

## **Answer on Question #51750, Management, Other**

Explain the socio - culture impact on business on real live cases.

### **Explanation:**

Social and cultural factors shape our lifestyle, work, consumption and have a significant impact on virtually all organizations. New trends create the type of consumer and, therefore, cause the need for other goods and services, identifying new strategies for the organization. This is confirmed by the increased concern of consumers for the environment to which some organizations have responded to the use of recyclable packaging and non-use in the manufacture of chlorinated fluorocarbons.

We can list the main socio-cultural factors that business often face: the birth rate; mortality; intensity factors of immigration and emigration; coefficient of average life expectancy; disposable income; life style; educational standards; shopping habits; attitude to work; attitude to rest; related to the quality of goods and services; demand control of environmental pollution; energy savings; attitude towards the government; problems of inter-ethnic relations; social responsibility; social welfare.

Socio-cultural factors characterize the level of education and culture of the population, the dominant social system of shared values, customs, traditions, norms of behavior, etc. They affect the nature of the products, the mode of production, working conditions, staff attitude to work, the behavior of the organization in the market, the demand for goods and services. Depend on them conditions and opportunities, business organizations, their location and, therefore, costs.

Business goes far beyond the national borders, attracting a growing number of people with different cultural outlook. The cultural differences are beginning to play an increasingly important role of business organizations and stronger impact on the marginal efficiency of business. According to many experts, it is the cultural environment factors create the greatest difficulties in international business.

The socio-cultural factors from the macro environment include demographic characteristics, norms, customs and values of the country in which the organization operates. Sociocultural factors influence the formation of public demand for labor relations, wages, working conditions.

Great influence on the activities of firms by factors of social norms considers the social behavior and cultural environment. These factors include social values and accepted principles of behavior (attitudes toward work, leisure time), social expectations. Important issues are currently the predominant tendency in society to entrepreneurship, the role of women and minorities in society, changing social attitudes of managers, the movement to protect the interests of consumers.

In the context of our problem, we will look at some examples of the influence factors on the business environment.

The analysis of consumer behavior can be useful knowledge of distinctive personality traits. As each person possesses a unique character, certain psychological qualities that he displays in the environment. Thus, according to the nature of the types of people are divided into choleric, sanguine, phlegmatic and melancholic. Some studies that offers other types: dominant, self, defense, adaptable, diverse, opinionated, public. In marketing it is useful to classify personality types, and then to identify the correlation between them and the preferences of one or another. In practice it will be possible to take into account people's characters in the preparation and conduct of complex advertising and communications activities.

It is observed that people of the same social class, level of cultural, professional affiliations have nevertheless different lifestyles.

Education is closely related to the profession, but at the same time it is not identical concepts. With basically the same education, people can have different professions. We can also raise the level of education, without changing the profession. Whatever it was, it was found that as the change in the level of education as the individual and social groups in the regions should be expected reorientation of demand in the market.

Since culture determines the values of society and cultural norms affect the lives of people and their behavior (including the consumer), it is important for marketing. Should take into account the slightest shifts in cultural values, offering new products that form the market is ready to accept. For example, the trend of a healthy lifestyle, which is characteristic for a significant portion of tourists, had been led to the emergence of many hotels swimming pools and gyms. People's desire to consume a light and healthy food had been led to changes in restaurants. Making their homes, many people prefer to paint the walls in lighter tones and simple to buy furniture - and this is reflected in the interiors of hotels and restaurants. Desire for knowledge of cultural characteristics of different nations and regions of the world are increasingly encourages people to spend their vacation in the journey. This bodes well for enterprises in the tourism industry.