
Global Marketing, Its Importance and Development Conditions

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Abstract: The use of marketing principles and methods in foreign economic activity is becoming increasingly important. Foreign economic activity in the field of marketing in foreign countries is called international marketing. International marketing is often defined as the marketing of goods and services across national borders, or marketing by an international company that produces and distributes products and services in two or more countries. The content of the international marketing concept and its development directions depend on the nature and extent of the connection of goods and services with the world market. This article analyzes the importance and development of global marketing.

Key words: Marketing, marketing principles, economy, international marketing, world market, development, global marketing.

Currently, one of the trends of the world economy is the oversaturation of the international market, as a result of which it is increasingly difficult for companies engaged in foreign economic activities to succeed abroad. To adapt to the market conditions without losing the competitive advantage is required to be very flexible and competent. The main assistant in this field is comprehensive knowledge of marketing and its use in export activities of the enterprise.

American scientist F. Kotler, the founder of modern marketing, defines it as follows: "Marketing is a type of purposeful activity, meeting human needs through exchange." Marketing is a system of management and organization of production, production and sales or the provision of services and the goals of the company, aimed at meeting the needs of the company or production, and is based on a comprehensive consideration of the processes taking place in the market.

Global marketing, in turn, is one of the components of the entire knowledge system in the field of marketing, formed on the basis of the development of both the national and the world economy. Its implementation is carried out by selling goods, services and information to the foreign market. Global marketing includes activities in foreign markets that are closely related to national, internal marketing. It is characterized by some features of national (domestic) marketing, including applied strategies, principles and methods. However, when studying a foreign market, the company cannot limit its activities using traditional marketing tools, because new conditions and criteria for doing business related to the national, cultural, economic and other characteristics of potential partner countries appear.

There are also certain criteria by which global marketing can be divided into independent directions:

- higher need for information compared to internal marketing;
- activation of the development of international economic relations;
- increased competition in the foreign market;
- unconventional and high risks when working in the foreign market.

It should be noted that other marketing entities stand out in global marketing. Here are the main subjects:

- ✓ transnational corporations;
- ✓ global companies;
- ✓ foreign service companies;
- ✓ exporters;
- ✓ importers.

They ensure the movement of goods and money flows in the world market, help companies to globalize their marketing activities. Global marketing objects represent the same set of structural elements as in traditional marketing: goods, services, sales, experience, ideas, consumers, information, etc.

The primary goal of global marketing is customer satisfaction combined with long-term efficiency. Achieving the goal depends on many factors: the nature of the chosen marketing strategy of the company, the level of study of international and individual national markets, the selected structure of marketing elements, sales promotion, price, quality of goods, distribution channels, after-sales service system and other factors.

Let's consider the main principles of global marketing. The main principle is to offer to the market a product that satisfies the existing needs of customers and is fully sold in the market. The rest comes from the main goal:

- striving for long-term results within the framework of global marketing, which requires a careful approach to forecasting;
- integrated approach - global marketing will be successful only if all actions in entering the foreign market are carried out in the correct sequence and in full;
- flexibility and speed of the company's response to changes in the political, economic, cultural and legal environment, etc.

The main functions that allow you to achieve maximum results from the principles of global marketing are the following:

- Market research. This process involves gathering information about potential customers, their preferences, the nature of their competition, price levels, and more.
- Prospecting. Avoiding risks that may be associated with loss of profit, decrease in demand or the appearance of new competitors. should develop.
- Evaluation of the company's own capabilities. This function allows to develop the level of scientific and technical development, to improve the type and quality of products, to pay sufficient attention to the analysis of the personnel system, raw material resources, production, marketing and scientific potential of the company.
- Company strategy development. This function is to develop a long-term plan, determine goals and objectives, as well as ways to achieve them.
- Development of company tactics. It is the choice of specific means to achieve short-term goals. Therefore, global marketing is a new stage in the development of international relations, which is a set of measures to develop a strategy for the production and sale of goods by domestic companies abroad or by foreign companies in the domestic market.

At this point, it is necessary to highlight the advantages and disadvantages of global marketing.

Because global marketing is one of the most relevant and new areas of marketing today.

The advantages of global marketing are:

- ✓ Economy in production and distribution;
- ✓ Reducing marketing costs;
- ✓ Production capacity and scale;
- ✓ Brand image stability;
- ✓ Ability to use ideas quickly and effectively;
- ✓ Consistency of marketing practice;
- ✓ Help to establish relations outside the "political space";
- ✓ To help create supporting industries to meet global consumer needs;
- ✓ Advantages of digital marketing over traditional marketing.

Apart from the above main advantages, there are other following advantages:

- 1) Interactivity. E-commerce marketing facilitates communication between businesses and consumers. With the help of a two-way communication channel, companies can adapt to the reactions of their customers.
- 2) Speed. Digital marketing can have an immediate impact. E-commerce marketing allows companies to be efficient 24/7.
- 3) Demographics and targeting. The company can be seen as a demographic targeting middle class internet users. Also, through e-commerce, goods can be introduced to the market more easily than traditional marketing.
- 4) Intercultural negotiations. Cultural aspects - marketing is a field of socio-economic sciences, which is closely related to global marketing. The ability to recognize cultural differences through an initial assessment of another market is an important factor in global marketing development.

Different countries are also distinguished by their political and legal environment. When solving the issue of establishing business relations with one or another country, it is necessary to pay attention to the following political and legal factors:

1. Attitude to buying from abroad. Some countries (Mexico) show a tendency towards such purchases, while other countries (India) react negatively to it.
2. Political stability. Countries change governments, and sometimes the change in direction of a country is very drastic (confiscation of property, import restrictions or imposition of new mandatory fees, etc.).

The interference of events can be divided into the following types:

- ✓ the effect of restricting rights; effect that does not limit rights; measures restricting rights,
 - ✓ transfer of property to the state.
3. Currency restrictions. Sometimes governments block their currency or prohibit it from being exchanged for another currency. Fluctuations in currency exchange rates can be associated with significant risks.
 4. State car. This can include the effectiveness of the host country's support system for foreign companies, that is, the presence of effective customs service, sufficient completeness of market data and other factors that facilitate business activity. During the study of the political environment of global marketing, it is necessary to take into account the political risks associated with all the countries where the company supplies goods and services or plans to supply them. These risks are mainly related to:
 - ✓ import ban in the buyer's country;

- ✓ riots, strikes and wars during the delivery of cargo to the consumer;
- ✓ prohibition of money transfer;
- ✓ the instability of the political situation and therefore the risk of unfavorable socio-economic changes in the country or region;
- ✓ external economic activity (restriction of trade and supply, closing borders, etc.).

All these dangerous and favorable opportunities should be determined by means of international marketing and taken into account in the company's development strategy.

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