



Adjustment of communication policy in international marketing – Romanian consumer case

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The phenomenon of globalization, of internationalization of production, trade and consumption requires greater efforts to adapt marketing communications to the specific of local consumers. In order to characterise consumers and place them in significant segments in terms of management, their individual features (age, gender, income, personality) have to be analyzed in the socio-cultural context in which they live and cement their values and style life. The article presents the manner in which some international companies operating in Romania have adapted their promoting policy, arbitrating between the standardisation and/or particularisation of communications, depending on the social and cultural specific of Romanian consumers. Research results point out an evaluation of the power of the message to identify and be understood by the intended audience, to positively influence the attitude of the target segment and to determine the potential customers to try out new products, modifying their traditional purchasing patterns.