



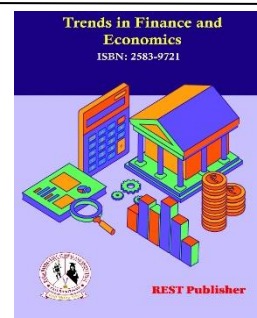
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# Exploring Global Marketing Management Strategies: A Comparative Analysis Using the EDAS Method

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**Abstract.** Global marketing management is a multifaceted discipline that involves strategizing and executing marketing activities across borders and cultures. In an increasingly interconnected world, businesses face both opportunities and challenges as they expand into international markets. This abstract provides an overview of key concepts and considerations in global marketing management, highlighting the importance of understanding cultural nuances, market dynamics, and the role of technology in driving global marketing strategies. Global marketing management requires a deep understanding of cultural diversity and its impact on consumer behavior. Cultural norms, values, and customs can significantly influence how products and services are perceived, purchased, and consumed. Therefore, successful global marketers invest in cultural intelligence to tailor their strategies and messaging accordingly. Global marketing management research is of immense significance in today's interconnected world. It serves as the compass for businesses venturing into international markets, helping them navigate the complexities of global expansion. This research provides a profound understanding of diverse consumer behaviors, cultural nuances, and competitive landscapes across different regions, enabling companies to craft effective marketing strategies, minimize risks, and seize opportunities. It guides market entry decisions, ensures regulatory compliance, and aids in product localization and brand management. Moreover, by offering insights into market trends and consumer preferences, global marketing research equips businesses with the knowledge necessary to adapt, innovate, and thrive in an ever-evolving global marketplace. In essence, it is the cornerstone of informed decision-making, essential for organizations striving to succeed in the global arena. The EDAS score primarily based on the space from the suggest agreement machine is the installed energy for a manufacturing plant. Experts' critiques and derived numbers do not trust each different concerning solar energy and geothermal electricity. IT and electronics is ranked at first position and Chemicals is ranked at fifth position.

**Keywords:** Global marketing; E-commerce; Electronic commerce; B2B, Business-to-business; Alliances; Distribution channels

## 1. INTRODUCTION

Strategic alliances and the utilization of electronic commerce (e-commerce) have the potential to significantly enhance the efficiency of global marketing within the realm of business-to-business (B2B) industries. Through these strategic partnerships, businesses can engage in collaborations with other enterprises to gain entry into fresh markets, access cutting-edge technologies, and tap into additional resources. These partnerships serve to reduce costs, facilitate knowledge sharing, and enable companies to reach a broader customer base while expanding their global presence. Furthermore, e-commerce plays a pivotal role by providing a platform for seamless transactions, efficient supply chain management, and data-driven insights. E-commerce empowers B2B enterprises to streamline their operations, enhance customer engagement, and promptly adapt to evolving market requirements. Integrating e-commerce into strategic alliances can enhance the overall efficiency and affordability of global marketing initiatives, ultimately enhancing competitiveness and success in the global B2B landscape [1]. The international business environment often imposes limitations on the adoption of advanced supply chain technologies by global trading partners in distribution networks. Specifically, the capacity of trading partners to establish the necessary contractual, ownership, and social aspects of institutional arrangements for a new innovation can either be enhanced or hindered by the regulatory, normative, and cultural-cognitive aspects of global institutional contexts. Companies might be hesitant to embrace supply chain innovations, given that these

innovations often necessitate substantial new investments and operational changes, unless a new institutional framework can be devised to provide appropriate safeguards and assurances. A conceptual model is constructed to elucidate the role of institutions in effectively implementing supply chain innovations within the context of global marketing channels.[2]The advent of the Internet has had a profound impact on international marketing, fundamentally changing how companies engage with their target audiences. The Internet has enabled businesses to connect with a global customer base, eliminating geographical constraints. As a result, marketing strategies have evolved to be more digitally focused, encompassing elements like social media advertising, content marketing, and e-commerce. Furthermore, the availability of data analytics and tracking tools has provided companies with valuable insights into consumer behavior and preferences, empowering them to create more precise and effective marketing campaigns. However, this digital transformation has also intensified competition, necessitating ongoing innovation and adaptability to remain relevant. The Internet revolution has, therefore, revolutionized global marketing, underscoring the importance of establishing a robust online presence and leveraging international digital platforms to engage with a diverse array of customers.[3]Developing a global marketing strategy for advanced technology products requires a comprehensive and adaptable modeling approach. It begins with a detailed market analysis that takes into account regional variations in customer preferences, government regulations, and technological infrastructure. Understanding the competitive landscape and identifying key stakeholders is crucial. Additionally, it's important to consider the product's life cycle and its position in the global market when devising the strategy. The strategy can be adjusted to meet specific client needs and pain points through market segmentation and targeting. Effective localization, which includes linguistic and cultural adaptation, is essential to connect with diverse audiences. Data analytics, e-commerce, and digital marketing play significant roles in reaching and retaining a global customer base. In the fast-paced high-tech industry, continuous monitoring and plan adjustments based on feedback and real-time data are vital for staying competitive. Lastly, forming strategic alliances and collaborations can enhance the product's reputation and global reach, contributing to its long-term success.[4]Beyond global marketing and the globalization of marketing operations, there exists a wide range of international business strategies and practices. This broader perspective encompasses strategic considerations that span the entire value chain, from sourcing and production to distribution and customer service. It also involves the adaptation of marketing efforts for diverse international markets. In the process of maintaining a consistent global brand identity and local relevance, companies must navigate the complexities of managing various regulatory frameworks, cultural nuances, and economic disparities. In this expansive context, businesses must strike a delicate balance between standardization and customization. This entails leveraging economies of scale while also accommodating regional preferences. Furthermore, as companies strive to achieve global competitiveness and demonstrate social responsibility, a deep understanding of geopolitical dynamics, supply chain resilience, and sustainable business practices becomes increasingly crucial [5]. While creating logistical solutions for clients in the global business arena remains challenging, it has emerged as a crucial driver of competitive advantage for businesses. Managing international logistics services poses difficulties due to differing regulations in various countries, lengthy lead times, and escalating transportation expenses. Logistics services are often characterized by substantial customization requirements, frequent client interaction, and a dependence on external cues for service delivery. These characteristics also render logistics services vulnerable to cultural influences in the realm of international trade. In this article, we argue that by using elements of logistics service quality (LSQ), it is possible to identify global, horizontal, and vertical customer segments within the logistics industry. Furthermore, we suggest that cultural and organizational factors can impact the relationship between LSQ and customer satisfaction. Logistics managers stand to benefit from cost reductions, increased revenue, and the ability to distinguish their services in a highly competitive market by identifying specific customer segments, some of which may transcend international borders [6]. Global marketing channels are the distribution and sales methods employed by businesses to sell their products or services on an international scale. The global marketing standardization debate revolves around the decision of whether to standardize or adapt marketing strategies across different countries and cultures. Advocates of standardization argue that using the same marketing tools and platforms across markets can lead to cost savings, a consistent brand image, and more efficient processes. However, opponents argue that because markets vary in terms of culture, consumer preferences, and legal regulations, it is crucial to tailor marketing channels to meet the specific needs of each market. This debate underscores the ongoing challenge of finding the right balance between local customization and global consistency in international marketing efforts.[7]Analyzing the worldwide higher education landscape unveils a dynamic and ever-evolving environment influenced by a intricate network of interconnected factors. There has been a significant surge in the mobility of international students, driven by the growing demand for education and skills in an increasingly interconnected world. These students are now traveling abroad in pursuit of diverse educational opportunities and experiences. This heightened competition has compelled academic institutions and universities across the globe to continually strive for innovation and excellence in their programs, facilities, and student services. Furthermore, the emergence of online and hybrid learning methods that transcend geographical boundaries has disrupted traditional education. Moreover, global economic trends and legislative changes have a

substantial impact on funding, research, and accessibility, affecting both students and institutions. As the world grapples with challenges such as the COVID-19 pandemic, concerns related to accessibility, diversity, and sustainability are thrust into the spotlight. In this context, the global higher education market remains a captivating and multifaceted sector that has far-reaching implications for global learning and workforce development.[8] For multinational corporations looking to increase their presence in these dynamic areas, deciding whether to standardise worldwide marketing methods or modify them in emerging countries is crucial. Utilising economies of scale and consistent branding, standardisation entails maintaining a consistent marketing strategy across several geographies. Although this strategy can be productive and economical, it might not be appropriate for emerging markets with distinctive cultural, economic, and regulatory aspects. Contrarily, adaptation requires customising marketing techniques to each rising market's unique demands and tastes, enabling businesses to forge more intimate connections with local customers. However, this can be time- and resource-consuming. An in-depth examination of variables like customer behaviour, cultural norms, and competitive environments in the target markets will determine whether to standardise or adapt. On the other side, cross-border acquisitions are a tactical move for businesses seeking to increase their market share in developing nations. Such acquisitions entail buying already-existing companies in the target market, granting instant access to local clients, distribution networks, and industry expertise. This strategy can hasten market entry and lessen some of the difficulties brought on by varying cultural norms and complex regulatory requirements. Effective asset integration, diligent due diligence, and knowledge of the regional business climate are all necessary for cross-border purchases to be successful. To secure long-term success in emerging countries through cross-border acquisitions, businesses must find a balance between standardising certain procedures for efficiency and adapting to the specific market conditions.[9] The central issue in international marketing revolves around the decision of whether a business should employ uniform marketing techniques and approaches across multiple international markets or tailor them to cater to the distinct demands and preferences of each specific target market. Advocates of standardisation argue that using a single marketing strategy globally can yield cost efficiencies, maintain brand consistency, and simplify management. Conversely, opponents contend that customization is imperative for effectively engaging with local consumers due to cultural, economic, and legal variations between countries. The choice between standardisation and adaptation in international marketing strategy is a critical decision influenced by several factors, including the nature of the product or service, the characteristics of the target market, and the company's available resources and capabilities. Companies often find themselves needing to strike a balance between standardisation and adaptation as they navigate the complex global market.[10] Globalization compels companies to acquire a new set of competencies, enabling them to achieve exceptional profits on the global stage. This article delves into existing research on the impact of globalization on businesses and constructs a conceptual framework underscoring the importance of skills related to managing knowledge for gaining a competitive edge in the international arena. Knowledge management abilities encompass the development of global customer, competitor, and supplier insights, as well as fostering inter-functional coordination and value chain integration. Organizational responsiveness serves as a mediator in the relationship between a company's global market knowledge capabilities and its competitive advantage on the global stage. There are positive associations between a firm's strategic and financial performance and its competitive edge in the global marketplace.[11] In the context of expanding their global reach, businesses are increasingly recognizing the importance of comprehending consumers in different countries. To achieve this, marketing research serves as the primary tool for companies to gain insights into both their current and potential clientele. When venturing into the global market, companies need to consider the nuances and distinctions in conducting local market research abroad. In this regard, we provide a brief overview of the significance of international market research and present a comprehensive methodology for executing international market research projects. The aim is to aid marketing research managers within organizations in designing and implementing more effective international research studies. Additionally, we outline key considerations that marketers should bear in mind when engaging in international market research. These factors underscore the various challenges that must be surmounted to conduct cross-border research successfully, with particular emphasis on the complexities involved in collecting primary data and designing questionnaires.[12] Standardizing a global marketing strategy means creating and implementing a consistent approach to marketing that transcends regional, cultural, and economic variations. This method is driven by the idea that maintaining uniformity in marketing efforts across multiple regions and nations can yield cost savings, maintain brand consistency, and allocate resources effectively. It typically involves ensuring consistency in global product offerings, branding, and marketing campaigns. This strategy is most effective when target markets exhibit a high degree of similarity in customer preferences and purchasing behaviors. To strike a balance between global consistency and local relevance, it's crucial to consider local nuances and make appropriate adjustments to accommodate cultural sensitivities and regulatory requirements. Successful standardization relies on in-depth market research and a thorough understanding of the diverse global markets in which a company operates.[13] The contemporary and interconnected structure of the global market has led to a transformation in how global marketing segments its audience. Traditional demographic and geographic criteria are being

supplanted by more intricate methods that consider psychographic and behavioral traits. In today's business landscape, it's essential to comprehend how consumers' values, lifestyles, and online activities influence their preferences and identities. Consequently, data analytics and digital tools are now employed in global marketing to segment consumers based on their interests, online behaviors, and brand loyalties, rather than merely their location or age. A more profound understanding of consumers allows businesses to finely tailor their marketing strategies, resulting in a more distinctive and effective global marketing approach that resonates with diverse global audiences. Furthermore, in response to the global prioritization of sustainability and social responsibility, considerations related to environmental and social consciousness are gaining significance in segmentation strategies. Consequently, businesses are compelled to adapt their approaches to align with shifting consumer expectations. In summary, contemporary global marketing segmentation is built on nuanced, data-driven insights into consumer behaviors and identities, with a heightened focus on sustainability and social values [14]. A dynamic market definition within the realm of global marketing pertains to the recognition that market conditions in different countries are constantly changing and evolving. This concept underscores the importance for companies to establish their target markets in a flexible and adaptable manner because the characteristics, preferences, and consumer behaviors in foreign markets can change rapidly. This perspective acknowledges that achieving success in global marketing demands ongoing monitoring and adjustment, and a rigid, one-size-fits-all approach to market definition is no longer effective. Factors such as economic conditions, cultural trends, technological advancements, and regulatory modifications can significantly influence how a market is defined and segmented. To remain competitive and responsive in the constantly shifting global landscape, businesses must remain vigilant about these dynamic shifts, conduct continuous research, and be open to modifying their strategies and target audience definitions. In an increasingly fast-paced and interconnected global economy, this dynamic market definition approach is imperative for achieving success in international marketing.[15]

## 2. MATERIALS AND METHODOLOGY

**Metals and machinery:** Metals are naturally occurring chemical elements or compounds with specific physical and chemical properties. They are known for their malleability, ductility, electrical conductivity, and generally high strength. Metals can be used in various applications, such as construction, manufacturing, and electronics. Common examples of metals include iron, aluminum, copper, gold, silver, and steel. Metals can be found in various forms, such as sheets, bars, rods, wires, and more. They are the basic materials for many industrial processes and are essential in various sectors of the economy, including construction, automotive, aerospace, and more. Machinery refers to a wide range of mechanical devices, equipment, and tools designed to perform specific tasks or functions. This can include anything from simple hand tools to complex industrial machinery. Machinery can be powered by human effort, electricity, hydraulics, or other sources of energy. Industrial machinery is crucial in manufacturing, agriculture, construction, and numerous other industries. Examples of machinery include lathes, milling machines, tractors, bulldozers, and computer-controlled CNC (Computer Numerical Control) machines, among many others.

**IT and electronics:** Information Technology (IT) is a broad field that encompasses the use of computers, software, networks, and other technology to manage and process information. IT professionals are responsible for designing, implementing, and maintaining information systems, networks, and software applications. Computer systems and hardware: This includes desktop and laptop computers, servers, storage devices, and peripheral devices like printers and scanners. Software development: IT professionals create and maintain software applications, including operating systems, business software, and mobile apps. Electronics is a field of science and technology that deals with the behavior and manipulation of electrons to create electronic devices and circuits. It is a branch of physics and electrical engineering. Electronics encompasses a wide range of components, devices, and systems, including: Semiconductors: Electronic devices often use semiconductor materials, such as silicon, to control the flow of electrical current. Integrated circuits (ICs): These are small electronic devices that contain multiple interconnected electronic components like transistors, capacitors, and resistors.

**Chemicals:** Chemicals, in a general sense, refer to substances with distinct molecular compositions and properties that can undergo chemical reactions to form new substances. Chemicals can be found in various forms, including solids, liquids, and gases, and they are an integral part of our everyday lives. Chemical Composition: Chemicals are composed of atoms and molecules. These atoms and molecules are arranged in specific ways, determining the chemical and physical properties of the substance. Chemical Reactions: Chemicals can undergo reactions with other chemicals, resulting in the formation of new compounds or the modification of existing ones. These reactions are fundamental in processes like manufacturing, biology, and environmental changes.

**Everyday necessities:** "Everyday necessities" refer to the essential items, goods, or products that people need or use regularly in their daily lives to maintain comfort, hygiene, health, and overall well-being. These items are fundamental for meeting basic human needs and sustaining a reasonable quality of life. Everyday necessities can

vary from person to person and can include a wide range of goods and services, such as: Food and Water: Nutritious and safe food and clean drinking water are fundamental everyday necessities for sustenance and health. Clothing: Basic clothing items like shirts, pants, shoes, and undergarments provide protection from the elements and maintain personal hygiene.

**Understanding of the market %:** Understanding of the market, in a business context, refers to a comprehensive and in-depth knowledge of a particular market or industry in which a company operates or intends to enter. This understanding involves the analysis and awareness of various factors, trends, and dynamics that influence the market. Key components of understanding the market include: Market Research: Conducting research to gather data and insights about the market, including its size, growth potential, customer demographics, competitors, and trends. Market research may involve surveys, data analysis, and competitor analysis. Customer Needs and Preferences: Understanding the needs, preferences, and behaviors of the target customer base within the market. This includes knowing what products or services customers want and how they make purchasing decisions. Competitive Landscape: Assessing the strengths and weaknesses of existing competitors in the market, as well as identifying potential new entrants. Understanding how your company compares to others in terms of product quality, pricing, and market positioning is crucial. Market Trends: Keeping up with and anticipating trends and developments in the market. This could involve changes in technology, regulations, consumer preferences, or economic conditions.

**Awareness of competitive:** "Awareness of competitive" is an incomplete phrase, and it's not clear what you are referring to without additional context. However, I assume you are asking about "awareness of competitive factors" or "awareness of the competitive landscape," which are common terms in business and marketing. Here's what these concepts mean: Awareness of Competitive Factors: This refers to the understanding of various factors and elements that can influence a company's competitiveness within its industry or market. These competitive factors may include: Competitors: Knowledge of who your competitors are, their strengths and weaknesses, market share, and strategies. Market Positioning: Understanding how your company or product is positioned relative to competitors. Pricing: Awareness of competitive pricing strategies and how you're pricing compares. Product or Service Quality: Understanding how your offerings compare in terms of quality, features, and innovation.

**Learning and growth:** "Learning and growth" often refers to personal and professional development, and it is a concept frequently associated with individuals, organizations, and educational institutions. It encompasses the following aspects: Personal Development: Learning and growth involve the ongoing process of acquiring new knowledge, skills, and competencies, as well as refining and expanding existing ones. It's about improving oneself in various dimensions, such as emotional intelligence, critical thinking, problem-solving, and adaptability. Professional Development: In the context of the workplace, learning and growth focus on advancing one's career by acquiring job-specific skills, industry knowledge, and leadership abilities. Professional development can include formal education, training programs, workshops, and on-the-job learning.

**Industry attractiveness:** "Industry attractiveness" refers to the assessment of how appealing or favorable a particular industry or market is for businesses or investors. This assessment is typically based on various factors that can influence the potential for success and profitability within that industry. Industry attractiveness is a critical concept in business and strategic planning. Factors contributing to industry attractiveness may include: Market Growth: An attractive industry often exhibits a consistent or high rate of market growth. Rapidly growing markets typically offer more opportunities for businesses to expand their customer base and revenue. Market Size: A large and substantial market is often more attractive as it implies a greater potential customer base and revenue opportunities. Profitability: Industries with higher profit margins are generally more attractive because they offer the potential for better financial returns. This can be influenced by factors like pricing power, low production costs, and the absence of intense competition.

**Method:** An approach to ambiguity called the "grey system concept" excels at analytically assessing systems with fuzzy insights. According to "the grey system notion," a black scheme looks to include all the dubious wisdom, while a white design appears to carry all the information that is freely available [16]. "A grey system" is one with the bare minimum of identifiable details. The core components of the grey systems method are grey relational analysis (GRA), grey decision, grey programming, and grey control. GRA is a component of the grey systems approach, which helps solve problems with complex relationships between different elements and quantities [17]. As a result, the GRA approach has been widely used to handle uncertainty issues brought on by incomplete and discontinuous data. The GRA methodology is also one of the most popular methods for investigating a variety of relationships between discrete data collections and for drawing conclusions when working with several variables. The key advantages of the GRA technique are that the computations are simple to grasp, the results depend on the raw data, and it is one of the best ways to make judgements in a corporate context [18]. widespread application of "Deng's (1982) grey systems approach" in many fields. It has been shown to be useful for handling "inaccurate, insufficient, and ambiguous information. Grey relational analysis (GRA) is a branch of the grey systems approach" that can be utilised to resolve problems with intricate relationships

between numerous different elements and elements [19]. GRA has been successfully used to address a variety of MADM issues, such as "hiring decisions (Olson & Wu, 2006), restoration planning for power distribution systems (Chen, 2005), an inspection of integrated circuit marking processes (Jiang, Tasi, & Wang, 2002), modelling of quality function deployment (Wu, 2002), defect detection in silicon wafer slicing (Lin et al., 2006), etc." [20]. GRA can assist in resolving MADM issues by combining all of the achievement similarity measures taken into account for each option into a set value. The initial problem is thus reduced to a judgement problem involving a single property. As a result, solutions with a variety of features can be easily analysed after using the GRA approach [21]. Additionally, a comparison sequence is produced by translating each possibility's behaviour into the first step of GRA. This stage is referred described as "grey relational generating". These sequences serve as the foundation for "a standard sequence (ideal target sequence)". Finally, it is calculated "the grey relational correlation between all similarity variants and the benchmark pattern" [22]. These "grey relational coefficients" are then used to create "the grey relational grade" between each comparable pattern and the benchmark pattern. The most advantageous version is the one with "the greatest grey relational grade between the reference sequence and itself" among all converted comparable sequences [23].

### 3. RESULT AND DISCUSSION

TABLE 1. Global Marketing Management

	Understanding of the market %	Awareness of competitive	Learning and growth	Industry attractiveness
Metals and machinery	0.95	0.69	0.94	0.9
IT and electronics	0.86	0.75	1.13	0.89
Chemicals	0.82	0.5	0.6	0.83
Everyday necessities	0.95	0.57	0.86	0.88

Table 1 shows comparison of above table Understanding of the market %: Metals and machinery have the highest score in this category at 0.95, indicating a strong understanding of the market. Everyday necessities also have a high score of 0.95. IT and electronics follow closely with a score of 0.86, while chemicals score the lowest at 0.82. Awareness of competitive: IT and electronics have the highest score in this category at 0.75, indicating a strong awareness of the competitive landscape. Metals and machinery follow with a score of 0.69. Everyday necessities score 0.57, while chemicals have the lowest score at 0.5. Learning and growth: IT and electronics have the highest score in this category at 1.13, indicating a strong focus on learning and growth. Metals and machinery score 0.94, everyday necessities score 0.86, and chemicals have the lowest score at 0.6. Industry attractiveness: IT and electronics have the highest score in this category at 0.89, indicating that this industry is perceived as relatively attractive. Metals and machinery are close behind with a score of 0.9. Everyday necessities also score relatively high at 0.88, while chemicals have a slightly lower score at 0.83.

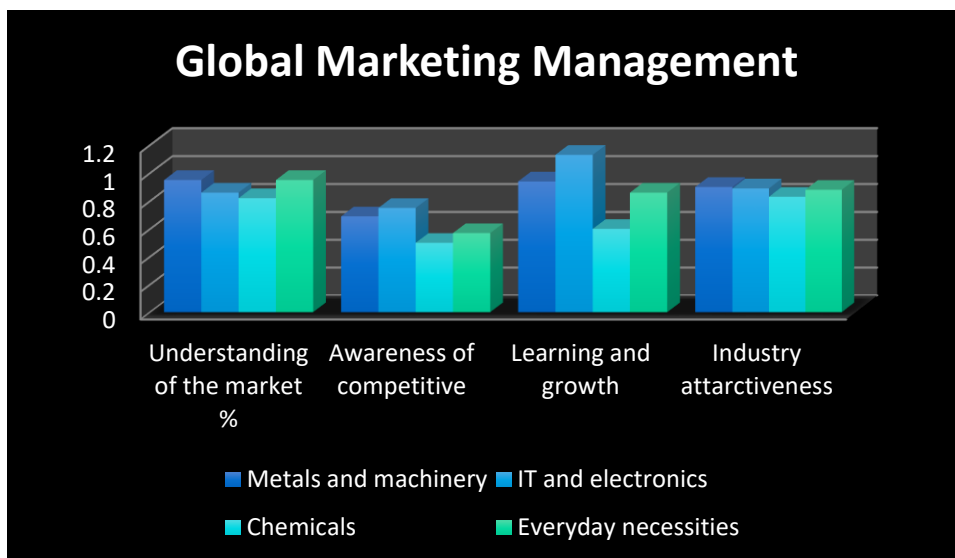


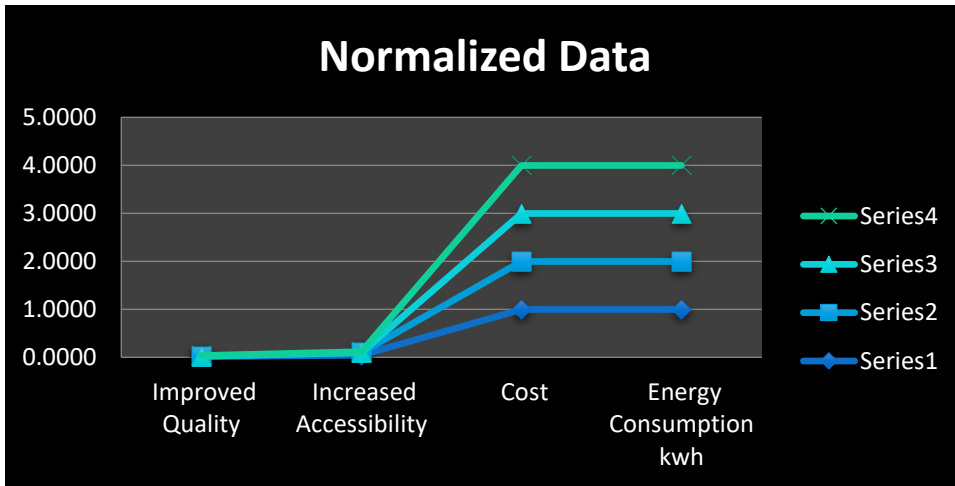
FIGURE 1. Global Marketing Management

Figure 1 illustrate the graphical representation of Global Marketing Management

**TABLE 2.** Normalized data

Improved Quality	Increased Accessibility	Cost	Energy Consumption kwh
0.0159	0.0422	1.0000	0.9999
0.0049	0.0556	1.0000	1.0000
0.0000	0.0000	1.0000	1.0000
0.0159	0.0156	1.0000	1.0000

In the table 2 shows the variation values of Improved Quality, Increased Accessibility, Cost, Energy Consumption kwh In Global Marketing Management.



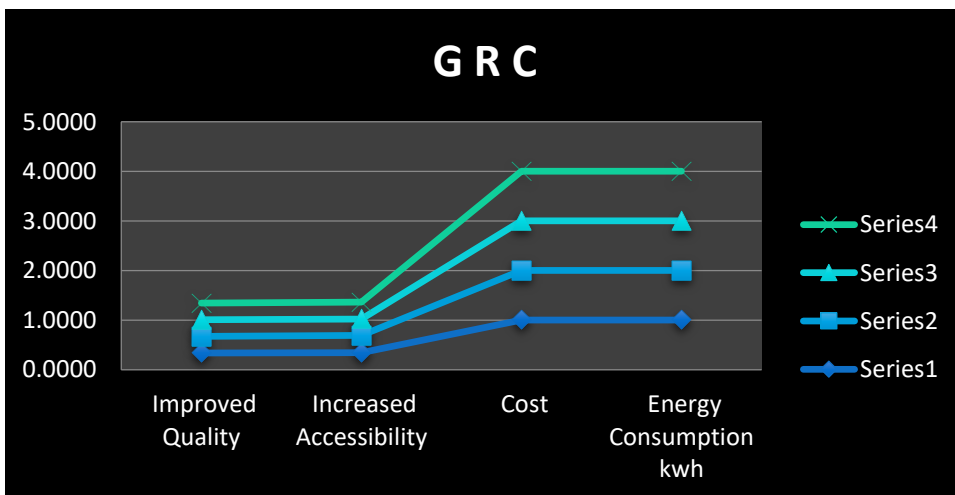
**FIGURE 2.** Normalized data

In figure 2 shows the normalized data of improved Quality, Increased Accessibility, Cost, Energy Consumption kwh

**TABLE 3.** Grey relation coefficient

Improved Quality	Increased Accessibility	Cost	Energy Consumption kwh
0.3369	0.3430	1.0000	0.9999
0.3344	0.3462	1.0000	0.9999
0.3333	0.3333	1.0000	1.0000
0.3369	0.3368	1.0000	0.9999

In this Table 3 shows Grey relation coefficient of improved Quality, Increased Accessibility, Cost, Energy Consumption kwh.



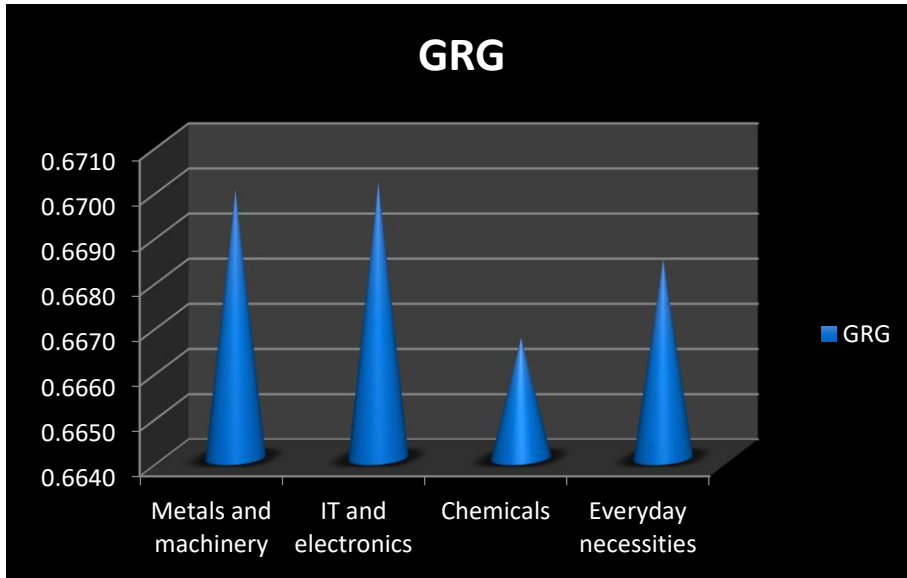
**FIGURE 3.** Grey relation coefficient

Figure 3 illustrate the graphical representation of Grey relation coefficient

**TABLE 4.G R G**

<b>GRG</b>	
<b>Metals and machinery</b>	0.6699
<b>IT and electronics</b>	0.6701
<b>Chemicals</b>	0.6667
<b>Everyday necessities</b>	0.6684

In the above table 4 shows GRG Metals and machinery has high and chemical has low, IT and electronics has 0.6701, Everyday necessities has 0.6684



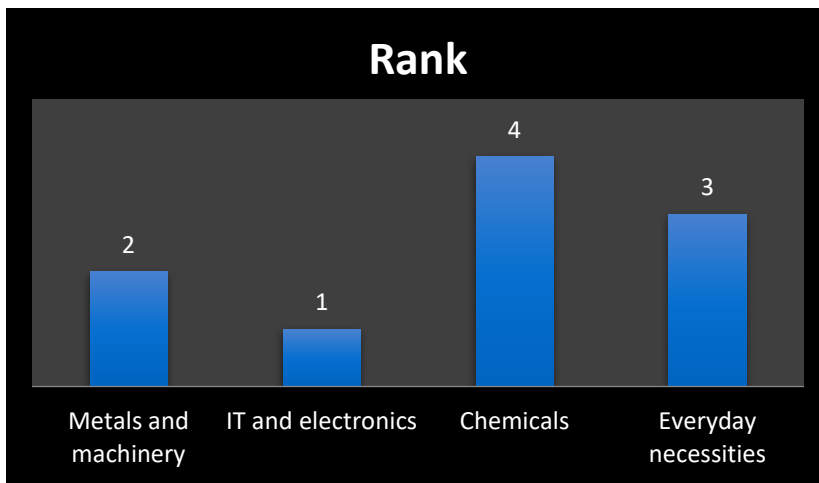
**FIGURE 4.GRG**

In the above figure 4 shows GRG Metals and machinery has high has high and chemical has low

**TABLE 5.Rank**

<b>Rank</b>	
<b>Metals and machinery</b>	2
<b>IT and electronics</b>	1
<b>Chemicals</b>	4
<b>Everyday necessities</b>	3

In this Table 5 IT and electronics is ranked at first position and Chemicals is ranked at fifth position



**FIGURE 5.Rank**



In this figure 5 IT and electronics is ranked at first position and Chemicals Is ranked at fifth position

## 5. CONCLUSION

Global marketing management involves a multifaceted and dynamic approach to business in an increasingly interconnected world. The data presented in the table illustrates various key aspects associated with four different industries: Metals and machinery, IT and electronics, Chemicals, and Everyday necessities. These aspects, including "Understanding of the market %," "Awareness of competitive," "Learning and growth," and "Industry attractiveness," offer valuable insights into the strategies and capabilities of each industry. From the data, it is evident that different industries excel in different areas. IT and electronics stand out with their strong focus on learning and growth, indicating a commitment to innovation and adaptation in the rapidly evolving technology sector. Metals and machinery exhibit a strong understanding of the market, which is crucial in industries where precision, reliability, and knowledge of customer needs are paramount. Everyday necessities, while demonstrating a robust understanding of the market, have room for improvement in terms of competitive awareness. On the other hand, Chemicals appear to have relatively lower scores in multiple categories, suggesting the need for enhancements in various facets of global marketing management. The assessment of industry attractiveness reveals that IT and electronics, closely followed by Metals and machinery, are perceived as relatively attractive sectors. This attractiveness could stem from opportunities for innovation, rapid market growth, and a potentially stable regulatory environment. Everyday necessities also score well in this regard, which is unsurprising given the constant demand for essential goods. Chemicals, while lagging behind in other areas, do show a moderate level of attractiveness, which may be influenced by factors such as market size and growth. global marketing management is not a one-size-fits-all approach. Different industries have their strengths and challenges, and their strategies should be tailored to their unique circumstances. An understanding of the market, awareness of the competitive landscape, a commitment to learning and growth, and the assessment of industry attractiveness are all critical factors in determining a sector's success on the global stage. By analyzing and addressing their specific strengths and weaknesses in these areas, industries can enhance their global marketing management and better position themselves for success in the ever-evolving global marketplace.

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