



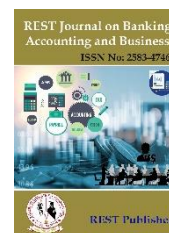
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The International Global Marketing Management using the VIKOR Method

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Abstract: International Global marketing Management is in international marketing activities strategic planning, integration and Implementation refer to it prevails between countries cultural, economic, for legal and social differences adaptive marketing strategies and designing tactics includes. universal in marketing management Some key features and here are the considerations: market research and Analysis: each uniqueness of the target market properties and understanding requests is crucial. This involves conducting thorough market research to gather information on consumer behaviour, preferences, buying patterns, competition, and regulatory environments in different countries. Cultural Sensitivity and Adaptation: Cultural differences Recognize and value Basic. In which language, customs, traditions, Values and Beliefs are included. marketing news, product offerings and advertising strategies with local cultural norms integration is for success necessary Product Localization: of each market Specific requirements and to fulfil the wishes products or services adaptation is most likely necessary It's product features, design, packaging or local produce absolutely to fill of new products in development includes changes. tastes and requirements. Distribution and Channel Management: Choosing the right distribution channels and partners is crucial. This may involve evaluating the effectiveness of existing distribution networks or establishing new ones. Considerations include transportation logistics, warehousing, and the role of intermediaries in the supply chain. Price Strategy and Management: Determining optimal pricing strategies requires an understanding of local market conditions, competitive pricing, cost structures, and consumer purchasing power. Factors such as currency exchange rates, tariffs, and taxation also play a significant role in pricing decisions. Promotional Strategies: Global marketing campaigns must be carefully crafted to resonate with diverse audiences. This includes choosing appropriate advertising channels, messaging, and promotional methods that align with the preferences and media consumption habits of each market. Global Brand Management: Maintaining a consistent brand image while accommodating local preferences is a delicate balance. It involves establishing brand guidelines that allow for customization without diluting the core brand identity. Global marketing management research holds significant importance in today's interconnected world. Here are some Understanding Diverse Markets: Research helps companies gain a deep understanding of the diverse markets they operate in. It provides insights into consumer behaviour, preferences, and purchasing habits, allowing businesses to tailor their strategies to specific cultural, economic, and social contexts. Mitigating Risks and Challenges: Global markets come with inherent risks, including political instability, economic fluctuations, and legal complexities. Thorough research identifies these risks helps in assessment, risk reduction strategies and contingency to implement plans helps companies. Improving product offerings: of various markets personal needs and according to preferences Companies and their products or services Research helps to adapt. It is product customization; Feature improvements or Completely new May include development offerings to address specific market demands. Standardized Global Marketing, Adapted Regional Marketing, Transnational Marketing, Glocalization and Niche Market Targeting. Market Research and Analysis, Cultural Sensitivity and Adaptation, Distribution and Channel Management and Monitoring and Performance Measurement. the Rank of Global Marketing Management for using the analysis of VIKOR Method. Niche Market Targeting is got the first rank whereas is the Glocalization is having the Lowest rank.

Keywords: MCDM, Cultural Sensitivity and Adaptation, Distribution and Channel Management and Monitoring and Performance Measurement.

1. INTRODUCTION

International Global Marketing Management involves overseeing the planning, execution, and coordination of marketing strategies and activities across multiple countries or regions. This field emphasizes the complexities

and nuances of operating in the global marketplace, where businesses encounter diverse cultural, economic, legal, and social environments. The goal is to create marketing strategies that transcend borders, effectively reaching and engaging audiences from different parts of the world. Cross-Cultural Understanding: Recognizing and respecting cultural differences is crucial. This involves understanding the values, beliefs, behaviours, and preferences of consumers in various regions. Adapting marketing strategies to align with local cultural norms is essential for building trust and credibility [1]. Market Research and Analysis: Thorough market research is vital to gain insights into international markets. This includes studying consumer behavior, market trends, competition, and regulatory environments in different countries. Product Localization: Adapting products or services to meet the specific needs and preferences of each market is often necessary. This may involve alterations in product features, design, packaging, or even the development of entirely new products. Pricing Strategies: Determining optimal pricing strategies requires an understanding of local market conditions, competition, costs, and consumer buying power. Pricing selections are also influenced by variables like international rate fluctuation and import/export duties. Information and Promotion developing persuasive communications for marketing and advertising strategies diverse audiences is essential. This includes selecting appropriate advertising channels and tailoring content to suit local preferences [2]. Global Brand Management: Balancing a consistent brand image with local adaptation is vital. Establishing brand guidelines that allow for customization while maintaining core brand values is crucial. Legal and Regulatory Compliance: Navigating legal and regulatory frameworks in different countries is essential to ensure compliance with international trade laws, intellectual property rights, advertising standards, and product safety regulations. Distribution and Channel Management: Selecting the right distribution channels and partners is a critical component of global marketing management. This process involves determining the most efficient and effective ways to get products or services to the target audience in each international market [3]. Performance Measurement and Analysis: Establishing key performance indicators (KPIs) and metrics to track the effectiveness of global marketing efforts is crucial. Regular assessment and analysis provide insights into the performance of marketing campaigns and initiatives. Ethical Considerations: Ethical considerations in marketing, such as avoiding cultural insensitivity, respecting local values, and ensuring transparent business practices, are paramount in international global marketing management. Global marketing management encompasses the strategic planning, execution, and coordination of marketing activities for products or services in multiple countries. In an era of globalization, businesses are increasingly venturing into international markets to tap into new customer bases and expand their global footprint [4]. This field of management entails a comprehensive understanding of the diverse cultural, economic, legal, and social contexts that shape consumer behavior and market dynamics across different regions. It requires businesses to adapt their marketing strategies to cater to the unique preferences and needs of international audiences while maintaining a consistent brand identity. From conducting extensive market research to developing tailored product offerings, pricing strategies, and promotional campaigns, global marketing management demands a strategic and agile approach. Moreover, it involves navigating the complexities of international trade regulations, managing diverse distribution channels, and mitigating risks associated with operating in foreign markets [5]. Effective global marketing management not only drives revenue growth but also enhances a company's competitive advantage in the global marketplace. This comprehensive field plays a pivotal role in shaping the success and sustainability of businesses in the global economy. In an era of escalating global competition, multinational corporations find themselves compelled to adapt their organizational structures to enhance their position and seize opportunities in the global market. Whether a company is already operating internationally or a domestic enterprise aspiring to expand overseas, strategic decisions are integral to planning, executing, and sustaining effective business processes [6]. These decisions encompass considerations like opting for a standardized or tailored marketing approach, choosing between concentrated or dispersed expansion, and deciding on integrated versus independent operations. These choices hold significance across industries and company sizes. Global business is an increasingly significant component of the world's overall economic activity. In the present landscape, international events and competitions have a far-reaching impact on virtually all enterprises, regardless of their scale or industry, due to the substantial reliance on overseas sales and procurement of goods. Many companies find themselves in direct competition with foreign products and services, necessitating a global perspective in their operational strategies [7]. Given these considerations, this course offers a current and comprehensive examination of the global business landscape. It not only delineates the principles of global marketing but also incorporates numerous contemporary illustrations, scenarios, and cases. As a result, participants will gain firsthand insights into the intricacies of global marketing operations, benefiting both practitioners in the field and aspiring scholars of international business [8]. "Domestic marketing" refers to the practice of marketing within a country's political boundaries. Companies operating solely within their own national territory focus primarily on domestic competition. While this competition may include foreign firms, the primary emphasis remains on the local market with little consideration for their potential use in other markets. All marketing decisions are centralized at the company's headquarters. One significant challenge faced by domestic marketers is their limited awareness of global market shifts, potentially leading to a lack of preparation for emerging competitors who may be dominant across continents. Their primary concern lies in how they are perceived within their own country [9]. Domestic markets represent a

substantial economic sector crucial for every nation. These markets are typically governed by specific companies or countries. Such marketing operations are primarily managed from company headquarters. However, this centralization may limit their influence on internal company operations. In domestic markets, competition is a pivotal factor, and companies may strategically lower prices to gain a competitive edge. This approach can lead to long-term success. When competition exerts less influence on the business, companies may have the flexibility to raise prices without sacrificing consumer demand. Operating in domestic markets also provides companies with opportunities to diversify their operations and access larger consumer bases for advertising purposes. Despite focusing on domestic markets, businesses often engage in trade with other local enterprises to expand their reach and promote their brand [10]. One notable advantage of the domestic market is the potential for tax incentives, as it generates employment opportunities and contributes to the nation's economy. By bolstering local business activity and facilitating trade, the domestic market plays a pivotal role in the overall economic landscape. In contrast, international marketing involves various strategies for entering foreign markets, such as exporting products, establishing joint ventures with local firms, or directly investing in the target country. This expansion allows companies to tap into new consumer bases and seize opportunities on a global scale [11]. International marketing involves tailoring the marketing mix to suit the specific needs and preferences of a particular country. This can range from utilizing existing marketing strategies and export tools to implementing a comprehensive localization strategy that encompasses product offerings, pricing, manufacturing, distribution, personalized promotions, and online presence. This approach enables companies to cater to the unique demands of foreign markets while optimizing efficiency through economies of scale and scope. Being considered an international marketer doesn't necessitate entering every global market; instead, it involves identifying target markets where a company's value can be effectively exported, and where there is potential for learning and optimization within the firm [12]. Global marketing, on the other hand, extends beyond specific countries to encompass the entire planet. A global company possesses the resources, expertise, and knowledge to offer products or services worldwide. It understands the importance of delivering consistent solutions globally while adapting products as necessary to balance cost, efficiency, customization, and localization. Effective global marketing involves setting appropriate pricing strategies at the global, national, and local levels, ensuring accessibility and information dissemination in a cost-effective manner [13]. Additionally, it requires a deep understanding of brand loyalty and the development of global brand equity over the long term. This involves a structured analysis of both tangible and intangible brand assets, including customer analysis, competitive analysis, and self-analysis. Global brand identity development entails establishing a cohesive brand image across products, company, and services, considering attributes such as purpose, quality, user base, and organizational values [14]. To establish a successful global brand, the brand proposition must be aligned with local, national, international, and global perspectives, offering credible benefits in terms of functionality, emotions, and self-expression. The implementation of global marketing and branding strategies encompasses a wide range of marketing assets and tools, from websites and social media to press materials, event promotions, and trade shows. By carefully tracking these efforts, companies can build customer loyalty, create case studies, and solidify their global position, providing customers with comprehensive and focused communication, access, and value [15].

2. MATERIALS AND METHOD

Standardized Global Marketing: Standardized global marketing is a strategy where companies maintain a uniform marketing approach across all international markets. This means that the core remain consistent regardless of the geographical location. The goal is to achieve economies of scale and brand consistency, leveraging a universal message and brand image. While this approach can lead to cost savings and streamlined operations, it may overlook the diverse cultural nuances and preferences of different markets.

Adapted Regional Marketing: Adapted regional marketing involves tailoring marketing strategies to specific regions or clusters of countries that share similar cultural, linguistic, or economic characteristics. Companies adopting this approach recognize effectively resonate with diverse global audiences. By customizing product offerings, messaging, and promotional tactics, businesses aim to better address the unique preferences and needs of each regional market. This approach allows for greater flexibility and responsiveness to local consumer behavior.

Transnational Marketing: Transnational marketing strikes a balance between standardized global marketing and adapted regional marketing. Companies that adopt this approach seek to maintain a core global brand identity while permitting some customisation to match local market requirements demands. This requires a high level of coordination and integration across different markets. The goal is to achieve a synergistic a method that combines the benefits of local as well as global reliability relevance.

Glocalization: Glocalization is a strategic approach that emphasizes the need for global brands to think and act locally. Companies practicing glocalization recognize the importance of maintaining a consistent global brand identity while customising goods, services, and marketing tactics to the specific requirements and tastes of

regional markets. This strategy recognises that successful global brands need to resonate with consumers on a personal and cultural level.

Niche Market Targeting: Niche market targeting involves focusing on specific segments or niches within the global market that have a particular affinity for a company's products or services. Instead of targeting broad international markets, businesses identify and cater to specialized customer needs. This approach allows for a more focused and tailored marketing strategy, often resulting in higher customer loyalty and satisfaction within these specialized segments. However, it may limit the overall market reach compared to broader global marketing strategies.

Market Research and Analysis: Market research and analysis form the cornerstone of effective global marketing management. It involves a systematic examination of various aspects of international markets, including consumer behaviour, preferences, buying patterns, competition, and regulatory environments. By gathering comprehensive data and insights, businesses can make informed decisions about product offerings, pricing strategies, promotional activities, and market entry approaches. This process enables companies to understand the unique characteristics and demands of each target market, providing a solid foundation for developing successful global marketing strategies.

Cultural Sensitivity and Adaptation: Recognizing and respecting cultural differences is paramount in global marketing management. Cultural sensitivity involves understanding and appreciating the diverse customs, traditions, values, and beliefs of different societies. It also entails adapting marketing strategies to align with local cultural norms and preferences. This may include adjustments in messaging, imagery, product features, and promotional tactics. By demonstrating cultural sensitivity and making adaptations, businesses build trust and credibility with consumers in international markets, ultimately enhancing the effectiveness of their marketing efforts.

Distribution and Channel Management: Selecting the right distribution channels and partners is a critical component of global marketing management. This process involves determining the most efficient and effective ways to get products or services to the target audience in each international market. It may entail evaluating existing distribution networks, establishing partnerships with local distributors, or exploring e-commerce platforms. Effective distribution and channel management ensure that products reach consumers in a timely and cost-effective manner, contributing to overall market success.

Monitoring and Performance Measurement: Continuous monitoring and performance measurement are essential for assessing the success of international marketing tactics. In order to monitor several aspects of marketing efforts, such as revenue expansion, gaining customers, brand awareness, as well as the return on investment (ROI), a set of key performance indicators (KPIs) as well as metrics must be established. Regular performance evaluations offer insightful information on how promotional campaigns and initiatives are doing. They also enable businesses to make timely adjustments and optimizations based on market feedback and changing circumstances, ensuring that global marketing efforts remain aligned with business objectives.

Method: The VIKOR approach is utilized as an adaptable strategy integrated into the Multiple Criteria Decision Making (MCDM) problem. It addresses the challenge of resolving conflicts in exclusive units and the selection of teacher attributes in a standard technique. This aids candidates in arriving at the final answer. The Compromise Ranking Metric is a multi-criteria metric employed in Linear Programming (LP), incorporating integration features in the compromise programming method [16]. VIKOR has proven to be a sophisticated method particularly suited for handling diversity. Even in situations of conflict, this approach focuses on assessing and choosing criteria from a preset set of possibilities. inconsistencies [17]. The VIKOR technique has significantly transformed various criteria within complex frameworks, leading to substantial enhancements and earning a commendable reputation. Within the VIKOR approach, which closely approximates a top-tier alternative through charter rank estimation, compromise is achieved through mutual preference alignment [18]. VIKOR finds application in evaluating service provision in medical institutions, especially in environments characterized by ambiguity and uncertainty. In this context, it serves as a pivotal test for compromise, particularly when faced with complex and uncertain scenarios. The fundamental innovation in this perspective involves the introduction of a fuzzy-based compromise VIKOR method, incorporating parameters like Fantastic Triangular Numbers (TFNs) and set principle, in conjunction with the original VIKOR approach [19]. This may be included in the subsequent section. The VIKOR index proves to be a fitting choice. Taguchi's Signal-to-Noise (SN) ratio provides an excellent characterization of simultaneous recommendation and variance. In contrast, the VIKOR index addresses the concurrent utilization and enhancement measures in the multi-response method [20]. The VIKOR methodology was introduced as a standardized approach within the domain of Multiple Criteria Decision Making (MCDM) and was further developed as a multi-criteria selection technique [21]. VIKOR serves as a decision-making tool, offering researchers more tailored solutions to complex problems. This paper employs VIKOR in conjunction with specific artistic expressions, providing a separate mathematical examination. An alternative approach to VIKOR evaluation can be found in the document [22]. The foundation of the VIKOR

technique lies in the integral fuzzy qualification Q_e , which measures the alternative's proximity to the top-tier solution. The process involves the application of functions and procedures to establish a set of VIKOR rules and ranking numbers. An illustrative numerical example is presented to demonstrate the utilization of the VIKOR technique in water resource planning, substantiating its numerical validity [23]. The assessment Using land use strategies to reduce financial and social costs, effectively manage natural risks, and incomplete statistics, is conducted using the VIKOR method. This approach identifies the least favorable solution and the solution falling short of the desired outcome, without considering the relative importance of these disparities [24]. The VIKOR technique entails the delineation of positive and negative exact points within the response spectrum, introducing a unique feature to address contradictions. Illustrative examples are presented to showcase the efficacy of the VIKOR method. Additionally, the VIKOR approach is well-suited for utilizing Spearman's rank correlation coefficient values [25].

3. ANALYSIS AND DISCUSSION

TABLE 1. International Global Marketing Management Determination of best and worst value

	Market Research and Analysis	Cultural Sensitivity and Adaptation	Distribution and Channel Management	Monitoring and Performance Measurement
Standardized Global Marketing	10.504	17.083	45.062	25.036
Adapted Regional Marketing	25.421	13.56	17.025	23.632
Transnational Marketing	23.451	32.123	45.362	41.035
Glocalization	15.023	36.025	42.036	15.265
Niche Market Targeting	25.63	15.202	12.63	36.025
Best	10.504	36.025	45.362	15.265
Worst	25.63	13.56	12.63	41.035

Table 1 shows the International Global Marketing Management for VIKOR method Market Research and Analysis, Cultural Sensitivity and Adaptation, Distribution and Channel Management and Monitoring and Performance Measurement. Standardized Global Marketing, Adapted Regional Marketing, Transnational Marketing, Glocalization and Niche Market Targeting. Market Research and Analysis it is seen that Standardized Global Marketing is showing the Best value for Market Research and Analysis and Niche Market Targeting is showing the Worst value. Glocalization is showing the best value for Cultural Sensitivity and Adapted Regional Marketing is showing the Worst value. Transnational Marketing is showing the Best value for Distribution and Channel Management and Niche Market Targeting is showing the Worst value. Transnational Marketing is showing the Best value for Monitoring and Performance Measurement and Glocalization is showing the Worst value

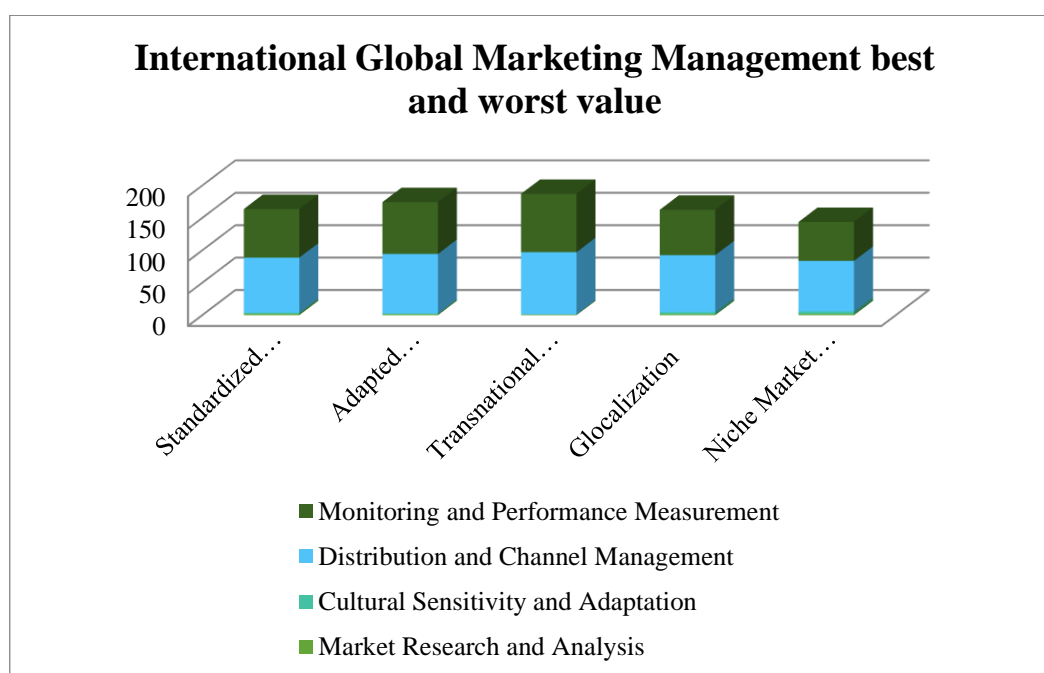


FIGURE 1. Determination of best and worst value of International Global Marketing Management

Figure 1 shows the International Global Marketing Management for VIKOR method Market Research and Analysis, Cultural Sensitivity and Adaptation, Distribution and Channel Management and Monitoring and Performance Measurement. Standardized Global Marketing, Adapted Regional Marketing, Transnational Marketing, Glocalization and Niche Market Targeting. Market Research and Analysis it is seen that Standardized Global Marketing is showing the Best value for Market Research and Analysis and Niche Market Targeting is showing the Worst value. Glocalization is showing the best value for Cultural Sensitivity and Adapted Regional Marketing is showing the Worst value. Transnational Marketing is showing the Best value for Distribution and Channel Management and Niche Market Targeting is showing the Worst value. Transnational Marketing is showing the Best value for Monitoring and Performance Measurement and Glocalization is showing the Worst value

TABLE 2. Calculation S_j and R_j

Market Research and Analysis	Cultural Sensitivity and Adaptation	Distribution and Channel Management	Monitoring and Performance Measurement	S _j	R _j
0	0.210795	0.002291	0.09479	0.307876	0.210795
0.246546	0.25	0.216432	0.08117	0.794148	0.25
0.213986	0.043423	0	0.25	0.507409	0.25
0.074689	0	0.025403	0	0.100093	0.074689
0.25	0.231727	0.25	0.201397	0.933124	0.25

Table 2 shows the calculation S_j and R_j is the sum of Normalization of the tabulation 1 which is calculated from the Determination of best and worst value.

TABLE 3. Final Result of Calculation Q_j

	S _j	R _j	Q _j	Rank
Standardized Global Marketing	0.613461	0.307876	0.306027	4
Adapted Regional Marketing	1.125318	0.794148	0.809452	2
Transnational Marketing	1.007409	0.507409	0.588613	3
Glocalization	0.174782	0.100093	0	5
Niche Market Targeting	1.384521	0.933124	1	1

Table 3 shows the Final Result of Calculation Q_j calculated from the sum of the calculation from the S_j and R_j from the Q_j value the rank is taken S_j, R_j and Q_j for Niche Market Targeting is showing the highest value and Glocalization is showing the lowest value.

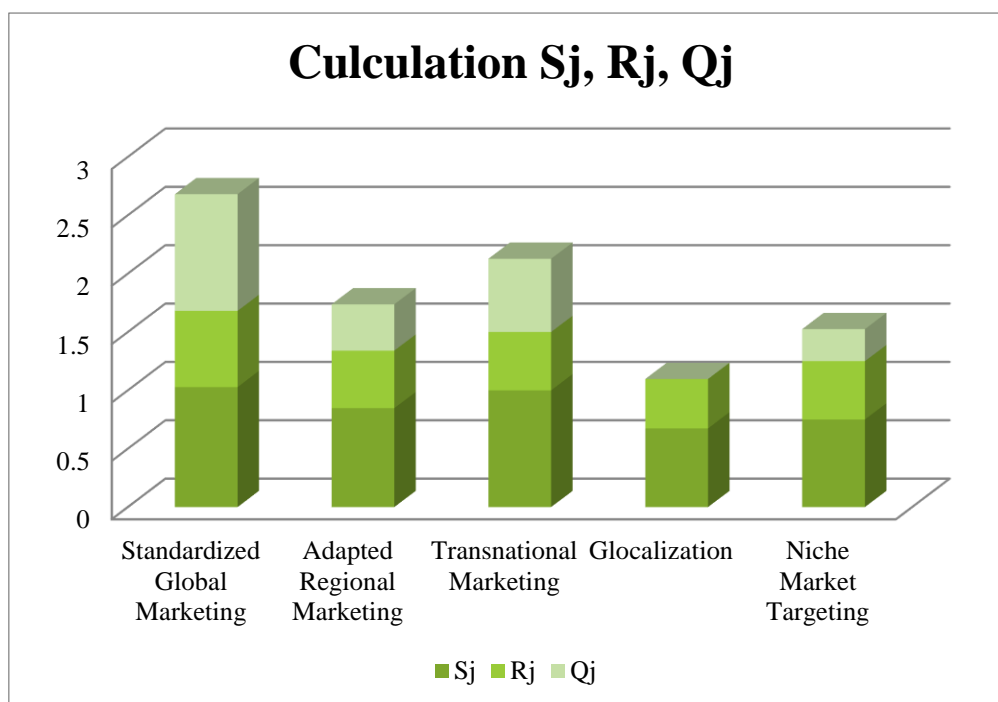


FIGURE 2. Calculation S_j, R_j and Q_j

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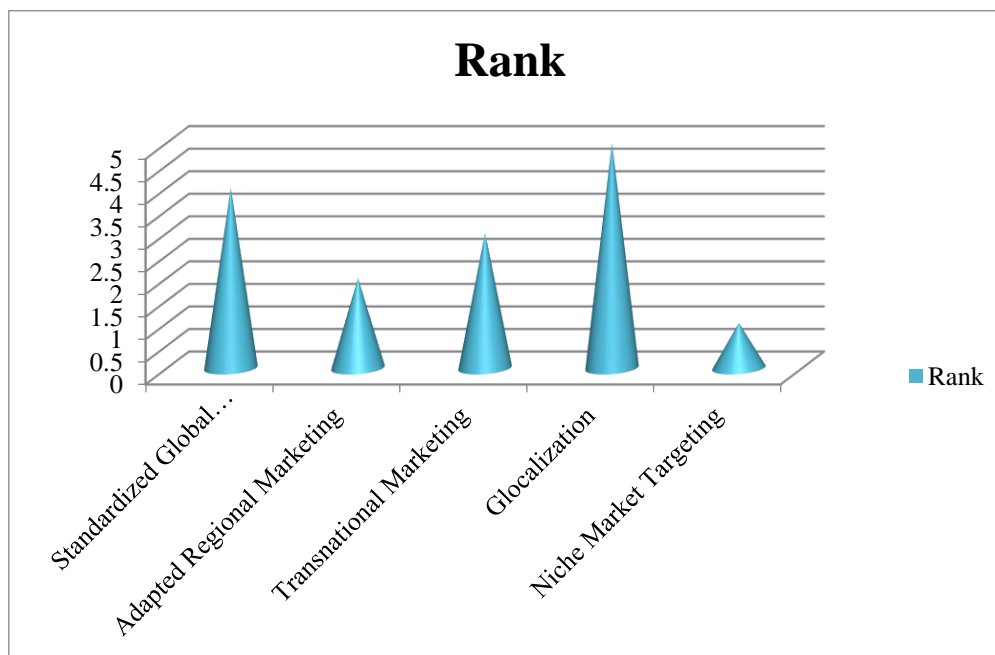


FIGURE 3. Shown the Rank

Figure 3 Shows the Rank of Global Marketing Management for using the analysis of VIKOR Method. Niche Market Targeting is got the first rank whereas is the Glocalization is having the Lowest rank.

4. CONCLUSION

International Global marketing Management is in international marketing activities strategic planning, integration and Implementation refer to it prevails between countries cultural, economic, for legal and social differences adaptive marketing strategies and designing tactics includes. universal in marketing management Some key features and here are the considerations: market research and Analysis: each uniqueness of the target market properties and understanding requests is crucial. This involves conducting thorough market research to gather information on consumer behaviour, preferences, buying patterns, competition, and regulatory environments in different countries. Cultural Sensitivity and Adaptation: Cultural differences Recognize and value Basic. In which language, customs, traditions, Values and Beliefs are included. marketing news, product offerings and advertising strategies with local cultural norms integration is for success necessary Product Localization: of each market Specific requirements and to fulfil the wishes products or services adaptation is most likely necessary It's product features, design, packaging or local produce absolutely to fill of new products in development includes changes. tastes and requirements. Distribution and Channel Management: Choosing the right distribution channels and partners is crucial. This may involve evaluating the effectiveness of existing distribution networks or establishing new ones. International Global Marketing Management involves overseeing the planning, execution, and coordination of marketing strategies and activities across multiple countries or regions. This field emphasizes the complexities and nuances of operating in the global marketplace, where businesses encounter diverse cultural, economic, legal, and social environments. The goal is to create marketing strategies that transcend borders, effectively reaching and engaging audiences from different parts of the world. Cross-Cultural Understanding: Recognizing and respecting cultural differences is crucial. This involves understanding the values, beliefs, behaviours, and preferences of consumers in various regions. Adapting marketing strategies to align with local cultural norms is essential for building trust and credibility. Standardized global marketing is a strategy where companies maintain a uniform marketing approach across all international markets. This means that the core remains consistent regardless of the geographical location. The goal is to achieve economies of scale and brand consistency, leveraging a universal message and brand image. While this approach can lead to cost savings and streamlined operations, it may overlook the diverse cultural nuances and preferences of different markets. the Rank of Global Marketing Management for using the analysis of VIKOR Method. Niche Market Targeting is got the first rank whereas is the Glocalization is having the Lowest rank.

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