## Communication in the Marketing Communication Field

Companies face various 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 relates to the global market. While constructing a global communication strategy, a company should consider the following factors: economic situation, population, related expenses, and culture. The cultural aspect may seem less important, than the socioeconomic factors, however, it is one of the most crucial factors to consider. Therefore, it is essential to pay closer attention to the cultural aspects of the issue, by identifying the challenges that arise from the cultural background and possible ways to deal with them.

The complex structure of the international market serves as a premise for the multiple market communication pitfalls. Before implementing a global marketing communication plan, the company must 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 domestic marketing communications, the forms are usually well defined. In terms of international marketing, these forms change, as a result of cultural differences.

The intended message depends entirely on the language used. The meanings of words, that may be appropriate for one country, may be inappropriate for another country. Thus, the interpretation of a message depends on the cultural aspects of the country. For instance, a company may consider a few languages when creating a promotion campaign, as the selected name of the product may sound offensive in another language.

To predict customers behavior, the company must understand cultural dissimilarities. In this sense, they “have to think how global audiences search for information – what words and phrases they use” (Ref-JHG7Y6). This requires profound knowledge of the cultural background. By learning about other culture, it is possible to understand how people communicate with each other. Through culture, marketers learn about potential buyers to create consumers profiles “that are used to develop creative brand messages, select appropriate media, and design promotional programs” (Ref-K89UIO). Therefore, profiles help to understand what drives customers to choose one product or service over another. It also depends on whether they manage to decode the company’s message.

Culture incorporates “values, norms, and expectations that influence how members of a society process information and experience emotions” (Ref-DJ49F2). For instance, different countries rely on different levels of politeness; Japan is a vivid example. Other countries rely on whether a message is direct or indirect. Some countries rely on emotional appeal, whereas others rely on professionalism. Another issue that prevents decoding of the company’s message is ill-used humor. It should be noted that, in terms of global marketing, humor should not rely on individual perception, but on generally accepted norms established and dictated by the country’s culture. This also concerns sensitive topics, such as gender roles or religion. Intended messages should not elaborate on these themes, as they decrease the chances that the message will be decoded correctly.

The cultural aspect is also influenced by the economic situation in the country. Countries with a low level 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. In other words, the customer should have a motive to buy a product, “when the buyer is experiencing any one of nine basic purchase motivations or motives” (Ref-J7X2B9). If the marketer does not know what cultural aspects influence the demand, it prevents successful communication with the customers.

Education is another factor related to culture. Educational disparities directly impact the way the intended message is being precepted. On the other hand, “more educated customers being more like to save” money (Ref-J49F2K). The level of education also influences the level of literacy. 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. 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.

Another aspect of cultural difference lies in the field of different beliefs, ethics, and even moral codes. All these aspects are parts of the cultural heritage of the country and have to be respected. Otherwise, these 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, the public’s rejection of the intended message, there are also legal consequences of the issue.

In particular, every country puts its own legal and political constraints, based on the culture accepted in the country. Even if the company’s communication 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. Therefore, insufficient research on a foreign country’s cultural heritage may result in significant monetary loss.

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 or apply generally accepted cultural norms of the domestic country to foreign, as even if the company has international buyers, it still has “to research their needs as they may be quite different to each other” (Ref-DJ49KL). In general, different types of cultural challenges emphasize the importance of conducting comprehensive research for the successful implementation of the marketing communications strategy.

Global business entails complex solutions in the field of marketing communication. In turn, one of the most important factors to consider is the culture of the foreign country. In turn, culture includes aspects such as linguistic characteristics, education, literacy, level of income, and even ethics and morals. To comply with the demands, the company should devote a significant amount of time and resources to pinpoint possible challenges and the ways to solve them. Consultation with the experts is one of the possible solutions. Thus, the company will be able to design a powerful message as a part of the communication strategy. The amount of effort put into marketing communication strategy is estimated by the cultural difference. Significant differences require entirely different approaches.