

Research on Multinational Corporation Advertisement Communication Strategy in Different Culture Background Market

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Abstract. The advertising operation of multinational corporations in the Chinese market after years of practice accumulation has formed characteristic style and a complete set of mature operation skill. Based on the theory of cross-cultural communication as the logical points of the full text analysis, this paper defined the nature of intercultural communication for the advertising behavior of the multinational corporations in the Chinese market. This paper explained intercultural communication basic concept, and on the basis of that it elaborated the functions multinational corporations' global cross-cultural transmission and advertisement made. And then it analyzed the situation where the multinational corporation advertising in the Chinese market encountered the intercultural communication background, so the multinational corporation advertising specific strategies were drawn out, and it summarized the strategies systematically and comprehensively as possible, finally extracted some enlightenment to benefit Chinese multinational corporation overseas advertising strategies.

Keywords: Multinational corporation; Intercultural communication; Localize

1. Introduction

What is "Culture"? This topic has never been finally concluded in academia. Cultural covers a great broad scope, and a British poet Ts Eolit poetized, "all the life forms of a nation, from birth to grave, from morning to night, even in dreams" [1]. Like culture, communication is everywhere in life, but accurate definitions are claimed differently in different academies once involved. Bin Li in "Introduction of Communication" aptly described, "as far as human behavior is concerned, perhaps there is no more basic or common than communication but biological activities such as eating and sleeping [2]. Although everyone seems to know in what communication is, when it once needs to be clearly explained, people find that things are not that simple." As far as this paper is concerned, it is unnecessary to indulge in the list and screening of the communication definition, it is enough to give a definition of generality and popularity---"Communication" is a social, collective behavior and activity of human information communication [3]. Specifically, communication is "a bilateral, influencing-behavior process; In this process, one side (source) intends to code information and through certain channels passes to the other side referred to (receiver), so as to arouse the particular reaction and behavior [4].

Intercultural communication refers to the activities of information exchange between the members of different cultures, which also means, "as long as the information senders and the receivers are the members of two different cultures, and intercultural communication will happen". Culture is extremely complex, so is communication. Thus, the interaction between culture and communication presented by intercultural communication which combines culture and communication is more profound and intense. Intercultural communication is to solve the adjustment for the difference and communication of two cultures. Specifically, this article discussed the cultural differences when multinational corporations entered China and the adaptation multinational company advertising presented.

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The most prominent feature of intercultural communication from the interior of this culture is that cultural differences exist between both sides of communication. Information needs coding in one culture but decoding in another culture. Due to that the ways different cultures decode the same information are different, if both sides in the communication adhere to the different cultural perspectives, bias will happen on the original target of information communication results.

Generally speaking, to make intercultural communication carried on successfully, the communicators need to adapt to the changes of the different cultures actively, because communicators with the established goal of communication, in order to information not be understood with any deviation, communicators must learn according to difference to adjust their communication strategies. This is the key of intercultural communication. In short, if intercultural communication is wanted to be successful, communicators need to do: 1) to recognize cultural differences; 2) to understand these differences accurately; 3) to make or adjust communication strategies according to the differences [8].

Because the difference degrees between cultures are different, and the effort made to adapt to the intercultural communication of the different cultures are also different. For example, as a whole, the cultural differences between America and western countries will be less than those between America and China. When the American products enter the market of western countries, they often take intact advertising strategy, but when entering the Chinese market they often change this strategy considerably. Only to analyze all aspects involved of the intercultural communication layer by layer, intercultural communication core concept can be thorough and carry on the comprehensive explanation.

2. Global Intercultural Communication of Multinational Corporation Advertising

According to the definition from the United Nations, multinational corporation means " the subsidiaries or branches which two or more countries establish, effectively controlled, decided and arranged by the parent companies, engage in producing across borders economic entity of business operation activities "[5]. Company originated in the 1860 s, which is the inevitable outcome of the development of productive forces. By the 1960 s and 1970s, multinational companies had achieved unprecedented development, and till today, the multinational companies have become the most active phenomenon in the international economic realm. According to the "World Investment Report of 2000" of the United Nations, by the end of 1999, the amount of global multinational corporations had reached 6.3 million, of which under the control the foreign subsidiaries and affiliates reached 69 million [6]. At present, multinational corporations control the global one-third of GDP and 50% of international trade [7]. Multinational corporations localize the new contradictions and new progress of the globalized economy and it will determine and form the new pattern of country economy and global economy.

2.1. Subject Position of Multinational Corporations in the Global Intercultural Communication

The further development of globalization, in traffic, communication, network and other technology means constantly update, on the basis of which intercultural communication of different countries, regions, organizations and individuals around the world is becoming increasingly frequent and complex. In today's economic globalization environment, this kind of intercultural communication happen the most in the economic field. We can say that increasingly prosperous international economic activity has become the main content of global intercultural communication. Multinational corporations as the main behavior body of economic globalization, through its global business network, will reach out to the countries and regions of different native cultures in the world as much as possible. Therefore, we can say that multinational corporation has become the subject of global intercultural communication. For a society, the economic life profoundly decides the cultural mode. Multinational corporations output products, capital, technology and ideas to host countries, which greatly changed the economic development process of the host country and so profoundly influenced the social development mode and people's value orientation and way of life. Although the comments on "cultural imperialism" from the academic circle differ, it's no doubt that this argument highlights the main body status of the multinational corporation in global intercultural communication. As

the importance of multinational corporations in the global economy of strengthening is increasing constantly, its main body status in intercultural communication will also increase significantly, in which the contradiction and the implied trends presented are worth our concern.

2.2. Pioneer Role of Advertising in Global Intercultural Communication of Multinational Corporations

Advertising is indispensable in multinational corporation economic behavior, and it is the important means of international marketing. Multinational corporations almost always with the help of powerful and careful ads open the door to the host market. We can say, the advertisement plays a pioneer role in the global intercultural communication of multinational corporations. Because advertising has the social and cultural functions besides the recommending products, it can bring particularly impressive influence to people. In modern society, people are under the bombing from a flood of advertising information almost every day, so advertisement has unconsciously become the guide and educator in life. Multinational corporations through advertising occupied not only the product's market share of the host countries and the host countries' cultural values as well. Multinational company is the main body of global intercultural communication, while the advertising is an important expression form of multinational corporations during global intercultural communication. Upon the development of a new market, multinational corporations are always the first through creative and violent advertising to build brands of a high visibility and a high contact rate, and in a mature cultivated market, multinational corporations also continue to use advertising to keep brand impression in the mind of the consumers, which leads the accumulation of the brands.

2.3. The Cultural Differences that Multinational Corporation Advertising Encounters in Global Intercultural Communication

Multinational corporations advertising in the host countries is to practice a kind of intercultural communication. The first problem intercultural communication would encounter is cultural differences. Multinational corporations in each host country would face a different culture; the differences between these cultures and between these cultures and those multinational corporations represent are huge. Sometimes, an ad applied to one country can't be extended broadly to another country. We can set two examples to illustrate. A classic advertisement of the United States LEVIS jeans performs that a bareback youth wearing LEVIS jeans fell off the ship at sea, and a group of coquettish mermaids swam over and wanted to pick off his jeans, but because the jeans is designed a row of copper buttons instead of common zippers (this is the appeal point of the advertisement), it is difficult to unbutton the more tightly buckled copper buttons after getting wet, which makes the time for the youth to escape. The other story from Norway airlines advertising story is that a husband comes back home after a business trip for many days, and he can't wait to take off all the clothes walking to the bedroom. Before he opens the door he sees the wife's face first through the little view finder on the door, and then happily bumps door and enters, but finding his wife sitting opposite to his wife's parents. Picture freezes on the four people's surprised expressions, with a line of words below the screen: we would like to send your parents in-law at half price off your house. The two ads which take sexy as humor to ridicule are highly praised in America, but this kind of advertising apparently is not fit into the traditional eastern market.

3. Intercultural Communication Background of Multinational Corporation Advertising in the Chinese Market

When multinational corporations carry on intercultural communication in the host countries, the most important is to accurately understand social and cultural characteristics of the host countries, including their national cultural characters, consumer mentalities and cognitive levels, legal regulations and other factors. The basic characteristic of Chinese culture and the consumers is the realistic basis that multinational corporations succeed in implementing advertising strategy in the Chinese market. Below mainly from the cultural differences China and the west, the Chinese consumer mentalities and culture cognitive levels, the three most leading aspects, we clarify the background of intercultural communication which multinational corporations encounter in the Chinese market.

The basic differences between Chinese and western cultures

The difference between Chinese and western cultures is a very complex subject, of which the academic masters' monographs can hardly clarify all the questions about this subject, let alone that cultural exchanges of modern world are so deep and frequent, and all kinds of cultures are in the change of the dynamic development, so it is hard to conclude on all kinds of the cultural essential characteristics.

Chinese consumer mentality decided by consumption ability

Decided by the special Chinese economic and social development level, the Chinese consumer ability is taken in consideration when multinational corporations advertise in Chinese market. Although in recent years the Chinese economy maintains strong growing momentum, China is still a developing country. The reality causes that the ability of most China consumers is not strong, which makes them in different ideas from western consumers while buying the products.

Culture cognitive level of the Chinese consumers decided by the education level

One of the prerequisites that advertising reaches expected communication effects is that consumers accurately and correctly understand the meaning of advertising. Advertising is a cultural product and the understanding of the audience to the cultural products is based on their own understanding ability---the audience civilization level determines the way the advertisements should appeal and present.

4. Intercultural Communication Strategy of Multinational Corporation Advertising in the Chinese Market

When entering the global different markets multinational corporations encounter a different culture from that of their own homelands. In these different cultures people have different consumption habits and cultural mentalities, and how to adapt to the requirements of these special consumers to promote their products and establish their own brand image, is the problem multinational corporations must consider first. In the long-term market practice, the multinational corporations have developed mature and perfect localization strategies. The so-called localization strategy is a kind of brand management strategy that multinational corporations make full use of the local resources of the host countries, according to the host countries' economic and social development and cultural backgrounds, to suit local market needs as a starting point carries on a specific business operation. The localization strategy is the adaptation to the cultural differences that occur in the intercultural communication. Localization involves many aspects, including the capital operation localization, the management personnel localization, raw material localization, production localization, and advertising localization. This paper mainly discusses the advertising localization strategy and the specific operation skill of multinational corporations. Multinational corporation localization strategy in the Chinese market is to adapt to the cultural differences encountered in China we analyzed in the previous chapter. The various cultural differences are the real providence that multinational corporations take effective advertising communication strategies in the Chinese market. Multinational corporations are working hard to dig every possible local element to close to the Chinese consumers, and their specific operation techniques of localization strategies are comprehensive and thorough, mainly presented in the following aspects:

- a) to use the Chinese local characters;
- b) to cater to the Chinese consumer mentality;
- c) to close to the Chinese usual life;
- d) to grasp the special Chinese customs;
- e) to focus on China social hot issues;
- f) To dig Chinese traditional cultural elements.

Multinational corporations in Chinese market use a lot of techniques of advertising market localization strategies, but mainly focused on those aspects stated above. Multinational corporations in accordance with the actual situation in China keep seeking for fresh creative techniques. Multinational corporation advertising localization originality and the technique of expression is in changes according to the update of the Chinese market and the product characteristics, but the nature does not change, namely that multinational

corporations put themselves in the position of the Chinese consumers, whatever Chinese consumers care about or want is what they want. So, all the starting points of the operation techniques above are the same--- multinational corporations require themselves to have a "Chinese heart".

Localization and standardized have their own advantages and weaknesses, and how to make the two strategies complement each other in brand management is the key to make the multinational companies get success from global marketing. Many multinational companies currently use the strategy to make the localization and standardized to be organic unit. It is in historical and logical. From the history of the development of multinational companies marketing, we can see that at beginning, because of the lack of global market perspective, the way they always use is standardization. Later, as the failure of the accumulation of experience practice and business field of ideas constantly updated, multinational companies have introduced localization strategy, to learn how to be smooth and able to win favor on all sides in global market. But, in the implementation of the localization process, they found that too much emphasis on localization existed the problem that brand image are not unified and weakness of high marketing costs, then, make the localization and standardized combining became the best choice of most multinational companies.

Although Chinese multinational enterprise's foundation is still very weak, from the development view, the prospect of Chinese enterprise multinational business is still very broad. As China entered the WTO, China's economy will be involved in the world economy integration system, in order to deal with foreign multinational company's competition, developing national economy, the Chinese government put forward to support a number of enterprise multinational enterprise groups of large scale. At present in the development potential of the enterprise, with the expansion of the trend of globalization and the strength of the drive, and these enterprise groups is likely to take the multinational business steps in the near future. For these enterprises, the control the advanced international operation strategy in advance decided their future multinational business prospects, and advertising cross-cultural communication strategy is the most important link in overall strategies of multinational business.

In the Chinese market there are many large multinational groups with many years of development history and management advanced, idea that representing the world level. And no doubt they are the best local study example for Chinese existing multinational enterprises and enterprises are about to open up the multinational business enterprises. Good at learning is a person the first condition of progress, are good at learning is also an important power to the development of the enterprise. Only good at learning, China enterprise can get rid of the backward management mode as quickly as possible to link the international community, and to possess more share the international market of economic globalization.

5. Summary

Based on the full understanding of this field of research, the author thinks this paper has another two innovation: one is the multi-level system summary for multinational companies in the background of Chinese market transcultural communication and localization advertising operation techniques, which makes the advertising strategy of the multinational companies in the Chinese market rational, powerful and specific to notice the distinctness; another is that it abstracts the essence of advertising strategies of multinational enterprises in Chinese market according to the current situation of the cross-cultural advertising communication of Chinese multinational enterprises to enlighten the Chinese multinational enterprises with the overseas advertising strategy so as to realize the significance of this paper.

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