### Communication in the Marketing Communication Field

Companies face different challenges when designing marketing communication strategies. The most complex ones concern the global market, as the scale of the consequences grows respectively. Therefore, the chosen Marketing Communication problem is related to the global market. While constructing a global communication strategy, the company should take into consideration the following factors: economic situation, population, related expenses, and culture. The cultural aspect may seem less important, compared to the socioeconomic factors, however, it is one of the most crucial factors to consider.

In domestic marketing communications, the forms are usually well defined. In terms of international marketing, these forms change, as a result of cultural differences. The objective of global business is “to break down artificial distinctions between domestic and foreign marketing” (Ref-J7X2BZ). The complex structure of the international market serves as a premise for the multiple market communication pitfalls. Before implementing a global marketing communications plan, the company has to consider the fact that due to cultural differences, the message, it tries to communicate, may not be well-accepted by the audience, therefore, it will not reach the target audience. In particular, the intended message depends entirely on the language used. The meanings of words, that might be appropriate for one country, may sound inappropriate for another country. Thus, the interpretation of the message depends on the cultural aspects of the country. For instance, the company may consider a few languages when creating a promotion campaign, as the selected name of the product may sound offensive in another language.

marketing communications should address the people in the first place, “by integrating people with people” (Ref-A1B2C3). This requires profound knowledge of the cultural background. To predict customer behavior, the company must understand its cultural dissimilarities. By learning about another culture, it is possible to understand how people communicate with each other. Therefore, it helps understand what drives them to choose one product or service over another. In some way, it depends on whether they manage to decode the company’s message. For instance, different countries rely on different levels of politeness, Japan is a vivid example. Other countries rely on the factor of whether the message is direct or indirect. Moreover, some countries rely on emotional appeal, while the rest relies on expertise or professionalism. Another issue that the company should consider is the usage of humor in marketing communications. Jokes may sound offensive in some countries due to their unique cultural background. It should be noted that each country has sensitive topics, which should be discussed in a non-offensive manner. Among them are gender roles and religion.

Despite linguistic differences, countries are guided by different beliefs, ethics, and even moral codes. All those aspects are parts of the cultural heritage of the country and have to be respected. Otherwise, those factors may become cultural barriers, which will be difficult to overcome. The consequences of the misunderstood message can vary from loss of profit to complete disruption of the company’s reputation. Despite, public opinion, there is also a legal side of the question, as every country puts its own legal and political constraints. The company should comply with them as well. In particular, the issue concerns censorship laws. The hidden meaning behind a clever message may provoke a complete outrage and result in censorship and penalties. Even if the company’s communications strategy will be altered later, it may require a complete rebranding of the product, to diminish the impacts of the first negative response due to the inappropriate message.

The cultural aspect is also influenced by the economic situation in the country. Countries with low levels of income may find the product less relevant if the message is not articulated well and does not reflect the special needs of the community. Besides, countries with poor economic conditions may have limited access to channels through which message is being communicated. This factor may weaken the company’s ability to articulate its message efficiently. Education is another factor related to culture. Educational disparities directly impact the way the intended message is being precepted. On the other side, “more educated customers being more like to save” money (Ref-A1B2C3). The level of education also influences the level of literacy, whether it is high or low. For instance, a low level of literacy may force to use of simple and clear messages, supported by visual representations. In turn, a high level of literacy requires more complex approaches. There is also a chance that such countries use several languages. In many cases, the second language is English. As a part of globalization, it underlines the importance of “globally shared meaning” (Ref-D4E5F6). Therefore, it is essential to consider the usage of a second language in the campaign, as it helps to improve the awareness of the product.

One of the possible solutions to overcome cultural obstacles is to conduct consultations with experts or marketing companies, which are familiar with the cultural aspects of the country. Another solution requires the marketer to see the picture from the buyer’s perspective, which implies the acceptance of another culture. In other words, the marketer should not evaluate the message from a personal perspective. In general, different types of cultural challenges emphasize the importance of conducting comprehensive research for the successful implementation of the marketing communications strategy. If the company is willing to devote a significant amount of time and resources to pinpoint possible challenges and the ways to solve them, it ensures the company’s success in the market. Different studies suggest that “nonlocal firms more inclined to research customers’ needs than local firms” (Ref-D4E5F6), which supports the idea of more profound researches. Therefore, companies have to devote a larger amount of time and effort to design an effective and powerful message through their communications strategy. The amount of effort put into marketing communication strategy is estimated by the cultural difference. Significant differences require entirely different approaches.