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### How International Companies Solve the Problem of "Glocalization"

The development of globalization has created many positive effects for international companies. They use the opportunities of third-party markets and promote brands in territories that have been occupied by local representatives before. Nevertheless, the development of this stage ended with the reaction of local producers who began the process of promoting local goods and brands to the masses in order to compete with international giants. Such a reaction launched the process of glocalization that created the problem of perception of a foreign brand in many territories in the world. Because of this, large businesses are forced to conduct research and apply techniques to change the product line, price policy, ways of promotion, and methods for the distribution of goods.

#### **Glocalization as a Concept**

To begin with, before identifying and evaluating the techniques that are used by international companies, it is essential to explain the meaning of glocalization. This term comes from two more understandable and well-known ideas: globalization and localization (Sharma 47-49). Both words have opposite meanings that created a new concept based on the fact that many international brands sold around the world need to have localization levels. According to the latest data in the business sector, despite the wide dissemination of the ideas of globalization through which society can enjoy products from different parts of the world in their country, many local companies are becoming more stable and popular (Tashakova). This situation is justified by

the fact that people like common goods and services more than strange things, as it is necessary to get used to them. In this regard, international brands have begun to make attempts to have a universal concept for products and services, but also to develop local techniques and approaches in order to be competitive in regions where culture and traditions can harm the spread of their businesses.

### **Glocalization Techniques**

#### *Product Line*

The most popular method for attracting customers through the glocalization of an international brand is the introduction of specific products for regions where necessary. Large companies can conduct long-term studies to identify the underlying preferences of customers and create unique types of goods that can be successful only in a particular country. Among the most famous examples, it is possible to name such businesses as McDonald's which has a specific menu for each country, Nokia which created devices to protect phones from dust for countries where this problem is acute, and Procter and Gamble that changed the dimensional grid of their products depending on purchasing power of a potential audience (Dumitrescu and Vinerean 152-153). This approach is costly because it requires an assessment of the needs of buyers in the market where local competitors are already present. Nevertheless, the positive effect of this method pays back the previous costs, as unique products make not only the global brand familiar to the population, but also draws the attention of tourists who want to try outstanding options of products and services that are familiar to them.

#### *Price Policy*

Research of the audience is also a critical stage when an international brand evaluates the audience's purchasing power and solves the issue of the cost of goods and services that it

provides. One of the simplest and best-known examples of using this approach is the Spar store, which is present in most developed countries of the world but has different prices in each territory. Evaluating the competitors of each market and creating the image of a potential consumer, this company decided to be the cheapest shop in Germany and the luxury brand of products in England (Dumitrescu and Vinerean 154). The quality of services that are provided in each of the countries does not differ to a great extent, since Spar is a global brand that supports standards in each store. Nonetheless, using only data about customers and their needs, the company saves and earns by choosing a suitable pricing policy for consumers. This method can be the least expensive and the most effective, although it can shock tourists who are not aware of the familiar brand and its features in other territories.

### *Advertising Campaign*

Regardless of whether a company uses the above methods to improve competitiveness to combat local businesses or not, the central aspect of promotion is an advertising campaign that also needs to change depending on the region. Each nation and country has different cultural characteristics that are important not only as peoples' memories, but also help them to maintain successful communication among themselves. In this regard, businesses are forced to conduct research and exclude features of a brand that can be regarded negatively in connection with the beliefs or traditions of a specific people. An example of the use of such a technique can be seen with McDonald's, who deflected the image of a clown with a white face in advertising because Chinese customers associate such an appearance with death (Dumitrescu and Vinerean 154). Thanks to this approach, the changed advertising campaign allowed the business to occupy a niche and to associate with the right ideas regarding promotion. Thus, the study of an audience allows international companies to be able to adapt to the habits and traditions of different peoples

while maintaining the identity of the foreign brand.

### *Habitual Patterns*

With regards to traditions and habits, depending on the country and region, people may be accustomed to specific patterns that they make when shopping. Global companies can succeed or get negative feedback about cooperation. Businesses can have different distribution methods depending on the specificity of their activities, which requires self-service or the personal presence of a consultant when shopping. However, some of these specifications may not coincide with patterns of user habits. For example, H&M was faced with the fact that the American market offers a lot of cheap goods in the category of clothes from stores that are in the suburbs. Because of this, the company decided to change their strategy and placed stores in more fashionable areas, offering cheap goods against the background of expensive competitors (Dumitrescu and Vinerean 154). This approach to solving the problem helped the business create a pattern that shows the brand in a favorable light, even though the potential audience is accustomed to the fact that cheap goods can only be found in the suburbs.

### **Conclusion**

Summarizing the above-described data, it is possible to state that the primary challenge with which modern global companies are struggling with is the habits of users that do not coincide with specific features and the identities of brands. Through the analysis of the abilities and habits of a potential audience, companies create plans to change the characteristics of their image to meet the expectations of consumers. However, in further research, it is essential to pay attention to the degree of brand recognition after these changes, since their identity can be blurred over time.

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