

# International Marketing in India- Concepts, Opportunities and Challenges

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**ABSTRACT-** As the globalization is growing, firms are getting international and from international, they are growing global. Internationalization has become very usual to firms these days as they sell and buy products from variety so sources and places within and outside their domain. International marketing has made lives very easy as the availability of goods and services are now being insured to all, regardless where they are residing currently. If we see and observe closely, we will find that actually international marketing has made our purchasing pattern richer and diversified as compared to previous times. It is due to international selling/production of products that our day to day activities and consumption patterns have been reorganized/ redefined. India has been at the epic centre of all this happening and tectonic shifting in terms of market forces are concerned. Not only consumers/customers are being heavily benefited as well from international marketing phenomenon. There are several dynamics of international marketing when it comes to different regions and nations all across the world. The product/service compositions and strategies change, the approach towards the customers change, more importantly the entire marketing concepts are redesigned, keeping in mind the different sets of behavioural patterns of buyers. Most of the world has become a single largest market with all most similar traits and international marketing sees the different nations as one and try to constantly cater the distinctive needs of it. International marketing is obviously different with domestic marketing but both have significant similarities also. These similarities and contrast between domestic and international marketing is very interesting combination to see and learn as well. The firm which has expertise in domestic marketing can use it efficiently internationally, once it grows to that level. Reversely the firm which has substantial amount of experience in international marketing can use their global learning in catering local customers/users more effectively and with international expertise which can satisfy the customers better and can put the company into a very dominating position. The international marketing has a different ecosystem and set of challenges altogether, there are many factors which directly and indirectly contribute in the success and failure of international marketing. Since globalization has been pushing firms to get out from their so called domain, and offer their products/services to vast market. This pushing is sometimes not welcomed by firms and they parish in the process. On the contrary international marketing helped firms to performed better and earned revenues/profits. The present paper is an attempt to understand the core concepts of international marketing and

all the challenges/opportunities which are constantly faced by international marketing. This paper also investigates the various other aspects like similarities and contrast between domestic and international marketing. The scope of international marketing is very huge in India; this paper also underlines this particular aspect with proper explanation.

**Keywords-** International marketing, Strategies, Globalization, Ecosystem, Market, Customers satisfaction.

**1. INTRODUCTION-** International marketing is one of the most important aspects of globalization in terms of satisfaction of customers/users. The entire world has become a single market, firms cannot depend upon a single market anymore, and they have to offer their product/services to more than one market (situated in more than one country). This offering of product/services to more than one market calls for marketing in those markets also. Now the basics of marketing are very similar both locally and outside of home domain, but the complications are uncountable. The important thing which comes across one's mind that, why firms are compelled to go international? The answer to this question can vary from company to company but the important reasons and common reasons can be given after observation that its competition in home market and possible demand of firm's product internationally, force firms to get international. After the globalization started taking shape in the world and particularly in India, firms find it very easy to move into any international territory with their standardized product/services. The overall impacts of open markets and liberal government policies have actually worked as engine of growth for internationalization selling. Not only the firms are getting benefited from such expansion of market but the customers are also benefited by such widening of scope of their products and quality assurance. Digital age has also played a vital role in bringing new ideas and innovative approaches to practice in getting wider customer base internationally. Marketing of products and services require different degree of expertise in international domain, the traditional approach has to modified and new ways must be adopted when dealing with international level of competition and quality specification. Marketing has become backbone of the business activities and this transition has taken place very rapidly, the interesting fact remain that the marketing is very consistent with sales and profits of firms. Marketing also helps in producing such goods and services which have the greater capacity to satisfy customers/users, based on proper and objective research.

International marketing rely on certain tools in pursuing the customer satisfaction, that is marketing research and marketing intelligence. Marketing has emerged as an important and effective tool for increasing sales and revenues for the firm and putting it into a better position than its closest competitors. Marketing also serves the firms in order to develop a product/service as per the requirement and needs of customers. In marketing the customer is given the greatest emphasis and his tastes and preference are incorporated into the product and service's features. Marketing is quite opposite to selling, where the customers are neglected entirely and interests of sellers are put on the top. Marketing has written the rules of the games again and have helped the organizations to perform better in cementing their positions in current business competition. Now the firms are getting professional help and assistance from other departments as well to properly implement the marketing strategies for the greater benefits of firms and customers both.

**2. RESEARCH METHODOLOGY-** The present research is based on exploratory nature and the information are collected from different sources to get an exact idea regarding the various inputs of international marketing. The research paper is descriptive in nature as well, where concept of international marketing is analyzed and understood from various angles/dimension possible. There are various sources from where the information for the present research paper has been collected, during the collection utmost care has been exercised to avoid any discrepancies and misleading fact. The information which has collected is strictly from secondary sources and their credibility has been insured already as the sources of such information/inputs are quite reliable. Following are the sources from where the information/inputs have been collected-

1. Text books of International marketing from various authors.
2. Research papers on international marketing and its various components.
3. Various online resources and online study sites
4. Various research reports and other relevant published data on international marketing.
5. Other published both online/offline material related to international marketing.

**3. OBJECTIVES OF THE STUDY-** Every study have some objectives and this study is not an exception in that regard. The objectives of the study work as the lighthouse for the study which means objectives guide the entire study to a logical conclusion. The standard study has number of

objectives and it meets all its objectives during the course of research. The present study has the following objectives to achieve-

1. To understand the core concept of International marketing in Indian Prospective.
2. To define the key similarities and contrast of International marketing and domestic marketing.
3. To underline the characteristics of International marketing along with its needs to firms.
4. To explain the importance of International marketing in today's globalized era.
5. To chalk out the various challenges usually encountered during International marketing particularly in India and;
6. To furnish the set of suggestions to improve effectiveness of International marketing.

The present research paper is an attempt to meet all those said objectives with proper explanation of gathered information via various sources.

**4. HYPOTHESIS FOR THE STUDY-** Although the research is based on secondary data/inputs, but still the study intents to keep certain presupposition which shall be proved/rejected in due course of research tenure. The hypotheses for the present study are as following-

**H<sub>1</sub>** International marketing is beneficial to nations like India.

**H<sub>0</sub>** International marketing is not beneficial to nations like India.

**H<sub>1</sub>** International marketing is a very challenging activity globally.

**H<sub>0</sub>** International marketing is not at all challenging activity globally.

**5. LITERATURE REVIEW-** Literature review is the accumulation of all the relevant work, already done on the topic of the research. The literature review process also helps in finding out the exact idea of the topic in hands. International marketing has been a topic of wider studies; it has been studied from all possible dimensions both in India and globally. The chunks of those prominent studies are given in the following manner.

1. Taneja Girish, Dr. Girdhar, Rajan and Neeraj Gupta, in their research paper title "Marketing Strategies of Global Brands in Indian Markets" (2012) wrote that "With increasing globalization and international trade, a number of international brands are entering into India which is one of the fastest growing and highly competitive markets in the world. Though, most of the global firms failed to understand the needs of Indian consumers as well as the market characteristics but there are a few of them who have been successful in positioning their brands into the Indian market because they attempt to understand well the needs of target group before introducing a brand into the market. Even some of the most successful brands in today's time had

committed several blunders or mistake while initially entering into Indian market. For instance, Kellogg's, McDonald's, LG, Reebok and Coca-Cola are among such global brands who initially introduced standard products by following standardized global strategies but later realized their mistakes and thus modified their product or services according to the needs of Indian consumers and became successful. This research is an attempt to investigate why some international brands, that are successful globally, fail to attract significant market share in India."

2. Steenkamp, Jan-Benedict E.M. and Hofstede, Frenkel Ter in their research paper title "International market segmentation: issues and perspectives" (2002) wrote that "International market segmentation has become an important issue in developing, positioning, and selling products across national borders. It helps companies to target potential customers at the international-segment level and to obtain an appropriate positioning across borders. A key challenge for companies is to effectively deal with the structure of heterogeneity in consumer needs and wants across borders and to target segments of consumers in different countries. These segments reflect geographic groupings or groups of individuals and consist of potential consumers who are likely to exhibit similar responses to marketing efforts."

3. Ghauri, Pervez and Cateora, Philip in their book title "International Marketing" (2009) wrote that "These forces affecting the international business have led to a dramatic growth in international trade and have contributed to a perception that world has become a smaller and interdependent place. If we look at the Swiss Multinational Company, Nestlé, 'The Food Company of the World', it claims its products are sold in every country in the world. It has factories in more than 80 countries and it has many brands that are recognised all over the world. Toyota and its subsidiaries sell their cars in more than 170 countries, giving it a presence in more countries than any other auto manufacturer"

4. Kozak, Yuriy and Smyczek, Slawomir in their edited book title "INTERNATIONAL MARKETING" (2015) found that "Increasing integration with the world community, an entry of the domestic enterprises into the foreign markets and intensifications of development of new forms of the international business are the main present tendencies of economy reforming for countries with transitive economy. These countries have recently started their integration into system of the world economy, and the way this process will take place, efficiency of further economic and social development of the states, as organic subsystems of world economy depends. Efficiency of occurrence in world economic system is defined by efficiency of foreign economic activity of its business structures. Successful activity of the enterprises in the foreign markets is possible only at skill full

use of receptions and methods of the international marketing activity."

5. Saxena, Sandeep in his research paper titled "Challenges and Strategies of Global Branding In Indian Market" (2012) writes that "number of well-known global brands have derived much of their sales and profits from nondomestic markets for years, for example, Coca-Cola, Shell, Bayer, Rolex, Marlboro, Pampers, and Mercedes-Benz to name a few. Brands such as Apple computers, L'Oreal cosmetics, and Nescafe instant coffee have become fixtures on the global landscape. The successes of these brands have provided encouragement to many firms to market their brands internationally. A number of other forces have also contributed to the growing interest in global marketing. These are perception of slow growth and increased competition in domestic markets, Belief in enhanced overseas growth and profit opportunities, Desire to reduce costs from economies of scale, Need to diversify risk and Recognition of global mobility of customers. Today companies going global, continuously innovate their strategies for worldwide success. Global Marketing needs clear vision regarding the 4P's i.e., Product modification, Pricing issues, Promotion mix strategies to adhere to the cultural sentiments, language and lifestyle patterns of foreign consumers and right distribution channel to penetrate deeper. Other challenges include suitable Packaging and building Brand for acceptance in the foreign market"

6. Viswanathan, Nanda K. and Dickson, Peter R. in their research paper title "The fundamentals of standardizing global marketing strategy" (2007) find out that "The increase in world trade, an increasing integration of the world's major economies, and the onward march of globalization, will mean that decisions on standardization and adaptation of marketing strategies will continue to be an important issue for academic research and marketing practice. In spite of the substantial research on standardization/adaptation of marketing strategy for over 40 years, the theoretical foundation for standardization/adaptation research remains weak (Ryans et al., 2003). There has been with the exception of Jain (1989), Cavusgil et al. (1993) and Johnson and Arunthanes (1995) little attempt to develop a theoretical framework that would be informative on standardization issues. In addition, the existing theoretical foundations of standardization "center on the perception of consumer homogeneity and/or the movement toward homogeneity" (Ryans et al., 2003). While consumer homogeneity is an important issue, the dimensions of marketing strategy go beyond a consideration of the customer. In particular, competition plays a critical role in the development of marketing strategy and consequently in decisions on the degree of standardization of marketing strategy."

7. Ahmed, Manzoor, Ullah, Shafi and Aftab Alam in their research paper article title "Importance of Culture in Success

of International Marketing" (2014) found out that "It's very important to discuss about the importance of culture in international marketing, after firstly understanding what an international marketing is and what culture is. Culture is valuable for doing trade in local market but it is more significant for international marketing, the reason being that in international marketing people have different believes, nature, culture, or language. All these aspects create the problem of managing people in international marketing so it is important for any organization to understand the cultural differences before going for business in international markets."

**6. MEANING AND DEFINITION OF INTERNATIONAL MARKETING-** International marketing can be defined simply as the application of marketing principles and concepts to more than one nation. But contrary to common belief, there is a slight difference between what is known as international marketing and global marketing, which is believed to be similar term, but it is not so. There is huge difference which distinguishes international marketing from global marketing. International marketing sees the world in different markets and segments and caters according to it. On the other hands, global marketing sees the entire world as a whole unit and does not distinguish market on any grounds and prepares products and services for global customers rather than for any one nation's customers. International marketing has the basic principles similar to domestic marketing

**According to the American Marketing Association (AMA)**

"International marketing is the multinational process of planning and executing the conception, pricing, promotion and distribution of ideas, goods, and services to create exchanges that satisfy individual and organizational objectives."

**Definition by experts-** The definition of some of the experts on international marketing will help in further understanding the core concept of international marketing. These definitions are very crucial in understanding the core as well as the various dimensions of international marketing.

"The result is a global approach to international marketing. Rather than focusing on country markets, that is, the differences due to the physical location of customers groups, managers concentrate on product markets, that is, groups of customers seeking shared benefits or to be served with the same technology, emphasizing their similarities regardless of geographic areas in which they are located"

**Muhlbacher, Helmuth, and Dahringer (2006)**

"International Marketing is the performance of business activities that direct the flow of a company's goods and services to consumers or users in more than one nation for a profit"

**Cateora and Ghauri (1999)**

"International marketing is the application of marketing orientation and marketing capabilities to international business"

**Muhlbacher, Helmuth, and Dahringer (2006)**

"The international market goes beyond the export marketer and becomes more involved in the marketing environment in the countries in which it is doing business"

**Keegan (2002)**

In simple words **International Marketing** can be defined as "An application of marketing concepts and principle across two or more nations, for the motive of maximization in sales and market share, International marketing is all about selling in international territories, it's a gradual process and just an extension of domestic marketing, as most of the concepts remain same"

The above set of definitions, in a way clear out the various characteristics and further provide clarification regarding the concept of International marketing. The definition given above provide the following characteristics of International marketing-

1. It is just an extension of domestic marketing in terms of core concepts.
2. It helps firms to expend into newer markets and tap possibilities available outside of domestic domain.
3. This is a concept which is extremely hand in glove to globalization.
4. International marketing requires high amount of skills and expertise.
5. Almost every firm dreams of getting into foreign market, International marketing is one of the most important tools for doing so.

**7. INTERNATIONAL MARKETING AND INDIA: A PERSPECTIVE-**

As the globalization has risen and Indian markets became more and more liberal by facilitating privatization, the importance of International marketing is on the rise. Earlier to that, International marketing was not very talk of the town in India due to several reasons. Firms only focused on domestic customers. After almost a quarter of century of post globalization has passed, experts see it as the new order of internationalisation of domestic firms. Indian products and services have gained an important place in world market, new and innovative means of marketing have helped firms to get more out of the box (Domestic Domain) and tap the opportunities prevailing outside the domestic domain. This willing internationalisation has acutely helped in the growth and firm establishment of international marketing in India. Earlier to that International marketing had a very minimal impact on India firms, but now the situation has changed and keeps on changing adding new dimensions and experiences. Likewise, one could say or observe the following in terms of International marketing environment in India.

1. The attitude of firms which are well established in domestic markets are have been motivated to go beyond the domestic domain due to several reasons including high demands of Indian products with competitive prices.

2. The help and incentives provided by government bodies also helped firms to go further than their usual area of working.

3. The growth in marketing infrastructure like media, information technologies etc have played an important role in spreading the concept of International marketing.

4. Success stories of firms already working internationally has played a crucial role in motivating firms to take up international marketing to spread their presence outside of India.

5. Growth in marketing professionalism and quality of skilled people in the field of International marketing also helped and changed the entire perception towards internationalisation.

6. A new wave/generations of entrepreneurs have emerged who dream big and do not want to restrain to domestic profits only. They want to venture out and look for newer and better opportunities. This attitude also shaped the newer avenues for greater application of International marketing.

7. The trust on Indian products has increased multi folds and this has pushed the Internationalisation of Indian firms further. The products are especially in demand in developing nations.

**8. KEY DIFFERENCE BETWEEN INTERNATIONAL MARKETING AND DOMESTIC MARKETING-** Domestic and International marketing have the various similarities including the goal/objective of marketing, principles and thoughts of marketing. Along with these similarities, they are different on many grounds as well. The most important differences are listed below, but the major difference remains the area coverage from both the practices. Unlike in domestic marketing, the area which is covered is very vast and may include many countries. To understand it better let's begin to list out differences between domestic and International marketing.

1. Domestic marketing refers to marketing activities within the legal and geographical borders of the nation, on the other hands International marketing refers to marketing activities outside of the legal and geographical boards of the nations but the activities remain the same.

2. The area which the domestic marketing serves is small as compared to International marketing, on the other hands International marketing serves relatively large area and customers.

3. Government intervention is very minimalistic in domestic marketing but in International marketing governments of involving nations become very intervening and cautious as the national security and International issues is involved.

4. Spread of business operation in domestic marketing is very low and limited to one nation, but the spread of business operation in International marketing is very high and is spread over to many nations at once that is what makes it complex.

5. The use of technology in domestic marketing is very low and reflects the domestic technological environment, unlike it International marketing uses high and cutting edge technology with latest innovation and Updation to cater all the markets it targets.

6. Domestic marketing has relatively low risk percentage as compared to International marketing as the familiarity and past experience of dealing with market forces is very helpful in mitigating the risk. The proportion of risk is very high in International marketing as all the market forces and factors are spread over many nations and it becomes very risky to deal with them.

7. Requirement of finance in domestic marketing remain very low as compared to International marketing as against of it the requirement of finance rises with International marketing as it deals with multiple countries as compared to domestic marketing.

8. Research is very important in both the types of marketing, but in domestic marketing the usage and scope of marketing research is confined to one nation alone, on the other hands the marketing research is vital and multi dimensional in International marketing. As its plays a crucial role in gathering and processing of valuable marketing data to make appropriate decisions in more than one country.

In a way we can put it like it, that International marketing and domestic marketing are distant siblings, who theoretically perform the same functions but practically they are worlds apart. Again if you leave the magnitude and complexities, you will find more similarities than differences between both as nature of the task executed by both is similar in nature.

**9. CHARACTERISTICS OF INTERNATIONAL MARKETING-** Like any other business management and international business enhancer, International marketing has a lot of capacities to contribute in the growth of world trade and International trade in particular. International trade rides on the waves of International marketing and in a way it helps in growth, establishment and expansion of International trade. Thus International marketing has many characteristics which keep it apart from the similar prevailing concepts. Some of the leading characteristics are as followed-

- **Caters a huge market-** Unlike domestic marketing, International marketing caters/serves a relatively huge market which might be spread to many nations at a time. This unique feature makes International marketing more challenging and more complex in nature. As the market gets bigger and bigger so does the associated challenges and complexities.
- **Includes uncontrollable elements-** International marketing deals with greater risks and uncertainties it make International marketing more unique in nature. Although there is marketing research tool available but some factors remain uncontrollable and cannot be predicated with pinpoint accuracy.
- **Requires deeper competency and sharp skills-** International marketing is very skilful jobs and requires deeper understanding and competencies to deal with its unique challenges. International marketing is extremely complex and includes newer challenges, to deal with such adverse and never before situations such sharp skills are required which are not so looked after in domestic marketing.
- **Deals with huge and stiff competition-** One of the most important characteristics which International marketing has is dealing with worldwide competition and it makes International marketing more one of a kind. It is not so that domestic marketing does not deal with competition, but the matter of the fact is the nature and intensity of competition is quite different and unique. Such level of competition makes International marketing more different and more skill required field of working.
- **Developed countries have highest participation in International marketing-** Unlike domestic marketing, developed economies dominate the International marketing scenario. In a sense if we make a list of top countries involved in International marketing operation, it will include most developed nations only. It indicates their reason for development over under developed nations.

#### 9.1. OTHER CHARACTERISTICS OF INTERNATIONAL MARKETING INCLUDE-

- Handles and involves Large-scale operation
- Subject to International restrictions
- Carries a ultra sensitive nature.
- Advanced technology plays a crucial role
- Requires certain specialized bodies.
- Requires long term planning

During the finding out the basic characteristics of International marketing, one could make out that the

International marketing has diverse characteristics then its close rival domestic marketing. By closely watching the uniqueness of International marketing gives us the fair understanding of true shade of International marketing.

#### 10. IMPORTANCE CUM OPPORTUNITIES OF INTERNATIONAL MARKETING IN GLOBALIZED ERA -

The importance of International marketing can be understood from many point of view and various stands/stances can be observed during the process. International marketing is the necessary requirement or globalization and expanding the horizons, selling and being into different parts of the world. International marketing is actually that vehicle which lets firms travel worldwide with their exclusive product and services. International marketing actually helps in expansion of International trade/Business by promoting it through various marketing tactics. Although International marketing includes number of importance in current globalized ear, some of the those importance are as following-

1. Plays an important to expand existing target market of firm, now firms can sell their products to larger number of customers than ever before. Firms reach gets widened along with its revenue/profit making capacities.

2. International marketing very important from the point of view of increasing the brand worth as marketing is all about branding and positioning firm's products and its name. Such exposure becomes very helpful in establishing a global brand as it gives internationalized shade to the firm.

3. International marketing helps in getting connected with the world, as it connects all the customers of firms with one product/service. It is like having extremely diversified customer base. It also helps in developing new and innovative products as well.

4. Plays an Important role in opening doors for future prospects for firms in different markets and for customer in different countries.

5. The most important advantage of International marketing is to facilitate international business which enables customers to consume such products which are not produced in their vicinity. Such goods/services help in uplifting the overall standards of living of people in targeted markets.

6. International marketing uses latest and innovative production technologies which in return reduces the overall cost of the products. This helps customers to consume products at very low prices. It has been observed that in some cases that domestic products are dear than the International products.

### 10.1. OTHER NOTABLE ADVANTAGES OF INTERNATIONAL MARKETING INCLUDE-

1. Helps in reaping the benefits of competitive advantage.
2. Production/Consumption of new and innovative products/services.
3. Increase in consumption due to huge supply from outside of country.
4. Increases total production of firm thus giving it advantages of economy of scale.
5. Increases export earnings of firm, mostly earning foreign exchange of high value.
6. Challenging natural calamities and overcoming from it.
7. Knowledge and cultural progress between nations and reaping global peace and harmony.
8. Country image improvement.

### 11. CHALLENGES FACED BY INTERNATIONAL MARKETING IN INDIA AND ALIKE COUNTRIES-

International marketing faces number of challenges in its day to day working. These certain situation sometimes referred as challenges can be opportunities as well provided the kind of leadership the international firm has. The important thing is that domestic marketing also faces lots of challenges in executing its designated work, but the challenges faced internationally are a bit different and complex as compared to domestic challenges. Some of these challenges are very obvious thus can be met without any much effort. On the other hands some challenges are very risky and need special/ experts assistance to come out from. One of the most important things about International marketing is that, challenges are country specific and tend to change their shape/effects/scope as per the time and venue in specific. Furthermore, changing globalization's scale and drastic shifts in consumer behaviours worldwide only widens the challenge scope of International marketing. Some of the leading challenges faced by international marketing are listed below-

**1. Facing extreme diversity in culture-** International marketing has to deal with extreme diversified cultures and communities, which have their own set of values and beliefs. The biggest challenge to handle the unique perception and practices of these distinct groups becomes very challenging for International marketing. Now international marketing has to adopt different set of strategies and way of execution, it only translates into more problems and challenging situations.

**2. Extremely different marketing environment-** International marketing has to deal with extremely different marketing environment in each of the nations it targets to sell its products/services to. Each country with different sets of political and legal setup along with technological aspects

makes International marketing more complicated and thus become a great challenge to face to.

**3. Different consumer behaviour-** International marketing faces one of the challenges in terms of different countries having different consumer behaviour. The difference in taste and hobbies and other aspects make the work of International marketing a bit complicated than it already is.

**4. A certain perception towards foreigners-** Marketing also has to deal with a pre judged mentality of people staying in different countries associated with foreigners. International marketing is done by foreign firms only so they face such prejudice more. This challenge has been prevailing from a very long time.

**5. Problem in selecting promotion tools-** As against to domestic marketing, international marketing deals with diversities and complexities in terms of culture/religion/demographical segments etc, choosing a promotion tool or methods becomes very challenging in such scenarios. A lot of contemplation is required for choosing the best mode for promotion/advertisement in foreign land, it only increases the work and challenges for International marketing.

**6. Different market forces in different markets-** One of the most prominent challenges with the International marketing faces is dealing with different market forces in different markets. Each international market is consisting of different market forces, referred as uncontrollable factors. It takes a lot of efforts and vigour to formulate a counter policy for dealing with one forces of one market; one can imagine the mammoth task of dealing with multiple markets at the same time.

**7. Challenge of dealing in different markets at the same time-** Firms when gets international sells its products and services to customers of more than one nation. It caters more than one market thus the challenge of dealing with multiple markets with limited resources surfaces. Such a challenge is not visible in domestic marketing, but creates a lot of uncomfortable situation for international firms.

### 11.1. SOME OF THE MORE PROMINENT CHALLENGES FOR INTERNATIONAL MARKETING-

1. Difference in buying behaviour.
2. Over interference of government and law.
3. Regulation of international laws.
4. Language and cultural difference along with human behavioural patterns.

After seeing the huge and humongous challenges which are constant faced by International marketing, one thing is very clear that it is not very easy to stay into international markets and perform day to day functions like domestic marketing. On the other hands, it is extremely challenging

and nerve braking attempt be in such hostile and uncontrolled business environment where foreign entities are seen as invaders. Companies must function with caution in this regard and practices of International marketing should be performed under the supervision and guidance of experts/skilled people.

**12. SUGGESTIONS TO OVERCOME CHALLENGES OF INTERNATIONAL MARKETING-** As we have seen that International marketing is one of the most important areas of international firms functioning in different countries. The challenges and risks listed above are severing in nature; they seriously injure the intentions of international firms. The first and the foremost step in curbing the intensity of challenges and adverse situation can be resolved by conducting a detailed marketing research by professional/experts of the field. Other than that; following steps could also be considered for the same purpose-

1. International firm should develop a detailed and in depth understanding towards the targeted market regarding all the dimension and possible challenges. Firm should list them out and prepare resources and other tools to overcome initial problems/challenges.

2. International firms should develop sensitivities towards the cross culture of each countries they are working. This understanding can be extremely helpful in dealing with challenges of International marketing.

3. Hire people with greater experience and understanding in dealing with challenges of International marketing, such people can be of very help in identification and dealing with challenges subject of International business.

4. Conduct a detailed and objective research time to time related to current and potential challenges in International market. Such researches can actually help in getting out of the problems even before you get into them.

5. Develop people to people contact is a best strategy to avoid challenges in International marketing and this contact can also give you first hand information regarding the minute details and specifications regarding the culture. Such an exercise helps in understanding the Dos and Don'ts of a particular country.

6. Firms must do some ground work before venturing out into International marketing. Such ground work includes studying about the marketing environment with details and working on compliance and convergences rather than contrast.

Apart from above mentioned steps one could always rely on firsthand experiences and secondary research done on certain issues in certain countries. Although the risks and uncertainties are tremendous in International marketing, yet

number of firms getting into International business and pursuing. International marketing may include many challenges and obstacle, but the way outs are also many and such uncertainties can be managed with proper resources in hands and commitment towards a better growth of company

**13. CONCLUSION AND FINDINGS OF THE STUDY-** One could understand the importance of International marketing by simply understanding the core issue that, firms cannot sustain for longer period of time without getting out from their domestic domain. In simple terms, if firms want to grow and expand/diversified then going international is the only way forward. Apart from this theory, there are many other theories which compel the firms to out of their domestic setup, during this entire research article some of the prominent reasons have surfaced due to which firms get International. Actually the entire journey of International marketing begins with an idea of getting into International trade, once the decision has been made then other aspects are discussed and worked upon as well. Company which wish to be in International business will have to adopt international ways of doing and executing functions like marketing, finance, promotion, planning and strategies etc. As mentioned one of the aspect is marketing. This concept and understanding of International marketing is quite tricky for new firms but existing firms see this as just an extension of their domestic marketing approaches. With growth in globalization and industrialization, International business has become very necessary and comparatively easy to undertake. Firm are now very confident and committed towards expanding themselves into international territories for reaping benefits and tapping profits/gains. As domestic domain sometimes (Most of the times) proves to be insufficient for survival of more than a certain numbers of firms. Again, it is one of the many reasons why firms get global, but one could underline here that the reasons for getting internationalized are many and each firm has its own time frame and mindset to decided over how and when to go international. The present research paper had many objectives and purposes which were closely linked to tell the entire picture of International marketing. During the research it is also observed that International marketing has different set of challenges and advantages as well. But one thing has been clearly understood that for future growth and extreme profits, firms must move out of the domain environment. Other than that, the major findings of the present study are as follows-

1. International marketing is the process of applying marketing principles across the domestic domain of a country for the same reasons and purposes and objectives as of domestic marketing. This is very important to note that the conceptually International marketing does not differ from domestic marketing.

2. With the constant growth in industrialization, entrepreneurship and globalization; International business

has grown only and with international business grew International marketing.

3. Firms which especially belong to India and other developing nations have grown a lot in international business; such countries also played the role of host very successfully.

4. With the constant development in education and professionalization of business procedure, International marketing experts have come on board for making the process of Internationalization as smooth as possible including executing International marketing as well.

5. There is no doubt that the process of Internationalization is very challenging and full of uncertainties and poses a lot of difficulties as we have seen the list in this research paper. But with proper planning and decisive leadership such challenges can be met successfully as the suggestion listed show.

6. International marketing has been very beneficial for the countries like India as Indian firms have the product and services which can be sold in international markets on a fair price. International business also helps in generating employment and further helps in shaping skilled workforce, these two statements are very strong in the favour of International marketing.

7. The present research work started keeping certain objectives in mind, all the objectives have been fulfilled with proper evidential arguments. 8. Technology and other marketing environmental factors are playing very crucial role in expansion and diversification of firms from domestic to international and from international to global.

9. The level of roles and encouragement the government of India has been offering to firms who wish to get into international market has changed and grown in last few years and this has reflected upon the recent ground breaking growth of Indian origin firms operating internationally and involved into international business.

10. The present research paper was based on alternative and null hypothesis which are as following-

**H<sub>1</sub>** International marketing is beneficial to nations like India.

**H<sub>0</sub>** International marketing is not beneficial to nations like India.

**H<sub>1</sub>** International marketing is a very challenging activity globally.

**H<sub>0</sub>** International marketing is not at all challenging activity globally

Based on the findings and observations supported by adequate substance alternative hypothesis are accepted and null hypothesis are rejected.

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#### Weblinks-

- <http://www.marketingteacher.com/what-is-international-marketing/>

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