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**Title**

**INTERNATIONAL MARKETING AND THE IMPACT OF  
TECHNOLOGY ON THE INTEGRATION OF THE  
GLOBAL ECONOMY**

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**Abstract:**

The international marketing is changing the ways and ethics of doing business with more emphasis on connectivity and responding to the customers to their special needs through the websites and other sources of communication. The world is becoming more universal with the impacts of media making the brands more international and acceptable due the popularity created at larger forums of connections. The aim of the paper is analyse the impact of international marketing on the strategies to make the products more acceptable to the international consumers.

**Key words:** technology trends, management, impacts

**Introduction:**

The international markets are becoming more popular and intense with high level of competition impacting the ethics of doing business. The planning and control for the international business has to be accurate and has to be done accurately. International markets, planning and control are vital to inform day-to-day operation and the development of sustainable long-term strategic direction for any organization. In addition, plans must be flexible enough to deal with the uncertainty that is an inevitable part of business in international marketing. We are familiar with the planning process in the local market, which reflects our local culture. We are at ease with a customer base with which we are familiar and in which self-reference criteria help rather than hinder the planning process. The international dimension adds to the complexity of the planning process International planning will involve:

**Figure: The parameters of international marketing impacting the markets**

The parameters	International marketing	Impacts
Level of economic activity	High per capita income of people	Gives better utilisation of resources
Currency exchange rates	Strong currency to get better exchange rates	Currency to support buying and selling process
Degree of political stability	Stable	Political security and transparency

Cost of living	High	Reasonable and moderate
Historical and cultural links	Culturally viable	Cultural acceptance
The industrial structures	Highly developed	Can utilise the talent and labour resources
The government policies	Favourable	Supportive and business friendly

### **Literature review:**

International marketing (IM) or global marketing refers to marketing carried out by companies overseas or across national borderlines. This strategy uses an extension of the techniques used in the home country of a firm. (Tim McGraw-Hill) It refers to the firm-level marketing practices across the border including market identification and targeting, entry mode selection, marketing mix, and strategic decisions to compete in international markets. (Joshi, Rakesh Mohan, (2005) According to the American Marketing Association (AMA) "*international marketing is the multinational process of planning and executing the conception, pricing, promotion and distribution of ideas, goods, and services to create exchanges that satisfy individual and organizational objectives.*" In contrast to the definition of marketing only the word *multinational* has been added. (On visit, Sak; John J. Shaw (2004) in simple words international marketing is the application of marketing principles to across national boundaries. However, there is a crossover between what is commonly expressed as international marketing and global marketing, which is a similar term. There are various differences between domestic marketing and international marketing. Due to a language barrier it is more difficult to obtain and interpret research data in international marketing. Promotional messages needs to consider numerous cultural differences between different countries. (Bennett, Roger; Jim Blythe (2002).This includes the differences in languages, expressions, habits, gestures, ideologies and more( Kurtz, David L. (2008) The intersection is the result of the process of internationalization. Many American and European authors see international marketing as a simple extension of exporting, whereby the marketing mix 4P's is simply adapted in some way to take into account differences in consumers and segments. It then follows that global marketing takes a more standardized approach to world markets and focuses upon sameness, in other words the similarities in consumers and segments

The international marketing has to take into consideration the impact of

- Many markets
- Many language
- Cross cultural issues
- Information technology and connectivity

The business have to respond to the international changing because of the forces of liberalisation and globalisation impacting the markets where the products have crossed the national barriers and have become internationally acceptable with the customers from various countries. The companies enter the international markets for a variety of reasons

- Availability of materials, labour, technology and money at low cost.
- Expansion and growth of markets
- Technology and connectivity
- Factors impacting the international marketing

The international marketing is impacted by the economic, technological political and socio cultural factors. These factors are the part of the social and economic systems trends, events government culture stability and environment. They are given in details:

<b>Economic</b>	<b>Technological</b>	<b>Political-Legal</b>	<b>Socio cultural</b>
GDP Trends	Total Government spending for R & D	Anti-trust Regulations	Lifestyle changes
Interest Rates	Total Industry spending	Environmental Protection Laws	Career expectation
Money Supply	Focus of technological efforts	Tax Laws	Consumer activism
Inflation Rates	Patent protection	Special incentives	Rate of Family formation
Unemployment Level	New products	Foreign Trade	Growth rate of

		Regulation	population
Wage / price Control		Laws on hiring and promotions	Age distribution of populations
Devaluation / Disposal and Discretionary income		Stability of Government	Birth-rates
			Regional shift in population

**The strategy for promoting the products in the international markets:**

Cultural differences have the most impact on the marketing strategy of a global company. When the company enters the global markets, it has to make the modifications according to the cultural beliefs of the nation. This is the offer, which the company enters with and hence it should completely gel with cultural beliefs of the nation. Modifications have to be made because of cultural implications would range from changing the product or service altogether depending on the social structure, language, religion, traditions, education, etc of the host-country to the marketing communication strategy.

These countries have different tastes and preferences, consumption habits, lifestyle choices, values etc that requires multinational firms to modify their offering in different countries.

Consideration has to be given to their sensitivity towards pricing also... The demand elasticity of products for the consumer would also play an important role in pricing decision. Distribution channel and relation with supply chain partners is also important consideration in international marketing. For certain products consumers have a set mindset for a particular channel that should be used. Hence the company needs to consider. But the most important part of marketing that will have the most impact of cultural differences is advertising or communication with the consumer. Advertising not only includes developing the ads, but the font, the language, the colours, packaging, logo, symbols, positioning but also the media which it uses. All these elements need to be carefully studied with respect to the cultural beliefs of the host-country. To modify advertising strategy to overcome cultural barriers it is important to develop cross-cultural literacy. It should use local input, such as local advertising agency, in developing marketing message. Firms can experiment with capturing some benefits of global standardization while

recognizing differences in countries' cultural and legal environments. The basic skills required to operate in the market are as follows

- Management , motivation and enthusiasm
- Financial stability
- Understanding the distribution channels
- Possessing access to the information systems

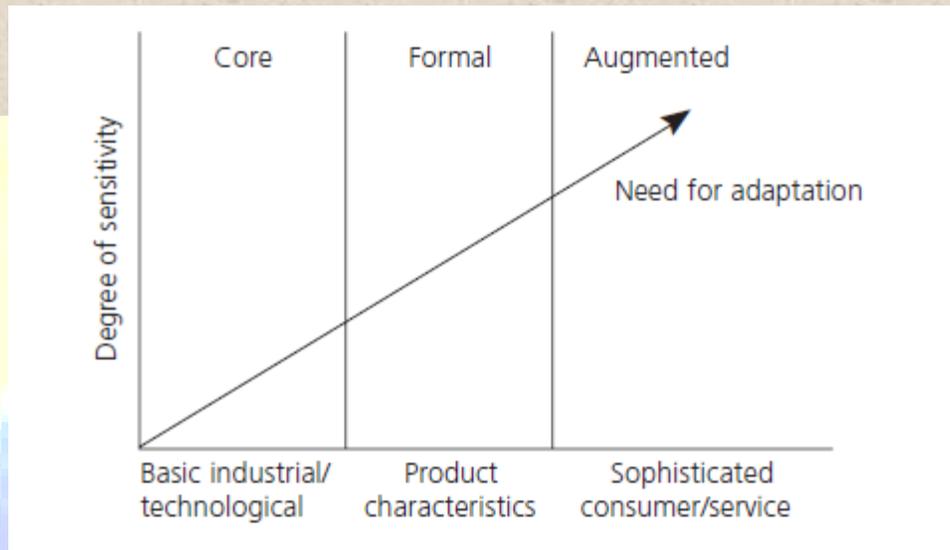
**Figure: The advantage of international marketing**



The dimension of the product should be considered while designing the total package of the product is as follows

- The physical product and the functional features
- Technology
- core product Packaging
- Quality
- Price
- Branding
- Packaging
- Delivery and installation
- Warranty

It is clear that ultimately satisfaction will depend on the coordination of all these factors and it is equally clear that the new environment into which our product is placed may demand adaptation of each or any of these elements.



*The relationship between market and product adaptation (Czinkota and Ronkainen 1995)*

The continuous scanning of the environment for changes to identify driving forces, such as demographic changes or components of economic globalization, while remaining aware that contingency planning is always needed to accommodate unpredictable events. These kinds of considerations can then feed traditional planning activities that include articulating visions, missions, goals, and short- and long-term strategies of individual companies and public agencies. (www.altfutures.com)

The basic impacts of technology on the human life are as follows;

- The shifts in underlying science or technology are heeling in connecting the system with the larger systems of the world so that business can work efficiently
- The innovation in a technology will enhance the efficiency of the human and business systems of connections where the speed and connectivity can help[ in better exchange
- The changes in regulatory practices have led to the liberalisation of the international borders and the global business practices have liberal business practices

- The changes in business models or inputs have give value to the business by reducing the costs and increased the speed and pace of doing business
- Emergence of new competitors have given the models to compete both on the cost and profit basis
- Changing demographics have given rise to new segment for the markets where the penetration of the product usage has increased the demand
- The increasing pressures on pricing and profits by governments is changing the modern operation systems of the modern business systems starling the process and procedures of business.
- The technology has given rise to the new products and services which need the patent protection for new products and prices

The communications technologies and the database management tools have enhanced the service value. The modified business models have changed the business practices which impact both the present and the future.

**Figure -Issues that make forecasting the future difficult for industries and governments**

- Shifts in underlying science or technology
- Relentless innovation in a technology
- Changes in regularly practices
- Changes in business models or inputs
- Emergence of new competitors
- Changing demographics
- Changing geopolitical environments
- Increasing pressures on pricing and profits by the governments and other customers
- Pressure to sped up product introductions
- Shorter to exclusivity of effective patent protections for new products and prices
- Increased public pressures on an industry, reflecting changing expectations of customers and stakeholders

Source adapted from James WCortada and Haeather E Fraser “Mapping the futures in science intensive industries, lessons from the pharmaceuticals industry” IBM systems Journal 44, No-1 92206) 167-168

### **Conclusion:**

The international marketing has impacted the markets at the global level where the brands have converged and have acquired the centre stage attracting the consumers from all the parts of the world... The gadgets have taken the centre place in the offices and the people are functioning at larger distances with speed and pace as the change is happening at the exponential rate. The life has become sophisticated and the computers and information technology has impacted the sustainability of business models with high value returns to the business at low cost. The international marketing has enhanced the product packaging and the presentation of the product through the presentation and distribution channels.

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