

“Standardisation in International Marketing Strategies”

A case study of Automobile Company’s

Summary

This research aims, to investigate role and preference for standardisation as compared to the adaptation in the elements of marketing mix of international marketing strategies of multinational automobiles companies. For the purpose of fulfilment, data is collected from marketing personnel, working in automobile sectors in various auto companies. A part to this, research also presents a chapter on the review of the literature related to the standardisation in the marketing mix elements available from various educational resources like, books, journal, marketing review, web sites etc. The purpose of this chapter is to develop a base for the second chapter, which is related to the research survey. Both the quantitative and qualitative methods are used to collect desired information. Nearly 250 questionnaires were e-mailed and handed over to marketing executives, to get their views to analyse and telephonic interview is conducted to support the findings. The main purpose of this research survey is to analyse and find out whether multinational companies tends to follow a standardised or adapted approach for marketing mix elements i.e. 7Ps: Price, Product, Promotion, Place, Process, Physical and People, in international marketing strategies, when crosses borders and expand operations in different geographic locations.

In the light, research findings identifies and conclude, that multinational automobiles companies, prefer to follow standardisation, more because of their global image and reputation, and increasing preference for new and latest products worldwide by consumers. But due to difference of macro and micro environmental factors like culture, government regulations etc.