

# Factors of Culture & Values in International Marketing

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Today's world has become very aware & Sophisticated because now people pay & invest a lot of attention & consciousness towards things around them. The evolving intellect of the customers has made the companies make such endeavours that can outspoke the quality, features & distinctiveness of the products and services that are being designed & developed. And such endeavours are known by the name of marketing. The term marketing is more enormous than we perceive it because it is not only confined to selling a product, even it starts when a product is not manufactured. It requires knowing the mindsets of the consumers in the market to whom the product is supposed to serve. However, marketing has become dynamic since the time companies started approaching the international markets. This article narrates the history of international marketing, how it is done & about companies that are veterans in international marketing.

**T**HERE used to be a time when economies & people in it used to live & survive in isolation. That was an era where people & businesses had a habit of envisioning things just up to a confined stretch. That means, whether it's business deals, profits & business strategies all of them used to be developed with a very limited frame of mind & by having a short vision. But that sort of approach & attitude of businesses could not go for a long period because the world had started changing in terms of mindsets of businesses, economic policies of nations, geopolitics & diplomacy among nations.

Earlier there were hindrances concerning different economic barriers in the form of import substitution, licensing mechanisms & policy of trade independence which led to the absence of international trade & business among nations. All such impediments & business restrictions were substantially a part of the foreign trade policy & economic

policy of the undeveloped & developing economies during the phase before 1991.

Primarily in India, the foreign trade policy before 1991 had a very monotonous & conservative perception and view towards international business & trade. On underlying the provisions of India's foreign trade policy around the '90s, restrictions like quota mechanism, licensing for foreign firms, substitution of imports & heavy commercial taxes were found. All these trade restrictions were a signaling remark about the Indian economy that it was not open, free & liberalized for letting the flow of international goods & services flow inside the nation. Even other Asian nations like Bangladesh, Pakistan, etc., had quite similar approaches of being reluctant to receive goods & services from foreign nations of America & Europe.

The core & pivotal excuse that these above-mentioned nations used to raise while being reluctant towards foreign trade was the lack of foreign reserves, fear of penetration of international commodities, etc. Along

with such excuses, the strongest fear that Asian nations had about liberalizing their economy was the fear of getting their domestic markets captured by international giants & players. The nations of America & Europe always have been quite inquisitive about promoting & selling their products in the Asian markets because they understood a long ago that the markets of these economies have a huge population due to which they can reap the benefits of demographic dividend. Moreover, the quality of the products that are prevalently marketed & sold in the Asian markets has always been such quality that is not high, so that's why foreign nations perceived the market space available for them & their high-quality products inside the Asian markets.

In India, after the introduction & inception of the new economic policy of 1991, it was finally realized that there was a need to liberalize & open the policies of India's foreign trade. During that period there was a sense of willingness in the government of India to let Indian customers

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consume sublime quality products that can be attained only from foreign nations. Moreover, the economic policy of 1991 encompassed the trait of globalization due to which many international corporate entities were given sanctions to enter India & start their operations, as a consequence of which international marketing by abroad nations was initiated in India. Apart from the entry of foreign companies inside India, it was the Indian companies that got a chance to promote & market their produce in the sophisticated & cutthroat competitive markets of the nations of Europe & America. As a provision under the 1991 new Indian economy policy, the whole mechanism was incentivized where Indian producers started getting incentives on manufacturing & selling products to abroad markets. During that phase, Indian domestic produce like hand-made articles, jute products, and textiles got grand success & splendid fame across the world.

This is how international marketing was added as a feature of the whole Indian economy. The term international marketing refers to a business process wherein a producer who manufactures goods & services tends to market & promote his/her products in the markets of other nations. A lot of people perceive international marketing as equivalent to the marketing that takes place inside a nation. But it is far different & diverse than the domestic marketing of goods & services. The domestic market has people of domestic nations to deal with & marketers doing domestic marketing are already well-versed & familiar with the prevailing trends, customer psychology & behaviour, cultures, values & ethics of the market. In the

international business & marketing of goods & services, producers & marketers in the initial stage of their business & marketing don't tend to know & understand the overseas market that they are going to deal in. To attain knowledge about any overseas market, business & corporate entities first initiate collecting information about international markets. Apart from this, marketers always rigorously conduct studies about the cultural values, ethnography, and ethics of an overseas nation where they are going to sell their products. Because it is not merely important to have a tangible product to reach out to an international & foreign market to sell it abroad. Even before imagining a product, a producer or a marketer has to imbibe the information about the customer's behaviour, traditional values & contemporary trends of an international market and all such traits have to be added to all goods & services that are going to be manufactured & sold.

In this paragraph, the instances of culture & value of different countries will be unveiled to imbibe the approach of international marketing that has to be adopted while marketing goods & services.

India: Just like the other nations have their own value & cultural systems, India also has its system. People in India are quite inclined & inquisitive towards clothing. Women's clothing is more versatile & typical in India as compared to other nations. Considering the Indian culture for international marketing, women have always been highly fond of wearing sarees, businesses involved in producing & marketing sarees to India consider the Indian way of having

sarees. No marketer designs & markets a white saree for Indian women and there is a cultural reason behind it. The color 'white' depicts the moment of sadness, that's why businesses avoid producing & selling white sarees. India is a nation that has prevalently been in love with colorful sarees like red, yellow, pink, green, etc. Moreover, Indian women tend to celebrate occasions like Karwa Chauth & several other occasional fasts for the well-being of their family and on such a day they prefer colorful sarees because colors in India carry a lot of relevance & meaning as per their religious beliefs, astrology, etc. That's why, saree designers thrust upon the colour value of a saree. Apart from this, India celebrates 20 major festivals a year & people there have an affinity towards colorful outfits, so this is also a reason for international marketers to rigorously study the Indian value system before their marketing decision.

America & European Union: These two specific regions may not be densely diverse like India. But America & Europe has a huge amount of people believing the ideology of Christianity. The most renowned & pivotal festival they celebrate during the year is Christmas, the day of birth of their god. On this occasion, there is an aphorism that Santa Claus used to come down on the earth for gifting various things to children. So, this has led to the inception & persistence of the gift exchange culture around the days of Christmas. International marketers aiming to gain customers in such markets always strive to develop eye-catching gifts & sell gift items to people around Christmas

based on the old days' aphorism.

In the context of the previous example of sarees, In India sarees are always designed with colours. But in America & Europe, women don't tend to wear colourful & designer sarees. Taking the instance of marriage events in such regions, brides always wear white colour sarees, which is opposite to the Indian culture. Based upon the culture of a nation, international marketers develop strategies & product design.

After coming across the traditional & cultural values of nations like India, America & European Union. It is imperative to look up to different prominent companies operating worldwide & their marketing strategies internationally.

1. McDonald's Corporation: A multinational business epitome popular by the name of McDonald's was founded in America in the year 1940. The business model has been operating over different continents & hearts of their people. In terms of service design & food quality, the brand has always been promising in its approach. But when it comes to marketing itself, the brand McDonald follows a versatile approach of marketing & brand building depending upon a nation. In India, people belong to the vegetarian & non-vegetarian category as well, still, a large portion of the population loves to consume & enjoy non-vegetarian food items. It is not feasible for the brand to cook non-veg burgers out of cow & buffalo meat in India because people carry heavy religious sentiments

for cows in India. However, there is no objection in terms of religion & values to selling burgers made of beef in the America & the European Union.

2. Louis Vuitton: The brand was started in Paris by developing canvas bags. But it became famous in Japan by starting its business there in 1968. There was a time when Louis Vuitton used to be considered the most preferable brand for luxurious clothing by the people of Japan. As per a study in Howard, it was found that 44 per cent of Japanese females consider carrying Louis Vuitton handbags more than that of other brands. The reason for the fostering & affluence of Louis Vuitton in Japan is their meticulous & prudent market research and comprehensive study. The colour red is considered the colour of happiness & fortune, that's why LV has promoted the red colour in its bag designs & women's dresses. Moreover, the people of Japan have an instinct to follow the fashion endorsed by celebrities & other influencers. LV being an intellectual brand utilized this trait of the Japanese audience & commenced the advertisement and promotional campaigns endorsed by such celebrities & influencers. This resulted in higher profits at the experimental stage leading to a 20 per cent augmenting of the advertisement budget of LV and 55 per cent global revenue of LV earned in Japan.

3. Cadbury: The brand Cadbury was formerly known as Cadbury's & Cadbury Schweppes. The company is a multinational level organization

belonging to Britain. Considering the international marketing strategy & plans of Cadbury for India, it is visible that it formulates marketing strategy according to the culture, tradition & ethnic values of the country. India is worldwide renowned for festivals & it is the only country in the world having the maximum number of festival celebrations.

India celebrates many festivals & it has a culture of exchanging something sweet on every happy & auspicious occasion. This cultural trend in India has served as an immense business opportunity, especially for all the companies selling chocolates.

But despite several players in the chocolate industry, it is Cadbury only which people are habitual of exchanging as sweets & sending in the form of gifts on happy occasions. The secret of Cadbury's success lies in its international marketing strategy, they have truly gone through the Indian culture & value system of society, and based on that it runs its marketing operations. India has festivals like Raksha Bandhan & Bhaidooj, for such special occasions Cadbury every year designs such chocolate packages that are always brought by brothers to gift their sisters.

Apart from this, the biggest festival of India 'Diwali' comes with a lot of requirements of sending sweets & eatable items as gifts to our known ones. So, also Cadbury develops special chocolate products for every single festival in India.

#### *Conflict of Interest*

*The author declare that they have no conflicts of interest.* ●