

## MARKETING MULTICULTURALISM

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### **Abstract:**

*Multicultural Marketing involves recognizing and embracing the tradition, beliefs, values, norms, language and religious practices of target ethnic. It's a strategic approach in marketing that recognizes and leverages the unique cultural attributes of different ethnic groups to effectively communicate with and persuade them. . The goal of the marketing is to foster trust and build relationships with diverse consumers by showing that a brand understands and values their cultural backgrounds. This may involve using different language, adapting visuals and incorporating cultural events and traditions into marketing materials. Cultural values in international marketing are typically evaluated through primary and secondary data source. Primary data involves direct assessments via surveys or experiments while secondary data includes scores on national cultural dimensions. Culture is the base of a person's wants and behaviour. Growing up in society a child learns basic values, perceptions, wants and behaviours from their family and other role models. Marketers decide to which degree they adapt their product and marketing programme to meet the unique culture and needs of consumers in various markets. Adopting multicultural marketing strategies also allows businesses to gain a unique competitive advantage. It has been proven that consumers make purchasing decisions based on social, personal, cultural and physiological needs. This research paper focuses on marketing multiculturalism which show that how multiculturalism works in marketing.*

**Keywords:** Culture, Marketing, Multiculturalism, Diversity and Strategy

### **Introduction:**

Marketing multiculturalism is also known as ethnic marketing, involves tailoring marketing campaigns to specific ethnic audiences, recognizing and using cultural attributes like language, traditions and celebrations to connect with diverse groups. It's about understanding and addressing the unique needs and preferences of different cultural groups to build meaningful connections and increase brand loyalty. Its focuses on reaching specific ethnic audience, often distinct from the general market or majority market. It involves the values, beliefs and behaviours of different cultural groups to create relevant and engaging marketing messages. The goal of the marketing is to foster trust and build relationships with diverse consumers by showing that a brand understands and values their cultural backgrounds. This may involve using different language, adapting visuals and incorporating cultural events and traditions into marketing materials. A brand might create a Diwali-themed ad campaign for an Indian audience or use Spanish language marketing for a Hispanic audience. It is becoming increasingly important as societies become more diverse and minority populations expand. Because of this business can increase their market share and reach a wider audience by



targeting specific ethnic groups. Respect for different culture can enhance a brand's image and build customer loyalty for this demonstration and understanding is playing very important role in it. Companies that embrace multicultural marketing can gain a competitive advantage by effectively connecting with diverse consumer segments. Multicultural marketing allows business to gain insights into the needs and preferences of diverse consumers which can inform product development and marketing strategies.

It is crucial to avoid perpetuating stereotypes and instead focus on genuine cultural understanding and representation. It is important that marketing messages should be authentic and resonate with the target audience rather than appearing forced or insincere. It should promote inclusivity and create a sense of belonging for all consumers. Marketers need to be culturally sensitive and avoid making insensitive or offensive statements or using imagery. While doing the business, using the correct language and dialects is important for effective communication. It is important to know that where the target audience spends their time for choosing the right channels. It is important to track the effectiveness of multicultural marketing campaigns and make adjustments as needed. Multicultural marketing strategies acknowledge and cater to the diverse perceptions, motivations and beliefs among consumers from different cultural backgrounds. By integrating cultural norms from various ethnicities, businesses enhance the visibility of their products or services, demonstrating a genuine appreciation for cultural diversity (De-Mooij, 2015). Success in multicultural marketing requires a deep understanding and respect for these cultural nuances, enabling business to engage effectively with diverse markets globally (Wilkinson & Cheng, 1999). Cultural values in international marketing are typically evaluated through primary and secondary data source. Primary data involves direct assessments via surveys or experiments while secondary data includes scores on national cultural dimensions. Individual level studies further refine this understanding by collecting and analyzing data at the individual level which is then aggregated to measure national cultural tendencies and their impact on consumer behaviour (Demangeot et al, 2015).

Social, economic and political suggestions of this cultural mix cannot be ignored and has become widely recognized for example the Australian Broadcasting commission in 1995 took a significant step in ensuring that several cultures were taken into consideration and allowed for the best television programme to be sourced from around the world to cater to the needs of different cultural groups, airing programmes from Asia and Europe, this directly influenced its ratings and achieved larger audiences (Wilkinson & Cheng, 1999). Various other types of products and services have been developed or adapted for the multicultural domestic market. For example Chhaura Dairy products introduced Middle Eastern recipes for their dairy products. Multicultural marketing did not increase in general society until the late 1960s where the potential of the ethnic market was first addressed. Since then multicultural marketing has slowly developed and the 1990s hit a peak when businesses began to recognize the value of targeting the ethnic market. Large companies such as Coca-Cola have invested in a multicultural marketing scheme, after realizing the potential of the ethnic market for the growth of their business. (Rugimbana & Nwankwo, 2003).

Marketing mix allows you to focus on goals and establish channels to communicate with the target market of the product or service. For a multicultural strategy to succeed, several factors must be addressed including creating a brand message that appeals to people of several different cultures and ethnicity using the available promotion channels that are touch point for the target market (including television, social media, radio and websites). To create a good

multicultural marketing strategy, it is also important to work with individuals and agencies that understand the targeted consumer's lifestyles. Multicultural thinking must be incorporated into core overall brand strategy to respect cultures and build mutual trust (Burrell, 2015). Consumer purchase are influenced by cultural, social, personal and psychological influences. These factors cannot be controlled but they can be accounted for while coming up with a marketing mix. Culture is the base of a person's wants and behaviour. Growing up in society a child learns basic values, perceptions, wants and behaviours from their family and other role models. Marketers decide to which degree they adapt their product and marketing programme to meet the unique culture and needs of consumers in various markets. Adopting multicultural marketing strategies also allows businesses to gain a unique competitive advantage. It has been proven that consumers make purchasing decisions based on social, personal, cultural and physiological needs.

The fastest increasing population segment is multicultural audiences with expanding cultural beliefs that lead to the need of refreshing multicultural marketing strategy from companies to target products and services on this new growing population (Vachet, 2015). In 2013, Forbes presented five tips to refresh a cross-cultural marketing strategy which are socialize and mobilize- as the multicultural audiences is leading in social media usage and mobile technology, the marketer also must be socialized and mobilized. Secondly thinking multiculturally means being multicultural is one of the biggest mistakes, actually marketers do not have to be in a specific ethnicity to think as the above-mentioned community. The next tip is prioritizing the multicultural strategy which means the cross-cultural mind must be incorporated into the core strategy and the multicultural customer should be target in overall brand strategy. In addition, understanding all meaning of 'Multicultural' is considered as the fourth tip as marketers must reach all the potential customers. The final tip is trying new media platform and marketing vehicles or in other words, marketers have to try new media platforms and tools of marketing as the consumers have already done.

Diversity Marketing is a marketing activity that accounts for differences in age, religion, gender, disability, ethnicity, sexual preferences or identity. Multicultural marketing however is a more specific marketing strategy that takes differences in ethnicities and cultures into account. Both of these marketing strategies are inclusive and result in campaigns that connect with a diverse target market or represent them accurately. A multicultural marketing strategy however will also help celebrate diversity and increase brand visibility. Multicultural marketing is important for businesses so that they can appeal to different segments of society. This marketing strategy recognizes and celebrates the difference between multiple subgroups and engages with them in a voice they understand. A multicultural marketing strategy creates conversations that offer value for multiple regional groups and these efforts are now more important than ever due to the multiple marketing channels involved. International marketing teams need to craft their marketing message to evoke the interest of all of their various consumer segments.

With multicultural marketing, there is more scope for marketers and brand to be creative and inclusive in their campaigns. They can find new marketing strategies and be experimental with product messaging. Marketers can send customized and personalized messages to multicultural customers to help streamline processer, including translating messaging into various languages. Many countries are becoming increasingly diverse meaning customer bases in those countries are more multicultural than ever. Countries like Canada, USA and the UK

are home to many various ethnic and cultural groups and these groups all understand and receive messages differently. Multicultural messaging can increase sales and market share in these countries by attracting and serving these groups more effectively. Different cultures can differ drastically in how much value they place on the individual versus the collective. For instance, American culture focuses heavily on individual rights and freedoms and emphasizes personal achievement and success while for many Asian cultures, collectivism and Unity are seem as far more important. Determining where a culture sits on this spectrum will go a long way toward understanding how to position your next campaign.

It help the people to work in a mix group and understand their ideas, emotion and feeling to enhance their marketing strategy and win the heart of people to achieve their goal in business. Multiculturalism is the best approach to work in marketing and fix the marketing strategy. It is the best way to understand the culture and language to start the business which help them in every sphere of life. To capture the human mind through culture and maintain the strategy of marketing to build their business. Through the marketing multiculturalism one can develop his communication skill, personality and qualitative behaviour in himself that help him to go further to achieve his next goal.

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