A CULTURAL CONTENT ANALYSIS OF MULTINATIONAL COMPANIES’ WEB SITES: LOCALIZATION OF GLOBAL COMMUNICATION CHANNELS OF BRANDS

Şebnem BURNAZ, Ramazan NACAR
Istanbul Technical University, Faculty of Management, Management Engineering Department

Abstract

Multinational companies use extensively web sites to extend their communications beyond their national borders in order to target consumers in the countries where they make investments. One of the decisions they face in using this channel is how to present the web site content to fit the local needs and values. Although adaptation becomes a major concern, there is no standard for multicultural content of web sites which makes the global brand management a critical issue at this area. It is believed that cultural adaptation will increase web site’s success, which will then affect global brands’ competitiveness in local markets. A research study is conducted to explore the appropriateness of the information content and organization of web sites of multinational companies operating in Turkey. Web sites of multinational companies with both Turkish and foreign origins are content analyzed and compared in terms of key web site components related with information content. The findings of this study are expected to provide aspiration and support in global brand management decisions for multinational companies.

Keywords: Web site, multinational companies, adaptation, content analysis, Turkey.