

УДК 339.138

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DOI: 10.32702/2306-6814.2025.5.27

INTERNATIONAL MARKETING AS THE BASIS OF GLOBAL BUSINESS: TRENDS, CHALLENGES AND DEVELOPMENT PROSPECTS

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МІЖНАРОДНИЙ МАРКЕТИНГ ЯК ОСНОВА ГЛОБАЛЬНОГО БІЗНЕСУ: ТЕНДЕНЦІЇ, ВИКЛИКИ
ТА ПЕРСПЕКТИВИ РОЗВИТКУ

The article explores current trends in the development of international marketing in the context of globalisation and digital transformation of the economy. The article analyses the key factors that determine modern approaches to marketing strategies in international markets, among which are the digitalisation of marketing communications, personalisation of consumer experience, integration of artificial intelligence and big data analytics.

Particular attention is paid to the adaptation of marketing strategies to the cultural characteristics of different regions, which contributes to increasing consumer loyalty and the effectiveness of brand positioning. It is proved that taking into account local traditions, customs, language and value orientations in the development of advertising campaigns increases consumer confidence in the brand and helps to strengthen its position in the market.

It is substantiated that the development of international marketing is largely determined by economic, technological, political and socio-cultural factors. In particular, the growth of world trade, the development of international economic unions, the introduction of advanced digital

technologies and changes in consumer behaviour create new opportunities and challenges for enterprises entering global markets.

An analysis of the levels of integration of enterprises into international marketing has allowed to outline the main stages of formation of international marketing activities: from occasional export operations to full global business integration. It is found that the effectiveness of companies' entry into international markets largely depends on their readiness to adapt marketing strategies, invest in technological solutions and introduce innovative approaches to managing customer relationships.

The main challenges faced by companies in international marketing, including geopolitical instability, environmental requirements, competition with local players and legal restrictions, are investigated. The author proves that compliance with environmental standards and social responsibility of companies are becoming important factors of competitiveness in international markets. In particular, enterprises that actively implement sustainable development and corporate social responsibility strategies have a better chance of building a positive image and long-term customer loyalty.

The article identifies prospects for the development of international marketing, including the use of artificial intelligence to predict consumer behaviour, the development of omnichannel marketing, the use of blockchain technologies in business processes, and the strengthening of brands' social responsibility. The introduction of advanced digital solutions, including big data analytics and machine learning, opens up new opportunities for precise targeting, personalisation of advertising campaigns and increased efficiency of marketing communications.

У статті досліджено актуальні тенденції розвитку міжнародного маркетингу в умовах глобалізації та цифрової трансформації економіки. Проаналізовано ключові чинники, що визначають сучасні підходи до маркетингових стратегій на міжнародних ринках, серед яких виокремлено цифровізацію маркетингових комунікацій, персоналізацію споживчого досвіду, інтеграцію штучного інтелекту та аналітику великих даних.

Окрему увагу приділено адаптації маркетингових стратегій до культурних особливостей різних регіонів, що сприяє підвищенню лояльності споживачів та ефективності позиціонування брендів. Доведено, що врахування локальних традицій, звичаїв, мови та ціннісних орієнтирів у розробці рекламних кампаній підвищує довіру споживачів до бренду та сприяє зміцненню його позицій на ринку.

Обґрунтовано, що розвиток міжнародного маркетингу значною мірою обумовлений економічними, технологічними, політичними та соціокультурними чинниками. Зокрема, зростання світової торгівлі, розвиток міжнародних економічних союзів, впровадження передових цифрових технологій та зміни у споживчій поведінці створюють нові можливості та виклики для підприємств, що виходять на глобальні ринки.

Аналіз рівнів інтеграції підприємств у міжнародний маркетинг дозволив окреслити основні етапи становлення міжнародної маркетингової діяльності: від випадкових експортних операцій до повної глобальної інтеграції бізнесу. Виявлено, що ефективність виходу компаній на міжнародні ринки значною мірою залежить від їх готовності до адаптації маркетингових стратегій, інвестування у технологічні рішення та впровадження інноваційних підходів до управління взаємовідносинами з клієнтами.

Досліджено основні виклики, з якими стикаються компанії в міжнародному маркетингу, зокрема геополітичну нестабільність, екологічні вимоги, конкуренцію з локальними гравцями та юридичні обмеження. Обґрунтовано, що дотримання екологічних стандартів та соціальна відповідальність компаній стають важливими факторами конкурентоспроможності на міжнародних ринках. Зокрема, підприємства, що активно впроваджують стратегії сталого розвитку та корпоративної соціальної відповідальності, мають більші шанси на формування позитивного іміджу та довгострокову лояльність споживачів.

Визначено перспективи розвитку міжнародного маркетингу, що включають застосування штучного інтелекту для прогнозування поведінки споживачів, розвиток омніканального маркетингу, використання блокчейн-технологій у бізнес-процесах, а також посилення соціальної відповідальності брендів. Впровадження інноваційних цифрових рішень, окрема

аналізу великих даних та машинне навчання, відкриває нові можливості для точного таргетингу, персоналізації рекламних кампаній та підвищення ефективності маркетингових комунікацій.

Key words: international marketing, strategy, international marketing factors, international markets, globalisation, digital transformation, integration, marketing communications.

Ключові слова: міжнародний маркетинг, стратегія, чинники міжнародного маркетингу, міжнародні ринки, глобалізація, цифрова трансформація, інтеграція, маркетингові комунікації.

GENERAL PROBLEM STATEMENT AND ITS CONNECTION TO IMPORTANT SCIENTIFIC AND PRACTICAL TASKS

In the modern economic environment, there is a phenomenon of global economic growth accompanied by active expansion of international trade. The annual increase in global trade indicates the intensification of integration processes, which necessitates the adaptation of companies to new operating conditions. For many companies that used to focus exclusively on the domestic market, international activities are becoming a key development strategy, as domestic reserves for increasing profitability are limited. No national economy is left out of these processes, as integration into the global economic system is an important factor in ensuring sustainable development. Thus, globalisation and internationalisation of economic activity determine new conditions of competition, forcing enterprises to increase their competitiveness and adapt to the requirements of the global market.

ANALYSIS OF RECENT PUBLICATIONS AND RESEARCH

The issue of international marketing development is the subject of active scientific research, which is reflected in the fundamental works of both foreign and Ukrainian scientists. Globalisation processes, digitalisation of the economy and growing competition necessitate the development of new conceptual approaches to international marketing aimed at improving the efficiency of enterprises in global markets.

Modern research in this area focuses on such aspects as the formation of digital marketing strategies, business adaptation to changes in the global market environment, integration of the latest technologies into marketing activities, and implementation of effective marketing practices that contribute to the competitiveness of Ukrainian enterprises in the international space. In particular, the scientific works of T. Tsygankova, T. Gordieieva, O. Ptashchenko, and Y. Radzikhovska discuss in detail the development of international marketing concepts in the context of the digital economy and innovative business models [7; 8; 10].

The analysis of strategic planning of international marketing activities, taking into account current trends and macroeconomic changes, is presented in the works of L. Bakhchivanzhy, I. Havryliuk, L. Galan, E. Garayeva, L. Donets, O. Yevtushok, O. Loshenyuk, N. Pacheva, S. Podzigun, I. Posokhova, V. Rozhko and other scholars. In their works, special attention is paid to the problems of

strategic positioning of companies in international markets, development of effective models of marketing communications and optimisation of the use of international marketing tools in the context of increased global competition [1; 3].

The studies of V. Bondaruk, T. Danyliuk, V. Krypyva, A. Lialyuk, V. Rozhko and others are devoted to the analysis of the most common marketing strategies used by enterprises when entering foreign markets. In particular, they consider models of standardisation and adaptation of marketing activities, principles of branding and product differentiation, as well as key factors of successful promotion of goods and services in the international environment [2; 4; 9].

However, despite the significant amount of scientific research in the field of international marketing, the peculiarities of modern transformations of this area as the basis of global business require further scientific research, which determines the relevance of this study.

PURPOSE OF THE STUDY

The article is aimed at studying international marketing as the basis of global business, defining the peculiarities of its formation and development in the modern economy.

PRESENTATION OF BASIC MATERIAL OF THE RESEARCH

In the current context of globalisation and digital transformation, international marketing research is gaining strategic importance, focusing on the adaptation of companies to the dynamic changes in the global market. Current trends in this area cover several key areas, including the digitalisation of marketing communications, personalisation of consumer experience, sustainable brand development, and integration of artificial intelligence into analytical processes (Fig. 1).

One of the leading trends is digital marketing and Big Data analytics, which allow companies to better understand consumer behaviour and optimise their marketing strategies on a global scale. In particular, the use of artificial intelligence and machine learning helps to increase the effectiveness of targeted communications, automate personalisation processes and analyse large amounts of data. Adapting marketing strategies to the cultural characteristics of regional markets remains an important research area. Taking into account ethnographic marketing, companies are developing localised approaches to brand positioning, which helps to increase consumer trust and loyalty. Sustainable marketing, which involves developing environmentally

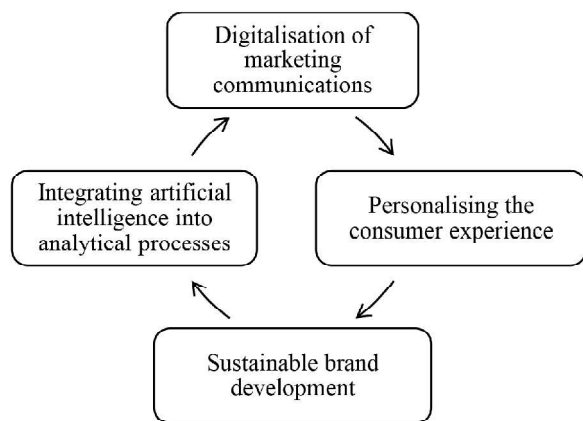


Fig. 1. Current trends in international marketing research

Source: compiled by the author on the basis of the sources studied.

responsible branding strategies, implementing corporate social responsibility principles and shaping environmentally conscious consumer choices, is also growing in importance. Another key trend is omnichannel in international marketing, which involves the integration of various platforms and communication channels to provide a single user experience regardless of the consumer's geographical location [4; 8; 10].

Thus, current research in international marketing focuses on a combination of technological innovation, adaptation to local markets, environmental responsibility and personalisation of customer interaction, which allows companies to compete effectively in the global environment.

Although the basic principles of marketing remain the same, its implementation in the international environment is significantly more complicated due to the need to take into account many additional factors. The main difference between domestic and international marketing is that the latter involves marketing activities in more than one country [2; 4; 6]. However, this seemingly insignificant difference leads to a large-scale complication of marketing strategies and requires a fundamental diversification of tactical decisions.

The development of international marketing is driven by a complex of economic, technological, political and socio-cultural factors. The key economic factors include the growth of world trade as a result of deeper integration processes, the formation of international economic unions (in particular, the EU, NAFTA) and the growing demand

for global goods in developing countries, which is explained by the increase in the level of welfare of the population. Technological prerequisites include progress in transport (in particular, the development of container shipping and high-speed aviation), as well as the digitalisation of business processes and the introduction of modern information technologies. Socio-cultural factors are driven by the globalisation of cultural values and the unification of consumer habits across countries. Political factors traditionally include the liberalisation of international trade, the conclusion of free trade agreements and the reduction of barriers to international economic interaction [5; 9; 10].

One of the key features of international marketing is the need to work in two areas: 1) global level — development of a general international marketing strategy based on unified approaches to branding, positioning, communication policy and assortment management; 2) local level — adaptation of marketing activities to the specifics of each individual market, taking into account national peculiarities of consumer behaviour, cultural traditions, legal norms and economic conditions. This dual nature of international marketing determines the complexity of its implementation, as each foreign market is characterised by its own set of uncontrollable factors, including the macroeconomic environment, political situation, level of technology development, socio-cultural characteristics, competitive environment, etc. Therefore, the effectiveness of marketing activities depends on the company's ability to adapt its strategies to the conditions of each specific country.

The main tasks of international marketing include:

- analysis of international markets — researching the needs and behaviour of consumers in different countries, studying their cultural values, socio-economic characteristics, and assessing the level of demand for goods or services;
- development of effective marketing strategies — identifying ways to position the brand, adapting products to local preferences, developing unique approaches to communication with target market segments;
- organisation of international operations — creating efficient logistics systems, managing sales channels, conducting advertising campaigns and forming partnerships with local businesses;
- ensuring competitiveness — optimising costs through the use of global supply chains, implementing

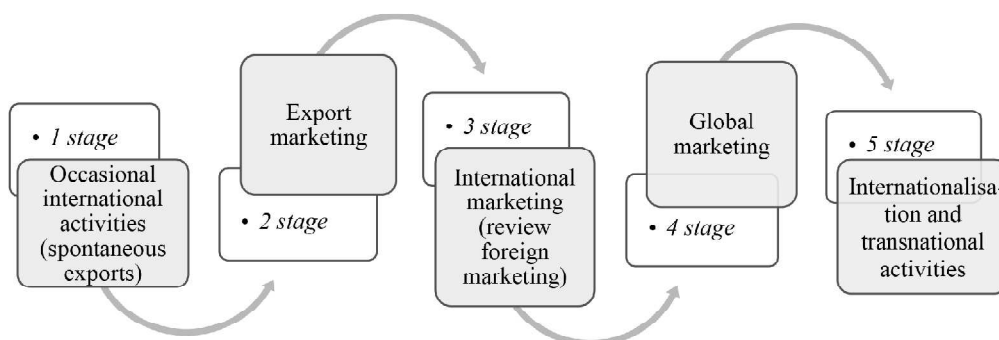


Fig. 2. Stages of formation and development of international marketing

Source: compiled by the author on the basis of the sources studied.

modern technologies and searching for new market opportunities [1; 3; 10].

The process of enterprises entering the international market is gradual and reflects the level of their integration into the global economy. In general, several key stages can be distinguished (Fig. 2).

1) Occasional international activity (spontaneous export). At this stage, the company does not plan systematic activities abroad and sells its goods or services to foreign customers on an occasional basis. Such activities are often limited to single orders and do not involve in-depth analysis of market conditions and significant changes in the company's business model. At this stage, the company's international activities are limited to the sale of goods abroad without further support for their sale. The exporter's responsibility ends when the goods are sold and delivered to the buyer. As a rule, the company does not monitor the market or the behaviour of the goods after they are sold. The distinctive features of this stage are: the absence of a specialised marketing department to work in foreign markets; sales are made through intermediaries or by direct requests; minimal adaptation of the product to the needs of the foreign consumer.

2) Export marketing. This stage is characterised by a systematic approach to exports. The company begins to explore foreign markets, modify its products to meet the needs of foreign consumers and create strategies to expand its presence. Characteristic features of this stage are: analysis of market conditions in specific countries; use of local intermediaries for distribution; adaptation of products to the requirements of foreign markets (e.g. packaging, language, certification).

3) International marketing (review foreign marketing). At this stage, the company fully integrates international activities into its development strategy. It not only exports products, but also opens representative offices, conducts market research and adapts business processes to each specific market. The use of complex marketing tools (promotion, pricing, market segmentation), the establishment of local representative offices, joint ventures or subsidiaries, and the expansion of forms of foreign economic activity (franchising, licensing, scientific and technical cooperation) are key characteristics of this stage.

4) Global marketing. This stage reflects the highest level of company integration into the global economy. Global companies view the world as a single large market, where the development and implementation of marketing strategies is carried out at the global level, but with due regard for local specifics. This includes not only sales, but also procurement, research and development, human resources, finance and other areas of activity. The company operates as a supranational structure with a market-oriented approach to management. Global marketing is characterised by the distribution of production facilities, resources and research and development activities around the world; global branding, but with local consumer preferences in mind; centralised management with a certain level of decentralisation at the local level.

Table 1. Obstacles to the development of international marketing

Obstacles	Contents
Economic	• High customs tariffs, import/export restrictions – customs restrictions remain a key challenge for many companies. High tariffs can significantly increase the cost of products on the market, reducing their competitiveness; • Economic instability – currency fluctuations, recessions and inflation complicate financial planning for companies.
Cultural	• Language barriers and cultural differences (failure to take into account cultural nuances can lead to the failure of marketing campaigns); • Adapting the product to local traditions (the product may not meet the cultural or religious norms of consumers).
Legal	• Differences in regulatory requirements (legal requirements for product certification, safety or advertising may differ); • Sanctions and trade restrictions (political sanctions may limit access to certain markets).
Competition	• dominance of local players (in many markets, local companies have a better understanding of consumer preferences and a stronger position); • low loyalty to foreign brands (consumers may prefer local producers due to patriotism or a higher level of trust).

Source: compiled by the author on the basis of the sources studied.

5) The stage of internationalisation and transnational activities is a further development of global marketing, when a company becomes a multinational corporation. It not only sells products in other countries, but also actively attracts resources, investments and innovations from all over the world. This stage is characterised by a flexible organisational structure that allows for adaptation to the conditions of many countries; interdependence of production and distribution processes between countries; and maximum integration of local markets into the company's global strategy [2; 3].

Thus, the stages of involvement in international marketing demonstrate the gradual evolution of companies from occasional export activities to full global integration. Each stage involves an increased level of strategic planning, resource mobilisation and adaptation to international conditions. Successful transition between these stages depends on the company's ability to respond to global market challenges, implement innovations and take into account the specifics of each market.

Today's international marketing is characterised by at least three key challenges: first, geopolitical instability and risks (impact of war, sanctions, trade restrictions); second, environmental requirements for business (green tariffs, carbon footprint, sustainability requirements); and third, competition with local players with a deep understanding of the regional market. The obstacles to international marketing remain significant and are constantly changing under the influence of economic, cultural, legal and competitive factors. Current examples demonstrate the need for companies not only to adapt to market specifics, but also to be prepared for rapid changes in the international environment, including political instability, cultural challenges and fierce competition (Table 1).

The prospects for the development of international marketing are as follows: the use of artificial intelligence to analyse big data and predict consumer behaviour; development of meta-universes as a new platform for international marketing; the growing role of personalisation of marketing strategies through digital tools; support

for the principles of ethics and social responsibility in international markets.

CONCLUSIONS AND PROSPECTS FOR FURTHER RESEARCH

Thus, international marketing is a complex multi-level process that integrates global strategies with local tactical approaches. Its effective implementation requires an integrated approach that includes a comprehensive analysis of international markets, adaptation of marketing strategies to the specifics of target regions, effective management of international operations and cost rationalisation. Successful companies operating in a dynamic global environment achieve competitive advantages through the optimal combination of standardisation and adaptation, which allows them to maintain flexibility and efficiency in their international activities.

Promising areas for further research include analysing the impact of artificial intelligence, big data technologies and blockchain solutions on the development of international marketing, improving omnichannel promotion strategies, and adapting marketing tools to the unstable conditions of the global economy and crisis phenomena. The further integration of digital technologies into the marketing activities of enterprises will help to increase their competitiveness and ensure sustainable development in international markets.

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Стаття надійшла до редакції 24.02.2025 р.