
INTERNATIONAL MARKETING AND GLOBAL MARKETING - DELIMITATION, COMPARISONS AND STRATEGIC APPROACHES

Lecturer Mugurel POPOVICI PhD (*mugur.popovici33@gmail.com*)
„Artifex” University of Bucharest

Abstract

Internationalization and globalization are concepts that are both current and important, so complex and likely to be approached in more and more diverse ways. Equally, international marketing and global marketing are invoked more often, along with „classic” marketing and competing with the latter, which tends to remain more and more in the area of theory. Hence the confrontations of ideas, many of them extremely constructive, especially after marketing has far exceeded the borders of corporations or states. So far, everything is absolutely normal. Globalization so often invoked by economists, sociologists and politicians, especially after the fall of the „Iron Curtain” of East European Communism, has expanded rapidly on economic and social notions.

Keywords: *globalization, international marketing, global marketing, delimitation, comparisons, strategies*

JEL Classification: *F60, M31*

Introduction

The assumption that there is only one type of „perfect marketing”, be it local, global or international, will ultimately prove to be a hasty and groundless one.

On the contrary, knowledge of the notions and their delimitation are as profitable as the discovery of common elements, of no importance, especially when marketers will adopt mixed solutions. Beyond the theory, the daily practice of „beyond the borders” marketing - not to call it now, global or international - has demonstrated.

International marketing is present all around us, as is the case with global marketing, which can never be ignored. On the contrary. Here, there is a need for both theoretical and practical delimitation. Like comparisons and conclusions, so that decision-makers act in the most effective way possible. And those who study the theory find out who they are and how to use both the values specific to each approach and, in particular, the common and appropriate elements to lead to the most profitable results.

Literature review

Kotler (2003) is a useful marketing guide for managers, which is based on the author's communications on marketing the new millennium, backed by numerous international conferences. Bradley (2004) addresses aspects of strategic and operational marketing that play a key role in the growth of trade. Danciu (2009) treats international marketing in a modern vision, emphasizing the need to improve the effectiveness of all marketing for international markets. Nistorescu (2012) is a reference work in the field of marketing. Emelda (2011) analyzes the differences between domestic and international marketing from the point of view of financial resources, consumer categories and preferences, language barriers as well as promotion and distribution strategies. Waheed (2009) studies the advantages, limits and costs of global marketing. Witzel (2003) analyzes Philip Kotler's important contribution to marketing, especially management, in general, underlining the need to understand the motivation and the way customers are making decisions about purchasing decisions. Kotler and Zaltman (1971) studies the impact of applying marketing concepts and techniques on social issues. Kotler and Levy show that traders are trying to cope with excessive demand or unwanted demand affecting the company's long-term goals, so the trader's task is to shape demand to meet long-term goals.

Research methodology, data, results and discussions

• Introductory theoretical delimitations

Global marketing is more than just selling an international product. Rather, it includes the entire process of planning, producing, placing and promoting the company's products in a global market. Large businesses often have offices in foreign countries where they trade. But with the expansion of the internet, even small businesses can reach customers around the world. Even if a company chooses not to expand globally, it may face internal competition from foreign companies that are always present. This competition has made it almost a necessity for most businesses to propose an international presence. Global marketing is particularly important for products that have a universal demand such as food and cars. Thus, a beverage company is likely to be in more markets than, for example, a toy company; But, no doubt, even a wooden toy company can find niche markets in various corners of the world.

On the other hand, international marketing is the application of marketing principles in several countries, by companies abroad or across national borders. International marketing is based on expanding a company's local marketing strategy, with particular attention to international marketing identification, marketing direction and marketing decisions.

Finally, local marketing - also called local store marketing or neighborhood marketing - specifically targets the community around a store or shopping area, physically. Promotional messages are directed to the local population, rather than to the expanded market.

In practice, local marketing can take many forms. Many local companies address consumers directly by post, local events and sponsorships, or advertisements in their local newspapers. In the hope of attracting not only new customers but also leading the business repeatedly, a successful local marketing boost allows a store to remain a significant presence in the mental maps of local consumers in their communities..

• **Comparisons and specific elements**

The American economist Philip Kotler, dubbed „the father of modern marketing,” defines marketing as „a social and managerial process by which individuals or groups of individuals obtain what they need and want by creating, offering and exchanging products and services having Certain value .. Simplistically, marketing is „the art and science of selling.”

As far as globalization is concerned, which is remembered in all economic and social environments, it has inevitably brought with the concept of global marketing. It has created as many challenges as opportunities for expanding and selling brands. Because consumers have many options for similar products, companies need to make sure that these products are of high quality and affordability. In addition, they cannot be marketed identically on all continents.

International marketing considers more than language - it also involves culture, market saturation, and customer behaviors. American and European companies have in particular turned their international marketing efforts into something more than export activity. They have adapted branding to take into account the differences between consumers, demographic issues and global markets. Coca-Cola can be included among the companies that have done well, for example, that the word „Diet” has a negative connotation in Latin America and has changed the name of the zero calorie product to „Coke Lite” for These countries. UPS, a company known in America for brown trucks, built a special fleet of different color, after learning that those trucks are very much like Hispanic jacks.

Turning to global marketing, it is worth mentioning that, just over a few generations ago, a shipment of products to a market in another country might have lasted even months, meaning that such a complex operation Only very large companies were able to take the risk. Then, developments in transport technology have made it possible for people and products to move much faster.

This is how the first globalization process began. More recently, information technology - and especially the Internet - has further reduced the world. A business could have partners and half-staffers, and consumers can get products from any part of the globe within a few days or even faster. Therefore, both terms sound similar. And the word „global” obviously correlates with „international”. But of course it does not mean the same from the perspective of marketing.

According to Oxford University Press, global marketing means that a company adopts the same promotional tactics around the world - think of Caterpillar or Nike. In global marketing, business affects the entire world as an operating space and does not adapt its products or services, communication channels and distribution channels to the internal requirements of the respective territorial areas. International marketing, on the other hand, refers to a company’s sales when it opens a subsidiary in another country and allows the subsidiary to serve the local market, paying attention to local customs in terms of religion, lifestyle, eating habits, history and traditions, etc. So we noticed that in global marketing, a company offers the same products and services in many countries. We can think of banks, insurance companies, and big chain stores like Wal-Mart. In international marketing, products and services are tailored to specific countries. Think about Sharia financial products, which are only offered in Islamic countries or Muslim clients in non-Muslim countries - or meat that is forbidden from the Israeli or Muslim diet.

As for the budget of a global marketing team, it is managed directly from headquarters. For example, Nike sets a global marketing budget, which then leaks to local offices. In international marketing, however, budget issues are negotiated and treated locally within the subsidiary.

We can take, for example, McDonald, running some local promotions and advertisements that we can not normally find in another country. When it comes to promotion tactics, global marketing teams are trying to deliver ads and other communication programs that are synchronized with a global audience. A great way to understand is to review advertising ads that have been broadcast during the last Brazil-hosted Soccer World Cup tournament in 2014 - a perfect mix for global marketing: global sporting event, billions of viewers, A huge passion for the game. In international marketing, advertisements and other promotional tactics are specifically tailored to the local market. In global marketing, advertisements are distributed worldwide, while international marketing favors exclusive marketing on the local market - or similar markets at most. Some products are well adapted to worldwide advertising. We’ve already talked about sports; We also have movies and music as well as more or less advanced technology products. Other products, on the contrary, can not exist in some countries due to cultural bans or legal censorship.

Under all economic rules, marketing does not mean sitting in a corner of the office and thinking about how to sell a product. The typical marketing mix has four components, which experts call 4P: the product, the price, the promotion and the market (distribution). So, with regard to operational autonomy, global marketing teams tend to run everything from A to Z from the corporate headquarters, while international marketing teams manage things internally in every country.

Very interesting is what happens in social media. By browsing their social media pages, you can quickly see which companies are promoting international marketing to global marketing - and vice versa. For example, you will notice that McDonald adopts an international marketing strategy with Facebook pages as diverse as McDonald's Malaysia, McDonald's Brazil, McDonald's Italy and McDonald's Polska (Poland). On the contrary, Nike or Caterpillar runs a single page.

Customer engagement is more active in international marketing. By setting up multiple channels of communication, a company can better engage in co-operating with its fans and customers locally. This does not mean that global marketing is less effective when it comes to customer engagement, but tactics are different.

But it is clear that international marketing tends to produce a higher level of involvement than global marketing.

Another point of view: market research and research and development are as profound and ample in global marketing as in international marketing. Sometimes, however, global marketing can lead to huge mistakes when market research has not been properly conducted or local habits have been thoroughly studied. Consider, for example, the unfortunate situations of Chevy Nova and Mazda La Puta on the Spanish market (in Spanish, „no will” and „la puta” means „does not work” and „light woman”). Other product failures include Ben-Gay aspirin, McDonald's Arch Deluxe (the „arch” can also be translated as „slick”), or Cocaine Energy Drink based on Coke (the base product at Coca-Cola) But perceived as being related to cocaine.

Conclusion

Whether a company opts for international marketing or global marketing, it is basically the decision of the company's management. Finally, the selected marketing strategy must match the vision, mission, branding policy and operational structure of the organization or company involved. More and more common strategies are being used and even used. Here is an illustration of how a hybrid marketing structure - both international and global - can help companies succeed. Coca-Cola has successfully used this mixed

tactic in recent years and is currently followed by many renowned companies, from Mercedes Benz to Frito Lay, from Procter & Gamble to McDonald. Whatever the company's intentions, however, practice has proven that it must reach a sufficiently wide operational dimension before firmly adopting a global marketing strategy. On the contrary, international strategy is much more advisable in the early stages of foreign market entry, through the very approach and adaptation of this strategy.

Globalization nevertheless implies a balance between the development of global technologies and practices and their sensitivity to local needs. Lack of any local involvement can make any global program unable to survive. The motto „think globally, act locally” means just adopting a mixed marketing strategy: thinking about the market or business in global terms, and at the same time making various forms of adaptation to the direct and concrete demands of local consumers.

References

1. Bradley, F. (2004). *International Marketing Strategy*, fourth edition. Financial Times, Prentice Hall 2004
2. Danciu, V. (2009). *Marketing internațional. Provocări și tendințe la începutul mileniului trei*, ediția a II-a. Editura Economică, București
3. Emelda, M. (2011). *Difference Between Domestic and International Marketing*. DifferenceBetween.net., October 12, 2011
4. Kotler, P. (2003). *Kotler despre marketing - Cum să creăm, cum să câștigăm și să dominăm piețele*. Editura Brandbuilders
5. Kotler, P. and Zaltman, G. (1971). Social Marketing: An Approach to Planned Social Change. *Journal of Marketing*, 35 (3). 3–12
6. Kotler, P. and Levy, S.J. (1971). Demarketing, Yes, Demarketing. *Harvard Business Review*, 49 (6), 74–80
7. Nistorescu, T. (2012). *Marketing*. Editura Universitaria, București
8. Waheed, U. (2009). *Global Marketing. Business*. Chartered Ed
9. Witzel, M. (2003). *Philip Kotler: First Among Marketers*. Financial Times, August 6