

DOWNLOAD PDF SOCIOPOLITICAL ASPECTS OF INTERNATIONAL MARKETING

Chapter 1 : Culture Plays A Vital Role In International Marketing Efforts - Brand Quarterly

*International Marketing: Sociopolitical and Behavioral Aspects (HAYWORTH SERIES IN INTERNATIONAL BUSINESS, 2) (v. 2) [Erdener Kaynak] on calendrierdelascience.com *FREE* shipping on qualifying offers. Social, economic, political, business, and cultural environmental factors affect the international marketing operation and performance of international firms.*

Share on Facebook Social and cultural factors are important to consider while creating and implementing a marketing strategy of a company. These often-linked but somewhat different factors have diverse effects on the decisions of consumers and buyers. Sociocultural factors are customs, lifestyles and values that characterize a society. More specifically, cultural aspects include aesthetics, education, language, law and politics, religion, social organizations, technology and material culture, values and attitudes. Social factors include reference groups, family, role and status in the society. Education and Language The average level of education in a society affects the interests and sophistication of consumers. For example, in a community in which a high percentage of potential customers have some form of post-secondary education, small-business owners might use more details and explanations while advertising and promoting products. The spoken language of the community is a decisive factor on the labeling and advertising of the products. Consider the foreign language skills in the society while advertising. For example, in Washington, D. Social Organization As part of the culture, social organization is the way a society organizes itself, how it considers kinship, status system, social institutions and interest groups. For example, the role of women in a society, whether they are the decision-makers in shopping, for example, is a decisive factor in marketing. A major interest group in the area -- such as oil companies in Texas -- can also influence society. The marketing of a small business can be successful by building its advertising strategy on women or moms, a specific interest group or a leader that has the biggest influence in the community. Reference Group and Family Because people are social beings, each person has people around him who influence his decisions in some way. Reference groups comprise people with whom individuals compare themselves. Family members, relatives, neighbors, friends, co-workers and seniors at workplace can form reference groups. Well-known and respected idols in society serve as examples in lifestyle, values and buying habits. Family is a specific reference group and can play the most important role in influencing the buying decisions of the individuals. Spouses, children or grandparents have different needs and necessities. Being aware of and finding the major reference groups, persons or family structures in a community and building marketing on them can help small businesses achieve success. Each person plays a dual role in society depending on the group to which she belongs. The social status is also a relevant factor; an individual from an upper-middle class would spend on luxurious goods, while an individual from a lower income group would buy items required for basic needs. Knowing the income information of the potential customers gives the small-business owner an edge, allowing her to have more information about customer habits and implement a successful marketing strategy. References International Marketing Strategy: She has experience in business and economic research, as well as program and project management in the United States and Europe.

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This means that almost anyone with the desire can market internationally, but will do so with varying levels of success, depending on the thought and research that is put into the international marketing strategy. Companies selling goods that have customs restrictions, like food and live plants, must contend with a more rigorous regulatory process before marketing their products internationally. Other types of companies that often perform well internationally include those involved in export, joint ventures, and direct investment. Exporting is the practice of shipping goods directly to a foreign country. Joint venture companies refer to the combined efforts of two or more businesses to their mutual benefit. One of the most famous international joint venture success stories is Sony-Ericsson, a partnership between a Japanese electronics company and a Swedish telecommunications company. Their international marketing strategy, comprised of bright colors and modern shapes, has helped make the joint venture known the world over. See also Cooperative Marketing A direct investment company places a fixed asset in a foreign country with the aim of manufacturing a product, or part of a product, abroad. Dell computers, for example, is an American company with factories in many other countries that assemble personal computers from parts made all around the world. Dell then markets their computers with an exceptional emphasis on customer needs and customization – unlike other companies that sell pre-manufactured products; Dell computers are custom-assembled after customers place their orders. What kinds of customers are effectively marketed to with International Marketing? Depending on your brand, any foreign citizen is a potential customer. But how does a marketing team figure out how to tap into an international market? By tracking these foreign customers through market research and cultural surveys, marketers can discover the best methods of reaching them. Trying to market a brand to international customers without researching is just asking for trouble, as companies have proven time and time again. For example, the Muslim culture considers dogs to be dirty animals. The slogan was actually translated as: By partnering with another group or hiring marketing experts with knowledge of foreign markets, smaller companies can build their cultural research and implement more successful campaigns. See also International Marketer Whether a company chooses to partner with another foreign agency or hire an inside international marketing representative, the most important facet of building a successful international marketing campaign is the research they conduct. Hiring representatives from the country will help ensure that all cultural differences are handled appropriately and with sensitivity. For an emerging international brand, establishing partnerships and networking with other companies in the country are essential for success. Partners within a target market help new companies establish themselves in markets where they would otherwise have gone unnoticed. Finally, it is important to review an international marketing strategy on a quarterly basis. Even if a company sends representatives to travel to the foreign market, it is much more difficult to keep a finger on the pulse of an overseas marketing campaign. This means that results need to be tracked extremely closely, and tweaks should be made regularly to help a product gain the appropriate foothold for success. Because international business is largely conducted over the telephone and internet, an international marketing professional should have a firm grasp on changing technologies as well as an understanding of different cultures and global economy. An international marketing career is especially suited to an individual with political understanding, good economic and communications skills, and an ear for language.

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Chapter 3 : International Marketing | What is International Marketing?

International marketing strategy: analysis, development, and implementation / Chris Phillips, Isobel Doole, and Robin Lowe. HF P49 Successful international new product launches in the consumer goods industry / Claudia Reichl.

Oct 30 A lot of organisations these days, if not most, have customers, partners and suppliers spread all over the UK, Europe and the world. Whilst this can cause problems of its own with language barriers etc, it also offers huge opportunities if you get the cultural differences right. To be an effective marketer across cultures and borders you first must recognise that cultural differences exist. Then you need to understand how to adapt your approach and marketing materials appropriately. The research ranks each country on a range of dimensions: This makes it critically important that your marketing campaigns spend time on re-assuring them any business deal is well thought out and planned, so that the potential for things to go wrong has been minimised. This can also mean that you talk a lot about your customer support mechanisms in your marketing materials, more so than you would for other countries. When dealing with journalists from Germany, I always talk about the security features of Prezi and how safe the data is. I even had a security Prezi built in German, to talk about and showcase these issues. This small step is crucial to gaining trust. Another good example is that due to the business meeting culture in Germany, a lot of people email their presentations to the chairperson of the meeting ahead of time as a PDF. This means I need to ensure that our products PDF and emails features are promoted, as this could become a barrier to adoption if not. You need to make sure that your customer support team either has native speakers of the main languages you focus on, or ensure that your team is not only aware of, but also comfortable with, the cultural differences that they will have to deal with in a way that delights the customer. This can also extend to your suppliers. In addition to how you build your marketing messages there are other considerations to think about. If you have an online business or just have a website, then spend time on Google analytics and monitor behaviour. I have two windows open all the time looking at traffic by country and traffic by city. This gives me a unique insight into what cities and what countries are active at what times. You start to see patterns over time that some countries have longer lunches, or the lunch break stops earlier. You can see that in some cities, people generally start work earlier or stay later. This information can help a lot when it comes to planning your Search Engine Marketing SEM and can make your online ad budget work smarter. It can also help you target which media to talk to, based on concentration of visits or product usage. Maybe you can identify where you need to target regional press as opposed to national press. To close the loop on this, you can also monitor what happens on the day of press activity. You can start to see that certain types of content work well in one region versus another. This again can help you focus your marketing spend and time resource more effectively. Analytics Buyer Insights Cultural Dimensions Culture Sales Spencer Waldron Spencer Waldron is European Regional Director of Prezi and is evangelizing the ability to share ideas better, improve how we communicate with each other and become better presenters. An entrepreneur who has built two businesses from the ground up, before Prezi he was the co-founder of a start-up that built a software for small business owners in emerging markets and had to pitch to investors and partners.

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International Marketing Strategy: Analysis, Development and Implementation; Isobel Doole and Robin Lowe About the Author Judit Kozenkow is a visiting fellow at Johns Hopkins University, School of Advanced International Studies (SAIS).