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Title: *"How the Political, Economic, Sociocultural and Legal environment could impact on business communication strategy for Clarks Shoes".*

Introduction

This study looks at how the political, economic, social, cultural, and legal climate in the United Kingdom might affect Clarks Shoes' business marketing strategy. Understanding and adjusting to the local environment are essential for effective company operations as the global economy grows more integrated. In this scenario, Clarks Shoes, an established footwear company, seeks to widen its footprint in the United Kingdom market as well as navigate the complexities of the country's distinctive environment (Veltsos, 2017). By looking at these aspects, this study hopes to give Clarks Shoes an idea of the challenges and chances it may face when making its business communication plan for the UK. Clarks Shoes will be capable of effectively sharing brand values, interacting with its intended customer base, and reaching its business goals if it understands and adapts to its surroundings.

Political issues

Clarks Shoes' business marketing approach in the United Kingdom is heavily influenced by the political climate. It includes things like government policies, rules, as well as political security, all of which can help or hurt a company's attempts at communication.

Favourable trade policies are one of the best things that can come out of the current political situation. For instance, if the UK government deals with trade deals that lower taxes or make it easier to buy goods, Clarks Shoes can save money and get more entry into the market (Coffelt et al., 2016). This could help the company offer competitive prices, which can be expressed well via marketing statements that stress how affordable and good a product is for its price. By being able to talk about these benefits, Clarks Shoes can set itself apart from competitors and draw more customers.

But political unrest or changes in how the government runs can make it hard for Clarks Shoes to communicate. For example, a change in political power or policy goals could lead to a change in the rules about how advertising works (Haley et al., 2019). In this case, the business would have to change the way it talks about itself and how it markets itself to meet the new rules. This could mean changing what is said in ads or making sure that tighter labelling rules are followed. If Clarks Shoes doesn't deal with these changes quickly, it could have legal or social problems.

Also, government factors and sociodemographic issues can interact, which can affect business communication tactics even more. According to Kelly and MacDonald (2019), if the government passes a law that encourages sustainable practices, like giving companies incentives to lower their environmental impact or give more importance to ethical sources, Clarks Shoes could take advantage of this. However, Aithal (2017) pointed out that, in its marketing plan, the company could talk about how committed it is to using eco-friendly manufacturing methods and products, which would appeal to people who care about the environment. This method would not only be in line with how society is changing, but it would also set the company apart from rivals in a good way.

Also, government security is important for keeping a business-friendly atmosphere. Investors are more likely to be confident when the political situation is safe, which can help Clarks Shoes' marketing approach (Patruti-Baltes, 2016). It lets the company think about the long term and make smart investments in things like marketing efforts, building the company's brand, and getting customers involved. On the other hand, political unrest may generate doubt and make it hard to plan effective communication, which could cause consumers to lose trust and loyalty.

According to Sheen et al. (2020), Clarks Shoes needs to keep a close eye on what's going on in politics and think ahead about how possible changes could affect its business communication plan if it wants to be successful.

The above can be done by getting involved with business groups, taking part in policy talks, and keeping an eye on what the government says. By staying educated, the company can change how it communicates and what it says to fit the changing political landscape. In the end, the political situation in the United Kingdom has a big effect on how Clarks Shoes communicates with its customers. Getting and analysing the political landscape's chances and threats helps the company shape its messages, adjust to shifts in the law, and take advantage of social values. By getting involved in politics on its own, Clarks Shoes can improve its marketing and stay ahead of the competition in the UK market.

Economic Factors

The economy can have a big effect on how Clarks Shoes does business marketing in the United Kingdom. These factors include the state of the market, trade deals, customer buying trends, and financial data, all of which affect how and what the company says.

The state of the UK market is one of the possibilities that come from the economy. According to Haley et al. (2019), Clarks Shoes can benefit from a strong economy where people have a lot of money to spend. This lets the company present itself as an expensive brand, with a marketing strategy that emphasises quality, expertise, and rarity (Bah and Fang, 2015). Clarks Shoes can attract wealthy consumers who are ready to spend money on high-quality shoes by advertising in a way that emphasises the high-quality materials, careful design, and great comfort of their shoes.

On the other hand, economic downturns or periods of recession can make Clarks Shoes' marketing approach more difficult. When the economy is unclear or money is tight, people may choose to buy things they need over things they want, such as shoes (Grant, 2021). In these situations, Clarks Shoes may need to change how it communicates by putting more emphasis on price, value for money, or special deals to keep customers interested and boost sales.

Trade deals also have a big impact on the economic setting in which Clarks Shoes operates. For example, if the UK makes good trade deals with countries that are known for making high-quality leather or other materials, Clarks Shoes can take advantage of this (Aithal, 2017). The business can say that it is committed to getting high-quality materials from these nations. This will make its goods seem more valuable and set it apart from rivals.

Sociodemographic factors are another factor that the economy affects. For instance, shifts in how people's incomes are split or in how the population is changing can affect what people like and how much they spend. Clarks Shoes can change how it communicates with different groups of people according to their buying power and tastes (Patruti-Baltes, 2016). If there are more and more young workers with money to spend, Clarks Shoes can adjust its marketing to appeal to their sense of fashion, job goals, and desire for stylish but comfy shoes.

Also, financial factors like rising interest rates, inflation, and job rates can change how people act and how much they can buy (Halbert and Ingulli, 2020). Clarks Shoes can react to these signs of the economy by making changes to how it communicates. For example, when inflation is high, the company can stress its low prices and competitiveness to reassure clients that they receive good value for what they are paying.

Changes in exchange rates can affect how much it costs Clarks Shoes to sell and buy goods and how competitive its prices are in foreign markets (Blewitt, 2018). A strong currency can make products more expensive and less appealing to foreign clients. A poor currency, on the other hand, can give a country an edge in the market (Rohlfers and Zhang, 2016). To deal with this, Clarks Shoes can use a flexible marketing strategy that emphasises the quality, expertise, and distinctiveness of its goods. This will show potential foreign customers what they can get out of buying from Clarks Shoes. The company can also look into forming relationships with regional suppliers or stores to lessen the effects of changes in currency.

In the end, economic factors have a big effect on how Clarks Shoes communicates with its business partners. By looking at the possibilities and risks that come with the economy, the company can make sure that its messages, advertising, and target group are all useful. Clarks Shoes is able to keep a competitive position in the UK market by adjusting to market conditions, taking advantage of trade deals, and knowing socio demographic patterns.

Social factors

In the United Kingdom, sociocultural factors have a big effect on how Clarks Shoes conducts business relations. These factors include cultural standards, values, beliefs, and social developments that affect how people act and what they like, which in turn affect how the company communicates and what it says.

One of the benefits of social factors is that people are paying more attention to ethical and sustainable practices. Clarks Shoes can make sure that its marketing strategy is in line with these principles by emphasising its commitment to using materials that are good for the environment, having fair working conditions, and being socially responsible (Blewitt et al., 2018). This can make Clarks Shoes stand out from its competition by appealing to socially conscious customers who care about the environment. The company may connect with those consumers as well as build brand loyalty by putting an emphasis on how its products are made in a way that is good for the environment, by using recycled materials, and by giving money to good causes.

Sociocultural factors, on the other hand, may additionally render it hard for Clarks Shoes' communication approach to work. Different places or groups of people may have different cultural norms and tastes. For instance, different towns or generations may have different fashion trends, style tastes, or shoe needs (Mayfield and Mayfield, 2016). Clarks Shoes needs to change its messages, products, and marketing words to reach all of these different groups. By doing market research and learning about the culture differences and tastes of those they are targeting, Clarks Shoes may modify its marketing approach to appeal to different groups of buyers.

Sociodemographic factors additionally play a part in how Clarks Shoes decides how to communicate with its clients. Consumer behaviour and buying decisions are affected by things like age, gender, income, and living choices (Kelly and MacDonald, 2019). For example, if Clarks Shoes finds a growing group of health-conscious people who put comfort and foot health first, the business can use its marketing strategy to highlight the shoes' flexible design, supporting features, and health benefits (Rohlfer and Zhang, 2016). This method appeals to customers who want products that are comfortable, useful, and in line with their social and cultural beliefs.

Also, Clarks Shoes' marketing approach depends on how well they keep up with changing social trends. This means keeping up with the latest dress styles, star ads, and nods to popular culture (Grant, 2021). Clarks Shoes can show that they are relevant and appealing for customers who are affected by current events and cultural references by including them in their marketing efforts.

In the end, Clarks Shoes' business marketing approach is directly affected by societal factors. By recognising and responding to national standards, principles, and social trends, a company can make sure that its messages, products, and marketing speak to different types of customers. By addressing societal possibilities and challenges, Clarks Shoes can successfully connect with its intended customer base, build brand trust, and stay ahead of the competition in the UK market.

Legal Factors

In the UK market, legal factors have a big effect on Clarks Shoes' business marketing approach. These factors include the rules, laws, and legal systems that control different parts of business activities, such as ads, customer safety, data privacy, and rights to intellectual property (Shimizu, 2017). Knowing about and adhering to these legal requirements has a direct effect on how the company communicates, what it says, and how it promotes itself.

One chance that comes from legal issues is the chance to make sure people follow the rules while establishing trust with them. Clarks Shoes can show that it cares about legal rules and standards, like the ones set by the Advertising Standards Authority (ASA) in the UK for advertising (Dulek and Campbell, 2015). By showing that it follows these rules, the business can ensure customers that they are working with a good and reliable brand. For instance, Clarks Shoes can say in its advertising copy that all of its advertising claims are backed up by facts, which is in line with ASA rules.

But legal issues can also make it hard and even dangerous for Clarks Shoes to communicate. If the rules about advertising change, the company may have to change the way it promotes itself or add warnings to its ads. If a company doesn't follow the law, it could face charges, fines, or harm to its image. For example, if Clarks Shoes doesn't tell customers important information or misleads them in its ads, it could be sued and lose the trust of its customers.

⁹ Data protection laws, like the General Data Protection Regulation (GDPR) in the UK, have a direct effect on Clarks Shoes' marketing strategy. The business has to make sure that its ways of communicating, like email marketing and focused ads, are in line with GDPR rules. Clarks Shoes wants to get customers' permission before gathering and employing their personal information (Anders, 2016). It also needs to be clear about how it handles data and give customers ways to control it. This shows that the company cares about safeguarding its customers' privacy and can improve its image among people who care about privacy.

Intellectual property rights, such as logos and copyrights, are also affected by the law. Clarks Shoes needs to make sure that its designs, phrases, and other original content do not steal the creative works of others (Guffey and Loewy, 2022). Clarks Shoes may safeguard its very own intellectual property and maintain a strong brand personality by following intellectual property laws and using unique branding components that are legally protected.

In the UK market, legal considerations have a direct and big effect on Clarks Shoes' business marketing approach. By figuring out what the rules are and following them, the business can take advantage of chances to establish trust among consumers, improve its image, and safeguard its own intellectual property. On the other hand, not following the law can lead to problems like legal consequences, fines, and harm to the business's image. Clarks Shoes needs to follow the law in order to share its company values, build trust with customers, and stay ahead of the competition in the UK market.

Conclusion

Political, economic, societal, and legal concerns shaped Clarks Shoes' UK corporate communication approach. These conditions offered the firm communication possibilities and problems. Political stability and favourable trade policies allowed Clarks Shoes to convey affordable rates and market access benefits. Economic upturns allow for premium brand positioning, whereas downturns necessitate affordability and special incentives to keep consumers interested. Clarks Shoes may follow ecological developments or target certain demographics since sociocultural variables influence consumer behaviour. Effective interaction requires cultural adaptation and social awareness. Advertising rules, data privacy legislation like GDPR, and intellectual property rights were crucial. Finally, Clarks Shoes must look at these several criteria to manage the UK market.

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