

## ECONOMICS

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### **Meaning and role of the factor of ethnocultural identification on the behaviour of the consumers in international business**

The article analyzes the different points of view on the impact of globalization of the world economic system on the culture of the national and local communities. On the one hand, globalization leads to the formation of the global consumer culture in which products and services to multinational companies are generally valid knowledge for consumers around the world. On the other hand, the impact of globalization on the economies of non-Western countries can lead to the destruction of the traditional values and norms. Hence it is formulated a proposal to use the strategy of glocalization that could lead to balance between globalization and localization as the different marketing strategies of transnational companies.

Key words: ethnic-cultural identification, culture, national model of management, globalization, world economic system.

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