

# **Chapter - 01**

## **IMPACT OF SOCIETY AND CULTURE ON GLOBAL ENVIRONMENT**

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## **ABSTRACT**

*Within society, culture may be described as a certain set of people's beliefs, conduct, attitudes, and so on. Culture encompasses a person's complete lifestyle and demeanor. At a glance, culture may be defined as who we are, which includes our way of clothing, speaking, consuming, thinking, education, attitude, convictions, values, and standards, among other things. Transnational marketing alludes to a company's marketing efforts that extend beyond its borders. Culture has a significant influence on worldwide marketing. A businessman must gain an understanding of the culture and society in which he is developing his business; misinformation may result in pushback from the particular viewer and a lack of response, as in the case of Proctor and Gamble's advertisements, which resulted in a drastic outcry in one of their ads due to lack of research on the culture and societal beliefs of Japan. Despite its detractors across the world, the speed of globalization continues unabated. Doing business across regional and national boundaries is a significant difficulty in this scenario. Companies must provide its managers with an understanding & knowledge of the distinctions across national cultures in order to plan for continuing success and expansion on a global scale. Although an increasingly cross-border corporate world, the creation of "culture-free" commercial processes has yet to materialize; in reality, the difficulties connected with various beliefs and traditions continue to be unique obstacles in spite of nations' rising interdependence. One element of today's global corporate world is undeniable: cultural differences exist and have an impact on company outcomes. As firms expand their geographical reach, a few basic questions can assist to kickstart the process of investigating and fostering intercultural collaboration in a commercial environment.*

## **INTRODUCTION**

Prior to discussing about the impacts society and culture have on global environment let us first get an insight on various important terms: -

**Culture:** - The keyword 'culture' is typically misinterpreted in normal English to describe a myriad of separate notions; for example, it is frequently used to define 'corporate culture' and 'heritage and music.' Every one of these notions emphasize that culture is an emergent phenomenon made up of a diverse of primarily man-made, collected and distributed artworks, modes of behavior, morals, or other notions that, whenever gathered properly, constitute the culture overall. Members of a team, for illustration, have been seen to «share the office climate» while also «defining the organizational structure. The word is derived from the Latin word 'colere,' which means 'to build,' 'to care for,' 'to plant,' or 'to cultivate.' As a result, 'culture' usually alludes with something created from or established by anthropogenic activities — 'culture' is developed. Unlike the need for an element, the terminology can refer to all of humanity

yet people who are inhospitable or confrontational to the rest of the congregation in this sense may be dubbed «neurotic».

**Globalization:** - The transition towards the more interwoven & intertwined planetary trade is alluded to as globalization. For quite a long timespan, this has been contended that taste and preference across distinct nation - states are commencing to coalesce on some universal benchmark, eventually aiding in the emergence of a planetary marketplace. Citigroup credit cards, Coca-Cola soft drinks, Sony PlayStation video games, McDonald's hamburgers, Starbucks coffee, and IKEA furniture have been quite often framed instead of this new fad.

## **LITERATURE REVIEW**

This primary aim of this inquiry is to assess the implications of burgeoning Muslim individuality on Islamic luxury & its viability, emphasizing the prominence of a rising burgeoning Muslim market. Fahimeh Chegini, Saeed Baghayi Molan & Somaye Sanei Kashanifar wrote on «An Examination of the Impact of Cultural Values on Brand Preferences in Tehran's Fashion Market» in which they wrote about the fact that for several periods, client trademark inclinations & allegiance ve plagued the imaginations of client psychology analyzers. There are several facets that govern the procedure, however culture, which would be portrayed in the morals & benchmarks which a community emphasizes, is without a hesitation first most dominant. Owing to its genesis in the norms upon whom clients dwell, culture has an effect on commerce habits. Every culture consists of a set of values that are passed down to its members. Munmun Ghosh wrote about Impact and influence of culture on brands in Indian market in which she stated about a few worldwide and Indian enterprises who have incorporated a certain region's culture in order to develop their brand in the nation. Published analyses of Kellogg's, McDonald's, Coca-Cola, and Paper Boat paint a clear image of the right balance of their product with their target demographic while keeping feelings, religion, and consumption habits in mind. To publicize the same, they are stressing on Indian festivities and charring their taste with a sprinkle of Indian tone and culture.

## **OBJECTIVES OF THE SUMMARY**

My research project topic is "IMPACT OF SOCIETY AND CULTURE ON THE GLOBAL ENVIRONMENT."

**This report must provide a clear picture of the following: -**

- Analyzing global culture and consumer perception
- Analyzing various cultural variations and aspects, as well as how they influence marketing techniques.
- Analyzing worldwide customer preferences and choices
- Gaining an understanding of the impact of various cultural and societal approaches.

## **RESEARCH METHODOLOGY**

For this we are going for descriptive research to analyze and study the impact of culture & society on global market. Descriptive study refers to the kind of study where sufficient amount of relevance is found. Although the consequences of these sorts of evaluations are commonly insignificant in human judgement, they might provide vital insights into certain situations.

The impacts in these subjective researches indicate not just why, «how,» and «when» they occur, but also «how frequently» or «how frequently» they occur. Personal interviews, surveys, and questionnaires are other methods for gathering vital information. Because my project is a descriptive study, no such vital information is gathered. In order to attain the aim, qualitative research was performed in this study.

Descriptive research was worked out by analyzing extant texts that aid in the identification of specific issues.

Globalization is impacting people's lives & altering one's habits as a byproduct of globalism of media, migration, & tech. Individuals are incessantly existing in an international consciousness which thus depicts the concept of continuous sync that has took the form of Global Consumer Culture. Economic globalization, Business days - A community's business days might also be chosen depending on their religious beliefs. Gender roles - The position of masculine and feminine persons in the home, community, & market is also determined by religious precepts. For example, per the Islamic law, «Men will lead the household, women will follow,» which is largely followed in Muslim society. Women are both family leaders and money holders. In a men's leadership culture, male choice is typically more valued when it comes to product selection, and vice versa. Marketing techniques - A community's marketing pattern is likewise governed by religion. Gift Giving - Delivering a gift to someone is a very sensitive cultural gesture.

## **National /Regional Character**

In the Indian subcontinent, for particular, business hours are from ten a. Our culture governs our social ethics and conduct. Culture represents our society's individuality or collectivism. Most of Western civilization used to think in terms of individuals rather than groups. However, on the Indian subcontinent, we used to think about family life, societal roles, and communal success.

## **Cultural Variability**

Western Christians, on the other hand, used to create a chasm between two interacting persons. Femininity - Culture underlines the significance of judgments in the household, community, & nation. In some tribal areas of north India, the woman is the leader of the society, the wealth owner, and the earning member of the family. As a result, women decide what should be and what must be done.

In contrast, in a male-dominated culture, the man is the wealthiest and most productive member of the family. Collectivism - The plurality of West countries face from an individualistic ethos. I have it, I've done it, I want it, and so forth, but in our sub-continent civilization, we think collectively.

## **This consists of tech & financial facets of a nation**

Likewise there is a widespread trend throughout all societies to perceive imported products as social background symbols. Another factor for the preference for overseas items is the inferiority of native commodities, which is particularly frequent in emerging nations. At the end for having a successful global marketing one must have a proper knowledge about the culture.

## **Materialistic Life**

This term «material life» relates with economy, or whatever individuals do for a living. Material life includes the equipment, expertise, skills, methodologies, & procedures that a civilization employs to generate commodities & commodities, and also its dissemination & marketing. Therefore, intellect & commerce constitute 2 key components of material life. The term «material life» alludes to one's lifestyle & level of technical innovation.

In a primitive setting, possibilities for global enterprise would be restricted. Cross-national business would make sense in such a society. Agro equipment would be particularly significant in Pakistan, which is still transitioning from entire reliance on agriculture.

## **Social Interactions**

Social interactions shape folk's positions in community as well as their structures of power & obligation. The legal structure of community supports such positions & tendencies. In the austere Islamic society, women are allocated a stature. If women are seen out of the house, they are masked.

Culture also establishes societal norms. A woman can be a spouse, a mom, a social activist, and/or a worker, for example. Culture also influences behavior through customs, rites, & traditions on various events like celebrations, weddings, casual social affair, & moments of sadness or religious festivities. Similarly, the influence of the elderly, teachers, & religious leaders is drawn from tradition in many civilizations. It serves as the pivot for all economical, civic, cultural, & spiritual activity, giving connection, safety, & a shared set of ideals. In contrary, in the United States, the nuclear family is the focal point of social order.

## **Globalization influence on Consumer culture**

Consumption culture is defined as a society in which acquiring acquisition & ownership of products & commodities is portrayed as the major goal of personal aspirations & the main cause for societal prestige. By 'consumer culture,' we mean a culture in which what we consume and how we consume products and services available in marketplaces has come to symbolise our personalities, regulate our relationships with others, and even determine our policies. Another significant influence of the globalisation process is the standardisation of commercial change of culture of variety.

## **Findings**

This lengthy conversation has made it very evident that cultural has a direct influence on consumer behaviour, including their choices, purchasing habits, and so on. Because various places of the world have distinct cultural behaviours, tests, options, conventions, values, and attitudes. Every circumstance must be translated into the language of the local culture. When an exporter does any marketing effort, cultural identity should be prioritised.

## **Limitations**

Not all cultural is a good fit for the company's offerings. Overcoming those cultural boundaries can be time-consuming & expensive for the organization, and it may be necessary to implement customized standards for certain nations. Handling

individuals in global marketing might be difficult. For example, McDonald's has tailored their menu to exclude pork from Arabic nations and beef from India.

## **Recommendations**

A salesperson in a global market must be SRC-free and cannot be influenced by ethnocentrism. You just adapt to the culture in which you are selling your goods.

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