

# Importance of Culture Knowledge for Business Success

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## Abstract

The identification of the significance of culture in the ever-changing business world is a critical decision toward business penetration and success in the global marketplace. In fact, to recognize the culture of a country is a symbol of respect before starting or expanding a business. Understanding the local culture of a particular market region helps in fostering effective communication, which is a vital aspect of building relationships with customers for business success.

## Introduction

Culture impacts the approach on which employees can best be managed based on their current priorities and values while impacting on the functional sales, marketing, and distribution areas. According to Liu & Almor (2016), every world culture has its own exclusive sets of taboos and customs; hence the determined marketers must study about cultural elements in an effort to understand acceptable and intolerable dynamics for marketing programs (Kaur & Chawla, 2016). The marketing research may support marketers in appreciating as they navigate such complex issues in the business environment.

## Culture and Market Environment

In understanding the culture of a particular market environment, many effects on business strategies are significant. Excellent entrepreneurs cannot afford to ignore the analysis of local cultural significance before selling or even advertising a product in a particular market region (De Mooij, 2018). The process of evaluating a country's culture for business marketing purpose should primarily involve the study of the locals' motivations, attitudes, perceptions, together with their learning processes (De Mooij, 2018). For instance, it is critical to verify linked motives in a particular culture. According to Liu & Almor (2016), in analyzing this aspect, it is essential to consider the kind of family needs would be satisfied by a given product presented by a company while still studying how the existing market sources presently meet such requirements. It is also critical to identify whether the entire family as a small unit of marketing of a positive culture have already acknowledged the current needs (Kaur & Chawla, 2016).

## Culture and Product

Further, determining the cultural values that are pertinent to a product is critical. For example, existing strong values on workplace ethics, religion, family

relations, and morality that relate to a product (De Mooij, 2018). Evaluating behavioral patterns such as the purchasing behaviour characteristic, the division of labour forms that exist within family structures, the frequency of purchasing a type of a product and any existing characteristics conflict with specific product outcome expected. Again, conferring to Liu & Almor (2016), it is essential to assess whether a product connotes features hinder cultural values and if the hindrance to cultural values can be avoided through product changing together with the presence of positive cultural values with which a particular product can be identified.

### **Conclusion**

Ultimately, culture knowledge is essential in identifying the decision-making forms in business entrepreneurship. It is critical to research on whether members of a particular culture have an optimistic approach to the business decisions concerning innovations or not while recognizing the procedure of decision making. The business study on perception should identify the data sources known by particular culture members upon and whether there exists some people who are flexible or rigid to any new innovations and ideas. The study on culture in business should also put into consideration the basis of evaluating alternatives in a particular market region. Further evaluating promotional strategies and the role advertising occupy in precise culture is very important and even

whether the culture can influence the availability of business employees within the social patterns.

### **References**

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