AL-FARABI KAZAKH NATIONAL UNIVERSITY

Department of International Relations

Chair of Diplomatic Translation

**Translation business in the field of international and legal relations**

**“Linguistic and cultural aspects of translation”**

2024-2025 academic year, fall semester

Lecture 13

Module 3 Linguistic and cultural aspects of translation transformations

Lecture 13 Cultural and consumer‐oriented interpretation

Cultural values are important aspects of the self of consumers. As businesses have become more and more global, the cultural differ- ences among consumers play an important role in the development of effective marketing and branding strategies. According to De Mooij (2004), in order for marketing practitioners to understand the behaviour of consumers in different countries, it is essential that they make a comparison of the national cultures to determine how they are different from, or similar to, each other before they implement their marketing strategies. This is because a cross-cultural phenomenon occurs as a result of the diverse cultural components that exist among consumers and it is a significant factor that influences buying behaviour in consumer markets. The cultural differences lead to the differences or similarities in the responses of consumers and these differences and similarities are reflected in terms of their age, sex, and income level (Herrmann & Heitmann, 2006). In spite of how a firm sells products or offers its services in another country; the branding strategy will be influenced by the cultural setting of the country and/or region of interest. Accordingly, there are suggestions among practitioners that managers of firms should adequately understand the differences in culture before deciding on the kind of products or services to put out in the market and the marketing activities and branding strategies that are developed to support such products and services (Herrmann & Heitmann, 2006).

Recently, there has been a number of studies into the comparison of cultures and cultural differences in different sectors and industries (Kim, Forsythe & Gu, 2002; Sokling, 2004). Some of these studies made comparisons between the differences in culture and its effect on the values, preferences, wants, needs, and buying behaviour of consumers. Kim, Forsythe and Gu (2002) asserted that the cultural values, needs, and behaviour of consumers in different cultural environments tend to influence their decision to choose brands, which eventually determine their level of brand loyalty. The research by Kim, Forsythe and Gu (2002) did not investigate how a company should implement the brand- ing strategy of a specific brand according to the cultural values and characteristics of consumers. Also, their study included two countries from the Asian region where the cultural contexts are similar to some extent. This research compares two countries that are different to a large extent in their geographical location, consumer characteristics, and culture. Furthermore, although various researchers have developed models that define and explain culture and marketing strategy, not many of these models focus on branding strategy implementation in specific industries in different cultural environments. Hence, this research explores the cultural influences on brand management and how firms can develop and implement their branding strategies in a multicultural environment, with emphasis on the fast food industry.

**Statement of the problem**

The significant role of culture in international marketing paves the way for managerial skills and competencies that transcend across countries. As firms explore more opportunities in different countries, more consumers from different states are being integrated into the world markets; hence, it requires an understanding of culture as a mul- tidimensional phenomenon that goes beyond just nationality (Srnka, 2004). In today’s business world, the differences that exist between countries tend to influence the marketing practices of multinational enterprises. Also, the influence of culture on consumers makes them perceive external stimulus from a different perspective. Hence, it has become necessary for enterprises to consider the impact of culture in the development of branding and marketing strategies to influence the consumption and purchasing habits of the consumers.

In the past, some international marketing practitioners envisaged the convergence of different cultures into a “one world culture” that would aid in the global standardisation of marketing activities (Lev- itt, 1983). However, this prediction has been an illusion due to the existence of many hard factors (such as age, sex, and income level) and cultural soft factors (values, perceptions) that continue to be a hindrance to international marketing and are continuously dealt with, using various adaptation or localisation strategies (Hermeking, 2005). Past research indicates that there is a strong influence by culture on the perceptions, actions, and values of the consumers (Chaplin & John, 2005; Escalas & Bettman, 2005; Muñiz & O’Guinn, 2001; Chow, Deng & Ho, 2000). Some other research studies also indicate that culture can influence marketing and advertising strategies of the firm and consumer buying habits (Simester, Hauser, Wernerfelt & Rust, 2000; Green, 1999; Grier & Brumbaugh, 1999). Specifically, the values of culture affect decisions with regards to product development, pricing, distributions, and communications (Lam & Lee, 2005).

Various studies have found strong differences in the behaviour of consumers with respect to their ages, sex, and income levels. For instance, Asamoah (2010); Chovancová, De Alwis, Samarakoon, and Guo (2010) found that loyalty to brands and the evaluation of brands is influenced strongly by the ages and sex of consumers. Also, Asamoah, Chovancová, De Alwis, Samarakoon, and Guo (2011) found strong differences between the motivation to buy branded items and the sex and age of consumers. Furthermore, risk aversion and social demonstration varied significantly among consumers of different ages and sex in different cultural orientations in Africa, Europe, and Asia (Asamoah *et al*., 2011). In spite of the fact that consumers patronise similar products and services, their motivation for buying vary largely depending on the extent of influence and differences in personalities as determined by a person’s cultural orientation as well as their age, sex, and income level (Chovancová *et al*., 2010). Therefore, this research analyses the behaviour of consumers in the fast food industry using the examples of the Czech Republic and Ghana as a comparative case study. Further, it explores how culture influences consumer behaviour and how firms can develop branding strategies and adequately manage them to increase their competitiveness in the global marketplace.

Reference:

1. Кунанбаева С.С. Компетентностное моделирование профессионального иноязычного образования, Монография. С.С. Кунанбаева. Алматы, 2014. – 208 с.
2. Hymes, D.On Communicative Competence. In J.B.Pride and J.Holmes (eds.), Sociolinguistics. Harmondsworth: Penguin, 1972 – 293 p.
3. Gile D. Basic Concepts and Models for Interpreter and Translator Training, John Benjamins Publishing, 2009 – 283 p.
4. Ислам А.И. Аударма негіздері, Алматы, 2012 – 170 p.
5. Byram M. Teaching and assessing intercultural communicative competence. Clevedon: Multilingual Matters, 2021 -137 p .