

# Cross-Cultural Marketing Communication in the United State Fashion Industry: An Empirical Evidence of the Hispanic and Latino Americans and Asians

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## Abstract

Cross-cultural marketing communication is critical to a company's success and growth since it supports the achievement of the company's aims, objectives, and goals. In the multi-ethnic United States, the study examined the impact of cross-cultural marketing communication on the fashion industry. Hispanics, Latino Americans, and Asians living in the United States were the target demographic. Among the numerous ethnic communities in the United States, advertising, direct marketing, and web marketing were used as marketing communication strategies. The study used a convenient sampling technique in which 180 questionnaires were sent out and 150 were returned, resulting in a sample size of 150 people. In the research procedure, the study used a case study research design based on a qualitative and quantitative research approach. As analytical tools, descriptive statistics based on graphical presentation of findings and inferential statistics based on the Levene's test of equal variance and the student t-test were used. The findings of the survey revealed that the respondents, which included 56 Hispanics, 44 Latinos, and 50 Asians, all attest to the notion that cross-cultural marketing communication has a significant impact on the fashion industry in the United States. Similarly, the Levene's test and the student t-test revealed that using various marketing communication tools such as advertising, direct marketing, and online marketing; marketing communication across different groups such as Hispanics, Latinos, and Asians has impacted the fashion industry in the United States, given that the p-values were all less than the 0.05 significant value. The result also shows that the Hispanics and the Asians rated direct marketing as the most relevant tool of marketing communication whereas the Latinos gave advertising the best rating. This was seen from the highest value of the mean of the Hispanics and the Asians in direct marketing and in advertising for the Latinos using the Levene's test and student t-test. Overall, the study finds that cross-cultural marketing communication is a must for the fashion industry's success and expansion in the United States. As a result, it is suggested that the industry not give up on assuring good marketing communication across the diverse groups in the United States.

**Keywords:** Cross-Cultural, Marketing Communication, Fashion Industry

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## INTRODUCTION

Cross-cultural marketing has been acknowledged as a critical component of every firm, particularly in the advertising industry. This is because one of the key goals of every organization is to expand as much as possible and, as a result, reach as many people as possible, both domestically and internationally. Tsiotsou and Goldsmith (2012), opines that cross-cultural marketing entails communication and exchanges between cultures. It is a marketing strategy that cuts across ethnic groupings with the goal of reaching several ethnic markets, including the general market, and therefore expanding their customer base, which is one of every business's aims. As the American population has become increasingly ethnically diverse, there has been a constant increase in marketing as it relates to culture in America, which has pushed the design and adoption of newer and more sophisticated marketing strategies, as noted by Hofstede (2011). The United States is a multi-ethnic country with ethnic groupings including white Americans, black Americans, Hispanic Americans, Latino Americans, and Asian Americans, to name a few. According to research, in 2019, 77.7% of U.S. employees were white, 17.6% were Hispanic or Latino, 12.3% were black or African American, and 6.5 percent were Asian, and cross-cultural marketing is defined as advertising a brand of product in a way that appeals to these ethnic groups. As a result, it is critical for businesses in the United States to understand cultures (both the intended audience and the brand), and one approach to make this easier is to hire people who are familiar with both the targeted culture and the culture that the brand represents. In order for a firm to succeed in a place like the United States, it is also vital to develop cross-cultural communication skills. However, the value of cross-cultural communication in marketing cannot be overstated. People conduct business across cultures, and business relationships are strengthened as a result of employee training in cross-cultural communication and dispute resolution. Individuals/businesspeople can better anticipate differences and commonalities, which promotes international communication. Individuals

from many cultures working together to discover or suggest viable solutions to problems also earns firms more credit. Overall, cross-cultural communication in marketing helps businesses achieve their objectives, which include increasing revenue, expanding their client base, and solving customer problems, among other things. The fashion sector is one of the most well-known in the United States and around the world. This is due to the fact that it addresses one of humanity's most basic needs: clothes. According to research, the fashion business in the United States is so large that it is today valued at hundreds of billions of dollars. Sales are expected to reach \$473.42 billion in 2022, representing an increase of 8.3 percent over the previous year's data. This indicates that the fashion sector in the fast-increasing multi-ethnic United States has done exceptionally well. On this basis, the study aims to examine cross-cultural marketing communication in the fashion industry in the United States, taking into account Hispanic Americans, Latino Americans, and Asian Americans.

### **Objectives of the study**

The broad objective of the study is to examine the influence of cross-cultural marketing communication in the fashion industry in the United State. The broad objective is disaggregated into the following specific objectives:

- To examine the influence of Advertising, Direct marketing and online marketing in the fashion industry among the Hispanics living in the United States
- To examine the influence of Advertising, Direct marketing and online marketing in the fashion industry among the Latino America in the United State
- To examine the influence of Advertising, Direct marketing and online marketing in the fashion industry among the Asians in the United State.

### **Research Hypothesis**

- H01 Advertising, Direct marketing and online marketing does not have a significant influence in the fashion industry among the Hispanics living in the United States.
- H02 Advertising, Direct marketing and online marketing does not have a significant influence in the fashion industry among the Latino Americans living In the United States.
- H03 Advertising, Direct marketing and online marketing does not have a significant influence in the fashion industry among the Asians living In the United States.

### **LITERATURE REVIEW**

Various authors have defined and conceptualized cross-cultural marketing communication in various ways. Cross-cultural marketing communication, as defined by Gambetti Graffigna and Biraghi (2012), is marketing communication between marketers and their customers or consumers whose cultures differ in at least one fundamental aspect of culture, such as religion, values, language, education, social norms, and lifestyle. Czinkota and Ronkainen (2012), stated that cross-cultural marketing is the strategic process of marketing to clients from cultures different than the marketer's own. Social norms, values, language, education, religion, economic systems, business etiquette, laws, and way of life are all important cultural characteristics to investigate. Cross-cultural marketing typically employs cultural distinctions among ethnic groups to communicate with and influence that audience. Lillis and Tian (2010) argued that cross-cultural marketing requires knowing the differences as well as the commonalities of people from various cultures and belief systems in order to better understand and communicate with them. This form of communication, according to Tian Borges (2011), is critical because it allows firms to improve workplace diversity. Cross-cultural communication is a critical wheel for any corporation with a diverse workforce or aims to conduct worldwide commerce (Hayta, 2013). This form of communication necessitates an awareness of how people of many cultures communicate and perceive the world. Grigaliunaite and Pileliene (2015) are of the view that cross-cultural marketing communication is a knowledge of how effective communication is possible between customers and marketers of different races and cultures. Cross-cultural marketing communication is critical for any firm or organization with a diverse workforce as well as customers or consumers (Rehman and Ibrahim, 2011).

Muiz (2013), posits that cross-cultural marketing communication has become strategically crucial to corporations as a result of the rise of global commerce, technology, and the internet (firms). Kuster et al. (2010) pointed out that cross-cultural marketing communication entails comprehending various corporate practices, beliefs, and communication tactics. Language, high-context vs. low-context cultures, nonverbal differences, and power distance are all key cultural variables that can affect cross-cultural marketing communication (Hayta, 2013; Rehman and Ibrahim, 2011). Melewar (2017) stated that the concept of high- and low-context culture refers to how people's opinions, beliefs, feelings, and upbringing influence how they interact within a culture.

In the United States fashion industry, which includes a variety of Hispanic, Latin American, and Indians, there is a dearth of solid scientific research on cross-cultural marketing communication. However, based on a study conducted by Niharika (2012), cross cultural marketing communication is critical for fashion enterprises in the United States, as it helps these firms better advertise their products in the face of a diverse range of cultures and

racers. In order to determine how cross-cultural marketing communication affects the performance of fashion enterprises in the United States of America, Prabhat (2011) used a survey design, descriptive statistics, reliable analysis, and factor analysis. Based on the findings, cross-cultural marketing communication has a vital influence in a company's growth. In another study, Marketing Teacher found that good communication is a key component in the implementation of change in the fashion industry in the United States, and that it is one of the most difficult factors to overcome. Other research has backed up the notion that excellent communication is critical for organizational advancement. In addition, Mark (2011) conducted a study on procedures utilized in implementing cross-cultural marketing communication in a company in order to better understand the difficulties of marketing communication in an organization. Also, Pride and Ferrell (2011) explored how to produce messages in the context of organizational change, identifying five primary categories of messaging. Overall, the researchers' findings demonstrated that cross-cultural communications are critical for organizational success; thus, these empirical investigations have effectively aided in understanding the impact of culture on business marketing communication.

## Methodology

### Research design

The case study research design was used in this study. The case study research design is one of the most commonly used research designs in this type of study (Trochim and Arora, 2015). Through the use of graphical depictions and inferential statistics, this approach is utilized to gain an in-depth, multi-faceted knowledge of a complicated issue in its real-life context between variables.

### Research Approach

In order to analyze cross-cultural marketing communication in the US fashion industry, the study used a quantitative and qualitative research approach. The use of graphical representations of respondents' responses was aided by qualitative reasoning, while Levene's hypothesis was used to test for homogeneity of variance and the student t-test was used to compare the means of the three independent groups, both of which were aided by the quantitative research approach.

### Target population

The target population is the group of people or things that the intervention or researcher aims to study and derive conclusions from Sam and Sam (2011). To put it another way, it refers to everyone who is a part of the group or context from which the study data is extracted. The three races that make up the target population for this study were Hispanics, Latino Americans, and Asians, all of whom live in the United States. The target population also includes all employees and employers in the fashion sector in the United States of America. This is done to guarantee that the sample is representative and unbiased. Overall, this is done to successfully explore the role of cross-cultural marketing communication in the fashion sector in the United States.

### Sample technique

Using the convenient sampling technique, a total of 180 sample sizes were chosen. A total of 60 Hispanics, 60 Latino Americans, and 60 Asians living in the United States were included in the study. The use of a well-developed and organized questionnaire named "A questionnaire on cross-cultural marketing communication in the United States fashion business" made this possible. The questionnaire was designed in such a way that cultural diversity issues were taken into consideration. Only 56 of the 60 questionnaires sent to Hispanics in the United States were completed and returned. This indicates a 93 percent return rate. In addition, only 44 of the 60 surveys sent to Latino Americans in the United States were returned. This resulted in a 73 percent return rate. Similarly, 50 of the 60 surveys sent to Asians in the United States were completed and returned correctly. In total, 150 of the 180 questionnaires distributed were properly filled out and returned. This equated to an 83 percent return rate. This is seen in the following table:

**Table 1: Analysis on Questionnaire Recovery for Hispanics**

Particulars	Frequency	Percent (%)
Returned	56	93%
Not returned	4	7%
<b>Total</b>	<b>60</b>	<b>100</b>

Source: Field Survey, 2022

**Table 2: Analysis on Questionnaire Recovery for Latino Americans**

Particulars	Frequency	Percent (%)
Returned	44	73%
Not returned	16	27%
<b>Total</b>	<b>60</b>	<b>100</b>

Source: Field Survey, 2022

**Table 3: Analysis on Questionnaire Recovery for Asians**

Particulars	Frequency	Percent (%)
Returned	50	83%
Not returned	10	17%
<b>Total</b>	<b>60</b>	<b>100</b>

Source: Field Survey, 2022

**Table 4: Analysis on Questionnaire Recovery overall**

Particulars	Frequency	Percent (%)
Returned	150	83%
Not returned	30	17%
<b>Total</b>	<b>180</b>	<b>100</b>

Source: Field Survey, 2022

#### Method of Data Analysis

The method used to analyze the data collected from respondents was based on what was available in the literature. The study used descriptive statistics, such as graphs, as well as inferential statistics, such as the Levene's test and the student t-test. This test is used because it is appropriate for estimating models involving discrete data.

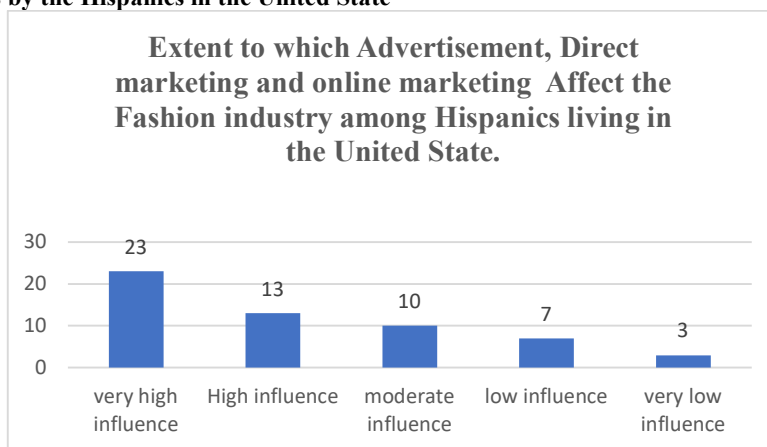
#### Descriptive analysis of cross-cultural marketing communication in the United State fashion industry.

The study used the Likert scale statistical technique to examine the impact of cross-cultural marketing communication on the fashion industry in the United States. The respondents were asked to indicate the extent to which they support the idea that cross-cultural marketing communication has an impact on the fashion industry in the United States. This Likert scale technique was designed so that respondents could choose from one to five alternatives, such as very high influence (VHI) = 5, high influence (HI) = 4, moderate influence (MI) = 3, low impact (LI) = 2, and very low influence (VLI) = 1. According to this structure, respondents who believe cross-cultural marketing communication has a very high impact on the fashion industry in the United States chose option (5), while those who believe cross-cultural marketing communication has a low impact on the fashion industry in the United States chose option (1). Respondents who believe cross-cultural marketing communication has a significant impact on the fashion sector in the United States, on the other hand, chose the second choice (4). Similarly, those who believe that cross-cultural marketing communication has a moderate impact on the fashion business in the United States chose the third choice (3). Finally, those who believe cross-cultural marketing communication has little impact on the fashion sector in the United States chose the fourth choice (2).

#### Objective One: To examine the influence of Advertisement, Direct marketing and online marketing on the fashion industry among the Hispanics living in the United State.

The first objective is tackled using the graphical representation below.

**Figure 1: Extent to which Cross-cultural Marketing Communication Affect Fashion industry in the united State. Responses by the Hispanics in the United State**



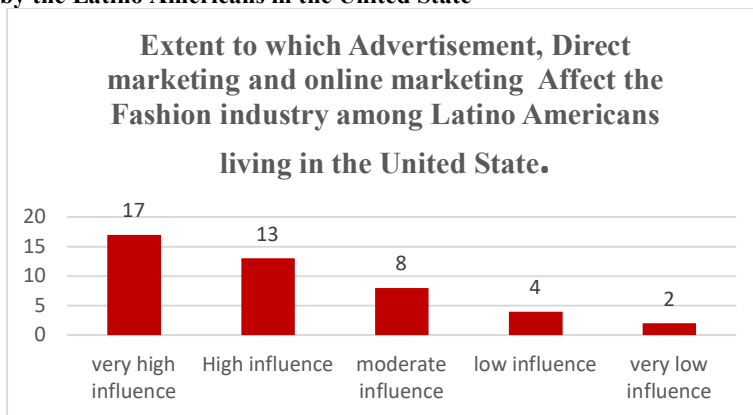
**Source; Researcher's Computations**

From the graph above, it can be seen that 3 Hispanics, or about 5% of the total response from Hispanics chose the very low influence option. In addition, 7 Hispanics chose the low option, accounting for around 13% of the total responses. Similarly, 10 people, or 18 percent of Hispanic respondents, chose the moderate influence option. The High Influence option was selected by 13 people, accounting for 23% of the Hispanic responses. Finally, 23 people, or 41% of the Hispanic respondents, chose the extremely strong influence option. Overall, we believe that cross-cultural marketing communication has a very high influence on Hispanics in the United States, based on the fact that the majority of the Hispanic population chose the very High influence choice.

**Objective two: To examine the influence of Advertisement, Direct marketing and online marketing on the fashion industry among the Latino American living in the United State.**

In a bid to tackle this objective, we use the graph as presented below.

**Figure 2: Extent to which Cross-cultural Marketing Communication Affect Fashion industry in the united State. Responses by the Latino Americans in the United State**

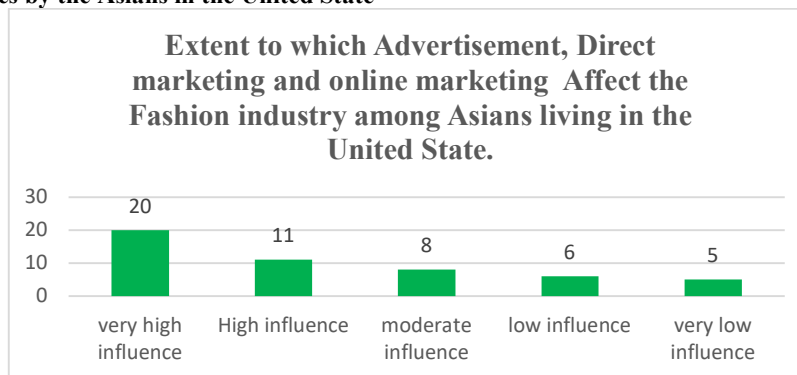


**Source; Researcher's Computations**

From the graph above, it is evident that 2 Latino Americans, or about 5% of the total responses, chose the very low influence option. In addition, 4 Latino Americans chose the low choice, accounting for around 9% of the total responses. Similarly, 8 people, or 18 percent of the Latino American responses, chose the option of moderate impact. Thirteen people, or 30% of Latino America's responses, chose the High Influence option. Finally, 17 people, or 39 percent of the Latino American responses, chose the option of having a very high influence. Overall, we believe that cross-cultural marketing communication has a very high impact on Latino Americans living in the United States, based on the fact that the majority of Latino Americans chose the very High influence choice.

**Objective three: To examine the influence of Advertisement, Direct marketing and online marketing on the fashion industry among the Asians living in the United State.**

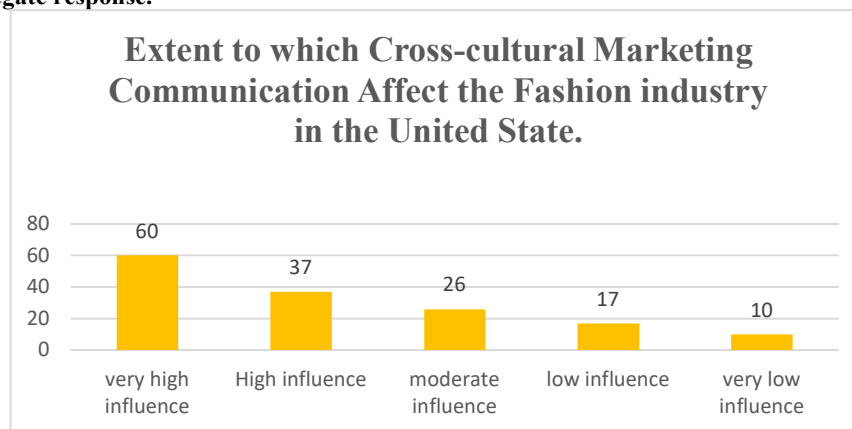
**Figure 3: Extent to which Cross-cultural Marketing Communication Affect Fashion industry in the united State. Responses by the Asians in the United State**



**Source; Researcher's Computations**

From the graph above, it can be seen that 5 Asians, or around 10% of the total replies, chose the very low influence option. In addition, 6 Asians chose the low choice, accounting for around 12% of the total responses. Similarly, 8 people (16 percent of the Asian population) chose the option of moderate influence. The High Influence option was chosen by 11 people, representing 22 percent of the Asian responses. Finally, 20 people representing 40% of the Asian responses chose the option of having a very high influence. Overall, we find that cross-cultural marketing communication has a very high impact on Asians living in the United States, given that the majority of the Asian community chose the very High influence choice.

**Figure 4: Extent to which Cross-cultural Marketing Communication Affect Fashion industry in the united State. Aggregate response.**



**Source; Researcher's Computations**

According to the graph above, a total of ten people, or about 7% of the total responses, chose the extremely low influence option. In addition, 17 people, or around 11% of the total responses, chose the low choice. Similarly, 26 people, or 17% of the total number of replies, chose the moderate influence option. The High Influence option was chosen by 37 people, or 25% of the total responses. Finally, 60 people chose the extremely high influence option, accounting for 40% of all responses. Overall, we conclude that cross-cultural marketing communication has a very high impact on the fashion sector in the United States, based on the majority of respondents choosing the very High influence option.

### Test of Hypothesis

#### Recall:

our hypotheses were stated above as follows:

- H01 Advertising, Direct marketing and online marketing does not have a significant influence in the fashion industry among the Hispanics living in the United States.
- H02 Advertising, Direct marketing and online marketing does not have a significant influence in the fashion industry among the Latino Americans living In the United States.
- H03 Advertising, Direct marketing and online marketing does not have a significant influence in the fashion industry among the Asians living In the United States.

We will test the hypothesis above using the Levene's test and the student t-test.

**Table 5: test of hypothesis one, two and three**

Tool	Nationality		Statistics	Levene's test		Students t-test			Decision
				F	Sig value	T	GI	Sig value	
Advertising	Hispanics	N	56	0.507	0.428	1.199	148	0.004	Reject
		Mean	2.06						
	Latino	N	44						
		Mean	2.88						
	Asia	N	50						
		Mean	2.54						
Direct Marketing	Hispanics	N	56	2.176	0.133	0.234	148	0.025	Reject
		Mean	3.73						
	Latino	N	44						
		Mean	2.21						
	Asia	N	50						
		Mean	2.97						
Online marketing	Hispanics	N	56	0.564	0.453	1.023	148	0.008	Reject
		Mean	3.12						
	Latino	N	44						
		Mean	2.01						
	Asia	N	50						
		Mean	2.39						

**Source:** Researcher's computation

From the table above, we reject all the null hypotheses. This is because the probability values are less than the conventional 5% level of significance. Also, the result shows the absence of homogenous behavior among customers and marketers in the United State. This is evident in the different mean values above.

### Discussion of Findings

Given the Levene's test and the student t-test based on the various marketing communication tools across different cultures used in this study: advertising, direct marketing, and online marketing, the Levene's test indicates that there is a lack of homogeneous behavior among the various customers when it comes to marketing tools. Hayta (2013) noted that the variability has become the norm rather than the exception. This is due to the role of heterogeneity and segmentation in representing a rational and more precise marketing effort adjustment to meet the requirements of consumers and its strategy to reach specific groups (in this case, Hispanics, Latino Americans, and Asians) who share similar behavior and consumption characteristics to choose a specific brand (Niharika, 2012)

Based on the findings of this study's analysis, the instruments of cross-cultural marketing, as mentioned above, have a considerable impact on the fashion sector in the United States. The probability values in table 4 above, which are smaller than the traditional level of significance of 5%, explain this. The student t-test can also be used to explain this result. The results showed that the student t-test had a significance level of less than 0.05 for all categories. This outcome is consistent with Tian and Borges' viewpoints (2011). He explained his findings in his work by demonstrating that cross-cultural marketing communication has a significant impact on industries seeking to grow to new places with a diverse range of cultural values.

However, with regards to the individual perspectives of the ethnic groups living in the United States, the result shows that both the Hispanics and the Asians gave direct marketing the highest rating as a tool of marketing communication. The Hispanics have an average of 2.06, 3.73 and 3.12 for advertising, direct marketing and online marketing respectively, implying that they gave direct marketing the highest rating since it has the highest mean. Also, the Asians have an average of 2.54, 2.97 and 2.39 for advertising, direct marketing and online marketing respectively. Their highest mean for direct marketing also indicates that direct marketing has the highest rating as a tool of marketing communication among the Asians. On the other hand, the Latinos has an average of 2.88, 2.21 and 2.01 for advertising, direct marketing and online marketing respectively. Given their highest mean for advertising, they gave advertising the highest rating as a tool of marketing communication. This implies that majority of the customers in the fashion industry prefer direct contact between the seller and the buyer which allows the consumer to know the characteristics, benefits and attributes of the product through personalized explanation. Also, advertising can be very effective as it is easier to access through simple displays on billboards, television, newspapers, and so on. Online marketing proved to be of less importance as a tool of marketing communication. This could be due to the inability of some of the population-the poor and illiterate population to have access to expensive and complicated technological devices that aid online marketing.

Similarly, looking at the descriptive statistics in this paper above, the majority of respondents from different

racers living in the United States (Hispanics, Latino Americans, and Asians) chose the extremely high option. Hispanics in the United States chose the very high influence option on 23 of the 56 questionnaires that were properly filled and returned, accounting for about 41% of the total population. Latino Americans in the United States were also given 60 questionnaires, but only 44 were correctly filled and returned, with 17 respondents choosing the very high option, accounting for about 39% of the total respondents. In addition, only 50 of the 60 surveys sent to Asians in the United States were completed and returned. Twenty people out of the 50 chose the very high option, accounting for nearly 40% of the total respondents. This means that cross-cultural marketing communication (Advertising, Direct marketing and online marketing) has a very high impact on the fashion industry in the US. According to Hofstede (2011), this will assist a company in increasing sales revenue and profit, among other objectives.

Overall, the results from the descriptive analysis showed that an aggregate of 60 persons which comprise an estimate of about 40% of the total respondent chose the very high influence option, and it agrees to the previous findings that cross-cultural marketing communication has a very high and significant influence on the fashion industry in the United State

### Conclusion

The impact of cross-marketing communication on the fashion industry in the United States has been adequately investigated in this paper, with empirical evidence of Hispanics, Latino America, and Asians. Advertising, direct marketing, and online marketing were used to break down cross-cultural marketing communication into different tools. The study employed the case study research design based on qualitative and quantitative research approach. The three races that make up the target demographic for this study were Hispanics, Latino Americans, and Asians, all of whom live in the United States. The target population includes all employees and employers in the fashion sector in the United States of America. The study used a convenient sampling technique to select a total of 180 participants, of which 150 completed and returned questionnaires. The study used graphs to present descriptive statistics and Levene's test as well as the student t-test to present inferential statistics. According to the descriptive data, the majority of respondents said that cross-cultural marketing communication has a significant impact on the fashion business in the United States. Similarly, the Levene's test found that there is no homogeneous behavior among consumers of various races in the United States (Hispanics, Latino Americans, and Asians). The student t-test also revealed that cross-cultural marketing tools were significant. This is because the student t-test results were less than 0.05. The probability values were likewise less than 0.05, indicating that cross-cultural marketing communication had a considerable impact on the fashion sector in the United States. Overall, the study finds that cross-cultural marketing communication is a must-have for the fashion industry's growth in the United States given that there are multiplicity of cultures. As a result, cross-cultural marketing communication should be considered in rapidly developing organization because it aids in proper information transmission, which promotes a company's well-being.

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