

A Study of Impacts of Globalization on International Marketing.

Dr.Sachin Chavan
Associate Professor

ZES's Zeal College of Engineering & Research- Department of Management

Dr.Yogendrakumar Deokar
Assistant Professor

ZES's Zeal College of Engineering & Research- Department of Management

Mrs.Annuja Kulkarni
(MBA Student)

ABSTRACT

Companies that market their services and products abroad face the selection to standardize or adapt their product offerings. This decision refers to agencies that start to marketplace their merchandise in overseas nations, in addition to people who already operate across the world, and is considering increasing to different markets.

The standardization of products in unique cultures is increasingly becoming an important difficulty that managers of worldwide corporations face these days. As international advertising and marketing in the 21st century gets a variety of attention from studies, evidently the advantages in costs and the management of standardization strategies have simplified the international advertising technique, in addition to being an attractive option for lots agencies.

On the opposite hand, product model strategies are also considered the most influential thing for multinational businesses (MNCs). Seeing that previous research has established that standardization improves performance consequences, the latest theories endorse that this isn't constantly the case. In ultra-modern globalized international, standardization options as opposed to adapting worldwide merchandise are not taken into consideration a rigid desire. Instead, combos of the two alternatives are being considered, given the established elements at a given time in a given market place.

INTRODUCTION OF THE PROJECT

International advertising and marketing way that advertising and marketing interest carried on across the national boundaries. So it includes sports that direct the go with the flow of services and products from one United States to the uses of any other united states. International promoting is that the overall performance of enterprise activities designed to set up, rate, sell, and direct the float of a corporation's product and offerings to clients or customers in extra than one country for a earnings. The sole distinction between the definitions of domestic promoting and international selling is that inside the latter case marketing sports arise in additional than one United States.

The method of creating your product prepared for anywhere in the world is known as internationalization. Globalisation is not anything however with the aid of thinking about marketplace differences into one unmarried product and makes it ready to give as a worldwide product.

Global advertising is described as manner of changing marketplace techniques to adopt phrases and condition of overseas countries. If corporation/commercial enterprise chose not to enlarge their enterprise at worldwide degree, or not to go into in global marketplace then they may face competition issue at home stage.

According to American Marketing Association (AMA), global marketing is the multinational technique of planning and executing the thought, pricing, promoting, and distribution of perfect goods and offerings to create exchanges that fulfil character and organizational goals.

BACKGROUND

International marketing is playing essential function in present day commercial enterprise. Study has been accomplished and remains accomplished on the shopping for and demand behaviour of purchasers for distinct products across country wide borders. Within worldwide marketing, companies participate in making international selections in single or greater variables of the advertising mix. Consequently, companies that wish to enter worldwide markets face the mission of considering options to standardize or adapt the elements in their marketing blend, that is, 4 "P" (product, charge, location and promoting).

In current decades, business in general has improved and most agencies have multiplied their product services across national borders and cultures, respectively. Researchers have also discovered that within the search to hold a market proportion within the escalation of opposition in global markets, as well as for income, multinational businesses (MNCs) constantly face the undertaking of staying afloat economically with the aid of identifying what to do. Product strategy to apply. As they input and try to live to tell the tale in worldwide markets.

The method of making your product ready for anywhere inside the international is known as internationalization. Globalisation is nothing however through considering market variations into one unmarried product and makes it prepared to give as a international product.

Global marketing is defined as system of adjusting marketplace strategies to adopt terms and condition of overseas international locations. If corporation/business chose not to enlarge their enterprise at global level, or now not to go into in global marketplace then they'll face competition difficulty at home degree.

One has to recognize the worldwide marketing strategy to globalise their product which consists of:

- 1) Cultural Differences
- 2) Currency Fluctuation
- 3) Social, Political, Economic environment
- 4) Norms (Rules and Regulation)
- 5) Utilise local strength
- 6) Act regionally, Think Globally

OBJECTIVE OF THE STUDY

- I To apprehend how MNC's adapt in any new country particular necessities of their International merchandise.
- II To apprehend the Effects of Glocalization.
- III. To apprehend how the agencies combine with the nearby lifestyle and necessities.
- IV To understand what is a particular requirement to begin new enterprise.
- V. To recognize the political, social and cultural needs to begin new commercial enterprise.

INTERNATIONAL MARKETING ENVIRONMENT

Marketing within the modern context goes beyond its immediately position as a procedure through which exchange of products and offerings takes place and is considered as an imperative a part of the whole socio-monetary gadget which gives the framework within which sports take place. It is, consequently, important to understand the overall shape of the society, together with its political, felony, social, monetary and cultural institutions and the advertising gadget and behaviour and response sample. Let us first recognize the concept of International Marketing. This can be defined as follows:

1. Marketing involves the overall performance of operations in a Business System: In a production corporation those operations usually encompass-research and improvement, manufacturing, distribution, finance purchasing and employees.

2. Marketing includes those operations that determine present and sustained trade in the market: In order to decide the market possibility, it's far essential to have a look at the customer market needs and characteristics, via the performance of activities such as marketplace research, demand analysis and forecasting.

Three. Marketing includes those operations that impact existing and potential demand: In order to steer the demand pattern of customers, the advertising and marketing operations encompass activities which include product development, branding and packaging, pricing, marketing, income promotion, public family members, and many others.

4. Marketing consists of those operations that prompt the delivery of goods and services: Marketing is concerned with all activities that are linked with the bodily distribution of products and their exchange inside the market place, which include channel choice, transportation, transport, warehousing, storage, stock manipulate and so forth.

Marketing therefore covers a extensive range of inter-related commercial enterprise sports that increase the role of a marketer from one in every of selling what has been produced, to one in all influencing what is to be produced. In different words, the number one issue of advertising control is to discover and satisfy particular consumer desires through particular products or services, wherein lies the key to income. From this factor of view advertising has been described as a want gratifying procedure which places the client at the pivotal position around which all advertising activities revolve. Customer orientation is therefore at base of the contemporary advertising and marketing concept and 'incorporated' marketing is the means of translating this concept into practice.

In domestic advertising, an business enterprise commonly participates in almost all the purposeful regions of advertising, specifically, product line coverage, pricing policy, distribution and promotional policy. In International advertising and marketing, a company can restriction its sports nearly to the shipment of its products to foreign buyers or it could partially participate in all of the advertising activities abroad, relying on the character and diploma of its involvement in overseas and management advertising and marketing features. Although the simple advertising function may be the same for both countrywide and transnational marketing, the implementation of the company's advertising and marketing programmes and the elements that have an effect on such programmes are often extensively distinct from one market state of affairs to any other. These differences can create additional management issues of planning, coordination control, supervision and financing of global advertising sports of a company.

The environmental dimensions of worldwide advertising and marketing are to be reckoned with by using a company, regardless of its strategies of overseas market entry or the type of its involvement. These are 'given' elements which have an effect on all factors worldwide advertising activities, but over which the company has no manage. International marketing is therefore characterized through issues of diversities, complexities and the uncertain and changing nature of environmental situations and the form of approaches, strategies, strategies and strategies which are required at the a part of the firm to deal with those problems. In home advertising, the firm has to contend with the elements of national surroundings only, whereas worldwide advertising has to address the variables of each national and global environment. Environmental differences are consequently at the foundation of problems, complexities and uncertainties inherent in global marketing operations.

The dimensions of global marketing surroundings can broadly be categorized into

- (a) Domestic surroundings
- (b) Foreign environment.

A) Domestic Environment

The essential aspects of domestic surroundings within the hassle, of which a company has to perform its foreign advertising and marketing sports, encompass a big variety of factors. These factors are widely related to home, monetary and political conditions, level and brand of monetary increase, industrial base and structure, marketing infrastructure and logistics machine and existence of facilitating and assisting organizations for the conduct of foreign exchange, size and trend of home call for and availability of surpluses for export. Government polices and plans, monetary and economic policy, and forex guidelines, import-export guidelines and approaches and several different allied subjects have a right away bearing on the conduct of foreign advertising via a company.

B) Foreign Environment

Home-based totally export enlargement-measures are necessarily related to the situations triumphing in possible markets abroad. A company has to conquer numerous constraints and adapt its plant and operations to healthy overseas environmental situations to benefit preliminary market get entry to and to hold on its marketing activities effectively in the framework of the advertising machine in the chosen foreign markets.

IMPACT OF GLOBALIZATION IN INDIA

Globalization has modified the manner we do business around the sector. In the method of globalization, countries are incorporated via foreign change and investments. India is in a developing states that has been developing progressively in latest years. It is the 18th biggest financial system within the global in keeping with general GDP, but its population of greater than 30% lives beneath the poverty degree. The authorities of India are taking progressive measures to deliver high quality changes inside the economic increase of the country. Country has devised new policies and techniques to draw overseas investors in diverse areas. The IT industry is given exceptional significance because it is very useful to face the ultra-modern demanding situations of globalization. Globalization has many effective and negative outcomes at the subculture, society or economic system of a rustic.

POSITIVE OUTCOMES OF GLOBALIZATION

Globalization has opened new markets for Indian corporations to promote their merchandise. They have financial assets, such as exertions, with a purpose to compete with other businesses across the world.

Investors from other nations invested in India to establish their groups due to cheap sources. Increase production, employment opportunities and monetary development. The standard of house of people in India has developed because of the growth inside the wages of skilled and unskilled labour. The poverty index of urban and rural regions has been reduced to a higher degree. These consequences are because of authorities' rules and guidelines to encourage foreign investors to spend money on India.

Companies are generating quality products at competitive prices due to globalization. This stiff competition forces neighbourhood and international corporations to apply their resources successfully and efficiently to compete globally.

Developing international locations have modernized due to globalization. They undertake the modern technology and techniques quickly to compete with different organizations.

Globalization bolstered the country's economic boom because of the boom in the country of exports. The infrastructure has been progressed; new employment possibilities were created due to globalization.

NEGATIVE CONSEQUENCES OF GLOBALIZATION

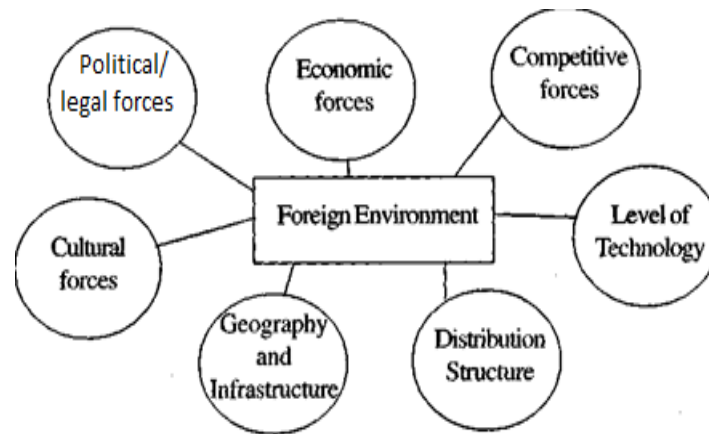
Globalization can damage India's surroundings due to the establishment of a big-scale industry. It has delivered water and air pollutants, eg. Delhi is most polluted cities in the international.

The earnings acquired from the enterprise may be transferred to foreign nations, despite the fact that the funding of foreigners will bring monetary prosperity in the brief time period. The lengthy-time period benefits can be executed by means of foreigners. In durations of recession, traders withdraw their budget, which could create vital financial situations for the USA.

Human resources may be exploited in India by means of multinational organizations. In addition, they are able to use natural assets inefficiently and ineffectively. The access of giants abroad can motive the closure of local agencies due to the fact they are able to make investments extra assets compared to local or small companies. They should have other aggressive blessings in nearby businesses because they could win market. Small corporations will now not be capable of compete with them on any such scale, so they could be forced to close their organizations.

FACTORS RELATED TO THE FOREIGN ENVIRONMENT

Just as there are the uncontrollable elements inside the home environment, there are the uncontrollable elements inside the worldwide surroundings. Some of these factors which are vital to the choice making system are: **political stability, class structure and economic weather**. China has moved far from a communist criminal gadget wherein all enterprise turned into accomplished with the state, to a gadget that embraces the model of the unfastened-marketplace economies. India has moved far from the country-ruled public region financial system of the eighties, to a gadget that has opened up new markets to the non-public and public-personal partnerships much like that of the advanced economies. The more giant elements in the uncontrollable global environment are depicted in fig.



Uncontrollable forces of Foreign Environment

The fundamental factors include:

- I. Political/criminal forces
- II. Level of era
- III. Economic forces
- IV. Competitive forces
- V. Distribution structure
- VI. Geography and infrastructure
- VII. Cultural forces

I. Political / legal forces

Political / felony forces face a commercial enterprise, whether it operates in home or in global markets. This is regularly accentuated by the 'overseas' repute accorded to the organisation, which increases the issue of properly assessing and forecasting the dynamic global business weather. It is not simply the truth that 'foreigners' control the commercial enterprise but they obtain biased remedy on the hands of politicians or legal authorities.

The truth stays that an overseas company is foreign and accordingly, always problem to the political whims of the nearby authorities to a greater degree than a domestic firm is.

II. Level of era

Vast differences that exist between the developed and developing nations can regularly lead to incorrect exams by way of the overseas organisation. This is especially applicable within the case of commercial products inclusive of gadgets of machinery. Technical knowledge may not be to be had at a stage important for product guide, and the common employee/manager won't have the necessary technical knowledge to keep the machinery or gadget in line with prescribed methods. Special schooling methods ought to be advanced by way of the foreign organisation to provide the essential assist offerings in the host country.

III. Economic forces

The global financial system has changed dramatically because the time while the arena was far much less integrated than its far today. Today there is worldwide economic increase. Markets in each region of the arena are potential targets for nearly each agency from excessive technology to low generation and throughout the spectrum of merchandise from fundamental to luxury. The financial dimensions of the sector marketplace environment are of super importance. There were several changes in the world financial system that has crucial implications for the companies intending to enter overseas beaches.

The new loved ones of the world economic system are the end result of a few extensive developments such as:

- Increased volume of capital movements
- The world economic system is the dominant monetary unit
- Growth of ecommerce has decrease the significance of country wide limitations

IV. Competitive Forces

The nature of competition for any industry varies from Country to Country and frequently makes a decision the mode of entry into foreign markets. It is frequently spelt out by way of many authors that competition works to power down the rate of go back on invested capital. Rates of returns which are projected to be decrease than the competitive rate will no longer show to be beneficial to the company this is considering entry into a new marketplace. Lower rates of return will bring about withdrawal from the market and a decline in the ranges of hobby and competition. However, if the aggressive prices of go back show an increasing trend over the last few years, there is scope for brand new marketplace entrants.

V. Distribution shape

Distribution channels in markets around the arena are the various most pretty differentiated components of a country's advertising gadget. The range of channels and the huge range of feasible distribution strategies can gift hard problems to any firm designing a worldwide advertising and marketing software. Smaller companies are frequently blocked by using their incapacity to establish effective channel arrangements.

To a large extent, channels are a component of the marketing program that is regionally led via the discretion of the in-united states marketing control institution. It is critical for managers answerable for global marketing packages to apprehend the distribution shape which includes the reputе of the infrastructure development important for nice functioning. Channels and bodily distribution are an critical a part of the worldwide advertising blend and need to be suitable to the product design, charge and message components of the full advertising program.

VI. Geography and infrastructure

The climate and physical terrain of a rustic are crucial environmental considerations whilst appraising a foreign market. The consequences of those geographic features on marketing, stages from the influences on product version to more lasting influences on the development of advertising systems wherein it is operating and by means of the growing provisions of international law. The international legal surroundings has 3 dimensions:

- Local domestic laws: Finding a course through the legal maze across markets requires the services of experts at the separate felony systems and laws relating each market focused.
- International Laws: There are a number of international laws that can have an effect on the firm's pastime.

ADVERTISING AND PROMOTIONAL MANAGEMENT STRATEGIES IN INTERNATIONAL MARKETING

Promotion Decisions

Products or services will no longer promote unless humans are told about them. It is genuine that few groups from developing countries are global in operation, a lot of the merchandising technique is constrained to both third birthday party marketing (for instance the Dutch advertising and marketing Kenya grown vegetation) or taking element in global exhibitions (as an example the Zimbabwe International Trade Fair in Bulawayo). As many number one merchandise of developing nations turn out to be the quit products of evolved countries, most promoting is confined to mentions of starting place in developed country promoting.

Promotion is described as:

"An incentive, typically at the factor of sale, meant to beautify the intrinsic cost of a services or products".

Global merchandising

When firms put it up for sale throughout international barriers a number of crucial factors need to be considered. Whilst the procedure is ostensibly honest, (this is someone (dealer) says something (message) to someone (purchaser) via a medium) the process is compounded via sure factors. These are illustrated in beneath

The marketing paradigm

These mitigating factors can be known as "noise" and have an effect on the choice to "increase", "adapt" or "create" new messages.

Language variations may additionally suggest that immediately translation is not enough with regards to message design. Advertising may additionally play specific roles inside evolved, between advanced and underdeveloped and inside underdeveloped international locations. In growing nations "education" and "statistics" can be paramount goals. In advanced countries, the goals may be extra persuasive.

Basic steps in carrying out an marketing campaign

Objectives

Advertising have to only be undertaken for a specific motive(s) and this reason ought to be translated into goals. Whilst difficult to at once attribute to marketing, persuasive advertising's closing objective is to reap income. Other targets consist of constructing a favourable picture, records giving, stimulating vendors or building confidence in a product. Whatever objective(s) are pursued, those need to be associated with the product life cycle and the level the product is in.

Budgets

Budgets can be set in a variety of approaches. Many budgets use a percentage of beyond or destiny income, goal and assignment methods, or rule of thumb. "Scientific" techniques consist of sales reaction strategies and linear programming.

Agency

Agencies may be used or now not depending on the business enterprise's very own abilities, self belief in the market and marketplace insurance. Many businesses, like Lintas and Interpublic, are global and offer an extensive variety of know-how.

Message choice

Message selection might be in which the most care must be taken. Decisions hinge at the standardisation or adaptation of message decision, language nuances and the development of global segments and customers. Message layout has 3 elements, instance, layout and replica. Advertising appeals need to be constant with tastes, needs and attitudes within the marketplace. Coke and Pepsi have found customary appeal. With the "postmodern age" now affecting advertising and marketing, message layout is turning into particularly essential. It isn't just a question of promoting, however of crafting images. It is frequently the image, not the product, that's commercialised. Products do no longer mission photos, products fill the photographs which the conversation campaign projects. Coke's "Life" topic is a classic on this regard.

Media choice

In advertising the choice is Print Media, electronic media, magazines, cinema, posters, unsolicited mail, delivery and video promoting. In merchandising the choice is extensive among cash-off gives, discounts, more portions, and so on. Other types of merchandising consist of exhibitions, change missions, public members of the family, promoting, packaging, branding and subsidized occasions. Governments may be a very effective merchandising supply, each by way of providing firms like Horticultural Promotion Councils and with the aid of giving statistics and finance.

Campaign scheduling

Scheduling international campaigns is tough, particularly if treated on my own as opposed to with business enterprise or 0.33 birthday celebration. Scheduling decisions involve decisions on whilst to interrupt the marketing campaign, the use of media totally or in mixture, and the precise dates and times for advertisements to seem inside the media.

Evaluation

Advertising campaign evaluation is not very clean at the exceptional of times. As it would be pleasant to mention that "X" income had resulted from "Y" advertising and marketing inputs, too many intervening factors make the easy tie-up tough. Evaluation takes location at tiers - the effectiveness of the message and the effectiveness of the media.

Organisation and control

Whilst companies like Nestle may additionally have centrally organised and managed advertising campaigns, many are devolved to nearby subsidiaries or corporations. The diploma of autonomy afforded to local subsidiaries depends at the philosophy of the business enterprise and the relative knowledge of the local market by the essential.

PRICING FOR GLOBAL MARKETERS

Pricing merchandise

Three basic elements decide the bounds of the pricing decision - the fee floor, or minimal charge, bounded with the aid of product price, the price ceiling or maximum price, bounded with the aid of opposition and the marketplace and the most effective price, a characteristic of demand and the cost of imparting the product. In addition, in price placing cognisance have to be, taken of presidency tax policies, resale fees, dumping problems, transportation expenses, middlemen and so forth. Whilst many agricultural products are at the mercy of the marketplace (price takers) others are not. These encompass high price delivered merchandise like ostrich, crocodile products and hardwoods, where demand outstrips deliver at present.

The assumption in the back of all three pricing policies is that the underlying situations governing supply and demand apply. In truth, these do no longer usually achieve this, if certainly ever.

Export pricing

Actual pricing strategies are generally price, market, or opposition oriented. However, within the global area, other elements come into play.

Cost plus pricing: There are basically two types underneath this heading, the historic accounting price technique and the anticipated future fee method. The former includes direct and oblique charges and has the downside of ignoring call for an aggressive position within the goal marketplace. Estimated price tactics are based totally on assumptions of manufacturing extent (relying on procedure) with a purpose to be a fundamental element determining expenses. Again difficulties can also lie in looking to estimate manufacturing ranges. In truth, fees may be a beneficial starting point but have to never be used as a very last arbiter.

Competitive pricing: Whilst prices are important they should be checked out alongside the charges of competitive merchandise inside the target markets. Once those rate degrees had been set up the base rate, or rate that the customer will pay for the product, can be decided. This entails four steps:

- I. Estimation of demand schedules
- II. Estimation of incremental and full manufacturing and advertising and marketing fees to attain projected sales volumes
- III. Choice of price which gives the best contribution
- IV. Inclusion of other factors of the advertising mix. These steps are never clean. Costs are tough to assess well as are demand conditions.

Market pricing: In sure merchandise possible price "what the marketplace can bear". If the provider is one in all some, no matter all of the troubles associated with rate fixing, the market can be able to endure a excessive charge. If, as in Africa, an export crop fails, then other suppliers can take gain of this to price better expenses for the same export crop. This was the case, a few years ago, with the Kenyan avocado market. An Israeli crop failure gave an unheard of boost to Kenya's charge and production.

INTERNATIONAL MARKETING PLANNING

Organising, Planning and Controlling

The key to proper organising, making plans and controlling in international marketing is to create a flexible shape or framework which allows firms to respond to relevant differences in the markets wherein they function, but, at the same time, describe relationships sincerely between elements and personnel of the organization. Many organizations make the error of placing a shape first, lengthy before they have got decided on a strategy. This is a recipe for disaster because it forces establishments to suit the strategy to the structure, with all of the inherent dangers of such tension.

Planning concepts

In order to perform any kind of plan, three kinds of information are critical:

- a) Knowledge of the market - clients, competitors and government
- b) Knowledge of the product - the formal product, its generation and its centre gain
- c) Knowledge of the advertising and marketing functions.

Global advertising and marketing manage

Factors like distance, lifestyle, language and practices create barriers to effective manipulate. Yet without control over global operations, the degree to which they've or have no longer been a success cannot be judged.

Plans are the prerequisite to manipulate, yet those are evolved in the midst of unsure forces each inner and external to the firm. Basically control involves the establishment of standards of performance, measuring overall performance towards requirements and correcting deviations from standards and plans. In international marketing the potential to manipulate is disturbed by way of the distance, way of life, political and other elements. Figure thirteen.5 illustrates a normal plan/manipulate cycle.

The planning and control cycle

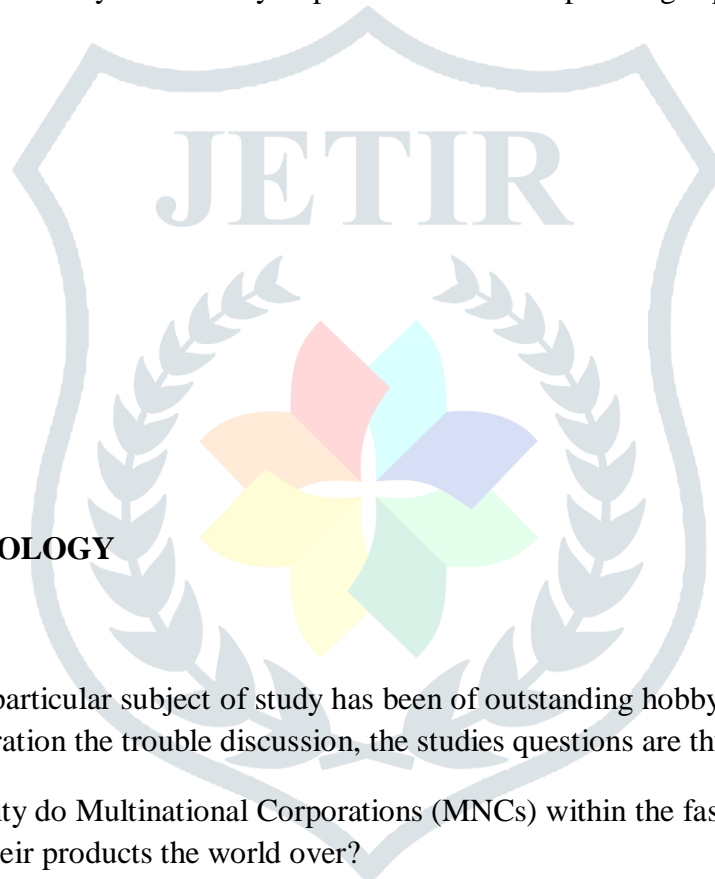
In properly evolved global operations headquarters might also are trying to find to obtain manage over subsidiaries by three sorts of mechanism - records management mechanisms, merge mechanisms, which shift emphasis from subsidiary to international overall performance, and warfare resolution mechanisms that remedy conflicts brought about by way of vital alternate-offs.

The method of export manages in many less evolved international locations takes the shape of direct agency with the aid of government. The appendix word at the give up of this phase describes the kinds of manage imposed.

Influences on advertising budgets

In making ready a budget or plan, the subsequent elements are critical:

- A. Market ability - how large, can it's examined?
- B. Competition - what is the competitive stage?
- C. Impact of substitute merchandise - packaging can be substituted in many methods
- D. Process - headquarters may additionally impose an "indicative planning" approach or guidance.



RESEARCH METHODOLOGY

Research question

The interest given to this particular subject of study has been of outstanding hobby to the researchers and having taken into consideration the trouble discussion, the studies questions are thus:

1. To what quantity do Multinational Corporations (MNCs) within the fast food adapt or Standardize their products the world over?
2. Are there any variations among exclusive markets when it comes to their product imparting?

Research reason

Thus, the primary cause of this study is to research as to what quantity MNCs go in both standardizing or adapting a product in global markets as well as to discover if there are any variations between markets in which the MNCs operate and to combine with local subculture and necessities.

Research Design

Research design way a exact framework for controlling the statistics collection. The research is of descriptive in nature, which can provide a correct photo of induction method performed in the employer. Descriptive studies include surveys and reality-locating inquiries of different sorts.

DATA ANALYSIS AND DATA ENTERPRETATION

The present studies paintings is crucial to apprehend how MNC's adapt, Particular requirements of their International products, outcomes of Globalizations and how the corporations integrate with the neighbourhood subculture and necessities. For effective studies reason, 50 sampling collected from diverse company. They are of various age institution and they're engaged at once or circuitously with International advertising.

Sample Size

Population Size : Employee of various enterprises.

Sample Size : 50 Employees of different enterprises.

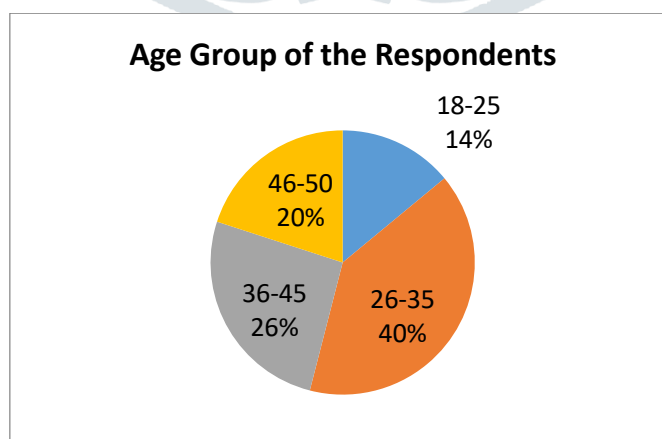
Sampling Method : Sampling turned into finished on the premise of Random sampling.

1. Age group of the respondents

Table No. 1

S.No.	Age Group	No of Respondents	Percentage
1	18-25	7	14%
2	25-35	20	40%
3	35-45	13	26%
4	45-50	10	20%
Total		50	100%

Chart No. 1



Out of 50 respondents, majority of the respondents belong to 26-35 year age group. 26% respondents belong to 36-45 year age group and 20% of respondents belong to 46-50 year age group and only 14% of respondents

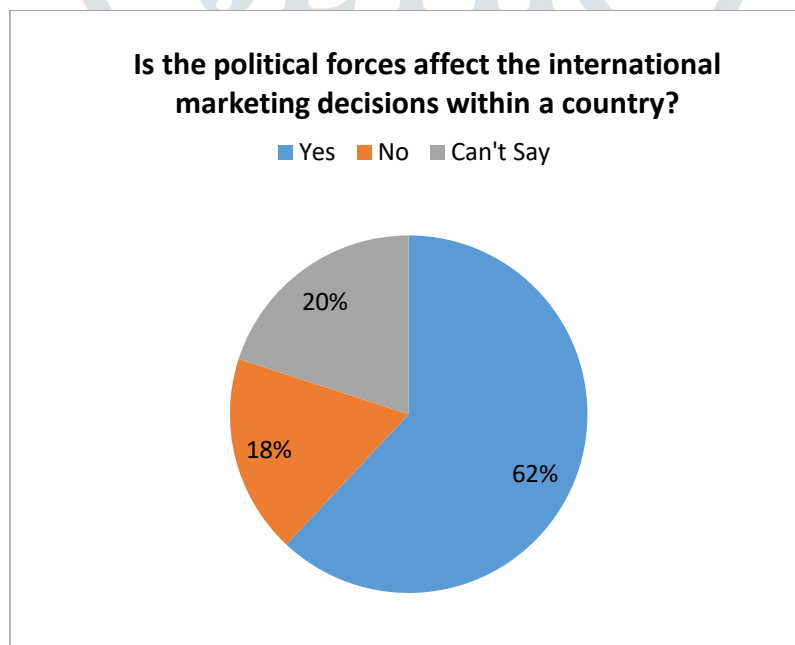
belong to 18-25 year age group. Majority of the respondents belong to managerial level employees and more than 5 year experience in the same field.

2. Is the political forces affect the international marketing decisions within a country?

Table No. 2

S.No.	Yes/No	No of Respondents	Percentage
1	Yes	31	62%
2	No	9	18%
3	Can't Say	10	20%
Total		50	100%

Chart No. 2



62% of respondents agree, that international marketing decisions are affected by the political forces within the country. But 18% of respondents said political forces will not affect the international marketing decisions of the country. 20% of respondents did not answer this question.

3. Is the environmental challenges influence the marketing strategy of the compnay.

Table No. 3

S.No.	Yes/No	No of Respondents	Percentage
1	Yes	25	50%
2	No	12	24%
3	Can't Say	13	26%
Total		50	100%

Chart No. 3



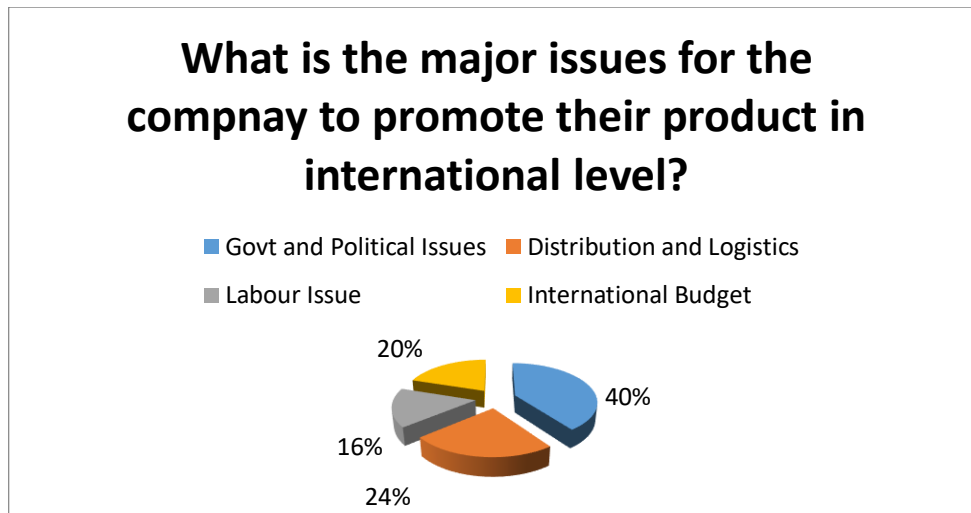
50% of respondents agree with that environmental challenges influence the marketing strategy of the compnay but 24% is not agree with this and stated that environmental challenges will not influence the marketing strategy of the compnay. 26% of respondents not answer this question.

4. What is the major issues for the compnay to promote their product in international level?

Table No. 4

S.No.	Age Group	No of Respondents	Percentage
1	Govt and Political Issues	20	40%
2	Distribution and Logistics	12	24%
3	Labour Issue	8	16%
4	International Budget	10	20%
Total		50	100%

Chart No. 4



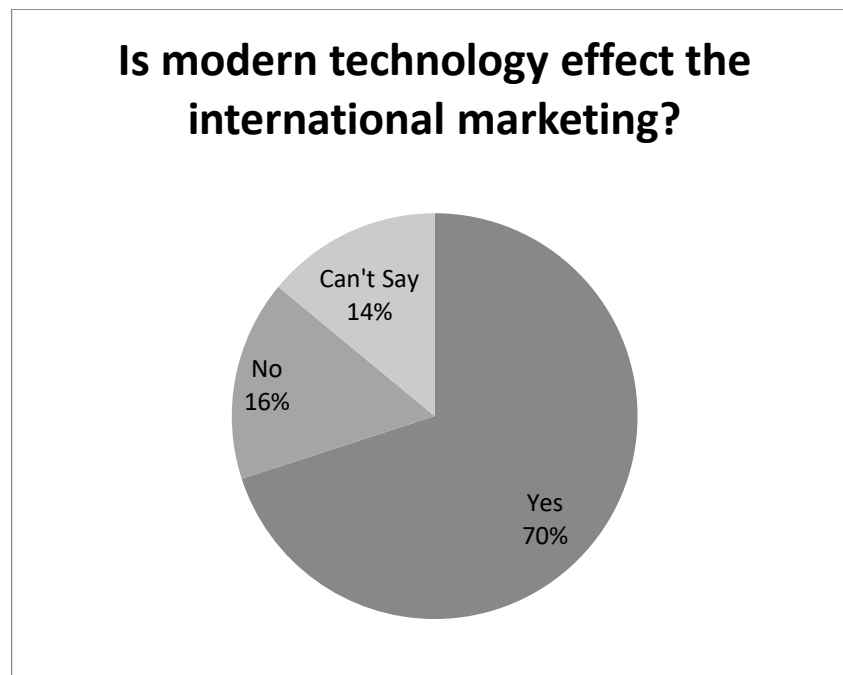
40% of respondents said Govt and Political Issues are major problem to setup compaines business in international level. 24% said international distribution and logistics is also major problem for the companies. 16% of the respondents said labourt issue is the major problem for the companies to setup their business in international level and 20% of respondetns said companies budget are also effect the international busienss.

5. Is modern technology effect the international marketing?

Table No. 5

S.No.	Yes/No	No of Respondents	Percentage
1	Yes	35	70%
2	No	8	16%
3	Can't Say	7	14%
Total		50	100%

Chart No. 5



Modern technology effect the international marketing. It helps to communicate on real time basis with the customers and distributors. 70% of respondents agree with this but 16% respondents answer this question ‘No’ and 14% not answer this question.

6. Is Globalization brings changes in international marketing System?

Table No. 6

S.No.	Yes/No	No of Respondents	Percentage
1	Yes	35	70%
2	No	5	16%
3	Can't Say	10	14%
Total		50	100%

Chart No. 6



With increasing market awareness to the customer and increasing FDI, Globalization brings changes in international marketing system. 70% of respondents agree with this. But 10% of respondents are not agreeing with this and 20% of respondents not answer this question.

FINDINGS

- Sixty two% of respondents agree, that worldwide marketing decisions affect via the political forces. But 18% of respondents stated political forces will no longer have an effect on the worldwide advertising decisions of the country. 20% of respondents no longer solution this query.
- 50% of respondents believe that environmental challenges have an impact on the marketing method of the company but 24% isn't always agree with this and stated that environmental challenges will now not affect the advertising and marketing method of the company. 26% of respondents not answer this query.
- forty% of respondents said Govt and Political Issues are essential hassle to setup companies business in global level. 24% stated international distribution and logistics is also major hassle for the groups. Sixteen% of the respondents stated about trouble is the fundamental problem for the companies to setup their commercial enterprise in global stage and 20% of respondents said businesses finances are also effect the worldwide business.
- Modern generation impact the international advertising and marketing. It allows to talk on real time basis with the customers and vendors. 70% of respondents trust this but sixteen% respondents solution this query 'No" and 14% now not answer this query.
- With growing marketplace cognizance to the client and increasing FDI, Globalization brings modifications in global advertising gadget. 70% of respondents consider this. But 10% of respondents are not agreeing with this and 20% of respondents not solution this query.

SUGGESTIONS

- I. To effectively put in force the advertising techniques in the present world of globalization, companies want to be able to confronting traditional thinking and preserve on mastering the cultures to so we can reform their aggressive strategies.
- II. Companies ought to building up new marketing solutions with a view to have a aggressive part over its competitors in the marketplace except presenting splendid offerings to its shareholders and clients.
- III. Take up and put into effect of suitable policies at global, countrywide, nearby and sub-local ranges ensuring that cooperation in the regional and international degrees are maintained within the areas like exchange, records era, communications, investment, transport and environment.

LIMITATIONS OF THE STUDY

The sample size decided on changed into on the premise of random sampling which has its personal barriers.

- Lack of time is every other limiting component, ie. The time table period isn't enough to make the examine independently.
- The accuracy of the figures and records are problem to the respondent declare.
- The pattern size changed into restricted.
- Some respondents failed to co-operate with researcher.
- The period of undertaking examine became confined.

QUESTIONNAIRE

1. Age group of the respondents

S.No.	Age Group	No of Respondents	Percentage
1	18-25		
2	25-35		
3	35-45		
4	45-50		
Total			

2. Is the political forces affect the international marketing decisions within a country?

S.No.	Yes/No	No of Respondents	Percentage
1	Yes		
2	No		
3	Can't Say		
Total			

3. Is the environmental challenges influence the marketing strategy of the compnay.

S.No.	Yes/No	No of Respondents	Percentage
1	Yes		
2	No		
3	Can't Say		
Total			

4. What is the major issues for the compnay to promote their product in international level?

S.No.	Age Group	No of Respondents	Percentage
1	Govt and Political Issues		
2	Distribution and Logistics		
3	Labour Issue		
4	International Budget		
Total			

5. Is modern technology effect the international marketing?

S.No.	Yes/No	No of Respondents	Percentage
1	Yes		
2	No		
3	Can't Say		
Total			

6. Is Globalization brings changes in international marketing System?

S.No.	Yes/No	No of Respondents	Percentage
1	Yes		
2	No		
3	Can't Say		
Total			

BIBLIOGRAPHY

Books

Mika Gabrielsson et al, 2002, "Globalization and Global Marketing Strategies of Born Globals in SMOPECs", Helsinki school of economics.

Amonrat Thoumrungroje, 2004, “The Effects of Globalization on Marketing Strategy and Performance”, Washington State University.

Philip G. Cerny, 1997, “Paradoxes of the Competition State: The Dynamics of Political Globalization”.

James Rosenau, April 1996, “The Dynamics of Globalisation: Towards an Operational Formulation”, International Studies Association Convention.

Burgers et al., 1993, “A Theory of Global Strategic Alliances: The Case of the Global Auto Industry”, Strategic Management Journal.

Websites:

http://ivythesis.Typepad.Com/term_paper_topics/2009/10/outcomes-of-globalisation-to-global-advertising-strategies.Html

www.Google.Com

<https://www.Citefin.Com/>

<https://www.Quora.Com/What-has-been-Ubers-marketing-technique-to-global-enlargement>

