

# Chapter 9

## Culture and Its Influence on Elements of Marketing Mix

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### **ABSTRACT**

*Globalization has given impetus to international commerce and multinational companies are marking their presence worldwide with their robust and effective marketing strategies. In order to attract the customers, it is imperative to understand their culture, value, and beliefs. Marketers need to consider these elements and modify their marketing strategies as per the religious and cultural values of the target audience. This paper aims to focus on the influence of culture on various elements of marketing mix and the adaptations towards different elements. The paper also provides an insight on the significance value of cultural factors to be considered while communicating or promoting the products by marketers.*

### **INTRODUCTION**

Culture is depicted by the lifestyle and features or features of a specific group of people. Culture may also be depicted in the language we speak, how we dress and what kind of attitude, values and beliefs we possess. Culture has a great impact on marketing strategies of a business and with the increased globalization there exists increasing number of competitors in a business environment. Along with competition there are other factors also which affects marketing strategies like budget, target market, competition, culture, values etc. Earlier, culture was not part of these crucial factors influencing marketing strategies (Jaw et al., 2007). In order to start and expand a business for longer period of time, no corporation affords to ignore

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effective implementation of marketing strategies. Consumer taste and preferences are changing very quickly and international markets definitely has a major role to play for the same. As, customers do not want to wait unavailable product, rather he/she chooses to shift to the alternative available (Kotabe et. al, 1998). A marketing strategy is a powerful tool including planning and promotion of a product in order to cope up with the competition. Local culture should be understood properly by the vendor before selling the product in the market.

Marketers makes customer aware by promoting their products through advertising etc. customers will understand the advertising message or attracted towards that only their values and traditions are duly taken care of in the message. Otherwise, customers will not understand the message properly and the marketers may suffer huge losses. A local vendor or an international player, it is vital for both to understand the culture of a country or their target customers properly while promoting their product (King et. al, 1985). With the increasing cut throat competition it has become essential for the marketers to understand the customer fully and satisfy them, they need to be customer oriented only by offering good quality products at reasonable prices and providing easy access to the products finally. In fact, in today's world almost all the companies are taking care of all these factors but the companies which understands customer culture they are the ones going to stay for longer in the market as they understand the sentiments of their customers.

Understanding culture is not an easy task though it is very challenging. But once it's taken care of, it is capable of providing continuous growth and success to the companies. Due to liberalization and globalization companies are offering their products to multiple countries as consumers also have different choices country to country. Diverse culture, values, customs and norms are responsible for such differences in taste and preferences. Culture influences choice of a product and lifestyle deep down. Owing to rapid increase in international trade, marketers need to redesign the marketing strategies as per the cultural factors of the particular country.

## **INFLUENCE OF CULTURE**

There are some values, customs and a set of accepted behaviour which are being shared by a group of people, which cannot be identified separately from that group of people as culture is a widespread phenomenon. These accepted and shared culture impacts the decision making of human beings which is very evident in body language, gestures, negotiations, relationship with different stakeholders etc. and finally on the marketing mix of a company. When operating in a global environment, it becomes important to understand and learn from different cultures.

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