

The study of Cross-Cultural Challenges in International Marketing Strategy of H&M's

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Abstract: *This research investigates the effects of cross-cultural marketing strategies on H&M's global expansion efforts. It explores how cultural differences influence H&M's product design, branding, and customer engagement across diverse international markets. By analysing both qualitative and quantitative data from managers and consumers, the study highlights the significance of cultural adaptation, consumer behaviour, and local marketing efforts. The paper provides insights into how cultural sensitivity in marketing impacts H&M's brand positioning and customer loyalty and recommends strategies for improving cross-cultural alignment in its global markets.*

Keywords: brand, development, clothing, design, H&M