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## CULTURAL MARKETING

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**Key words:** marketing, cultural boundaries, business context, management, prescriptive approach, descriptive approach

**Ключевые слова:** маркетинг, культурные границы, бизнес-контекст, менеджмент, предписывающий подход, описательный подход

### Introduction

Cultural marketing is a type of marketing in which a message is advertised to a specific group of potential customers belonging to a particular culture or demography. Customers might have a specific ethnicity; and cultural marketing uses various cultural references of an ethnic group, such as traditions, language, religion, etc., to communicate and persuade customers.

People have their cultural boundaries, their thinking and decisions which to some extent are affected by their cultural values and norms. Taking into account this fact, marketers use cultural values and standards in ads in such a way that customers can be close to the characters in the ads and the brand. It has a positive influence on marketing as it creates more areas of interest in a shorter time period.

### Cultural background

The term 'culture' generally refers to a complex set of values, norms, beliefs, attitudes, customs, systems and artifacts which are handed down from generation to generation through the process of socialisation and which influence how individuals see the world and how they behave in it. Basically human races came with different background. "Cultural background". The way of doing things in one culture may not be the way in other culture; what is good in one culture, may be bad in other culture. Sometimes the activities are all the same in two different cultures, having two different meanings, two different interpretations.

To design a cultural marketing ad, marketers pay attention to what is going on in the culture. They carefully observe the culture around them so as to anticipate what issues will hold true in the future. They identify cultural movements to understand the need of the changing market.

Culture can be seen to have at least three important features:

- it comprises both material (e.g. human artefacts such as buildings, literature, art, music) and abstract elements (e.g. rituals, symbols, values);
- it is socially learned and transmitted over time; and
- it influences human behaviour.

#### **Culture' as a concept**

As a concept, 'culture' is often applied in a variety of circumstances at both the macro and micro level: terms such as 'western culture', 'Asian culture', 'European culture', 'New York City culture', 'youth culture', 'pop culture', 'entrepreneurial culture' and 'research culture' are just some of the examples of its usage in the modern world. What they have in common is that they imply certain shared aspects of human belief, understanding and behaviour that link individuals together into some form of definable group and/or range of activities.

#### **Culture in a business context**

In a business context, it can be easy to underestimate the degree to which a person's attitudes and behaviour can be shaped by cultural influences. In the United States, for example, American citizens believe in the right of individuals to bear arms. The buying and selling of handguns is acceptable within American society, despite the fact that they are frequently used in violent crimes. In other countries, trade in such weapons is heavily regulated by the government to certain types of weapons for using them in hunting or rifle shooting.

Eating horsemeat in France is acceptable but not in the UK.

#### **Sub-culture**

A society is not culturally homogeneous. Within every culture subcultures usually exist based on common experiences, origins or situations. These sub-groups may be distinguished by nationality, race, ethnicity, religion, age, class, geographical location or some other factor and their attitudes, behaviour, customs, language and artifacts often reflect sub-cultural differences. At times such differences can be relatively easily accommodated. At other times sub-cultural differences can be the source of a degree of conflict between various sub-groups, resulting in serious divisions within a society and even in war and genocide.

Marketers have recognized the importance of demographic, social and cultural factors in shaping people's demand for goods and services. This is exemplified by the concept of market segmentation. Market segmentation refers to the practice of dividing a market into distinct groups of buyers who share similar attitudes and patterns of behaviour and who might require separate products or marketing to meet their particular needs.

### **How does culture affect management?**

Culture affects management by controlling the values that managers hold towards their job, coworkers and the organization. For example, in western management, business values focus on transactions. That's why managers need strategic management competencies. However, in Asian management business values focus on building social capital, because the government makes most of the decisions about businesses.

Managers need to build strong relationships with government officials because most business decisions and partnerships are made by using connections or who-knows-who. So for managers in Asia, strategic management competencies and social capital competencies are equally important.

### **Strategic management**

Making companies able to compete is the purpose of strategic management. So, putting strategic management plans into practice is the most important aspect of strategic management. Plans in practice are of great value for financial and human resources that are necessary for the creation, sale, and development of products and services. personal experiences or 'to give students further practice in predicting content, scanning for specific information and/or guessing meaning from context'.

Two approaches of strategic management:

- **Prescriptive approach** to management outlines how strategies should be developed;
- **Descriptive approach** focuses on how strategies should be put into practice.

The prescriptive approach involves eight related components:

- A. Establishing the mission of an organization;
- B. Setting the objectives of the organization;
- C. Conducting the environmental scanning;
- D. Identifying the organization's internal strengths and weaknesses;
- E. Formulating alternative strategies;
- F. Choosing a strategy;
- G. Implementing the strategy;
- H. Evaluating and controlling the strategy.

In the prescriptive school of strategic management, the upper echelon makes the decisions. Subordinates have no role in management decision-making processes. They simply follow the dictates of their superiors.

The descriptive school values the input of the lower rungs of the company's ladder. Decision making in descriptive strategic management starts from the bottom and moves upward.

Prescriptive and descriptive strategic management differ in the formulation of strategy. In a company that uses a prescriptive style,

managers focus on the strategy formulation process. They want to make sure they use the correct process. However, the descriptive school places a higher value on the content of the strategy. Descriptive strategic managers care more about what the managers decide rather than how they decide it.

Management should not be bound by culture. It is important that managers recognizes the culture and adapt to work within it.

Culture cannot be managed since if you manage culture you will kill it.

### **Literature**

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### **Mədəniyyət marketinqi**

#### **Xülasə**

Mədəniyyət marketinqi xüsusi bir mədəniyyətə və ya demoqrafiyaya aid potensial müştərilərin xüsusi bir qrupuna bir mesajın reklam verildiyi bir marketinq növüdür. Müştərilərin xüsusi bir etnik mənsubiyyəti ola bilər; mədəniyyət marketinqi müştəriləri ünsiyyət və inandırmaq üçün ənənələr, dil, din və s. kimi bir etnik qrupun müxtəlif mədəni istinadlarından istifadə edir.

İnsanlar öz mədəni sərhədlərini, düşüncə və qərarlarına bir dərəcədə onların mədəni dəyərləri və normalarından təsirlənirlər. Bu həqiqəti nəzərə alaraq, reklamçılar reklamlarda mədəni dəyərlər və standartlardan istifadə edir ki, müştərilər reklam və markada olan simvollara yaxın ola bilərlər. Marketinqə müsbət təsir göstərir, çünki bu, daha qısa müddət ərzində maraqların daha çox sahələrini yaradır.

**Культурный маркетинг**

**Резюме**

Культурный маркетинг - это вид маркетинга, при котором сообщение рекламируется определенной группе потенциальных клиентов, принадлежащих к определенной культуре или демографии. Клиенты могут иметь определенную этническую принадлежность; и культурный маркетинг использует различные культурные ссылки этнической группы, такие как традиции, язык, религия и т. д., чтобы общаться и убеждать клиентов. Люди имеют свои культурные границы, свое мышление и решения, которые в определенной степени зависят от их культурных ценностей и норм. Принимая во внимание этот факт, маркетологи используют культурные ценности и стандарты в рекламе таким образом, чтобы клиенты могли быть ближе к персонажам в рекламе и бренду. Это оказывает положительное влияние на маркетинг, поскольку оно создает больше областей интереса в более короткий период времени.

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