Suggestions to International Marketers

Intercultural marketing is defined as the strategic process of marketing among consumers whose culture differs from that of the marketer's own culture at least in one of the fundamental cultural aspects, such as language, religion, social norms and values, education, lifestyle. Intercultural marketing demands marketers to be aware of and sensitive to the cultural differences and respect cultural traits of the consumers in various cultures and marketplaces. In this passage, I will give some suggestions to those international marketers.

Firstly, to make new products from a foreign country and local customers adapt each other, marketers must thoroughly orient themselves to the values, beliefs and customs of the goal society. Also they should do their best to encourage the local to break traditions if those traditions are bad for spreading of the products. The good example is the Coca-Cola. They use advertisements in different style to adapt different culture background. So they can have a place in Shanghai when it was in WWII.

Secondly, standardizing global strategy across cultures which means there is a same standard for all areas’ markets. It requires that marketing a product in essentially the same way everywhere in the world. If the brand is famous, the influence of this brand can make the products more popular in most time. Many multinational companies, such as General Motors, Unilever, Parker Pen, and Fiat also use global advertising for various products and services.

Thirdly, a mixed strategy can be a good way for international marketers, which can focus on both of adapting side and standardizing side. It can provide all kinds of ways to adapt different environments while keeping a global company running. But in the other words, it requires more resources to execute this strategy so it is not friendly to some small companies.

All in all, the international marketers should choose the suited strategy to make business successful instead of blindly using a mixed strategy.