

УДК 366.636.2.341.217(4)
JEL M37, Z1, O52

ADAPTATION OF ADVERTISING STRATEGIES TO CULTURAL PECULIARITIES: EXPERIENCE OF THE EUROPEAN UNION COUNTRIES

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Abstract. *The article examines the adaptation of advertising strategies to the cultural characteristics of the European Union. Given the diverse cultural traditions and social norms, enterprises face challenges in developing effective advertising campaigns. The main elements of cultural adaptation, including language, symbolism, and consumer habits, are analyzed. Successful case studies from Germany, Italy and France are examined to illustrate how brands consider local contexts to achieve positive perceptions. The article also focuses on social responsibility and environmental aspects in advertising. The conclusions emphasise the importance of cultural sensitivity in advertising as a key factor for successful market entry in different EU countries.*

Keywords: *advertising, marketing, advertising strategy, e-commerce, cultural sensitivity, European Union.*

Problem formulation. The growth of globalization and integration processes has contributed to an increase in international trade and the level of openness of countries. These factors created the preconditions for the formation of an economic and political union in Europe – the European Union (EU). Today, the EU is one of the key players in international trade and a global leader in gross domestic product and foreign direct investment. For foreign companies planning to enter the European market, it is essential to take into account:

- Values and cultural characteristics, which can differ significantly between EU member states. For example, products that are popular in the France may not resonate in other countries;
- Language barriers, as accurate communication is essential for building loyal relationships with the target audience;
- Legislative differences in each of the countries studied, for example, in banning certain types of advertising or marketing methods.

Analysis of recent research and publications. Adapting advertising strategies to cultural specifics has become an important topic for research in the context of globalization and the internationalization of business. Recent publications by Ukrainian and foreign

scholars emphasize the need to take into account socio-cultural factors when developing advertising campaigns. A. Lyalyuk argues that the consumer, under the influence of the cultural environment and as a result of the influence of information flows of advertising, behaves by the requirements of such an environment [1, p. 67]. In turn, Terendii A. B. and Lykholat S. M. analyze the trends in consumer behavior of households in the food market of our country and the impact of the brand in the period before the pandemic, during the pandemic and under martial law [2, p. 63; 3]. Studies conducted in different countries of the European Union show that the effectiveness of advertising increases significantly when campaigns take into account local cultural contexts. For example, the works of F. Kotler and K. Keller emphasize that the adaptation of messages to cultural traditions and values can provide a competitive advantage in the market. Zhurilo V. V. pays more attention to branding and the impact of such aspects as identity, the concept of advertising messages, symbols, and emotions on consumer choice [4]. Mykolaenko M. Y. studied the impact of translation of advertising texts on intercultural communication [5, p. 179]. Martinez's research focuses on the use of social media and online platforms to reach the target audience, taking into account cultural characteristics. V. I. Rozhko analyzed modern tools of an advertising campaign in foreign markets [6, p. 192]. Thus, current research confirms that the adaptation of advertising strategies to cultural characteristics is a key factor for success in the competitive environment of the European Union. This requires a deep understanding of local traditions, values, and consumer habits.

Research objectives. The purpose of this article is to study and analyze the process of developing advertising strategies and their adaptation to the cultural characteristics of the European Union countries, as well as to identify the main factors influencing the success of advertising campaigns in different cultural contexts. To achieve this goal, the following tasks must be completed:

- Analyze the cultural factors that influence consumer behavior in EU countries using the Hofstede indices;
- Study existing advertising strategies in EU countries and their alignment with local cultural values;
- Examine specific examples of adapting advertising campaigns to cultural traditions, particularly in countries such as France, Germany and Italy;
- Analyze the role of digital technologies and social media in adapting advertising strategies to cultural specifics;
- Provide recommendations for companies on how to effectively adapt their advertising strategies to the cultural specifics in European markets.

Research methods. The methodological part of the research includes an analysis of advertising campaigns adapted for the markets of different EU countries, as well as case studies of individual brands that have either successfully or unsuccessfully adapted their advertising to local cultural contexts. In addition, observation and comparative methods were used to analyze the results of interviews with marketing experts working in European markets.

Presenting main research material. Cultural and behavioral aspects must be considered for each country, and legislative norms must be studied within the context of European marketing standards. The main legal acts governing marketing regulation in the EU include

the General Data Protection Regulation (GDPR) and the EU Directive on certain aspects of information society services and electronic commerce in the internal market (E-Commerce Directive) [7]. Three key types of marketing are regulated by law [8]:

- Telemarketing, which uses public telecommunications services to make calls for direct marketing purposes;
- E-mail marketing, which uses e-mail to send unsolicited materials to individuals or legal entities;
- Facsimile marketing, which uses fax communication to send unsolicited information about products and services.

The legal regulation of advertising in the EU is similar to that in the USA but with certain differences. For example, different countries may have varying laws on deceptive advertising. According to the EU Directive, misleading advertising may affect the economic behavior of market participants and distort competition [9]. Member states may set stricter standards of protection against such advertising. Comparative advertising, as defined by the EU Directive, directly or indirectly identifies a competitor or its goods or services. As in the United States, this type of advertising can raise consumer awareness and stimulate innovation. However, some countries, such as Belgium and Germany, have a negative attitude towards it due to possible derogatory or defamatory effects. Comparative advertising is permitted in Ireland, France, Germany, Portugal, and Spain.

The marketing of consumer goods is regulated by the EU Regulation on Nutrition and Health (Regulation of the European Parliament and the Council on Nutrition and Health). Advertising must comply with European standards and include statements of compliance or non-compliance. The EU Directive also prohibits tobacco advertising in print, on the radio, and online. Most countries ban tobacco advertising in cinemas and on billboards. To analyze advertising strategies in the EU, it is useful to focus on the key markets of Germany, France, and Italy, which lead in economic performance.

Understanding the cultural peculiarities of Germany is important for building loyalty among the target audience. However, an effective marketing strategy should also take into account regional specifics. Recent legislative changes have led to a significant increase in the number of immigrants, so marketers need to take into account the cultural and linguistic diversity of new audiences. Multiculturalism is one of the key characteristics of modern Germany. Its citizens prefer high-tech products and mobile marketing. In 2023, 92% of the population in Germany were the most active Internet users among EU countries [10]. For German consumers, product quality is more important than price. The development of digital marketing in Germany is driven by the popularity of technological products such as smartphones and computers, leading to increased Internet traffic. Today, digital marketing is the most effective marketing tool, with platforms like Facebook, Instagram, and WhatsApp being the primary platforms for promoting goods and services. Nevertheless, traditional channels (television, radio, print media) remain relevant, especially among the older generation. In Germany, digital advertising spending is on the rise and is expected to surpass 12.7% of total ad spend in 2024, largely due to the increased use of programmatic advertising, which automates the purchase of ad space [11].

Germany is attractive to foreign companies due to its high purchasing power and stable economic, political, and legal framework. To communicate effectively with the German audience, partners, and competitors, it is necessary to adapt marketing strategies to national cultural characteristics. For this purpose, we will use the analysis of cultural and behavioral characteristics based on the Hofstede indices (Figure 1).

Germany's cultural analysis dimensions, based on the Hofstede indices, help to understand the national culture through six key dimensions. As of 2023, Germany has a low Power Distance Index (PDI) of 35, which reflects the value placed on equality and democratic relations between people of different statuses in society. Hierarchies do exist, but they are perceived as functional and based on merit rather than rigid power structures.

The Individualism Index (IDV) of 67 indicates a strongly individualistic culture, with Germans tending to focus on personal achievement and independence, often prioritizing their own interests over collective ones. German society is characterized by deductive reasoning, which favors careful planning, especially in business. Germany also scores high on the Masculinity Index (MAS), emphasizing competitiveness, achievement, and material success, with a strong desire for results and high-performance standards.

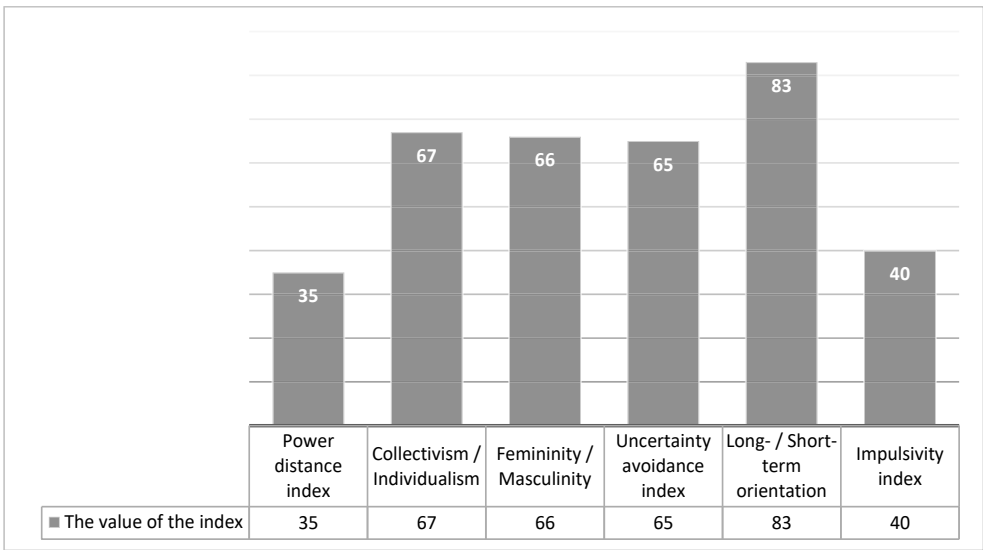


Figure 1. Analysis of German Cultural Characteristics According to Hofstede Indices (2023)
Source: Created by the author based on [12]

German society strives for predictability, stability, and avoidance of uncertainty (Uncertainty Avoidance Index, UAI), which is reflected in the need for rules and regulations to manage uncertain situations. A high Long-Term Orientation (LTO) score of 83 indicates a focus on strategic thinking and future planning. In German culture, long-term goals and investments are prioritized over short-term gains.

Regarding impulsivity (Indulgence vs. Restraint, IVR), Germany scores low (40), demonstrating a tendency towards skeptical, pessimistic, and limited focus on leisure activities due to the influence of social norms. These scores provide valuable insight into how German culture views power, uncertainty, individualism, achievement, and planning.

Despite its high level of development and technological appeal, Germany is characterized by conservative attitudes and skepticism towards innovation, which can slow the development of digital marketing. The consumer goods industry is still dominated by traditional promotion methods, such as print media, television, radio, and outdoor advertising. However, the COVID-19 pandemic led to a rapid increase in the use of digital technologies, positively impacting online sales and prompting changes in marketing strategies.

France is one of the world's leading economies, competing with countries such as the US, Japan, Germany, Italy, and the UK. French society is also considered one of the oldest in the world, with the average population age being 42 in 2023 [13]. The French have a high level of consumption, satisfying both basic and additional needs. Consumption is seen as a way to enjoy life, with travel, restaurants, sports, culture, and entertainment playing an important role. They tend to trust private entrepreneurs and small shops more than large corporations. Although foreign goods hold a significant market share, 79% of French consumers prefer domestic products, supporting the local economy. However, this preference varies by product category: local producers are favored in the food and clothing industries, while household appliances and furniture are often purchased abroad [14].

Recently, environmental awareness has grown in France, with most consumers preferring environmentally responsible products. The demand for organic, natural products free from preservatives and parabens is increasing, as seen in the popularity of labeled organic products [15].

France has unique requirements for the use of language in advertising: all advertising materials must be in French, and English phrases must be translated. The most effective advertising channel is television, which reaches 94% of the population. **France** spends about 3 billion euros annually on social media, while TV advertising retains a significant share of marketers' budgets. Radio is the second most popular advertising channel, accounting for 26% of purchases, particularly among local businesses. Print media is less effective but still contributes to sales. Online sales and social media marketing are gaining popularity in France, especially due to the influence of influencers. Approximately 75% of influencers' followers are willing to purchase a product based on their recommendation [16]. Total advertising spending last year in France reached more than 17 billion euros, of which digital advertising accounted for a significant share. In 2023, social media spending amounted to almost €3 billion, and digital channels, including social media, continue to grow. Television advertising remains popular and exceeds pre-pandemic levels, although the main focus is gradually shifting to online, including social media [17]

Let's analyze the cultural characteristics of France using the Hofstede indices (Figure 2).

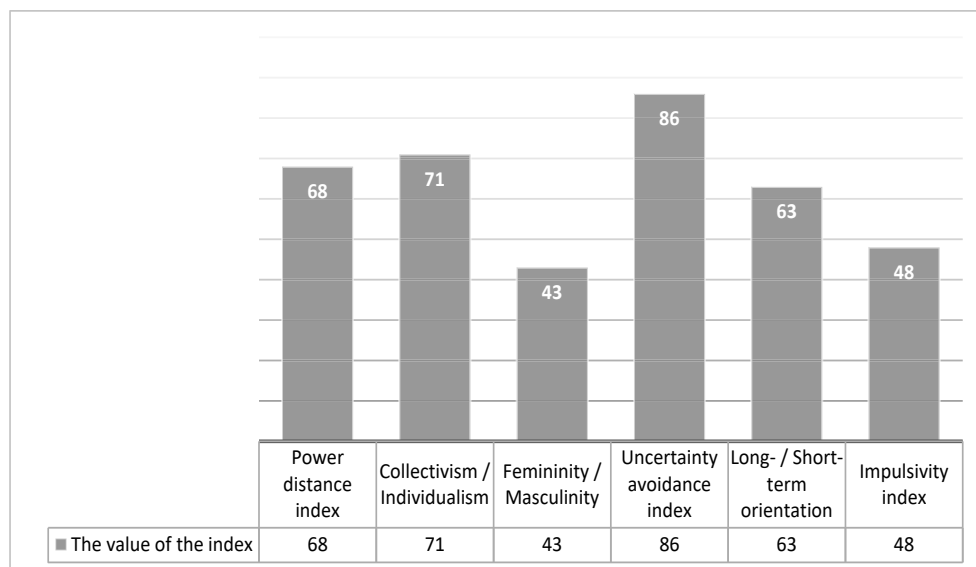


Figure 2. Analysis of France Cultural Characteristics According to Hofstede Indices (2023)
Source: Created by the author based on [18]

The 2023 Hofstede Indices study highlights the main cultural characteristics of France through quantitative indicators, defining behavioral and social trends in French society.

These indicators help explain how French culture affects business, social relations, and communication, as well as how these factors influence decision-making in various areas of life. France scores high on the Power Distance Index (68), reflecting the centralization of power in both government and companies. This is evident in the fact that all major roads lead to Paris. In French business and public life, there is a clear vertical structure where power and control are concentrated in the hands of top management. However, this is not seen as negative, as hierarchy is considered natural and necessary for effective work.

The organizational structure of French companies is dominated by hierarchy. Although France, like Germany, is an individualistic country (71), the combination of high power distance and individualism is unique and seemingly contradictory. For example, in French companies, employees respect their managers but often prefer to act independently, demonstrating their individualistic nature, autonomy, and independence. Relationships in society are based on personal interests than on collective obligations. In terms of masculinity, France has a moderate score (43), indicating a «feminine» culture that emphasizes quality of life, as seen in the 35-hour workweek and five-week vacation policy. Interestingly, the upper social strata tend to adopt a more «feminine» approach, while the middle class, such as managers, exhibit more «masculine» traits. Instead of aggressive competition, balance and social harmony are more valued in France. French society is characterized by a high Uncertainty Avoidance score (86), which underscores the importance of structure and planning. Laws, rules and

regulations are integral to effective governance and organization. However, tensions often arise between superiors and subordinates, as those in leadership sometimes fail to follow the rules while enforcing them strictly on lower-lever employees. This preference for stability and predictability explains the significant role of state regulation and formality in various aspects of life.

French culture is also marked by a long-term orientation (63 points), indicating a pragmatic outlook toward the future. Despite their commitment to entertainment and leisure, France is somewhat reserved in terms of impulsivity (48 points), as reflected in their happiness index (6.69) [19]. The French value traditions but are also able to adapt to change while maintaining a strategic view of the future.

Due to its cultural values and behavioral characteristics, France can be challenging country for doing business. Foreign companies entering the French consumer goods market should carefully consider the specifics of product promotion. The main advertising channels are television and radio, which is explained by the aging population. Digital marketing will be most effective among younger audiences. Nationalistic sentiments, skepticism towards foreigners, and a degree of hypocrisy in behavior should also be taken into account. While the French value entertainment, culture, and leisure, they tend to limit impulsive actions in favor of social discipline.

Italy, one of the most developed countries in the EU, has made significant economic progress since the Second World War. However, there remains a significant income gap between the richest and poorest segments of the population. Consumer habits in Italy have changed significantly after the pandemic and financial crisis. Italians have become more demanding regarding product quality, although foreign products, such as footwear and clothing, are still in demand.

The behavioral pattern of Italian consumers have undergone significant changes since 2019. Previously, Italy's consumer habits closely resembled those of France, where, in addition to meeting basic needs, Italians actively spent their income on entertainment and leisure. However, after the financial crisis and the COVID-19 pandemic, their spending patterns changed significantly. In the first half of 2022, amid rising inflation, Italian consumers began to prioritize higher-quality goods, focusing more on quality and service rather than on the appearance or advertising of products. Whenever possible, Italians prefer goods produced in their own country, although foreign products, especially footwear and clothing, remain popular. Most purchases are made in large retail chains and well-known companies [20].

Italian consumers are increasingly turning to online shopping, e-commerce, and mobile commerce. According to the Italian e-commerce consortium Netcomm, in the first quarter of 2022, 33.3 million Italians purchased at least one product or service online, making an average of 1.3 purchases per month. The number of online purchases is constantly growing, with more than 100 million transactions recorded every quarter in 2020 [21]. Most consumers use an omnichannel approach, meaning they shop both online and in physical stores. About a third of the population uses the Internet only to search for information about products that they later purchase in brick-and-mortar stores, and more than half of Italian Internet users make at least one online purchase per month [22].

Italians have traditionally been loyal to brands, but this trend has shifted in recent years, with consumers increasingly inclined to experiment with new products. Information obtained from the Internet and social media, including feedback from other users, plays a key role in making purchasing decisions. In line with current trends, much like in France, Italians are increasingly favoring socially responsible and environmentally friendly brands. The issue of sustainability is especially important when choosing food and beverages, as such products are perceived to be of higher quality and more innovative.

The COVID-19 pandemic prompted Italian companies to cut back on advertising spending, but digital marketing has since flourished. **Italy invests about 50% of its advertising budget in digital platforms, among which Instagram and Facebook are particularly popular [23]. Television remains the leader among advertising channels, although its use is expensive.** Print media (newspapers, magazines) are not as popular as in France, but due to the aging population, they can still be effective for older audiences. The Italian print press market is divided into four main segments: national and regional paid-for dailies, free newspapers in major cities, and magazines. In recent years, the press market has been hit hard by a decline in advertising revenues. In Italy and Germany, there is a strong emphasis on influencer marketing, particularly on platforms like Instagram and TikTok, especially within the fashion and cosmetics industries. For instance, spending on influencers in Italy is projected to reach €272 million in 2024, highlighting the growing popularity of this channel in the country [24].

The main channels for the promoting consumer goods in Italy are outdoor advertising (billboards), television, the Internet, and direct mail. The latter is particularly popular among supermarkets, hardware stores, and other retailers.

To better understand the cultural and behavioral characteristics of Italy, we will use the country's analysis of the Hofstede's indices (Figure 3).

Italy tends to favor equality and decentralization in decision-making, which is reflected in its score of 50 on the power distance index. Although decisions are often made at higher levels, Italians prefer a more decentralized approach to power, emphasizing equality as an important value. Relationships between managers and employees in companies are based on mutual respect, but decisions are still made top-down. The country's individualism (76 points) manifests in a strong focus on self-realization and personal achievement. Italians find happiness through the pursuit of their own goals and aspirations. However, in the south of the country, individualism is less pronounced, and family plays a key role in people's lives. Personal achievements are viewed as the path to success and happiness, but the family remains an important aspect of Italian society. On the masculinity index, Italy scores similarly to Germany, with a high score of 70. Children are taught from an early age that success is achieved through competition, and the possession of status symbols such as expensive cars, large houses, yachts, and travel is crucial in shaping the individual. Competition is often seen as the main path to success.

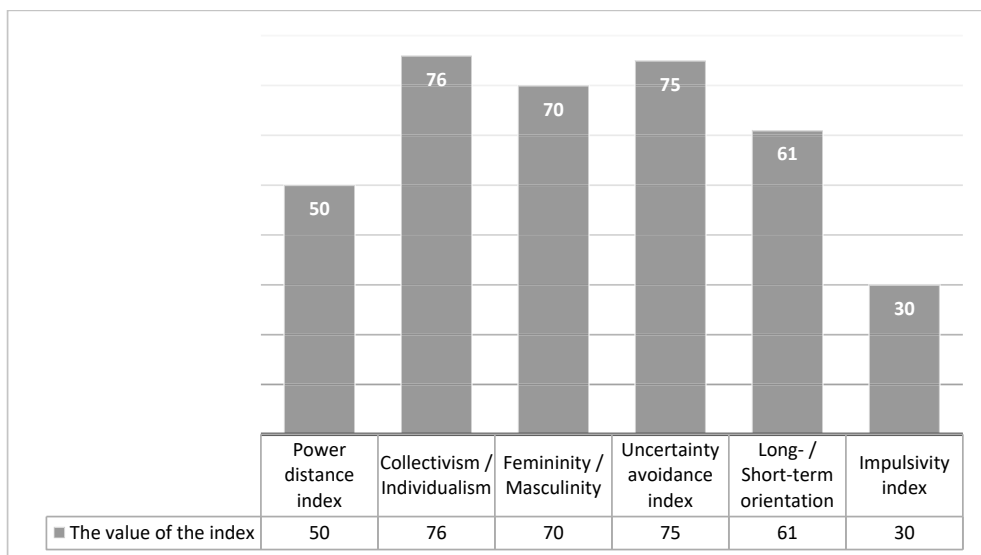


Figure 3. Analysis of Italy Cultural Characteristics According to Hofstede Indices (2023)

Source: Created by the author based on [25].

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The high level of uncertainty avoidance (75) indicates a need for structure and planning to ensure the stable functioning of society. The combination of high levels of masculinity and uncertainty avoidance creates complex social dynamics, often accompanied by emotional expressiveness, which Italians display both verbally and physically. Italians seek structure, clear instructions, and detailed plans to cope with uncertainty and minimize risk. This is also reflected in the business culture, where bureaucratic procedures and legal requirements play a significant role. Like Germany and France, Italy is focused on long-term planning (61 points), which is evident in the tendency to save and invest. Italians prefer gradual changes and

balanced decisions that ensure long-term stability. Italy also ranks to the restrained country on the indulgence index (30 points), where needs are regulated by social and cultural norms [25].

Launching an advertising campaign in Italy can be challenging due to these cultural features, but success is achievable if the product is localized to align with Italian style and high-quality standards typical of local producers. Italy is an aging nation, and by 2030, the average age of its population will be 51. This demographic has a high level of income, so marketing strategies, particularly in the consumer goods market, should target middle-aged and older audiences. Regarding language, all advertising materials should be translated into Italian, as the level of English proficiency among Italians remains low. When promoting food products, it is important to consider the national pride in globally recognized symbols of Italy, such as coffee, which is predominantly purchased domestically, creating challenges for foreign brands.

Italy is a country with deep cultural traditions and a specific social structure, where hierarchy, individualism, and competition play important roles in shaping social norms. At the same time, Italians seek stability, clarity, and a long-term perspective – factors that should be considered when conducting business and marketing campaigns in the country.

An analysis of advertising strategies in the EU shows a significant variation due to the cultural, economic, and legislative peculiarities of each country. However, there are general trends that across European market. One key features of advertising campaigns in the EU is the need to localize content based on local cultural and linguistic specifics. National identity and cultural traditions remain strong cross the EU, even within the common economic space. Localization involves not only translation but also adapting messages to local realities. For example:

- France – Nationalistic sentiment and pride in French culture lead brands to emphasize the «Frenchness» of their products.
- Germany – Emphasis on reliability, quality, and technology. German consumers value facts and accuracy in advertising messages.
- Italy – It is important to consider the high level of individualism, emotionality, and preference for brands that emphasize status.

All EU countries follow common rules governing the advertising market. EU directives on advertising cover issues of transparency, consumer protection, ethics, and the prohibition of false information. Key regulatory acts include:

- Audiovisual Media Services Directive (AVMSD), which regulates television and online advertising;
- Data Protection (GDPR), which imposes restrictions on the use of consumers' data for marketing purposes;
- Prohibition of aggressive advertising, where advertisement that manipulate or pressure consumers into buying are really illegal in the EU.

Different channels prevail for advertising campaigns in various EU countries, although there is a general trend towards increased use of digital media. Main channels include:

- Television – In many countries, including France, Germany, and Italy, television advertising remains one of the leading ways to promote goods, especially in the mass consumption sector;

- Digital marketing – The role of online advertising and mobile commerce is growing. In recent years, demand for advertising campaigns on social media, such as Facebook, Instagram, and TikTok, has surged. For instance, in the Scandinavian countries and the Netherlands, consumers actively use social media to search for product information and make online purchases;
- Outdoor advertising – This remains popular in countries such as Italy and Germany, particularly in large cities. Billboards, shop windows and other outdoor media are effective for promoting products to local residents.

European consumers are increasingly favoring socially responsible brands. For example:

- In Germany and Sweden, the popularity of eco-friendly products and services is very high. Advertising strategies emphasizing a product's or company's environmental friendliness tend to receive a positive response from the audience;
- In France, companies are required by law to display environmental labels and comply with environmental standards in their advertising activities.

Let's analyze the development of digital marketing in Eastern and Western Europe. The digital advertising market in Poland continues to grow steadily, reaching approximately \$1.98 billion in 2023. Social media platforms, particularly TikTok and Instagram, along with video advertising, remain the most popular channels. Mobile advertising accounts for about 33% of ad spending, reflecting the growing popularity of mobile platforms among Polish users [26]. Similar trends are seen in the Czech Republic, where investments in digital advertising reached approximately \$1.5 billion in 2022, with a strong focus on video and mobile advertising to attract younger audiences [27]. In Hungary, digital ad spending is also rising, though volumes remain much lower than in Poland and the Czech Republic. Hungarian companies prioritize social media and programmatic advertising, with mobile advertising expanding as access to smartphones and mobile internet grows across the country [28].

In contrast, digital marketing in Italy is less dynamic than in other European countries, though its growth rate is stable. In 2023, digital advertising spending reached approximately \$4.2 billion, with Italian companies actively utilizing influencer and micro-influencer marketing [29].

Germany stands as one of the largest digital advertising markets in Europe, with over \$14.5 billion in spending in 2023. Popular formats include search advertising, video marketing, and desktop advertising. While mobile advertising is becoming more popular, it still represents a smaller share (about 33% of total digital advertising spending) compared to other European markets [30].

In France, the digital marketing market reached around \$8.2 billion in 2023. Spending on programmatic advertising is growing, yet video marketing remains the main channel. Social media accounts for nearly 40% of total digital advertising spending [31].

From this comparative analysis, key trends in digital marketing emerge:

- Mobile advertising is a crucial component across all countries, though its share of spending varies widely. Poland and France are more active in mobile platform use, while Germany's investments remain focused on desktop advertising.
- Social media is a popular channel in all countries, with a particularly strong role

in Eastern Europe, where platforms like TikTok and Instagram effectively engage young audiences.

- Programmatic advertising is well-established in Germany and France but is just beginning to gain momentum in Eastern Europe, especially in Poland and the Czech Republic.

This analysis highlights significant differences in digital marketing tools across Eastern and Western Europe, as well as varying levels of market maturity. In countries with aging populations, such as Italy and Germany, it is important to consider the age structure of consumers. The older generation uses digital channels less and relies more on traditional media such as TV, radio, and print. Advertising campaigns targeting older generation are often adapted to meet their needs and preferences.

The growth of e-commerce has led to increased investment in digital advertising campaigns. Most European countries have experienced a significant rise in the use of online shopping platforms, especially after the COVID-19 pandemic. Germany and France are leaders in terms of the number of online transactions.

Conclusions and prospects for further research. Advertising strategies in the EU depend on the specific cultural and economic conditions of each country, but general trends also exist, such as the growth of digital marketing, the increasing popularity of eco-friendly brands, and the use of multichannel approaches. To successfully launch an advertising campaign in the EU, it is necessary to consider both regional specifics and common trends like social responsibility and localization. Further research should focus on how consumers from different cultures respond to the same or similar advertising messages. This could include comparing the differences between countries with high- and low-context communication styles. In the context of global digitalization, studying to effectiveness of adapting digital advertising – such as social media content and SEO strategies – to the cultural preferences of target audiences is particularly relevant. Additionally, research should explore how globalization impacts cultural identities and the importance of preserving local cultural characteristics in global advertising campaigns. These areas of study not only expend the scientific base but also offer practical tools for conductiong business worldwide.

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АДАПТАЦІЯ РЕКЛАМНИХ СТРАТЕГІЙ ДО КУЛЬТУРНИХ ОСОБЛИВОСТЕЙ: ДОСВІД КРАЇН ЄВРОПЕЙСЬКОГО СОЮЗУ

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Анотація. У сучасному глобалізованому світі транснаціональні компанії стикаються з необхідністю створення ефективних рекламних кампаній, які не тільки відповідають загальним маркетинговим цілям, але й враховують унікальні культурні відмінності окремих ринків. Стаття присвячена вивченню адаптації рекламних стратегій до культурних особливостей на прикладі країн Європейського Союзу (ЄС). Європейський Союз є різноманітним економічним і культурним

простором, де національні традиції, цінності та поведінкові моделі впливають на сприйняття реклами та її ефективність. Проаналізовано вплив таких культурних факторів, як мова, релігія, етика, соціальні норми та цінності на розроблення та впровадження рекламних стратегій у країнах ЄС. Використано модель культурних вимірів Г. Хофстеде для пояснення впливу культурних відмінностей на комунікаційні стратегії. Зокрема, досліджено сприйняття рекламних повідомлень споживачами в різних країнах за допомогою таких культурних вимірів, як: індивідуалізм, дистанція влади та уникнення невизначеності.

Мета статті полягає у вивченні та аналізі процесу формування рекламних стратегій та їх адаптації до культурних особливостей країн Європейського Союзу, визначенні головних чинників, що впливають на успішність рекламних кампаній у різних культурних контекстах.

Методологічна частина дослідження включає аналіз рекламних кампаній, що були адаптовані для ринків різних країн ЄС, а також кейс-стаді окремих брендів, які успішно або невдало застосували свою рекламу до місцевих культурних контекстів. Окрім цього, використано метод спостереження, порівняльний метод при вивченні результатів інтерв'ю експертів у сфері маркетингу, що працюють на європейських ринках.

Отримані дані показують, що адаптація рекламних стратегій до культурних особливостей значно підвищує ефективність комунікацій і сприяє досягненню маркетингових цілей компаній. Підкреслено необхідність врахування культурних особливостей під час планування рекламних кампаній у країнах ЄС, оскільки це дозволяє не лише забезпечити відповідність місцевим ринковим умовам, але й формує довгострокову лояльність споживачів до бренду.

Ключові слова: реклама, маркетинг, рекламна стратегія, електронна комерція, культурні особливості, Європейський союз.

Стаття надійшла до редакції 19.04.2024

Прийнята до друку 01.07.2024