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Introduction

International business communication is also referred to as global communication which entails communication experience that occurs across international or multinational borderlines (Tenzer, Terjesen and Harzing, 2017). Internal relation was needed due to the increasing impacts and dominances of globalization. This type of communication is usually concerned with the scope of government to government, business to business and people to people interconnections at a worldwide level (Tien, Phu and Chi, 2019). Businesses are selling their products around the whole world through international business and partnerships are also being formed and built with people from diverse cultures in order to enhance business relationships. Good international business communication helps to keep and maintain these practices in order to intricate business dealings.

Poor communication observances can inflict deprivation of business and even lead to global suspense among countries (Brannen, Piekkari and Tietze, 2019). Since Tesco company considers to move its own production to Mexico, the organization is disturbed about the distinctions in cultural expectations and differences in cultural sensitivity from one country to another. Therefore, this report aims at highlighting theories of international and intercultural communication in Mexico that will help Tesco when considering it. The report also critically evaluates cultural sensitivity when doing business in Mexico. Further, the report discusses and analyses different communication barriers experienced by foreign businesses in Mexico through support by relevant examples. Additionally, the report provides appropriate communication strategies and gives recommendations to enable Tesco to succeed in the developing country - Mexico.

Introduction to Mexico as a developing country.

The United Mexican States belongs geographically to North America. It is the most well-timbered Spanish speaking country in the world. About 70% of the population live in urban regions (Pick and Butler, 2018). According to Prescott, (2018) the population of Mexico is around 123.5 million people as per 2017 statistics making the country to be the second-most populous country in Latin America after Brazil (Angel, Vega and Lopez-Ortega, 2017). Out of the total population, women are found to be 63.29 million while men are 60.23 million of the total population (Mohar-Betancourt et al, 2017). In Mexico there is a diversity of ethnical categories, whereas Mexicans Mestizo are the largest group with about 62% (Wallingford, 2021). Mexico has a strong macroeconomic institution that is open to trading. Over the last three decades, the country has been underperformed in terms of increase, insertion and destitution decrease compared to other countries. Its economic growth averaged just above 2% between 1980 and 2018, limiting improvement in convergence relative to the high profit created by the economies (Gomez, Ciarreta and Zarraga, 2018). Further, the culture of Mexico is an outgrowth of the way of combining native observances and traditions with the Spanish colonial existence that had impacts on the aspects of life in the country. However, with so much political uncertainty in the country, warfares and colonial occupation, Mexican community has often been struggling in forming a cohesive identity of a culture.

The economy of Mexico contracted by 8.3% in 2020 with a high drop in the first half of the year since demand and supply shocks stemmed from the pandemic that occurred (Vaca, Vaca Medina and Perez, 2020). This pandemic caused impacts on the country's firms, employment and households. Mexico's technology ranges from electronic devices to specialised biomedical technology. The internet is one of the best advancements made in the country in the last millennium. Technology has positively impacted Mexico in delivering information thus,

increasing the number of technological communications in the country. The Labour force in Mexico was estimated at 44.7% in 2020 according to the World Bank collection of development indicators (Aspe, 2019). The labour force in the country comprises people age 15 and older who tend to supply labour for the production of goods and services during a specified period (Philip, 2019). In 2019, the statistics showed that 12.48% of the workforce employed in Mexico were in the agriculture sector, 25.5% were in the retail industry and 61.97% were in services (Ariza and Raymond Bara, 2018). According to Ben Yahmed and Bombarda, (2020) employment rate in Mexico decreased to 96.29% in January from 96.49% in December 2021. The increase in unemployment rates in Mexico is caused by more employed persons being fired from the public sector, thus unemployment percent was 3.6%, among the economically active society in the country (Button, 2021). The factor that influences a growth in the unemployment percent in Mexico is the reduction of formal employments that take place every year because interim laborer are fired.

Cultural differences

Hofstede's six cultural dimension theory

This theory entails six dimensions of approach to culture: power distance index, individualism versus collectivism, masculinity versus femininity, uncertainty avoidance index, long versus short term orientation and indulgence versus restraint (Favaretto et al, 2016). This theory can be used to understand the cultural differences between UK and Mexico as below.

Power distance index

Mexico is a high-power distance index country scoring 81 on Hofstede's scale (Paharia and Swaminathan, 2019). Mexico being a hierarchical society shows that the authority tries to figure out the need of not justifying its authority to the citizens. The population adopt the

hierarchical order in which everybody has a place and does not need further vindication for the same. The country is seen to be reflecting on inherent inequalities, centralisation is popular in the country while in UK Britain is at 35 on Hofstede's scale since its society believes that disparity amongst people should be reduced. The British culture states that a person's place of birth should not limit how far one can travel in life thus considering birth important unlike in Mexico.

Individualism versus collectivism

Mexico with a score of 30 on Hofstede's scale is considered to be a collectivistic society (Gomez and Taylor, 2018). The community fosters a powerful relationship with everyone taking liability for fellow members of their category whereas in the UK with a score of 89 on Hofstede's scale is considered to be an individualistic society (Bull, 2017). Society fosters strong individual relationships as they only look after themselves and their family groups alone thus making the British be highly individualist and private people since their childhood, they are taught to think for themselves only (Taylor-Gooby, Leruth and Chung, 2019).

Masculinity versus femininity

Mexico scores 69 on Hofstede's scale on this dimension as it is considered a masculine society (LaFevor, 2020). In the country, people live in order to work to sustain themselves. Society is also driven by rivalry, accomplishment and prosperity is determined by the winner in a value scheme throughout their handwork (Allen, 2017). Managers in Mexico are intended to be unflinching and assured in order to emphasise equity and performance to everyone whereas the UK scores 66 on Hofstede's scale thus considered to be masculine just as Mexico since UK society is highly considered as success-oriented and driven thus generations in the UK live in

order to work and have an expressly implementation ambition (Kotera, Green and Sheffield, 2019).

Uncertainty avoidance index

The UK scores 35 on Hofstede's scale thus has a low score on uncertainty avoidance thus making the nation to be happy waking up not knowing what the day will bring and they tend to assume that they will make it up as the day goes along (Dou, Truong and Veeraraghavan, 2016). The British are comfortable in ambiguous situations thus have created beliefs not to escape the uncertainties that might come along them and are not scared to them whereas Mexico scores 82 on Hofstede's scale on this dimension and thus has a loud partiality for avoiding instability index that might come along them (Karl et al, 2016). Mexico has maintained rigid codes of beliefs and behaviours to avoid the uncertainties that might come along their day and are illiberal of unorthodox conduct and conceptions. In this culture, there is an emotive necessity for norms since population have an inland prompting to be active and work stably.

Long versus short term orientation

Mexican culture scores 24 on Hofstede's scale thus having short term orientation as the community chooses to sustain time-honoured traditions and norms while viewing societal change with mistrust hence being a normative society (Figlio et al., 2019). The Mexican nation have a high solicitude with establishing the sooth thus normative in their thinking in order to maintain for the time ahead and concentrate on accomplishing quick outcomes whereas the UK scores 51 on Hofstede's scale thus being a long-term oriented society hence their culture cannot be determined (Muller, 2019).

Indulgence versus restraint

The UK has a high score of 69 on this dimension indicating that British culture is one of the indulgent (Sun et al., 2019). People in the UK exhibit willingness to realise their impulses and desires with regard to enjoying life and have a good time. People in this culture wield a positive attitude and have a tendency towards optimism whereas Mexico scores 97 on Hofstede's scale thus making Mexican culture have a tendency towards indulgence (Miller et al., 2022). People in this culture are exhibited to willingly enjoy life and have fun throughout their lives. In Mexico, people have placed a higher degree in spare time thus acting as they please and spending money as they wish.

Jandt Standpoint theory

Standpoint theory is a feminist theoretical perspective that argues the stems positions of females in social positions (Brunson, 2021). This prospect negates that traditional science is objective and proposes that research and theory have ignored and marginalised women and feminists in their way of thinking. Feminism in Mexico is the philosophy and activity aimed at establishing, defining and preserving political, economic and cultural women's rights and opportunities compared to the UK. Introducing Tesco company in Mexico will help in allowing women to find job opportunities and work in fulfilling the needs they have. Compared to the UK, feminists have been the most employed persons in the industries with about 87% working full time and part-time.

Establishing Tesco company will also ensure that gender equality is achieved in Mexico through different employment opportunities that will be offered in the company. Mexico has a high percentage of females thus this will facilitate Tesco company in employing them in different sectors after establishing its company in the country. According to Martin (2021), this will also reduce Mexico from being masculine and bring equality to be half masculine and half feminine since Mexico has a masculine of 66%.

Cultural sensitivity

When Tesco Plc will move its business location to Mexico, Mexico is likely to interact well with the business because of the good cultural sensitivity it has. For instance, people in Mexico seamlessly interact with others from distinct cultures by following the principles of the culture they own thus the business will do well since it will receive a positive reaction from the citizens of Mexico. Moving the company location to Mexico will tend to imply that the people will have to shift their perspectives to understand the same ordinary behaviour in the different cultures that would have been brought up by the company (Viloria et al, 2022). Mexicans may not admit or even like the distinctions they will perceive from the new business but they might be interested in discovering and learning about different culture. Since they are referred to as a collectivistic society. Additionally, Mexicans will also be able to identify how the experiences influenced their cultures and how best to adopt them through the acceptance stage. For instance, Tesco will have to approach Mexicans with a genuine interest in the business and curiosity in satisfying their needs about the same products being offered in the country.

Mexicans will also be entitled to adapt the culture from the new business that would be established in their country. They will be more qualified in their capability to associate with other cultures. The Mexicans can estimate other people's behaviour from the company's frame of reference and accommodate behaviour in order to fit the norms of the dissimilar cultures. For instance, Mexicans will easily interact with the people from the new business through respecting their values and using empathy effectively (Jain et al., 2018). Tesco will also have to shift easily from their own cultural frame to Mexican culture in order to develop empathy for the other culture through integration. This will make the company change their personality when interacting with Mexicans so as to effectively understand each other well and integrate well.

Communication barriers and challenges

The cultural barrier would mainly affect the foreign business that will be introduced in Mexico. Different cultures have a different meaning of several basic values of society. Mexican might end up misunderstanding the culture of the foreign business thus hindering the flow of communication between the foreign business and the people in the country. The cultural barrier in communication might lead to the creation of conflicts thus causing stress in the foreign business. For example, a manager of Tesco might not know how to process a request from a colleague if he is not aware of how the colleagues communicate. The language barrier would also cause a communication barrier for Tesco when established in Mexico. Mexicans are well known for speaking fluently in Spanish thus might cause a barrier in communicating with the Mexicans as the business could not be aware of speaking fluent Spanish. The foreign business might end up using a lot of terminologies that are not familiar to the Mexicans thus causing a communication barrier.

Physical barriers might be a challenge to the foreign business established in Mexico. There might be a geographical distance between the foreign business and Mexicans when delivering important information to them concerning business. For instance, during advertisements of their products. Although modern technology might help the foreign business to reduce the impact of physical barriers, each communication channel should be understood by every Mexican appropriately in order to overcome the challenges faced in obtaining the information from Tesco.

Communication strategies and recommendations

Tesco company should listen attentively to what the Mexicans would be saying about the company's services and what they want in order to effectively communicate to them without involving any barrier between the communication. Paying attention to the non-verbal messages

from the Mexicans will help the company to fully understand the Mexican's point and deliver what it should be. The company should also be empathetic when while running the business in Mexico through feeling the Mexicans' circumstances and figuring out what to do best. This will be a benefit to the company as the Mexicans will see that the company acknowledges what they are experiencing. Tesco Plc should also be flexible in adapting the Mexican culture in order to reduce cultural barriers that might be existing within the company and the country. However, it is recommended that for Tesco to do well while in Mexico, it should respect Mexican's points of view and expressions in order to reduce conflicts that may arise from disrespecting their views. Additionally, it should fully understand the spectrum of communication skills before communicating with the Mexicans in order to reduce language barrier cases and should at least try and learn Spanish since it is mostly used in Mexico.

Conclusion

Establishing Tesco in Mexico will help the company to grow gradually through both experiencing a new culture and making profit margins. Before establishing the company in Mexico, Tesco should carry out intercultural research in order to identify different cultural practices carried out by the Mexicans. This will help benefit the company since it can easily adapt and integrate into its culture. Hofstede's six dimensions and Jandt standpoint theory can be of importance to the company as they will help it understand the cultural dimension of Mexico. However, there are communication barriers and challenges that might prevent the flow of communication from the company to the people in Mexico. Therefore, the company should be putting proper strategies to prevent communication barriers. Conclusively, establishing a company in Mexico will also help in developing the country as a business strategic centre.

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