Impact of Language on International Marketing

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1.0 Introduction

Language is an integral aspect of every organisation, which has to be abided by during international marketing. The languages of different countries are different from one another. As a result, the organisation has to focus on its language while promoting its products and services in the international market. This report will focus on the impact of language on international marketing.

2.0 Literature review

The language of any country is the key to its culture. The thinking patterns of the culture are expressed through language. There can be ascertained what is not present, what is present and what is important and what is not important within a specific culture. The culture is reflected by the mere concepts of the words of the language that is derived. The culture is more directly reflected as it tends to change quickly when the spoken language dominates within a specific country.

According to Brannen et al. (2017, 149), language is the basic principle method with the help of which communication is established between two parties. From the Common Sense Advisory report, it can be known that the customers prefer purchasing goods and opting for those brands which are marketed in their native languages. From the survey conducted among ten countries, 3000 consumers have been conducted, and 56 per cent of the respondents spend more time on those sites which use their own languages. However, people prefer using those sites, which are mostly in English since it is a universal language. However, according to Brannen et al. (2017, 149), the people in the countries which do not speak the English language prefer avoiding English sites since they are unable to understand what is being stated by the company. It wa also been evaluated that though consumers are too easy and comfortable with English, they prefer those sites and companies which market their products in their native languages. From research, it can be said that the global market is much larger beyond English sites. It has been seen that from the potential 5.5 trillion in the global online market, 37 per cent of the people prefer travelling through their English-language sites. To ensure that the online gross domestic product of the world is unlocked, 11 more languages have to be included by the organisations, including German and Japanese.

According to Blenkinsopp et al. (2010,54), the mode of interaction between the people in an economy is known as language. It can be said that the heart of the international marketing of the organisations is formed by language. For the on-going sequences, language becomes an integral constituent of resource and decision commitment. The day-to-day organisational life is characterised by the help of these commitments. According to Blenkinsopp et al. (2010,54), the extensive discussion is drawn through such decisions along with articulating, formulating and framing a debate in language developed. Such languages are often shared with the in-group, functional and corporate users. Organisations have to ensure that they travel through countless language boundaries when they intend to enter a new market or internationalise their firms, even if they are born global. Such boundaries include national languages.

Interaction has to be developed with foreign institutions, distinct government agencies and transcontinental intermediaries when they operate internationally. This is mainly because different language environments tend to reside there. As per Tenzer et al. (2017, 23), in the field of international marketing, the key construct is a language which has not been sufficiently theorised and articulated so that the particularity of the field can be reflected. The critical phenomena for international marketing include various forms of language, function in terms of the hierarchies, features and facilitating integration or exercising power. The features include the usage of gender-making or mixed syntax, and the forms of language include electronic, technical, corporate or national.

As per Hejazi et al. (2011,127), language is the system of spoken, written and manual symbols used by the members to participate in a social group. The language issues in international marketing are being approached by scholars from various angles. There are three major features among the different conceptualisations of language that are used. These are officially mandated corporate languages, national languages spoken in multinational corporations and English as a universal language of communication. Most of the scholars mainly focus on the national languages that are used in globally dispersed subsidiaries and corporate headquarters. As per Hejazi et al. (2011,127), in MNCs, these languages are spoken side by side with each other. This becomes the speech of the employees and is known as linguascapes which are used by them constantly to negotiate with one another. Other organisations mainly focus on the notion of the common corporate language, which is known as an administrative and managerial tool. This becomes the major barrier or facilitator to external and internal communication within the organisation.

According to Janssens et al. (2014, 93), a system of arbitrary vocal sounds within a group that cooperates is kwon was language. The issues of common corporate languages have to be recognised by the scholars when the top management has a simplistic understanding of using a specific national tongue within their organisations. The national language environment and industry context in the country of origin are reflected with the help of the usage of this language within the organisation. According to Janssens et al. (2014, 93), the third facet of language is constituted by the role of English which is frequently determined in international marketing. English is being conceptualised by many scholars as a hegemonic force when they tend to spend too much on their disciplinary socialisation. Postcolonial power structures are recreated as a more neutral communicative tool in the business where English is a Lingua Franca.

As per Tenzer et al. (2017, 23), language is a body of systems and the words for their use common to people who belong to the same nation or community. The interplay between English, corporate languages and national languages is investigated by various scholars. However, it can be said that the language-based research in economics is totally different from that of the research of bodies of literature. The semantic structures of national languages are analysed by the economic stream. As per Tenzer et al. (2017, 23), these semantic structures include gender marking or future-time reference. At the country level, the impact of language on international marketing is investigated by them. Most of the cross-national economic research is dependent on linguistic distance. This is the measure of the difficulty of a speaker of one language. They have issues in learning and understanding them. So, as a result, the trade patterns and various outcomes cannot be understood by them.

3.0 Examples

Coca-Cola is one of those companies which have focused on their marketing tactics based on the language of the country. For example, in India, the packaging of Coca-Cola comes in the language of the specific states, and the brand name is written in Bengali in the state of West Bengal. This is mainly because of attracting the customers to their products so that the customers will be attached to their mother tongue (Deighton et al. 2011,76). Similarly, Coca-Cola used the Arabic language for their packaging in the UAE. The differences in packaging of both the companies are mainly because of the language that is prevalent in their specific country. This mainly increases the recognition of the company in the market by attracting customers.

Figure 1: Coca-Cola in Bengali

Again, for example, it can be said that the menu of KFC varies from country to country. For example, the menu of KFC is written in Chinese in China, and it is written in English in the United States (Randhir et al. 2016,321). This is because of the language preferences of both countries. People in China prefer Chinese more. So, Chinese is used so that people can easily read the menu and order the food items. Similarly is with the people in the USA. English is used so that people can easily read the menu and order.

Figure 2: KFC menu in Chinese

4.0 Actual product

It has been seen that the organisations are gradually focusing on their products based on the language preference of the international market. The organisations are now ensuring that the packaging and brand name are written in the native language of the foreign country that is targeted by them. For example, KFC has recently changed its name in different countries based on the language of the market. The ingredients, recipes, etc., are all now satiated in the native languages of the international market. However, the organisations have to ensure that they are changed every time they enter a new market.

5.0 Conclusion

This report has focused on the impact of language on international marketing. It states how the mode of communication and promotion of the products and services of the companies have changed based on the language of the international market.

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