

## **Cross Cultural Factors Affecting the Success of International Internet Advertising**

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**ABSTRACT:***In connection with economic integration and prospering world trade development, all possible exchanges became more frequent between countries. Moreover, in our constantly changing age of information technologies Internet has become irreplaceable communication tool in the society. Occurrence of Internet advertising has created indelible contribution to world civilization. Internet advertising is a not only tool for businesspeople to promote their products, but also important tool for execution of cultural exchanges. Cultural distinctions could affect huge intercultural exchanges between countries. All countries have a unique culture. Of course, culture influences traditions, customs, values, religion. As well as many other factors affect the successful introduction of international advertising.*

*This article describes the general concept of Internet advertising as well as cultural factors influencing the choice of the Internet advertising strategy.*

**KEYWORDS:***International Internet advertising, advertising strategy, cross cultural factors.*

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### **I. INTRODUCTION**

The purpose of this article is to understand the basic concepts of Internet advertising. We consider of cultural factors affecting the successful introduction of Internet advertising on the foreign market on the experience of an example of different brands. All over the world website is a sign of stable, professional work of the company. Internet has already become part of our life long ago. It is not only the dialogue facility but also it is a field for serious commercial activity. Naturally, every foreign company has its own representation in the network, a virtual office. For example most (77%) EU businesses have a website. The total companies turnover which trade on the Internet reaches billions of dollars.

On the one hand, Internet advertising is cheaper than advertising in printed editions; on the other hand, it operates the most active part of the population with higher level of the income. Advertising on Internet likes as TV advertising. We want it or not, we all still see it. We have advantages of television advertisements on the Internet, but prices are less than in printed editions. It is difficult very much and it is required increasingly more means. Presentation and habitualness's traditional mass media are no longer capable to provide a proper level of efficiency required to modern person. Therefore, increasingly more people approach to Internet in order to receive the latest information.

According to statistics given Internet World Stat for 2017 (Table 1). The total number of Internet users is 4,156,932,140 people: 48.7% - Asia, 17.0% - Europe, 10.9% - Africa, 10.5% - Latin America and Caribbean, 8.3% - North America, 3.9% - Middle East and 0.7% - Oceania and Australia.

<b>WORLD INTERNET USAGE AND POPULATION STATISTICS DEC 31, 2017 - Update</b>						
World Regions	Population (2018 Est.)	Population % of World	Internet Users 31 Dec 2017	Penetration Rate (% Pop.)	Growth 2000-2018	Internet Users %
<a href="#">Africa</a>	1,287,914,329	16.9 %	453,329,534	35.2 %	9,941 %	10.9 %
<a href="#">Asia</a>	4,207,588,157	55.1 %	2,023,630,194	48.1 %	1,670 %	48.7 %
<a href="#">Europe</a>	827,650,849	10.8 %	704,833,752	85.2 %	570 %	17.0 %
<a href="#">Latin America / Caribbean</a>	652,047,996	8.5 %	437,001,277	67.0 %	2,318 %	10.5 %
<a href="#">Middle East</a>	254,438,981	3.3 %	164,037,259	64.5 %	4,893 %	3.9 %
<a href="#">North America</a>	363,844,662	4.8 %	345,660,847	95.0 %	219 %	8.3 %
<a href="#">Oceania / Australia</a>	41,273,454	0.6 %	28,439,277	68.9 %	273 %	0.7 %
<b>WORLD TOTAL</b>	<b>7,634,758,428</b>	<b>100.0 %</b>	<b>4,156,932,140</b>	<b>54.4 %</b>	<b>1,052 %</b>	<b>100.0 %</b>

It is important to understand for a company preparing to enter the international market that culture plays a huge role for business development. The enterprise efficiency in the foreign market is largely determined by the knowledge and ability to use cultural factors. Each country has its own traditions, customs, peculiarities in life conditions, consumption, means of communication and that's why it is necessary to know what kind of product (company) is close to the consumer. You cannot offer anything to a particular foreign market, based on the sales positive experience in the domestic market or the markets of other countries.

Philip Kotler noted that when entering the international marketing activities: "The differences between countries can be so deep, that the international market leader must be able to understand the foreign environment and foreign institution. Also you must be ready to revise the fundamental concepts how people react to incentive marketing techniques".

## **II. OBJECTIVES:**

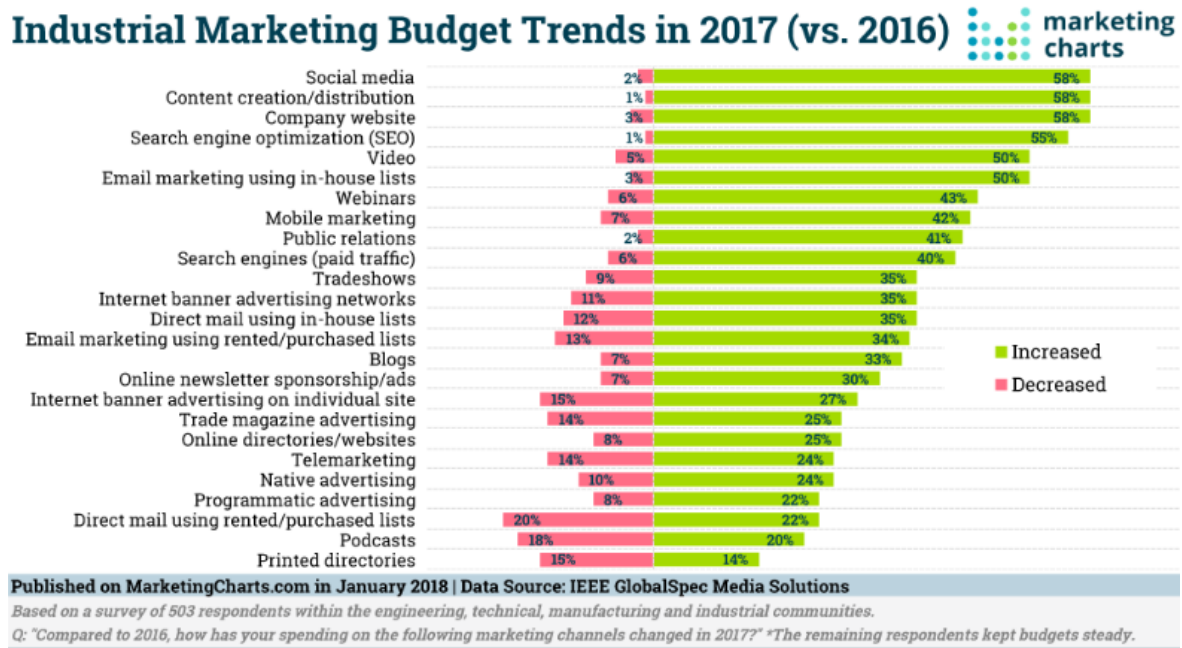
- The main purpose of this thesis would be to identify cultural factors affecting the success of international Internet advertising.
- Consider the general concept of online advertising.

### ***General notion about the Internet advertising of intercultural communications.***

Nowadays Internet becomes an active participant of the human life all over the world. Using the Internet, they find relatives, communicate, marry, make purchases and build huge fortunes. The Internet is a brilliant place for realization of creative aspirations. The Internet is a good combination whatever humanity has already invented. Alternatively, it is successfully replacing it. It is an active environment.

International (or global) Internet advertising is a kind of general economic concept that is currently accepted around the world. It is associated with global interaction processes, peculiar properties of the economic integration in the world economy. Internet advertising in international marketing is used as an effective tool for promoting goods on the market.

Marketing Charts reports a 50% increase in digital marketing budget compared to 2016 in their study. This only goes on to show the importance of channels like social media, content, SEO, video, and more.



According to statistics for 2017, 82% of businesses have a digital marketing strategy. The top industries seeing ROI from digital marketing include law, health, entertainment, auto and food. These industries are abandoning their marketing efforts of in-person events and print media to capture the eyes (and clicks) of a far greater audience. And the results are huge: most companies are experiencing \$5 of revenue for every buck spent on digital.

Internet advertising features are determined by its fundamental difference interactivity that is the user's ability actively participates in the communication process. The possibilities of Internet advertising significantly save the buyer's time to search for information, goods and services.

Thus, in the basic communication characteristics of this type of communication could emphasize high concentration on the target audience (up to a specific recipient), personal nature of communication, the possibility of interactive contact, flexibility.

From the viewpoint of the approach to communication, Internet has allowed to combine two ways of influencing the consumer. In the first way to the viewers, readers, listeners sent a certain flow of information, which they cannot filter out. At the second – the user himself can search, select, control, individualize incoming information and then compose the necessary data.

The main advantages of Internet-advertising: presentation of the advertised product or service is performed, inconceivable for any other media; Internet gives the opportunity not only to address the advertising message to the target group. In addition, you can see in real time the reaction to this message; the Internet allows you to conduct advertising campaigns, negating the impact of competitors or rather, with their complete absence.

What are the main tasks that international Internet advertising should solve? They can be found in the AIDA rule. It reflects the four degrees of perception with respect to advertising: A is Attention, I is Interest, D is Desire, and A is Action.

Based on this rule, we can formulate the four main tasks of global or international Internet advertising:

1. Informing the audience about the product;
2. Reporting to potential consumers' information about the product, its features and benefits;
3. Stimulating the desire of potential consumers to buy goods;
4. Indication of the place where you can buy the goods and re-inform about it.

**Specific features of the international Internet advertising.**

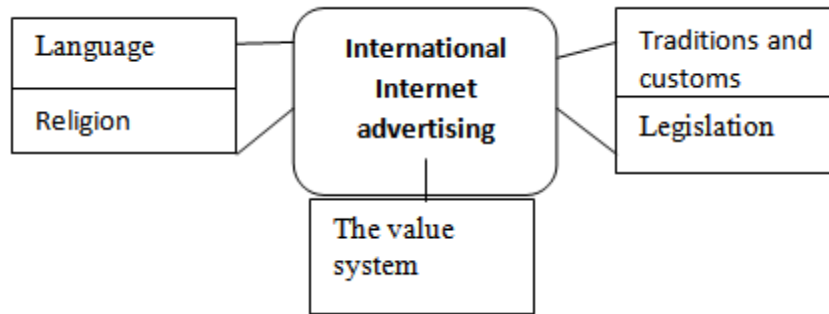
Organization of international Internet advertising is considered to be one of the main difficulties in the work of international marketing. The reason for this is that each individual state has its own characteristics, which they have a significant impact on the implementation of actions, which are relevant to advertising.

This difference is mainly due to the following factors:

- culture and its development;
- language features;
- the economic situation;

- existing laws;
- existing competition.

Cultural elements affect on the success of Internet advertising in the foreign market. Culture is a system of values and norms established in society that determine the citizens' behavior. It is one of the key components of the society characteristics, with significant Trans and intra-regional differences. Advertising dissemination for people with different cultural backgrounds can lead to cultural conflicts. Cultural conflicts are a process of opposition and mutual isolation between different culture forms or their cultural factors.



**Composition of the cultural environment elements in international Internet advertising.**

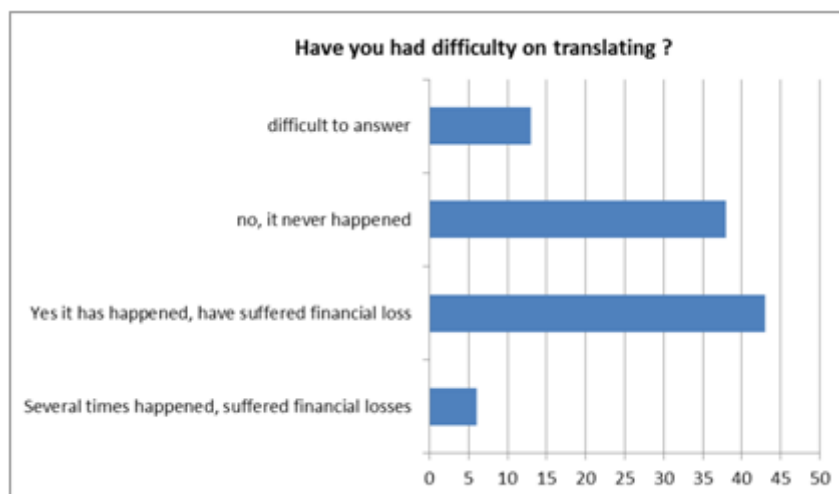
**Language.** According to the Economist Intelligence Unit report, 61% of international companies face difficulties due to cultural and language barriers in entering new markets and developing markets where they already work. About 50% of the companies are surveyed by the researchers admitted: mutual misunderstanding prevented them when making important international transactions and eventually led to significant losses. 89% of the respondents said that they face in our market with similar problems.

The global survey was conducted in February and March 2012. It was attended by 572 executives (47% belong to the highest level and 53% work in companies with an annual profit of more than \$ 500 million).

Professor of Global Strategy at IESE Business School in Spain, PankageGemavet has found that if the two countries have a common language and use it in trade relations, these relations are 42% more successful than in countries that conduct joint business but speak different languages. At the same time, the countries had colonial trade they were much more successful - by 188%.

For example, in China, 68% of foreign direct investment in the Chinese economy was made from Singapore, Hong Kong. That is those countries where Chinese ethnic groups are the largest.

The UK is more successful because of the past, and its trade by 13% more effective thanks to the common cultural heritage and trade between the country and its colonies.



International cooperation can hit the wallet. For example, Brazilian and Chinese businessmen (74% and 61% of respondents, respectively) noted that they suffered financial losses due to international cooperation, despite of the fact that these losses were not the result of unsuccessful deals. More than 3/5 companies surveyed believe that the reason of financial losses could be the lack of clarity in their internal international relations and it has led to a decrease in productivity. That is, cultural diversity must be properly used, otherwise differences in

mentality can only harm. The study confirms that differences in cultural traditions combined with linguistic diversity pose the greatest threat to it. As a carrier of commercial information, advertising conveys value not only unidirectional, but also depends on the interpretation of the audience.

We can conclude that the effectiveness of Internet advertising is directly related to the linguocultural differences of representatives of different countries. Often misunderstanding in intercultural communication is caused by an inaccuracy translation of the advertising content.

All cultures can be divided into 2 groups:

1. Cultures with low contextual dependence. The advertising message can be perceived independently of the context; the words have a precisely defined meaning.
2. Cultures with high contextual dependence. The meaning of advertising is understood only in a certain context, the word has many meanings.

The following is a list of cultures, from the highest level of contextual dependence to the lowest: Japanese, Chinese, Arabic, Greek, Spanish, Italian, English, French, North American, Scandinavian and German.

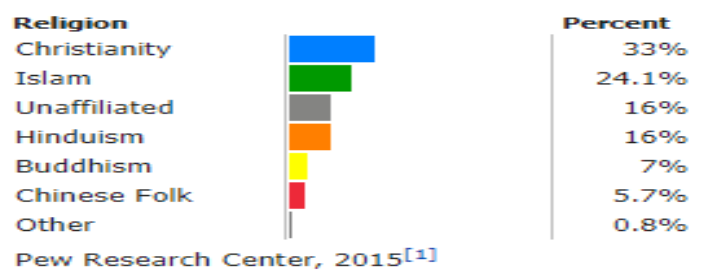
An example the translation complexity of advertising text:

The American motto of cigarettes advertising “Salem - a sense of freedom” in the Japanese market has turned “when you smoke Salem, you feel that your brain is free and empty.”

Another example of Pepsi’s slogan “We offer you to return to life” caused a fundamental panic in China, where it is translated as “We will return your ancestors from the grave.”

Paper handkerchiefs of the company “Puffs” are quite popular in the US, but they also had to face problems in connection with the name. In Germany, the word means a colloquial term for a brothel. In England, this is an insulting name for a husband of non-traditional orientation.

**Religion.** Religion is one of the most important aspects of any society life. Religion defines ways of establishing contacts between members of one society, as well as between representatives of different societies. About 85% of the world’s population, amounting to 7.6 billion, belongs to one religion or another. According to statistics for 2015, a large number of followers adhere to one of four religions: Christianity (33%), including the Roman Catholic faith, Protestant faith and Orthodoxy, as well as Islam (24.1%), Hinduism (16%) and Buddhism (7%).



What we discuss about religious differences, the most productive are the comparison of the features of Internet advertising in the Christian and Muslim worlds. From these comparisons most scientists take numerous examples of cultural differences and misunderstandings.

So let's give a few of the most illustrative samples from the world of advertising. A woman is a lifetime companion of any advertisement. She can be seen near the advertised subject in any situation.

By the way this rule has exceptions. For example, some Muslim countries like as Saudi Arabia the image of a woman’s face is prohibited in advertisements. According to the Koran rules a woman must dress so that her body is completely closed. Also the image of a woman driving a car in Saudi Arabia would be simply inappropriate. It is not difficult to recognize the existence of a significant difference in the worldview of representatives of the polar religions.

The situation is more complicated when it is necessary to find out whether there is a significant worldview difference. For example, between Christians of certain countries who belong to different faiths, considering the forms acquired by this religion in some regions. Such as Christianity in Poland contacted with the idea of neighborhood, town, human associations tied to the ground. If in the villages of the neighboring countries the houses were often built separately, but in the Polish Kingdom, they were built in long rows adjacent to each other formed among swamps, small islands or forests.

This attitude to the world also affects the perception of advertising in the Internet. Russia has peasant, collective communities; an important factor is the communal consciousness. Europe has individualistic consciousness for 200 years.

Scandal on the religion case can bring advertising instant recognition; it is often rely on the authors of commercials and billboards. However, the scandal can bury any advertisement as quickly as it can make it well known. The British manufacturer Antonio Federici Ice Cream had such experience. It took place in 2010, on the eve of a visit to the UK by the Pope, the company issued a poster with a pregnant nun, fondles ice cream, and a slogan: “Immaculate Conception. Our religion is ice cream.” England is a non-Catholic country, but even the members of the Anglican Church were insulted by hint of one of the Christianity important dogmas. The campaign was even subjected to an official ban on the decision of the committee monitoring advertising.

Another example, in 1989 the company “Pepsi-Cola” has signed a five-million deal with Madonna for the use of her new album in television commercials. However, Madonna is known for her provocative clips. She decided to raise another important issue “Interracial relations” for her promotional video “Like a Prayer”, but overdid it. As a result, the video was filled with such contradictory images as Madonna kisses a black saint. She is inflicted with stigmata wounds; she dances against the background of burning crosses in purely symbolic clothes. Religious community around the world has become a protest against the blasphemous use of Christian symbols. The direction of “Pepsi” company tried to explain the fine border between art and advertising. The Pope himself opposed Madonna’s video demonstration in Italy. Finally, the company was forced to yield to international pressure.

Religious beliefs play a very important role in the spiritual and psychological needs of people. They are often the rotary elements of cultural conflicts. In the international Internet advertising consumers faced with different faiths and religious traditions, ignoring this leads to large-scale losses.

**Traditions and customs.** Customs and traditions are a concentrated manifestation of regional culture, which are cultural norms, people form in the practice of production and life. If we resort to study the mistakes of international Internet advertising. They are most often connected with the inhabitants of the country. People from the outside have in completely different views on the same reality. So they need different advertisements along with the globalization component would contain national.

This example is confirmed by: an international advertising agency placed on Japanese television advertising of a new product for this country. It was baking powder for cakes, which it tried to associate with understandable and close to the Japanese concepts: bake a cake from a powder, proclaimed advertising: “it is easy as cooking rice”. The audience was outraged by this appeal because from the Japanese point of view rice is a whole art; this food is part of the national culture. Also there are many examples of unsuccessful marketing when using symbols in a particular country, which carry information that is understandable only for representatives of this culture.

We can give some following examples:

1. The manufacturer of products for entertainment in water suffered a loss in Malaysia, because the company’s dominant color is green, but it was associated with jungle and disease in Malaysia;
2. A leading US manufacturer of golf balls was initially disappointed in his attempt to break into the Japanese market. His mistake was packing his golf balls into packs of four, because “Four” is a symbol of death in Japan.

***Values of the numbers, colors and other symbols for different cultures.***

Colors, symbols	Meaning
WHITE	A symbol of <i>mourning, or death</i> in the East; <i>Happiness, purity</i> – in the US
RED	<i>Undesirable or negative</i> in Chad, Nigeria, Germany; <i>Positive</i> –in Denmark, Romania, Argentina; <i>Happiness, fun</i> – in China; <i>Masculinity</i> – in Britain and France.
BLUE	<i>Femininity</i> – in Holland; <i>Masculinity</i> – in Sweden, the United States.
YELLOW FLOWERS	The sign of <i>death</i> in Mexico; <i>Infidelity</i> - in France.
NUMBER 666	Devilish figures for Chileans and believers in some countries. Number “6” means success in China.
NUMBER 7	<i>Unfavorable</i> - in Ghana, Kenya, Singapore; <i>Favorably</i> - in Europe, the United States, Latin America, Morocco, India, the Czech Republic, Nicaragua, the Middle East.
DEER	<i>Speed, grace</i> – in the United States; <i>Homosexuality</i> –in Brazil.
TRIANGLE	<i>Negative</i> – in Hong Kong, Korea, Taiwan; <i>Positive</i> – in Colombia.

**Legislation.** Most of the states regulate advertising activities by legal instruments. In this regard, in different countries there are specific restrictions on certain types of advertising, lexis and language. Some goods cannot be advertised or one can be limited.

- In Germany, prescription drugs advertising and comparative advertising is prohibited.
- In Saudi Arabia, the participation of women in advertising is prohibited.
- In Iraq, imported goods advertising.
- France banned advertising of alcoholic beverages in all media.
- Tobacco products advertising are prohibited on radio and television in Germany, Belgium, Great Britain, and France.
- Belgium banned advertising for children.
- In Italy, the use of national colors combination “white and green” is not allowed in advertising.
- In Brazil, you cannot put image of the state emblem in the advertising messages.

It should be noted that any advertisement must comply with the law, so the creator of any type of advertising should carefully read its provisions.

Vladimir Mirolubov, the Russian head of the stock exchange advertising “Epic Stars” emphasizes that if the product is legally banned for advertising, then any attempts to bypass the law sooner or later will entail consequences. He cited an example - the law banning advertising of beer production has created advertising non-alcoholic beer, which today ban is already being discussed. In this situation, according to the expert, it is unclear whether the advertiser needs such coverage of the audience. Because the advertised products are different from the one that the advertising company was conducted.

The Russian company lawyer “Alta Via” Michael Bozhor recommended taking into account not only the requirements of the law on advertising, but also regulations, as well as the acts of the subjects of the country, which will neglect advertising and set additional requirements for advertising materials and structures. Each region has its own peculiarities, connected with the local mentality and social foundations. Therefore, what one audience will positively perceive, can provoke another to react negatively. The expert sees the solution of such issues in increasing the professional literacy of advertising critics and in the constant consultation of such developers with lawyers specializing in the field of civil law.

According to Alexey Golovchenko, the managing partner of law firm “ENSO”, advertising specialists should be aware that any individual, which verbal or nonverbal component of advertising will seem insulting to someone. One can file a complaint. In this regard, the expert advised to avoid ambiguity in advertising and images, which can be thought out in a negative way.

**The value system.** The role of values in the both life of individual and society is extremely great. According to them, there is a selection of information in the communication process; “social relations” are formed affects (emotions and feelings), interaction skills, etc. Thus, the value is not a thing, and there is related to things, phenomena, events, processes, etc.

Values are of great importance in any culture, since they determine a person’s relationship with nature, society, the immediate environment and himself. Proceeding from this understanding, S. Kluckhohn and F. Strodtbeck defined values as “complex, definitely grouped principles, giving symmetry and orientation of various motives of human thought and activity in the solution of common human problems” (Kluckhohn S., Strodtbeck F.; 157).

Differences in the values system include collectivism and individualism. In Hofstede’s concept, individualism characterizes a society in which the connection between individuals is insignificant: it is assumed that everyone cares about himself and his family in the first place. Collectivism describes a society in which people are born grow and develop into strong, cohesive groups. These groups care and protect their members throughout their lives in exchange for unconditional loyalty. A person belongs to some group throughout life. The first group in our life is the family, then the school, the university, the work collective. Moreover, depending on what type of culture a person belongs so in his behavior prevails collectivist or individualistic approach.

### **Country indicators of quantities in the Hofstede model.**

	Power Distance	Uncertainty Avoidance	Individualism	Masculinity
Argentina	49	86	46	56
Australia	36	51	90	61
Brazil	69	76	38	49
Canada	39	48	80	52
Denmark	18	23	74	16
France	68	86	71	43
Germany (F.R.)	35	65	67	66
Great Britain	35	35	89	66
Indonesia	78	48	14	46
India	77	40	48	56
Israel	13	81	54	47
Japan	54	92	46	95
Mexico	81	82	30	69
Netherlands	38	53	80	14
Panama	95	86	11	44
Spain	57	86	51	42
Sweden	31	29	71	5
Thailand	64	64	20	34
Turkey	66	85	37	45
United States	40	46	91	62

Differences between individualistic and collectivist countries are reflected in advertising communications. For example, the Nike slogan “just do it” stands for innovation and competition, stressing that the competition and participated in the struggle in the pursuit of personal values, it is deeply revered in Western culture.

In Hong Kong, the Chinese translation of the original advertisement version was “Do it if you want to do it”, but the local population considered that the introduction of irresponsible values need to be changed. Therefore, if countries or regions are collectivist type that it will be expedient to use the psychological effect of collectivism in advertising, that is, it must be emphasized that a certain commodity is what everyone wants and what everyone needs.

### III. CONCLUSION:

Whatever the scale of advertising on the Internet, its main functions do not change. The principle of good planning is always based on competent planning and logical marketing strategy remains unchanged. The central theme of all advertising appeals should be benefits for consumers. In order not to be a disparate set of advertising and promotional messages, marketing communications in all their forms should be coordinated and integrated into a single campaign.

But if the basis of advertising does not change, then its practical implementation varies from country to country. Susceptibility to advertising of various national markets, as well as advertising goals and objectives, can differ significantly. Problems with the promotion of so-called “global” goods begin with such familiar things, as competition in the product category. And they end up with such complex tasks as convincing consumers to change their habits or even violate existing cultural prohibitions.

Thus, from the above mentioned examples it can be concluded, that before entering the market of a particular country, one must thoroughly study its culture, language features, values, language of symbols. Otherwise, the company is doomed to failure. Even the world’s giants allow oversights and mistakes. The main thing is to get rid of them in time.

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