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The Influence of Culture on Marketing Communications. Case of Japan

DOI: 10.15611/2022.29.9.06

JEL Classification: M30, M3, Z1

Abstract: The subject of the article is culture, its elements and identifying the impact of culture on marketing communication strategies. In addition, the aim is to obtain information on the characteristics and elements of culture specific to Japan, and to examine the impact of Japanese culture on marketing communications. Culture, which is a very broad topic, includes people's lifestyles, ways of behavior, attitudes, beliefs, values and norms, systems of thinking and learning, and traditions transmitted from generation to generation. Elements of culture influence marketing communications and the marketing strategy which is used by salespeople to effectively increase sales. For communication to be effective, the message and the way it is conveyed must be tailored to the culture of the recipient. The article begins with brief overview and the explanation of the role of marketing communications. It includes the description of all the marketing communications mix factors: advertising, sales promotion, personal selling, public relations and direct marketing. It allows for looking deeper into layers of culture such as: symbols, heroes, rituals and values with brief explanation of each of them. It also includes description of Hofstede's cultural dimensions and high-low context cultures proposed by Hall. These dimensions were used to analyze Japanese society, the characteristics of Japanese culture and its impact on marketing communications.

Keywords: marketing communications, culture, Japan, Japanese culture, marketing communications mix.

1. Introduction

Culture encompasses our entire lifestyle and character of individuals. It includes manner of behaviors, attitudes, beliefs, values and norms, thinking and learning system, traditions transferred from generation to generation and even clothing or food choice. Elements of culture have an impact on marketing communications and strategy used by marketers to successfully increase sales. Prior to actually presenting a product to a customer, a marketer must thoroughly research the local cultural identity. Every marketing strategy aims to promote the product by explaining product features to potential customers and persuading them to purchase it. To communicate effectively, the message and way of delivering it have to be adjusted to culture of receiver. The goal of this article is to identify cultural impact on marketing communications approach and to obtain information about characteristics and

elements of culture specific to Japan. In addition, to study about influence of Japanese culture on marketing communications. The descriptive and analytical research approaches as well as graphical descriptions were used in this article.

2. Marketing communications

2.1. The role of marketing communications

Marketing communications is a management technique that enables organizations to engage with its diverse audiences. Large and small businesses, governments, charities, educational institutions and other non-profit organizations, all need to connect with different stakeholders. This could be to obtain materials and services necessary to carry out their commercial activities, or to collaborate and coordinate with the others to ensure that their goods and services are distributed properly (Fill & Jamieson, 2006, pp. 1/1, 1/2). The company will not be able to sell its product until people are aware of it. As a result, in order to promote the product, the organization must communicate with the public. The activity which provides that all interested parties can comprehend the intents of others and recognize the value of the goods and services is marketing communications.

According to Varey (2002, p. 4) there are two sides to marketing communications:

1. The offer (expression): One aspect of marketing communications is presenting information about the company and its products to targeted consumer groups in an effective and efficient manner.

2. The inquiry (impression): This element of the marketing communication function focuses on learning about others' interests and values and matching them to the business's interests.

Marketing communication helps firms to get new customers by raising brand awareness and also keeps company's present customers by reinforcing their buying behavior through delivering new information about the brand's benefits. Building and maintaining relationships with customers, merchants, and other key parties is a secondary purpose of marketing communication (Reference for Business, n.d.).

Marketing communication is a component of marketing strategy used to meet certain goals. The goals can be as follows: reminding, informing, persuading. Establishing customer awareness is conducted by realization of the mentioned goals by completing the specific steps within each of them:

- drawing the customer's attention to the product and reminding him about it on a regular basis,
- informing a customer about a provided good and where he can get it at the best price,
- persuading the customer to buy a certain good by presenting the benefits of the purchase (Encyklopedia zarządzenia, 2020).

There is also another role. In marketplaces, when there is nothing to distinguish between competitors' products and brands, marketing communication can serve as a differentiator. Marketing communications must adapt to the communication demands of the parties involved in the distribution network as well as other stakeholders that have an impact on, or affect the network's functioning. Marketing communications recognizes the need of contributing to channel network communications in order to promote and maintain the interconnections (Fill & Jamieson, 2006, pp. 1/4, 1/5, 1/14).

2.2. The marketing communications mix

The marketing communications mix is a collection of tools applied in a number of ways to reach a target audience. There are also media or rather the means, by which marketing communications messages are communicated, in addition to these tools and forms of communication. Five principal marketing communications tools are as follows: advertising, sales promotion, personal selling, public relations and direct marketing. Every communication operation must be properly prepared and carried out in a timely and accurate manner through comprehensive management. Figure 1 shows the integration of the marketing communication elements and activities.



Fig. 1. Marketing communications elements and activities

Source: (Todorova, 2015, p. 369).

The circle in the center expresses the interconnectivity of the five marketing communication elements. Individual elements shown in colored circles represent various communication actions. Well-balanced mix of marketing elements delivered through the use of complex marketing methods is the business communication process. To enable businesses to effectively communicate the advantages of services or products with target audience, the marketing communication requires a combination of parts of the promotional mix stated above.

3. The role of culture in marketing communications

3.1. Culture and its layers

One of the fundamental factors influencing consumer behavior is culture. Culture refers to the knowledge systems that a significant group of people share. Combined knowledge, experience, beliefs, attitudes and values, religion, meanings and concepts – all of these, procured by a certain group of people over generations, is referred to as culture. It consists of patterned ways of thinking, feeling, and reacting, acquired and transmitted primarily through symbols, and constituting the unique achievements of human groups. The essential core of culture consists of traditional ideas and their associated values (Minkov, 2013, pp. 10, 11).

Culture can be described as an attribute of particular human group. If a group cannot be defined, then the culture of this group cannot be determined. Defining a group as the set of people sharing a culture, requires to specify that this particular group has a history between each other and shared experiences, where common learning occurs. So, the culture might be considered as a commonly shared learning outcome (Schein, 2012, pp. 313, 314). There is no commonly recognized meaning for the term “culture”, even in the study of anthropology. American anthropologists Kroeber and Kluckhohn (1952) have identified 164 definitions of culture. Definitions vary from complex to simpler ones. Table 1 indicates some of the culture’s definitions.

Table 1. Chosen definitions of culture

Author	Definition
G. Hofstede	“Culture is the collective programming of the mind which distinguishes the members of one category of people from another”
R. Linton	“A culture is a configuration of learned behaviors and results of behavior whose component elements are shared and transmitted by the members of a particular society”
T. Parsons	“Culture [...] consists in those patterns relative to behavior and the products of human action which may be inherited, that is, passed on from generation to generation independently of the biological genes”

Source: (CARLA, 2019).

Culture is composed of various layers determined by different degrees of depth. Symbols are the most visible representations of culture, while values represent the deepest manifestations. Heroes and rituals can be found as in-between layers.

Symbols can take a form of words, actions, images or anything that have a specific meaning which can be only understood by people who share the same culture. This category includes words in a language and jargon, as well as fashion, flags, or status symbols. Heroes are people, real or fictional, having characteristics highly valued in culture. They can act as role models for others. Next layer is for rituals which are considered as socially important. Rituals are recurring events existing in society. The examples are celebrating Independence Day or Thanksgiving, but also ways of greetings or paying respect to others. Lastly, the core of a culture – values. They are broad preferences of a certain state of affairs. Values can only be determined from the way of how people act in various situations (Hofstede, 1997).

3.2. Selected cultural dimensions

Hofstede identified six fundamental concerns that society must confront in order to organize itself. Hofstede studied IBM employees in a variety of countries, which led him to identify four dimensions that may be used to differentiate distinct cultures. These dimensions are as follows.

- Power distance – the way societies manage human inequalities. This dimension indicates the extent to which society's less powerful individuals presume unequal power distribution. High PDI score indicates that uneven and hierarchical distribution is accepted by society, because it fulfills psychological need for dependency of people without power (*National culture*, n.d.).
- Individualism *versus* collectivism – refers to the degree to which members of the community are integrated together. On the individualist side, a high IDV score, the societies have very loose ties between persons. On the collectivist side, people in societies are incorporated into solid, cohesive in-groups. People are expected to be loyal and dedicated to the groups they belong to (Hofstede, 2011, pp. 11, 12).
- Masculinity *versus* femininity – refers to the value distribution between the genders. Masculinity applies to cultures wherein emotional gender roles are distinct from each other. Men are expected to be assertive and intent on achieving financial success. Women in such societies should be tender and focus on living standards. On the other hand, in femininity cultures, the emotional gender roles are overlapping with each other (Minkov, 2013, p. 211).
- Uncertainty avoidance – defines cultures being either orientated towards uncertainty or more towards certainty and stability. People in low UAI-scored societies are more open and tolerant towards others. In contrast, societies with high uncertainty avoidance level tend to demand formal rules, norms, and procedures (Subocz, 2012, pp. 43, 44).

- Long-term orientation *versus* short-term orientation - refers to the time horizon. Long-term orientated countries tend to be pragmatic, modest and economical. They value education and use it as a way to prepare for the future. Societies with a short-term orientation, on the other hand, can be characterized by the respect for tradition, norms or social and legal commitments (*National culture*, n.d.).
- Indulgence versus restraint – indulgence refers to a culture that provides for the unrestricted gratification of fundamental human needs regarding the enjoyment of life. In such societies, freedom of speech is to be seen as important along with higher value of leisure. In contrast, restraint refers to a society that restricts the gratification by introduction of several social rules. People are more controlled and rigid behavior is perceived (Hofstede, 2011, pp. 15, 16).

The concept of high *versus* low context division as a method of analyzing distinct cultural attitudes was proposed by Hall. It is helpful in analyzing how individuals in different cultures interact with each other, particularly in terms of social connections, harmony and commitment. It makes it easier for marketers to comprehend cultural differences and to research marketing aspects.

- People in high-context (HC) cultures are closely linked with one another. As a result of these personal relationships between individuals and their shared knowledge, information can be transmitted through simple messages with deeper significance, which the receiver is able to understand. People tend to be more committed and determined. High-context cultures are known for being reserved and hesitant to embrace change or to start partnerships that are unfamiliar.
- A low-context (LC) cultures, on the other hand, are defined as the ones where individuals are strongly autonomous, divided, and with limited interaction with one another. Social hierarchy has a less impact on people's lives and interpersonal communication has become more direct and non-personal. In LC, bonds between people are rather fragile and unstable (Kim, Pan, & Park, 1998, pp. 508–512).

Hall also identified another significant concept impacted by culture – time. There are numerous time systems in use across the world, however, the two of them are particularly essential when it comes to business aspect. They are known as monochronic time and polychronic time. Monochronic time refers to focusing and accomplishing only one task at a time, whereas being immersed in many things at the same moment is described as polychronic time.

3.3. Culture and marketing communications

Cross-cultural marketing communication occurs when a marketer communicates with customers with different cultures than the marketer's one in the aspect of language, education, social norms and values or religion. Marketers must be able to

communicate with customers across cultures in order to succeed. Culture determines both sides of the communication. The buyer's information processing and ultimate choice can be driven by cultural elements. On the other hand, it also influences the style and content of the seller's presentation of products (Kale, 1991, pp. 21, 22). All human behaviors, including customers behaviors, are influenced by cultural environment. Nevertheless, people may affect and change the cultural context with their actions. As a result, not only culture has an impact on marketing communications but also marketing communications has its influence on culture.

Figure 2 shows examples of high and low context cultures, proposed by Hall. According to this context theory, various cultures communicate in diverse ways. High-context cultures communicate more implicitly, while low-context cultures are known for explicit communication. Awareness of those differences might be useful also in the field of marketing communications.



Fig. 2. High/low context cultures

Source: own elaboration based on (Hall, E. & Hall, M., 1990).

Different marketing communications, such as company presentations, advertising, direct marketing or information provided on websites and social media, reflect the differences in communication styles. Low-context messages contain long text with straightforward description of business, product or service. They are very detailed and include references to data, figures, or research. Messages from high-context cultures, on the other hand, are generally shorter and less detailed. They barely contain data, facts or statistics and have a greater emphasis on interpersonal relationships, metaphors, references and visual symbolism (Hirsch, 2014, pp. 11, 12).

When establishing a marketing communication plan, one of the most primary aspects for marketing executives is the social environment of individual cultures (Schnalke & Mason, 2014, pp. 173, 174). The marketing and promotional operations of companies are influenced by several elements of culture. Some of the major components impacting marketing activities are as follows.

1. Religion. Any organization's marketing strategy might be influenced by religion. Before presenting a product to a particular community, a marketer should

take into consideration the religious aspect of such group. Different religions have diverse ways of celebrations or consumption limits. Christians, for instance, wear white clothes for weddings and black for funerals. However, if it comes to Hindus, they will use red for all ceremonial occasions and white for burial (Farah & El Samad, 2014, pp. 349–351).

2. Language. Communication is influenced by people's language. Verbal language serves many purposes as accessing information, gaining the knowledge about local societies and most crucially – providing communication between parties. Customs and manners, on the other hand, are the elements of nonverbal language. They differ from each other in every culture. Example of such situation might be seen in the case of translating brand name from one language to another (Zhang, Schmitt, & Haley 2003, pp. 234, 235).

3. Values and norms. Values determine what is desirable and necessary in the culture and can give a rise to beliefs. Successfully evaluated assessment of the values of targeting audiences makes it easier to customize a product to meet their requirements. Norms are the collection of acceptable and agreed-upon standards of behavior. They are accepted by majority of the individuals in a community and they develop when group of people agree on the proper and improper values in their lives and communities (Gregory & Munch, 1997, pp. 101, 102).

4. Education. One of the goals of education is to pass on traditions and customs from generation to generation. When it comes to marketing communication between partners from two different educational backgrounds, it is easier to successfully conduct business operations if both cultures have similar education level. Huge differences in this case might pose a problem and will require the marketer to adjust marketing messages.

4. Japanese marketing communication

4.1. Elements of Japanese culture

Japan is an island nation in the Pacific Ocean's northwestern side. It has been one of the most economically and highly advanced countries since the 1950s. This progress has been accompanied by the preservation of cultural traditions. That is why, in Japan, there can be noticed the coexistence of old monuments, temples, and shrines with modern high-rises and buildings. While there are some elements of Japanese culture that varied, this culture is typically characterized as homogeneous. The feeling of identity based on social groupings and origin, modest manner of communication, pragmatic attitude and appreciation of creative forms of amusement are all common factors in Japanese culture (Cultural Atlas, n.d.).

Honesty, long-term thinking, politeness, dependence, punctuality, sense of honor, and harmony with human beings and nature. Harmony and nature are two

of Japan's most fundamental values. Through the harmony, they are able to create a strong sense of national unity in their community.

1. Indirect communication. When presenting something undesirable, the Japanese would use indirect communication. They barely respond negatively, with the use of criticism or insults. If the disagreement must be discussed, it is done in private. Reading between the lines and understanding body language is crucial in communication with Japanese (KCP International Japanese Language School [KCP], 2021). When it comes to nonverbal communication, people prefer to avoid physical touch. The distance from one another should be kept and direct eye contact might be considered as intimidating (Cultural Atlas, n.d.).

2. High-context communication. People in homogeneous communities, such as Japan, have the same ethnic, cultural, and historical origins. They do not need to clarify the context since they share the same values, beliefs, language, and habits. Communication in high-context cultures has the majority of the information included in the physical context with small part of the message being clearly expressed and transmitted (Sasaki & Dickey, 1999, p. 9).

3. Language. The most widely spoken language in Japan is obviously Japanese. Japanese communication style is highly influenced by the language. Japanese language has several separate parts, such as particles, auxiliary verbs or adjectives, linked to the words. Particles can convey grammatical connections but also emotional ones. The Japanese language is also known for its courteous and modest forms and politeness tactics (Nishimura, Nevgi, & Tella, 2008, p. 790). Correspondence between buyers and sellers, their spoken and unspoken language – it all influences sales relationship, negotiations, product marketing and even package design.

4. Manners and customs. There are certain variances in etiquette and conventions while meeting Japanese culture. A bow with hands at sides and eyes down is the typical Japanese greeting. Bowing can be used to express gratitude, apologize or ask for a favor. Japanese value punctuality, however they prefer to make a decision without a rush. They are taking the time to process all information in silence and consider what was said. Expressive gestures such as pointing are regarded improper and disrespectful. When it comes to meeting someone for the first time, a huge importance is put into the business cards.

5. Religion. Religion in Japan used to play a crucial role in its history, especially with Shinto and Buddhism serving as the official religions. Spiritual and religious activities can be often discussed in newspapers, publications, and television shows. New publications are frequently pushed through large-scale advertising campaigns and public events. Religions can also support spectacular events that are similar to secular events like live performances by musicians, political events, or sporting activities (Baffelli, 2016, pp. 28–38).

4.2. Cultural dimensions of Japan

What makes Japan so special? Hofstede's dimensions are used to study the cultural environment of target nations and help define diversity and uniqueness of Japan. Surprisingly, despite the fact that Japan belongs to Asian countries, it stands out from the rest of the group in regard to cultural dimensions.

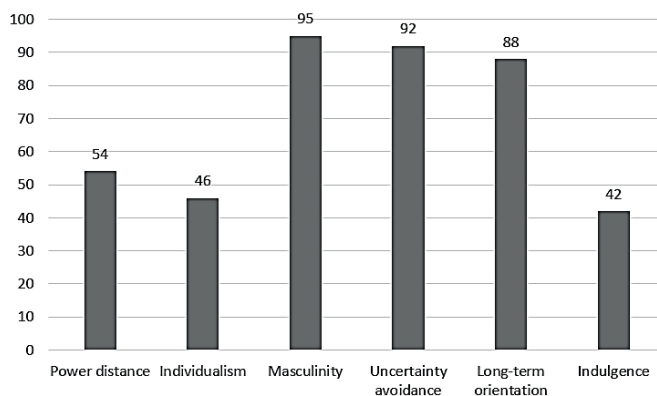


Fig. 3. Hofstede's dimensions in Japan

Source: Own elaboration based on (*Country comparison...*, n.d).

Starting with power distance, the score is equal to 54, Japan is a society on the edge of hierarchy. Even though the hierarchical layer may be observed among Japanese people, especially in business aspect, they are not as hierarchical as most other Asian countries. In the Japanese educational system, there is a strong belief that everyone is born equal and can succeed by working hard enough.

Individualism, the degree of interconnectedness a society maintains among its members, with the score of 46. Many of the features of a collectivistic culture may be seen in Japanese society, such as valuing the harmony over individual expression and a strong sense of humility for losing face. If it comes to Western criteria, the Japanese are seen as collectivists, yet by Asian ones, they are seen more as individualists.

High score – 95 – at masculine dimension suggests that competition, success, and accomplishments drive society from the early years of individuals' lives. Japan is one of the world's most masculine societies. However, it combines both masculinity and collectivism, resulting in competition between groups instead of competitive individuals.

The next dimension, uncertainty avoidance, is a manner in which the society deals with the unsure future. Japan, scoring at 92, is one of the world's most risk-averse countries. Japan is frequently threatened by natural catastrophes ranging

from earthquakes to tsunamis, typhoons, and volcanic eruptions. Under such conditions, Japanese learnt to handle any unpredictable situations and this applies to all parts of society. In Japan, everything might be pre-planned to maximum predictability.

Japan also ranks as one of the most long-term oriented cultures with the score of 88. People regard their lives as a brief part in humanity's vast history. They do their best during the lifetime and they are directed in their life by values and good models. Long-term orientation can be noticed in business aspect in Japan by continual high rate of investment in R&D, own capital rate, and a preference for sustained increase of market share over quarterly profit.

Last but not least dimension, indulgence, describes how people strive to regulate they desires impulses based on their environment. Japan has a culture of restraint, as seen by its low score of 42. Cynicism and pessimism are common characteristics of restraint cultures as well as limited value of leisure time and focus on the control over the fulfillment of their wants (*National culture*, n.d.).

4.3. Understanding Japanese consumer behavior

Incredible potential of Japanese market makes it particularly appealing to both domestic and foreign businesses. However, it is often described as mystery and the most difficult market to enter and achieve the success. It is crucial to understand consumer behavior in order to do so. Japanese have a reputation for being image-conscious and demanding customers. Quality of the products in Japan is expected to be always high, however quality alone is not enough to satisfy Japanese consumers. They appreciate products with proper image and seek for aesthetically pleasant characteristics as part of the quality they expect. Customers in Japan are served with exceptional respect and kindness in general. Quality expectations lead to a search for trustworthy goods and services and obtaining a top quality appears to be a highest concern for the Japanese. Typically, people are loyal to their favorite brands, however, nowadays it is more visible among elder generation. Younger consumers have a considerable demand for new items. Purchasing decisions among Japanese are often influenced by reputation and word of mouth or online social media.

Japan's widespread usage of brief 15-second TV advertising has its foundation in consumers' information processing and analysis. They do not always process information faster, however, they have learned how to actively create ideographs, phrases, and discussions by filling in missing words. As a result, advertisements might be left "unfinished", with open spot for the receiver to interpret it. Commercials are nuanced, subtle and soft sell is more advantageous when dealing with Japanese (Johansson, 1986, pp. 37–39). Soft sell emphasizes emotions, such as happiness, surprise or grief in the conveyed messages. Japanese advertising encourages emotional appeals above detailed products qualities and intends to pass the feeling along to receivers (Okazaki, 2004, p. 62).

4.4. Marketing communication approach

Japanese advertising market is undoubtedly one of the most significant in the world. Product cycles can be quite short as the Japanese are frequently demanding something new and innovative, hence advertising business plays important role in Japanese economy. It is divided in terms of development of traditional media channels such as radio, television or newspapers and the digital advertising. Internet is growing to be the most powerful advertising channel and already surpassed television in case of advertising expenditure in Japan.

Japan's advertising sector is considered as one of the most creative and unique in the world. The usage of celebrities, mascots, well-fitted music and aesthetics are all key aspects in advertising strategy (Statista, 2021). Advertisements tend to be rather eccentric and unique. They use timidity, sensitivity, animal cuteness, youthful innocence and adorable vulnerability that customers find appealing. Other elements often used are animation and *manga*, which satisfy people's desire for fantasy themes. When it comes to Japanese design, it might be either colorful and complex or simple and minimalistic. In minimalistic approach, choice of beautiful and elegant colors, exposed light or peaceful composition are all the components of connection with the country's scenery, religious ideals and people's lifestyle. On the other hand, Japanese people have traditionally appreciated vibrant colors – for example the combination of black and red or red and white, which is present on Japanese flag.

Japanese advertisement is more media-oriented than marketing-oriented. It focuses on drawing a great amount of attention in a short amount of time. Commercials should be spectacular and explosive in order to attract the interest of people. As a result, advertisements are innovative, creative and sometimes eccentric (or even ridiculous).

Another crucial part of Japanese culture, rooted deeply in tradition and history of Japan and influencing promotional strategies is *manga* – in other words, graphic novels. *Manga* has been a popular form of entertainment for Japanese. Consumers, who have been growing up in this culture, are more interested in reading *manga*-themed advertisements. *Manga* artists in Japan have a huge fan base on social media, which allows companies to use their work to reach broader audience and promote the products with the help of artists being also influencers.

Increased Internet usage in today's world has contributed to decline in newspaper sales and television viewers. Advertisements and video ads for mobiles are growing in popularity. However, television still continues to effectively reach wide range of potential customers and newspaper industry changed its strategy to charging people for online access. Despite this, the print industry is strong and respected in Japan. It is more economical choice for small and medium-sized businesses and it allows for reaching a specific group of consumers. In Japan, large diversity of publications is distributed on a weekly, monthly and quarterly basis. Mail advertising is not very successful if it comes to Japanese and radio has small

number of audience, it operates mostly in local scope. Transit advertising, on the other hand, is quite effective, especially successful in major cities, where majority of people use public transportation to commute. It can be shown on buses, trains or stations and includes hanging flyers, posters and stickers or even videos (Santander, 2022).

The most impactful activities for Japanese public relations are media relations. The media is a key channel for achieving the two fundamental goals of public relations: promoting the organization's products and delivering reliable information about the organization to customers and potential customers. Japanese people trust the information conveyed through the media, hence it is good way for businesses to reach wide range of audience. The press club system, which is unique to Japan, is another factor playing important role in Japanese organizations' public relations. The press clubs are exceedingly exclusive, allowing only Japanese journalists to join. Existence of these clubs can be seen, among others, in government departments, corporations, political groups, and associations. Press clubs give access to media for organizations, information is distributed to each media source at the same time.

5. Conclusions

Marketing communications is broad and complex topic. In today's globalized world it is crucial for marketer to know about cross-cultural differences and their influence on marketing communications strategy. No matter how good the product would be, it needs to be advertised in order to reach the target audience. Marketing communications strategies can take form as advertisements, sales promotion, personal selling, public relations or direct marketing. Diverse elements of culture, such as language, education system, religion, customs and manners or communication process can greatly influence the behavior and preferences of the society. Japanese culture is characterized by its uniqueness. It includes modest way of communicating, politeness, pragmatic approach and appreciation of innovativeness and creativity. Japanese communication highlights the significance of maintaining harmony through which people are able to establish sense of national cohesion in the society. Understanding context and body language is crucial when it comes to communicating with Japanese, they tend to use indirect communication methods. Prevalent language in Japan is Japanese and understanding its characteristics is crucial when it comes to communicate with Japanese customers. When talking about personal selling or any kind of direct interactions with Japanese people, it is important to understand their etiquette and conventions. Use of professional titles, bowing etiquette, greeting standards, importance of business cards, all of these are elements of Japanese culture and have significant influence on the meeting process. Japanese people tend to look for information on the Internet, do precise research before purchasing a product and their attitudes can be influenced by the opinion of

the milieu they live in. Nevertheless, traditional media channels such as television or newspapers remain to be effective in Japanese society. Creative advertisements, using the motives of cuteness, sensitivity and timidity are especially appealing when it comes to persuading Japanese customers. Customers in Japan value respect, exceptional kindness and patience, therefore direct messages and requests for immediate decision might end up being upsetting and rather discouraging.

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Wpływ kultury na komunikację marketingową na przykładzie Japonii

Streszczenie: Przedmiotami artykułu są kultura: jej elementy oraz zidentyfikowanie wpływu kultury na strategię komunikacji marketingowej. Ponadto celem jest uzyskanie informacji na temat cech i elementów kultury charakterystycznych dla Japonii oraz zbadanie wpływu kultury japońskiej na komunikację marketingową. Kultura, będąca bardzo obszernym tematem, obejmuje styl życia ludzi, sposób zachowania, postawy, przekonania, wartości i normy, system myślenia i uczenia się, a także tradycje przekazywane z pokolenia na pokolenie. Elementy kultury mają wpływ na komunikację marketingową i strategię marketingową stosowaną przez handlowców w celu skutecznego zwiększenia sprzedaży. Aby komunikacja była efektywna, przekaz i sposób jego wysyłania muszą być dostosowane do kultury odbiorcy. W artykule można znaleźć opis wszystkich czynników składających się na miks komunikacyjny: reklamy, promocji sprzedaży, sprzedaży osobistej, PR oraz marketingu bezpośredniego. Artykuł pozwala spojrzeć głębiej na warstwy kultury, takie jak: symbole, postacie, obrzędy i wartości. Zawarty w nim został opis wymiarów kulturowych Hofstedeego oraz kultury wysokiego i niskiego kontekstu zaproponowanej przez Halla. Wymiary te zostały następnie wykorzystane do analizy społeczeństwa japońskiego, charakterystyki kultury japońskiej i jej wpływu na komunikację marketingową.

Słowa kluczowe: komunikacja marketingowa, kultura, Japonia, kultura japońska, miks komunikacyjny.