International Marketing

Class 9

November 5, 2025

Contents

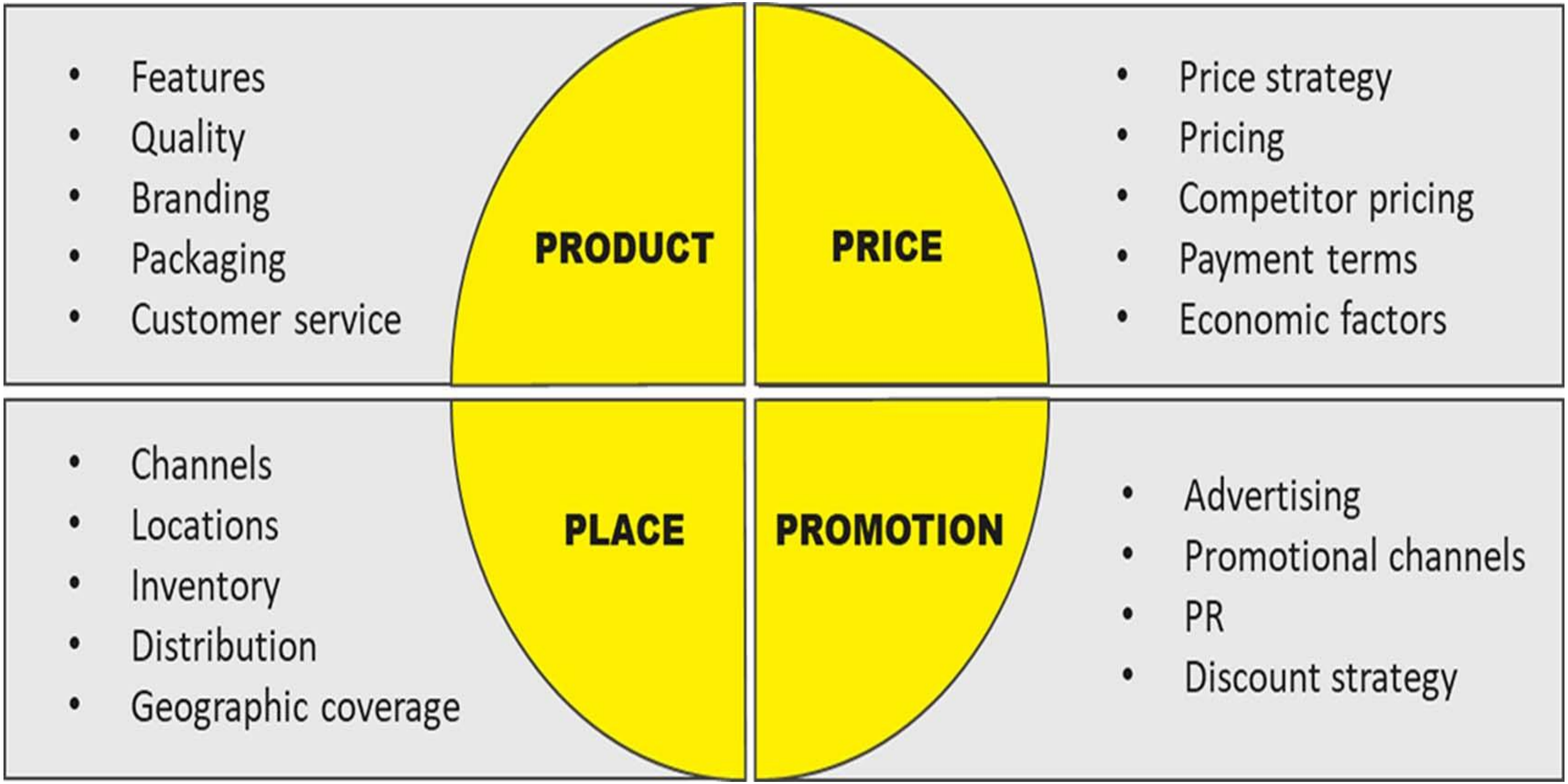
I. 4 P's in the international framework

1. Marketing Mix / 4P (Product, Price, Place, Promotion)

Theory summary

The marketing mix (often 4P) framework emphasizes that firms must design and coordinate their offering (Product), its Price, the distribution/Place, and the Promotion/communication strategy to match target markets.

In international settings, this mixes with the standardization vs adaptation dilemma (i.e., use the same mix globally vs tailor it locally).

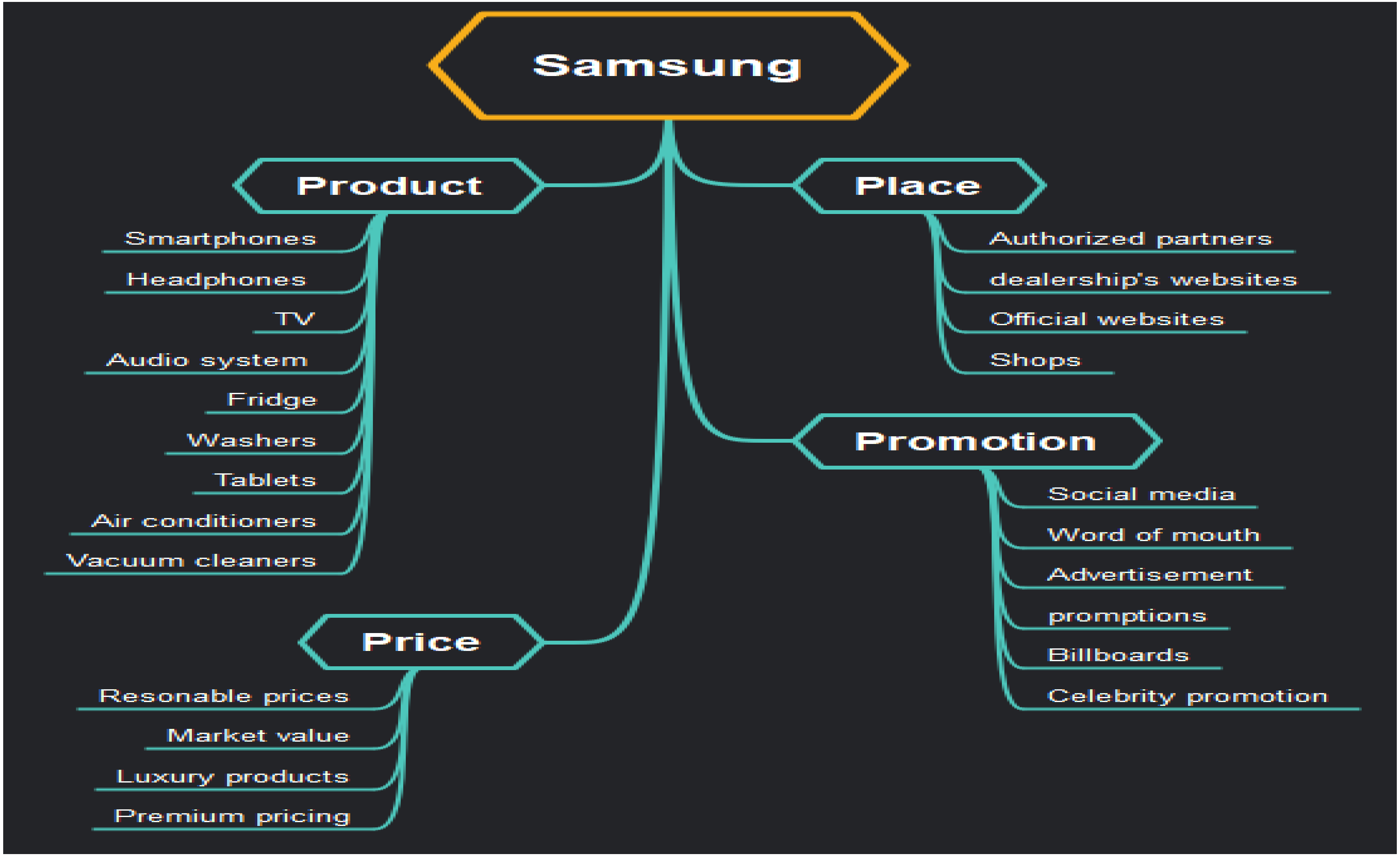

PRODUCT
Features
Quality
Branding
Packaging
Customer service
PRICE
Price strategy
Pricing
Competitor pricing
Payment terms
Economic factors
PLACE
Channels
Locations
Inventory
Distribution
Geographic coverage
PROMOTION
Advertising
Promotional channels
PR
Discount strategy

4 Ps of the Marketing Mix Defined

- **Product** includes use, design, packaging, quality, features, colors & size options.
- **Price** depends on packaging (including sizes), discounts, timing, location, shipping & other offer-related elements.
- **Place** includes retail, digital, phone, chat, fax & multi-channel options.
- **Promotion** consists of content, communications & messaging to persuade audience to buy.

Source: https://heidicohen.com/four-ps-of-marketing-mix

Samsung Marketing Mix

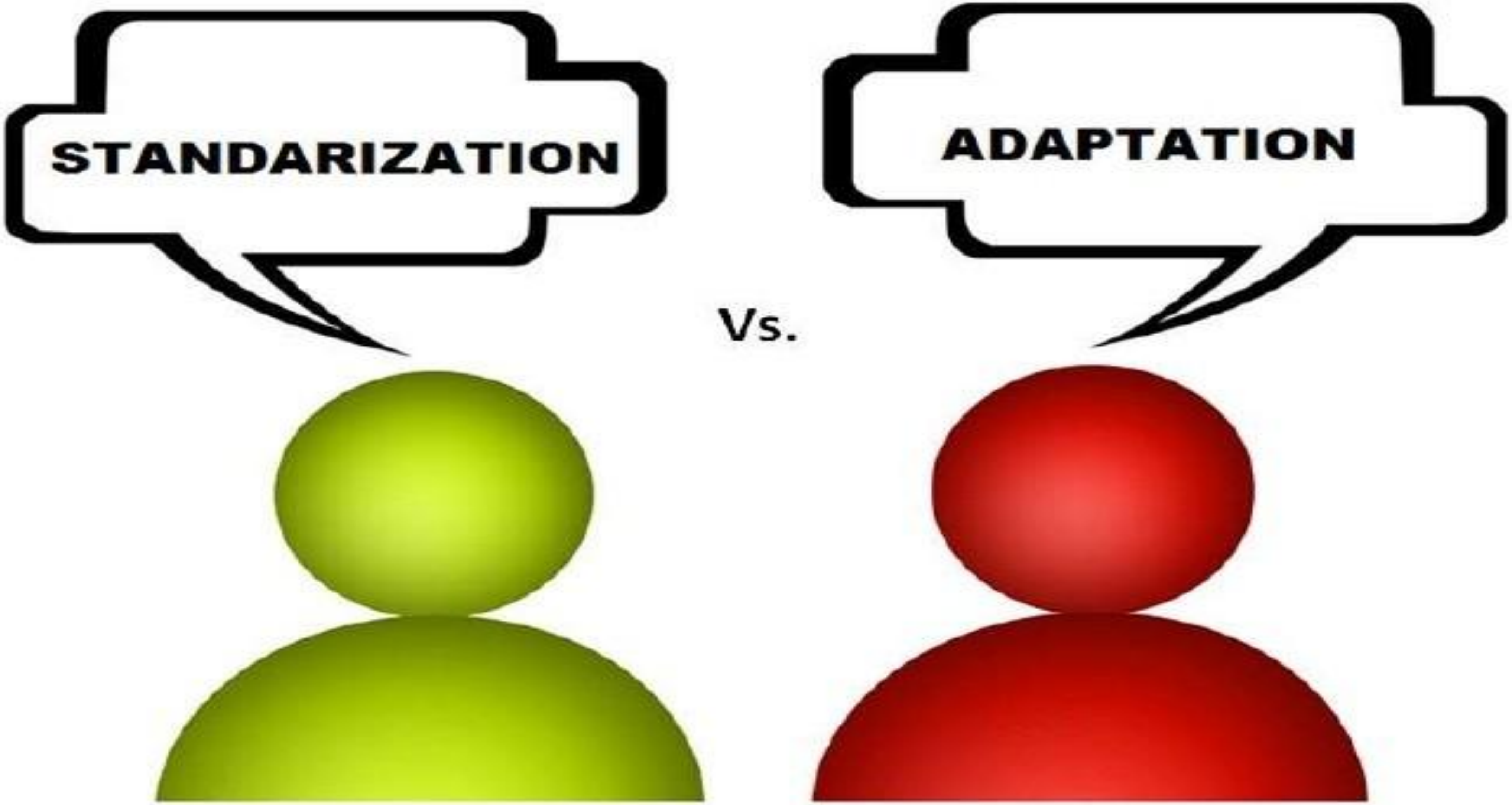

Samsung
Product
Smartphones
Headphones
TV
Audio system
Fridge
Washers
Tablets
Air conditioners
Vacuum cleaners
Price
Resonable prices
Market value
Luxury products
Premium pricing
Place
Authorized partners
dealership's websites
Official websites
Shops
Promotion
Social media
Word of mouth
Advertisement
promptions
Billboards
Celebrity promotion

- A case study looked at Samsung's marketing mix strategy across countries and found both standardisation and adaptation elements. (ijbmkt.org)
- For example, product features may be standard across many markets, but pricing, promotion, and distribution may be adjusted for local contexts.

2. Standardisation vs Adaptation (International marketing mix dilemma)

Theory summary

Firms expanding globally face the choice: **standardise** the marketing mix (same product, pricing, promotion globally) to reap economies of scale and brand consistency; or **adapt** to local market conditions (**culture, consumer preferences, regulation**) to increase relevance. (ExportPlanning)


STANDARIZATION
Vs.
ADAPTATION

	Standardization	Adaptation
Pros	• Economies of scale • Faster set up time • Single Coherent global image • Excellent monitoring of communication	• Respect local specifications and expectations • Excellent local image • Customers keep their landmark and feel noticed
Cons	• Possible loss of advertising effectiveness • Little reactivity and little flexibility • Can create negative reaction from neglecting local needs	• Higher cost • Time consuming and poor speed of execution • Difficulty to know what consumers really want

🌍 1. PRODUCT: Standardization vs. Adaptation

Standardization Example – Apple

- **Approach:** Apple standardizes its iPhone design, user interface, and brand experience globally.
- **Reason:** Maintains consistent premium image and simplifies production.
- **Result:** A unified global brand identity and cost efficiency.
- **Evidence:** The iPhone 15 looks and feels the same in Seoul, Paris, and New York — creating predictable brand expectations.

Adaptation Example – McDonald's

- **Approach:** Adapts menus to local tastes, religions, and customs.
- **Examples:**
    - *McSpicy Paneer* in India (vegetarian preference)
    - *Ebi Burger* in Japan (seafood preference)
    - *Kimchi Burger* in Korea
- **Result:** Local acceptance and cultural connection while maintaining the global golden arches image.

💰 2. PRICE: Standardization vs. Adaptation

Standardization Example – Rolex

- **Approach:** Keeps uniform global pricing to protect its luxury brand image.
- **Reason:** Avoids price disparity and maintains exclusivity.
- **Result:** Reinforces prestige and prevents gray-market reselling.

Adaptation Example – Unilever

- **Approach:** Practices *local pricing differentiation.*
- **Examples:**
  - Introduced sachet-sized shampoo and detergent in developing countries to reach low-income consumers.
  - Adjusts prices based on local purchasing power, currency value, and taxation.
- **Result:** Expanded global reach while staying affordable in emerging markets.

🚚 3. PLACE (Distribution): Standardization vs. Adaptation

Standardization Example – Amazon

- **Approach:** Global online distribution platform and consistent logistics structure (Prime delivery, same UX/UI).
- **Result:** Consistent shopping experience worldwide and strong brand recognition.

Adaptation Example – Coca-Cola

- **Approach:** Uses local bottling partners and distributors to adapt to local infrastructure and logistics.
- **Examples:**
  - "Manual Distribution Centers" in Africa using bicycles and small trucks for rural delivery.
  - Customizing packaging sizes for regional retail formats.
- **Result:** Universal availability with local efficiency.

📢 4. PROMOTION: Standardization vs. Adaptation

Standardization Example – Nike

- **Approach:** Maintains the global slogan "Just Do It" and inspirational sports branding worldwide.
- **Reason:** Builds a unified, emotional message that transcends cultures.
- **Result:** Global appeal among youth and athletes.

Adaptation Example – Coca-Cola

- **Approach:** Keeps the same brand theme ("Open Happiness") but localizes the execution.
- **Examples:**
  - Ads featuring Ramadan in the Middle East, Christmas in the West, and Chuseok in Korea.
  - Language, cultural norms, and holiday traditions reflected in visuals and music.
- **Result:** Deep emotional resonance in diverse markets.

III. Simulation by Team

Next week: Nov 12, 2025

- Team Presentation as to

- 1. Select global firms (two firms)
- 2. Show its standardization and adaptation in the 4 P’s
- 3. Explain the lessons from the cases

IV. Q&A