



Impacts of culture on brand positioning and international marketing

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Abstract

Today, in the global village created by Social Networking and other communication channels, recognizing different cultures and their impact on each other is inevitable. Despite the many similarities in the culture of countries in a region, there are significant differences between cultures in different countries of the world. These differences have a profound effect on global trade growth. In this respect, the marketing of a brand is no exception. Brands need to recognize the culture of the country in order to attract customers in different countries and geographies, in addition to geographical information, customer needs, distribution of products etc. Because cultural differences can lead to a failure of marketing and brand positioning and heavy financial losses. The purpose of this article is to examine these factors in cultures and their effects on the success of a brand.

Keywords: brand positioning, culture, subculture, international marketing, cultural difference value

1. Introduction

Establishing a brand position, in other words, creating a "business position", is the process of creating a brand with distinct suggestions that can differentiate the brand's position in the hearts and minds of customers relative to other brands, it is also a charming brand that has a high and positive buying potential in the future. In fact, the different, consistent and stable positioning of a brand leads to an increase in the equity of that brand. positioning can be for a mass market or for small markets, it can also focus on a specific market, regional or global, and can evolve over time.

The starting point for any brand that wants to have a successful placement is to provide a clear answer to this question:

"What is the purpose of this brand?"

The answer to this question is actually about the reason for building a brand, and it must express the various aspects of the brand's existential reasons. The answer to this question must clearly explain the purpose of the brand and its existence.

In many cases, the reasons for the existence of a particular brand are emotional reasons and emotional values, rather than merely seeking benefits and profitability. In other words, the existence of some brands is not aimed at gaining profit, but with the aim of creating a well-known name that ultimately leads to profitability. In most cases, brands are only for the benefit of a product and service. But it quickly becomes clear that only a practical benefits and provide services to an established brand and it's positioning is not enough. Brands that have emotional values are strong brands with a high lifecycle with high competitive power that competitors can not normally copy. Because products and services can be copied, but not the main intentions.

Combining these two factors, functional benefits and emotional values, is the first step in identifying a brand. Emotional values create different brand abilities. Such as

creating a stable position, creating different ideals, prestige, power, sense of specialty and luxury, superiority in competition and.... Practical advantages also include different values, such as the ability to solve problems and problems, quality, efficiency, timing, and so on. Often, the emotional positioning of a brand is crucial for the growth and survival of a brand. Most of the world's strongest brands have fixed their commercial position on an emotional dimension. In other words, functional differences are important to ensure brand effectiveness. But the distinction of emotional values is vital for the survival of a brand.

Since the culture involves in most of emotional reasons, what this article will do is examine the direct and indirect effects of cultural concepts and brand positioning on each other.

At first, it is better to provide definitions of culture:

According to the famous British anthropologist EB Tylor, the culture is a complex set includes science and beliefs, arts, thoughts, industries, techniques, ethics, laws, speeches, habits and customs, and the rules that humans as members of The community learns about it from its own society and committed to it.

American sociologist and researcher Ralph Linton describes culture as: A culture is a collection of acquired behaviors that are passed on by individuals of a given society from generation to generation.

A clear definition of culture can be summarized "Culture is the way of life that every nation has for itself." Culture is a collection made up of reserves, customs, rules and beliefs, art and public knowledge of the people who are passed from one generation to the next.

Responses to environmental studies in the field of economics, culture and technology can provide solutions to create a distinction in branding. Considerable and important topics in this area include:

Language and dialect, Letters and syllables, Religion and its

scope in the system of governance and the diversity of sub-groups and regional tendencies of sects and related religions, Wealth and dispersion and its accumulation in social classes, Cover Style and Fashion, Communication technology and the speed of technology development in this area, Distribution and distribution system, Concepts of psychology and sociology of colors and indigenous national visual symbols, The structure of the state system and related laws, Demographic density or population dispersion in the geographic region, Media and information tools and the severity and weakness of access and effectiveness of the advertising system in the region, Travel distances and travel related technologies...

Therefore, it is natural to assume that culture will play a very important role in the success or failure of a brand, and this is the topic in which it can determine significant market outcomes such as acceptance and brand credibility.

2. Statement of Problem

Same brand in the same position in different cultures, are differently understood. This causes problems or even failure in positioning and branding, and sometimes prevent the growth of a brand is to a certain boundary. Because different societies do not embrace a profound cultural difference.

3. Summary of Related Studies

3.1. Brand preferences

The study on brand preferences has gained attention of many marketing researcher since 1970s. So they began to test the attributes of brand preferences over an extensive range of products. One of the most popular concepts in brand preferences is the theory of self-congruity. According to this theory a consumer's behavior is partially identified by a comparison of an individual's self image with a product's brand image (Mulyanegara and Tsarenko, 2009) [23]. Whether marketers like it or not, brands gain a personality and reputation among consumers which will influence their buying decisions. This is why marketing and brand managers should plan for their brands' personality (Hawkins *et al.*, 2004) [16]. Brand personality is defined as "the set of human characteristics associated with a brand." Researchers, in consumer behavior studies, have done some research into how a brand personality enables consumers to express their own self, ideal self or specific dimensions of self through a brand (Aaker, 1997) [1]. Foscht *et al.* (2008) [11] in a six-nation research of brand perception of the same brand concludes that the same brand is perceived differently in various cultures. He then questions this and states that if a firm chooses to be more market-oriented, in order to make the brand more relevant to that market's self-concept, should emphasize the brand characteristic that is desirable in that market, though may not be desirable in other countries.

3.2. Brand Personality

At the beginning of the 1950s, Gardner and Levy (1955) first mentioned the brand personality. They said that brand personality has been created in a complicated way by consumers. This continued to interest others (Levy, 1959; Landon, 1974; Crask and Lasky, 1990) [21, 20, 8] who concluded that brand personality can (Mulyanegara and Tsarenko, 2009) [23]:

- Improve the attraction of a consumer to a specific brand through personality investment.
- Help marketers to establish those characteristics which are perceived emotionally.
- Assist marketers to develop exclusive positioning strategies through brand differentiation.

Sheena and G. Naresh in their research named "Do brand personalities make a difference to consumers?" used a brand personality scale to conclude that marketers should focus on strengthening their strategies by emphasizing on the significant personality traits of their brands (2012). Aaker (1997) [1] in her research paper "Dimensions of Brand Personality", identified brand personality dimensions asking a total of 631 subjects to rate a subset of 37 brands on 114 personality traits. She concluded that consumers' perception of the personality of a brand is formed under 5 main constructs: Ruggedness (e.g., Nike tennis shoes), Sophistication (e.g., Guess jeans), Competence (e.g., The Wall Street Journal), Excitement (e.g., MTV channel) and Sincerity (e.g., Hallmark cards).

Culture is the most effective environmental factor on consumer behavior which is defined by values and beliefs in the society (Assael, 1995) [3]. Culture is the complex whole that includes knowledge, belief, art, law, morals, customs and any other capabilities and habits acquired by humans as members of society (Hawkins & Mathersbaugh, 2010, p.42) [15]. Products and services are reflective of culture and their cultural meaning is often stated as symbols. Consumers buy products to express their self through a symbol rather than to benefit from them. This is why marketers attempt to establish symbols which introduce products with positive cultural values (Assael, 1995) [3]. Culture influences buying behavior as consumers show it in the values they learn from the society. Values such as individuality, independence, success and self fulfillment (Assael, 1995) [3], so marketers always try to swim along the cultural waves rather than against them (Assael, 1995, p.452) [3]. Cultural values are "enduring beliefs that a specific mode of conduct or end-state of existence is personally or socially preferable to an opposite or converse mode of conduct or endstate" (Rokeach, 1973, p. 5) [25]. Assael (1995) [3] mentions the characteristics of cultural values as below: 1) Cultural values of other societies are learned by three ways: formal learning, informal learning and technical learning. 2) Cultural values direct an individual's behavior through establishing cultural norms. 3) Cultural values are permanent as well as being dynamic. 4) Cultural values are main path of ordinary values which distinguish one culture from the other culture. Values are beyond objects and situations. They are related to behavioral states (instrumental values) and end-state existence (Terminal values). Each group of values influences consumers' choice criteria in some ways (product choice and brand choice). Choice criteria also influence formation of a consumer's attitudes toward the product and the brand (Loudon and Della bita, 1993) [22]. Based on a model of Loudon *et al.*, the criteria of choosing a product model are the prominent attributes of a product whereas the brand choice criteria are the prominent attributes of a brand. These findings are helpful for brand positioning so that advertisements can transfer a brand's superiority to

potential buyers. Gutman (1982) [14], Rokeach (1968) [24] and Rosenberg (1956) [26], in their theories, also consider product attributes, which provide consumption goals, a connector between culture and consumer behavior and supplier of terminal values, or in other words cultural values (Assael, 1995) [3]. Various approaches have been used to measure consumers' values in marketing research one of which is the approach introduced by Kahle (1983) with the aim of removing shortcomings of Rokeach's list of values which turned out to be a more common tool to evaluate values in nonpsychologic studies as it is easier to reply and manage (Ahmetoğlu *et al.*, 2010) [2]. "Kahle's list of values (LOV) includes the following 9 values: Warm relationship with others, Self-respect, Sense of achievement, Fun and enjoyment in life, Self-fulfillment, Being well respected, Security, Sense of belonging and finally Excitement". Kahle (1983) has suggested three main domains regarding LOV items: internal (self-respect, sense of achievement, self-fulfillment), interpersonal or hedonic (fun and enjoyment, excitement), and external (warm relationships with others, being well respected, sense of belonging, security). Internally oriented individuals (those who rate fun and enjoyment, self-fulfillment, excitement, a sense of accomplishment and self-respect highly) want more control over all aspects of their lives. In contrast, those people who rate the external values (sense of belonging, being well respected and security) highly are more inclined to let fate control their lives. Chan and Rossiter (1997) [6] also agreed that the LOV items could be divided into internal and external orientations. They believed consumers with an internal locus of control are much more individualistic, while those with an external locus of control are more concerned with their social group and its approval (Watkins and G noth, 2005, 227) [28].

4. Research Methodology

Secondary data collection method were employed. The secondary data were gathered through books, journals, articles, internet and other published materials. Then, findings classified and analyze by using reasonable inference.

5. Findings

Culture is a collection of values, meanings and norms. While some of the cultural appearances are visible at the moment, understanding a culture of a group needs a long time to get a deeper study of culture. (Not only as superficial appearances) Without such a profound study, observers who are not well-informed and may be misleading about the beliefs and behavior of the members of the group whose culture is studied. (Gallivan & Srite. 2005. 298) [12].

Language and its effects on marketing activities

5.1. Theological language

Language is the most important factor in the relationship between people. The language reflects the nature and values of a culture. Language is considered to be a fundamental factor in culture. Because the main tool is the transfer of information and ideas. Learning a language means learning a culture and language is only a means of understanding a culture. It is the most important means to connect with that culture. If there are many languages in a country, there are

actually a few cultures in that country. If the language is the mirror of culture. There are about 3,000 languages in the world, there are three thousand different cultures in the world. The form and words used in advertising should have the same meaning for the message recipient in the market. Otherwise, the sale of that product will be in the target market.

A vendor intended to sell a UK bike to the Nigerian market. The vendor was interested in showing a potential buyer with a symbol, strength, and durability of the bike. There were advertisements in which an elephant was riding a bike. Despite this, the bike strength did not achieve success. The cause of failure was investigated. The general theory was that we have never seen an elephant while riding a bicycle, it was not advertiser's idea that the elephant rides a bicycle. Instead, he wanted to inspire the bike's strength, but his message was not right. A global marketer should use an interpreter that is familiar to both cultures and has full mastery of the host language. Unspecified in the foreign language both in translation and in negotiations can be dangerous and will fail a marketing activity.

5.2. Non-verbal language (silence)

The language of silence is a non-speech relationship that includes gesture, color, distance, and so on. We can see the grief and joy of people in their faces, their state, how to walk, and standing, sitting and how to put their hands on. Unfortunately, physical language (silence) is influenced by culture. For example, in the United States when people talking they stay about 18 inches (45 cm) away. But in Latin America, the distance is 12 inches (30 cm), and even less in the Arab world.

Religion

The religion of the people of each country reflects the beliefs and ethical principles of the people of the country, which is one of the most important cultural factors in the host country. A successful market player must understand that many of the demands of the people of a country are influenced by their religion and by knowing this could be the best way to diagnose and meet the needs and desires of the people there.

Habit

Another important cultural characteristic is the people's habit of choosing lifestyle; the social classes formed in a country are influenced by the habits of the people of that country; they may be accustomed to saving money and wealth in a society. Or in another society, they are accustomed to risk and change. Each of these habits can influence the selection of products and services, and the marketer must recognize their wishes and how to meet them.

Education

The level of education and knowledge of a community is a very important factor in choosing a marketing method; if a consumer has a low level of education in a country, marketing and advertising programs should be very simple and understandable, and vice versa, if a society has a high level of education and training And most people in the country have advanced technology and technology. They have to use more sophisticated techniques to draw the attention of the audience.

Color in the culture of countries and its effects on marketing activities

Colors in different cultures show different symbolic concepts. For example, the green color in the United States is a concept of freshness and health, and in countries that are covered with dense forests, they convey the concept and disease. The green color is an Arab favorite and is used in part of Indonesia as a forbidden color. In Japan, the green color represents a superior technology, but in America, green electronics does not have any market. In Egypt, green is a national color and should not be used in the packaging of goods. An English bank would have liked to operate in Singapore, it was used as a green and blue trademark of the bank. The market research made it clear that green represents a death in the country and the bank had to slow down.

Black is a color for mourning for many countries, but for some Asian countries white is mourning color. In Brazil, the violet color in Mexico is yellow and Ivory Coast is a dark red mourning color.

In the United States, the blue color is for men, while in France and Britain the red color is more masculine. The pink color is more common for women in America. While in many other countries yellow is more feminine, red is a symbol of good luck in the china, an international marketer should be familiar with these cultural patterns in the field of color, in order to make packaging and advertising products suitable for planning in one Foreign market selection of colors should be based on the good aesthetics of the buyer's culture, not the seller's culture.

The culture of consuming products in different countries

Each country has its own traditions, norms, and customs. A vendor must do research should plan before marketing, what consumers think about using the same products in the market. Because habits, Different tastes and preferences. Product or brand that is welcomed in the market of a country may not welcome in another country's market.

The following are examples in international marketing Americans like to have juice with breakfast, while the French do not tend to have juice at breakfast.

- The American company decided to launch its own product, which was a mixture of chocolate and peanuts which in the United States was very successful, in Japan. As a result of marketing research, the elderly in Japan believe that eating chocolate and peanut at the same time causes Nose bleeding
- In the Middle East, retail sales are more important than wholesale

Package Pattern in Country Culture

The existence of differences in the marketing environment requires specific adaptation to the type of product packaging. Variable climate conditions require a change in classification. In order to ensure that the packaging of the product is sufficiently protected, packaging to other countries is sometimes required to adapt to those markets. The number, color and shape of packaging in different countries may have a certain meaning. A number, color or specific shape that appears to fit in a country in another may reduce sales and even prevent full sale of that product. For example, in Iran,

one kilo of tomato paste is most popular, since this food is often used in most foods. But in Europe, packaging of 250 grams of tomato paste has the highest demand at the family level. Or the packaging the four-liter is the most used in the US, but in half a liter is packaged in Iran.

The role of packaging in terms of sales promotion depends on the structure of the retail market. For example, Winston has required more than 250 different packages for cigarettes according to its different foreign markets.

Looking at the culture and its impact on marketing, on the other

In many societies that are undergoing cultural and social transformation, or because of the changing and unbalanced cultural structures, the presence of brands can create new behaviors, new needs, and even subcultures such as the creation of words and Syllables and terminology at the community level, which sometimes act as a double-edged sword.

The presence of technology will penetrate a variety of environments, so it is not surprising if it emerges from outside the boundaries of a brand community and replaces itself with a culture in a particular generation, and after a short time the consumer behavior and fashion and literature of that brand are part of the culture The consumer society will be. Brand integration and branding processes are further expanding and deepening the culture of different societies, thanks to the technology of information and media transmission, to the extent that today's consumer behavior is driven by technology and data. Riders are approaching each other to a large extent in different parts of the world and in different societies. The great truth is that a country that refuses to focus on its values and stars will become a market for branded goods from another country, and will not only be a consumer of goods or services, but also they will copy custom and cultures of others.

6. Conclusion

Some marketing experts believe that culture has an important role in marketing success. For example, we all know that it is common for orange juice to be used in all countries, but some nations are taking orange juice in the morning, but the Chinese believe that in the morning Drink hot drinks and orange juice do not have the right acid to drink in the morning.

If we specifically want to define culture. Culture includes the language, art, ethics, customs and customs of each country that forms it.

You might think first of all that marketing and introducing a brand does not require the use of cultural marketing, but you must say that culture has a significant impact on marketing.

For example, if you consider the country of Canada, statistics show that total consumer spending in the country has risen by 21% over the past five years, with Chinese Canadians accounting for 40%, and South Asian Canadians 76% be.

It should be said that today, unlike the distribution of the trademark, the culture brochure of each city or country has a great influence on brand introduction, then we need to be able to understand that it is a culture that can help you before marketing a product.

In one word... The modern marketing strategy should exactly reflect the cultural traditions and norms of a society. It is

better to know that shopping is done with heart confirmation and the heart is the place of culture and norms in which the environment lives.

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