Examining the effects of Socio cultural Environment on Internationalization – Exporters' perspective

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Abstract

There is a shortage of literature and studies that linked socio-cultural environment to internationalization particularly in developing countries. This paper examines the effects of socio-cultural environment on exporting using a multiple (n=30) case-study method. The exporter-specific in-depth interviews were conducted and responses categorized and presented using thematic statements and narrative form. The findings revealed that various cultural elements were affecting exporting activities particularly on marketing communication, price negotiations, labeling, branding and packaging. Language barriers have the greatest impact followed by education and religion. Exporters consider engaging local agents and exclusive distributors in the foreign markets as some of strategies to overcome socio-cultural barriers. Likewise, various government institutions offer short term training on internationalization strategies. The exporters are advised to focus on cultural similarities in different markets as a way to widen the opportunities and enable their firms to standardize marketing strategies in order to realize global products and brands. Policy and managerial implications have also been discussed.

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