

Research on Challenges and Countermeasures of Cross-Cultural Marketing

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Abstract: As an important influencing factor, culture has penetrated into all aspects of the marketing industry. With the rapid development of internet technology and information electronics and the acceleration of economic globalization, more and more Chinese companies have given up the original single cultural environment, and they are facing more and more challenges of cross-cultural conflicts. Research on cross-cultural issues is more important and urgent than ever. What challenges companies face when conducting cross-cultural marketing and how to choose appropriate countermeasures and countermeasures when facing different difficulties and problems are of great significance to cross-cultural marketing.

1. Introduction

Cross-cultural marketing refers to marketing activities conducted by a company in a variety of (at least two) different cultural environments. This type of marketing activity mainly emphasizes the parties to the transaction (corporate and customer, customer, distributor, supplier). Etc.) The implementation of cultural difference management, which mainly includes cultural marketing strategy management, related market research work and brand management and marketing work content, etc. Under the role of these two or more different cultures, enterprises' cross-cultural marketing the main manifestation is through cross-cultural interactions between companies. Cross-cultural marketing has obvious characteristics. First, it is relatively difficult. Different cultural contents represent different environments and languages, customs, laws, and values. This has led to conflicts in the values of people in various regions. There will be many obstacles, resulting in unsatisfactory marketing results. Secondly, companies have a higher failure rate in cross-cultural marketing. Among the transnational influences, the famous Seven or Seven Laws show that more than half of the failures are due to the failure to achieve the expected benefits, and 70% of the cases are due Due to problems in the process of cultural integration, it can be concluded that cross-cultural marketing has a higher failure rate due to different cultural backgrounds.

2. Challenges of Cross-Cultural Marketing

The communication between enterprises and target customers can be divided into two forms: direct communication and indirect communication. Direct communication is generally face-to-face, where marketers communicate directly with customers. In this way, they gather information, understand demand, introduce products, negotiate contracts, and provide after-sales assistance. In the case of direct marketing, marketers need to be proficient in the local language. The languages of some countries, such as Japanese, Chinese, and Italian, belong to high-context cultures. In these cultures, the transmission of information depends not only on what is said and written, but also on the occasion of the sentence. Without a specific background, sometimes the meaning of the same sentence may be completely different; and other languages, such as German, American English, Swiss, etc. belong to low-context cultures. The meaning of these languages is accurate. Even if these words are separated from the sentence to understand, the meanings they express are unchanged, so they have this characteristic in understanding. When you 're wording a language, you only need to understand its literal meaning, and you do n't need to think about the context of the sentence. In fact, the communication between enterprises and consumers is not limited to direct communication only. The indirect communication between them includes a very wide range. For

example, the activities of transmitting basic corporate information through the media such as manuals, contracts, brands, and packaging are also included. This involves the question of how to translate and whether it can be correctly understood by the other party. If you are not careful, you may make mistakes.

The impact of culture on consumption runs through each stage of the consumer decision-making process. Cultural differences make customers with different cultural backgrounds demand different and consumer behavior. Some regional cultures pay more attention to visible and tangible fixed assets, while some regional cultures have higher spiritual consumption needs, which will cause consumers in some regions to demand fixed assets such as real estate more than in other regions. Consumers of culture are stronger. Consumers in different cultural backgrounds, their differences in consumer behavior are mainly manifested in shopping needs, shopping motivation, purchase methods, payment methods and other aspects. For example, consumers in some regions usually do not choose to shop at night, while in other regions and countries, night markets are quite developed; bargain payment in some regions rarely occurs in other regions and countries. In this way, it can be found that in cross-cultural marketing, traditional marketing models will fail. The intangibility of culture and the marketing staff's habit of using their own reference standards to understand and treat foreign cultures make it difficult to accurately break through cultural barriers and master cultural elements. Consumers in a specific region often have their own unique ways of thinking, customs and methods of dealing with problems. This invisible xenophobia can make companies with cross-cultural marketing have significant marketing obstacles and communication barriers when conducting marketing activities. .

Due to cultural differences, there are differences in political systems, economic systems, and cultural systems in different regions. When enterprises enter the market, they face constraints from different systems in different cultural markets. In this case, a single standard cannot be used to produce the product. For example, Japan 's agricultural products have a production history traceability system. The product packaging is accompanied by a "resume number". Consumers can enter the number through a computer in a supermarket or at home to directly obtain relevant information about the production of this batch of products. In the process of product production, it also implements full quality control, clarifies each responsibility in the food production process, strengthens the management of packaging anti-counterfeiting labels, and launches the origin labeling system for fresh foods, thereby establishing an "identity card" for agricultural products. With regard to the use of inputs, Japan has implemented guidelines for the rational use of fertilizers, prohibiting the use of unregistered pesticides and veterinary drugs, and prohibiting farmers from purchasing foreign pesticides that are not registered in Japan through other channels.

3. Cross-Cultural Marketing Countermeasures and Suggestions

Because different people have different lifestyles and lifestyles, they also need to adapt to foreign products. However, to do cross-cultural marketing work, you need to research the market and do a good job in advance. Local marketing activities can be successful in cross-cultural marketing activities. Therefore, it is necessary to formulate appropriate cultural marketing strategies in accordance with local development according to local actual conditions, cultural levels, and social development conditions.

Cross-cultural communication companies lack a dedicated team engaged in cross-cultural communication. Some marketers themselves are not familiar with marketing content and have not received special courses. Direct marketing activities will lead to wrong thinking and hinder the company's development of. For each employee, there is a lot to learn about cross-cultural marketing. First of all, you need to correct your own values. Each culture has its own characteristics, and it conveys its values to people. It is promoted in different regions. The themes are also different. The Chinese people emphasize collective interests. Individual interests can be sacrificed when necessary to obey collective interests. The United States attaches more importance to individual interests and values. They worship individualism and heroism. Different cultural values are different. People need to have commonalities when communicating with each other. Therefore, in the process of

cross-cultural communication, it is necessary to fully understand each other's values, effectively predict each other's communicative behavior, and then effectively improve the communication effectiveness.

Market survey refers to the use of scientific methods to purposefully and systematically collect, record, and organize relevant marketing information and data, analyze market conditions, understand the current state of the market and its development trends, and provide objective market forecasting and marketing decisions. 2. Correct information. The content includes market environment investigation, market condition investigation, and sales possibility investigation. It can also carry out investigations on consumer and consumer demand, corporate products, product prices, social and natural factors affecting sales, and sales channels. Market surveys are the prerequisites for companies to choose a target market, and they are also an important basis for market management decisions. Generally, they can be solved through the following channels: First, they send out research teams to conduct local inspections and surveys, such as direct visits, talks to each other, and Questionnaire survey method (first-hand information); secondly, you can find the required information (second-hand information) by collecting information and related literature online; finally, you can conduct surveys through foreign business organizations to determine the market environment of foreign cultures and determine the consumer's Consumption tendency and behavior, make full use of local culture, and promote the realization of local marketing.

Objectively speaking, the political system of a country is closely related to the development of the national economy. It will directly affect the supply and demand of the market and the structure of the market. It has a direct impact on companies that have just entered the market. Before entering the target market, companies can conduct the development of cross-cultural marketing activities requires early market research. At the same time, it should fully understand the economic system and related policies in the region. At the same time, enterprises should conduct policies in accordance with the policies of the region during the investigation of cultural markets in other places. Can effectively reduce marketing risks and project failures. Enterprises should pay close attention to the characteristics of the target market's economic system, dig deep into the rules, and pave the way for the completion of the target market in the future. At the same time, they need to be down-to-earth and sell products in strict accordance with rules and regulations and processes. Once the products and processes sold, as well as standards and policies, do not conform, you should adjust your strategy and improve marketing products in a timely manner to adapt to changes in the times and policies. Market survey is a market-oriented activity that collects, records, organizes, and analyzes data and information related to business operations. Market research is an important prerequisite for companies to choose a target market, and it is also the main basis for making market prediction business decisions. Cross-cultural marketing research is the basis of cross-cultural marketing and the basis of cross-cultural marketing decisions. It is important to strengthen market research on the cultural environment and determine its cultural factors. Under normal circumstances, it can be conducted through the following multiple channels: 1. Sending out research teams to conduct surveys in the form of sales, questionnaires, interviews, etc. in the intercultural market; 2. Through various media (magazines, newspapers, computer databases, etc.) Search for information materials (second-hand materials); 3. Entrust foreign business organizations in China or overseas business organizations to conduct investigations. Through the above survey, cultural factors can be basically determined. After understanding the cultural factors of the intercultural market and determining the consumer's consumption behavior and motivation, the corresponding marketing model is selected. According to the marketing environment of the target market, make full use of local culture and turn obstacles into driving forces.

4. Conclusion

Cross-cultural marketing with the current economic development becoming an important issue for the current development of enterprises, many companies cannot accurately understand the core content of cross-cultural marketing when they carry out cross-cultural marketing activities. Therefore, companies need to target and fully Grasp the core content and key points of

cross-cultural marketing, based on understanding the core content, establish a correct concept of developing cross-cultural communication, correct the attitude of cultural differences, and accept other cultural concepts at the same time, you should not conduct marketing planning according to your own standards. In this way, we can effectively combine with the target market, conduct research on this basis, fully understand the needs of consumers, develop products that adapt to the market, choose appropriate marketing strategies, and then occupy the market, while conducting cross-cultural marketing. In the process, we need to strengthen our understanding of the target market's political system, economic system, cultural background, and other aspects, rather than blindly cheating.

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