's senior managers and general employees in positions that best reflect Huawei's spirit of localization, thus making Huawei's development more robust and sustainable.

3. Research prospect

Culture plays a crucial role in marketing. It is important to analyze the cultural environment of the target market in order to formulate correct marketing strategies, and in the context of economic globalization, due to the differences in the cultural environment of different regions, enterprises need to adopt different strategies to meet these challenges. In addition, it is important to strengthen the building of corporate culture and to recommend ways to increase the dissemination of corporate culture in order to enable enterprises to fully utilize their marketing value.

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