

Lyu Xiude

School of Business of BSU, Minsk, Belarus, 18253339110@163.com

A STUDY OF TRANSFORMATIONAL TRENDS IN INTERNATIONAL MARKETING IN THE DUAL CONTEXT OF GLOBALISATION AND DIGITALISATION

With the advent of globalisation and digitalisation, the face of international marketing is undergoing unprecedented changes. This study aims to explore the transformational trends of international marketing in the context of globalisation and digitalisation, and to provide a systematic analysis and overview of its development. The article first analyses the evolution of international marketing in the context of globalisation and how this context is driving the transformation of marketing strategies. Further, the study looks at the advancement of digital technologies, especially tools and channels such as big data, artificial intelligence, and social media, and how they are influencing consumer behaviour and bringing about revolutionary changes in marketing strategies. Issues related to cross-cultural marketing strategies are also discussed, including how cultural differences affect marketing strategies in the global marketplace and how marketers can implement localised and globalised standardised strategies in different markets. The study also focuses on legal and ethical issues in the international marketing environment, exploring the importance of intellectual property protection in international trade, legal constraints in cyberspace, and the challenges of transnational privacy protection.

Keywords: *globalisation, digitalisation, international marketing, marketing strategy transformation, cross-cultural marketing, digital marketing, law and ethics*

Люй Сюйдэ

Институт бизнеса БГУ, Минск, Беларусь, 18253339110@163.com

ИССЛЕДОВАНИЕ ТРАНСФОРМАЦИОННЫХ ТЕНДЕНЦИЙ В МЕЖДУНАРОДНОМ МАРКЕТИНГЕ В ДВОЙНОМ КОНТЕКСТЕ ГЛОБАЛИЗАЦИИ И ЦИФРОВИЗАЦИИ

С приходом глобализации и цифровизации лицо международного маркетинга претерпевает беспрецедентные изменения. Цель данного исследования – изучить трансформационные тенденции международного маркетинга в контексте глобализации и цифровизации, а также представить систематический анализ и обзор его развития. Сначала в статье анализируется эволюция международного маркетинга в контексте глобализации и то, как этот контекст стимулирует трансформацию маркетинговых стратегий. Далее в исследовании рассматривается развитие цифровых технологий, особенно таких инструментов и каналов, как большие данные, искусственный интеллект и социальные медиа, и то, как они влияют на поведение потребителей и приводят к революционным изменениям в маркетинговых стратегиях. Также обсуждаются вопросы, связанные с кросс-культурными маркетинговыми стратегиями, включая то, как культурные различия влияют на маркетинговые стратегии на глобальном рынке и как маркетологи могут реализовывать локализованные и глобализованные стандартизированные стратегии на разных рынках. Исследование также фокусируется на правовых и этических вопросах в международной маркетинговой среде, изучая важность защиты интеллектуальной собственности в международной торговле, правовые ограничения в киберпространстве и проблемы транснациональной защиты частной жизни.

***Ключевые слова:** глобализация, цифровизация, международный маркетинг, трансформация маркетинговой стратегии, кросс-культурный маркетинг, цифровой маркетинг, право и этика*

Against the dual background of globalisation and digitalisation, international marketing is undergoing unprecedented changes. Globalisation has not only enhanced economic ties between countries and facilitated the rapid development of cross-border trade, but also strengthened cultural exchange and integration. The borders between countries are gradually blurred, and the traditional marketing model can no longer meet the needs of the global market. At the same time, the wave of digitalisation has profoundly reshaped marketing approaches and strategies, thus bringing new challenges and opportunities for international marketing. This study aims to deeply analyse the impact of globalisation and digitalisation on international marketing, to study the transformation mode and strategy of international marketing in the new situation, and to provide theoretical and practical guidance for enterprises to formulate international marketing strategies that keep up with the trend of the times.

According to the statistics of the World Trade Organisation (WTO), the growth of global trade in the past decades has exceeded the growth rate of the world economy, showing the trend of internationalisation of market and demand. Globalisation has had a far-reaching impact on international marketing, driving changes and transformations in international marketing strategies. Due to the diversification of market demand and the differentiation of consumer behaviour, the traditional product standardisation strategy has gradually lost its competitiveness. It is replaced by market segmentation strategy, i.e. precision marketing for specific market segments in specific countries or regions.¹ [1].

International marketing strategies have shifted from a product-orientation in the 20th century to a customer-orientation in the 21st century to a value and relationship-orientation today. Facilitated by the use of digital technologies, this transition has shown a deeper and more complex development. The traditional product-oriented marketing strategy focuses on the functions and features of the product, and conveys the value and advantages of the product through marketing and advertising. Today, with the widespread use of digital technologies, international marketing strategies have further evolved to become value and relationship oriented. The application of digital technology has facilitated the development of big data analytics, customer relationship management and market segmentation, providing companies with deeper customer understanding and service.² [2].

By analysing the strategic shifts that Coca-Cola has adopted in the global market, it can be seen how it has stretched from a single marketing strategy to territorial and personalised marketing. Coca-Cola's advertising strategy has shifted from broad global themes to more targeted local cultural incorporation and personalised digital marketing campaigns.

In the early days, Coca-Cola used a global marketing strategy that was universally applicable. Regardless of the country, Coca-Cola delivered the same advertising themes and images, emphasising the values of pleasure, friendship and shared enjoyment. However, as globalisation progressed, Coca-Cola realised the importance of geographical differences in marketing. They began to incorporate local culture and values into their advertisements to better meet the needs of consumers in different countries and regions. For example, in the Chinese market, Coca-Cola has tied its products to local culture by highlighting traditional Chinese festivals and cultural symbols, enhancing consumers' sense of identity and emotional connection.

Meanwhile, with the advent of the digital era, Coca-Cola is gradually turning its attention to personalised digital marketing campaigns. They establish more direct and personalised interactive connections with consumers by using digital tools such as social media platforms and mobile apps. Coca-Cola has launched various personalised promotions such as customised beverage packaging

and personalised advertising pushes to meet consumer demand for personalised products and experiences.

Coca-Cola's marketing strategy in the global market has shifted from globalisation to territorialisation and personalisation, while increasing its digital marketing efforts. This shift has enabled Coca-Cola to better meet the needs of different regions and consumers, increasing the brand's competitiveness and market share in the global market.

Globally, the trend towards digitisation is becoming more pronounced along with the rapid development of digital technology. According to a report by the International Data Corporation (IDC), the value of the global digital economy is expected to reach tens of trillions of dollars, climbing year by year as a share of global GDP. The digital trend, with its wide range of applications and far-reaching impact, is changing the ways and rules of the world in every field, including international marketing. The boom in digital technology has created enormous opportunities and challenges for international marketing.³ [3].

With the development of technologies such as big data analytics, artificial intelligence, the Internet of Things and cloud computing, traditional international marketing strategies are rapidly transforming into digital smart marketing. These technological advances have not only improved the accuracy of marketing campaigns, but also expanded the boundaries of the market. In the past, traditional international marketing strategies relied heavily on market research and manual experience. However, with the advent of big data analytics, companies can leverage massive data resources to gain deep insights into consumer behaviour and preferences.

In today's digital age, digital marketing tools and channels play a crucial role in international marketing. Digital marketing tools cover multiple dimensions such as search engine optimisation (SEO), content marketing, email marketing, social media and mobile marketing. With their efficiency, traceability and flexibility, these tools offer a wide range of marketing opportunities for businesses and brands.

The way consumers access information has evolved with digital media, for example, according to a Statista report, more than 50 per cent of consumers seek product information through social media. At the same time, consumer expectations of brand interactions and purchase channels are shifting, forcing companies to incorporate more digital elements into their international marketing strategies. With the popularity of the Internet and the rise of social media, the way consumers access information has changed dramatically. In the past, consumers learnt about products and brands mainly through traditional media such as TV, radio and newspapers. However, with the rapid development of digital media, consumers can now easily access the information they need through internet search engines, social media platforms and e-commerce websites.

Culture has a profound effect on consumer behaviour, and understanding and respecting the cultural differences of the target market is key to successful international marketing. Differences ranging from values, beliefs, and communication habits to consumption habits require international marketers to conduct in-depth market research and cultural learning. In the process, companies should adopt appropriate strategies to overcome cultural barriers and build connections between brands and consumers.

Finding a balance between pursuing global consistency and respecting local cultural identities in international marketing strategies is an important issue in the process of internationalisation. Localisation strategies focus on adjusting and adapting to the specific culture and needs of the local market, while global standardisation strategies emphasise the maintenance of a consistent brand image and product standards across the globe. The choice of strategy should be based on an in-depth understanding of the differences in the target market and the company's own internationalisation goals.

In digital marketing, language is not only a communication tool, but also an important vehicle for cultural expression. An effective cross-cultural digital marketing strategy needs to take into account language differences and cultural contexts in content creation, keyword optimisation and social media communication. By adopting localised language strategies and cultural symbols, brands can better resonate with their target users, thereby increasing brand awareness and market share.

Cross-cultural marketing faces multiple challenges including language barriers, cultural misunderstandings and differences in consumption habits. However, with the integration of the global economy and the development of digital technology, cross-cultural marketing also brings unprecedented opportunities. Enterprises can make use of digital tools and platforms to collect a large amount of market data and analyse in depth the preferences and behaviours of consumers in different cultures, so as to develop more accurate and effective marketing strategies.

In a globalised economy, the international trade legal environment provides the legal basis and normative framework for MNCs to operate in overseas markets. According to the Agreement on Trade Facilitation of the World Trade Organisation (WTO), member states should simplify customs procedures, reduce import and export costs and improve efficiency, with the aim of facilitating smooth global trade.

Intellectual property protection is one of the core factors in international marketing. Especially in the digital age, marketing practices are increasingly dependent on innovation and the protection of intellectual property rights.

As marketing activities rely more and more on digital platforms and tools, legal constraints and ethical considerations in cyberspace have become urgent topics of concern. In the digital age, the collection, processing and storage of personal information has become an important part of online marketing for businesses. In order to protect users' data privacy and ensure data security, Europe has enacted the General Data Protection Regulation (GDPR), which provides clear legal guidance on the use of personal information in cyberspace.

Personal privacy protection and data security are particularly important in a transnational environment. With globalisation and digitalisation, companies need to process and use consumer data in their international marketing processes in accordance with the privacy laws and consumer privacy expectations of different countries. This includes compliance with local data protection laws.

Against the backdrop of both globalisation and digitalisation, businesses in emerging markets are facing unprecedented opportunities and challenges. Particularly in Asia and Africa, some companies have gained significant market share growth through innovative marketing strategies. Through the use of mobile payments and social media platforms, these businesses have been able to more effectively reach a wide range of consumers, especially those who were previously hard to reach due to geographic or economic reasons. The implementation of such strategies not only increases brand visibility, but also promotes consumer engagement and loyalty.

Traditional industries, such as manufacturing and agriculture, are undergoing a digitisation-driven transformation. In manufacturing, for example, many companies are improving productivity and product quality through the introduction of advanced manufacturing technologies (e.g., 3D printing), Internet of Things (IoT) devices and artificial intelligence (AI). On the marketing front, these companies are engaging consumers with personalised marketing strategies through digital means, such as establishing online platforms and using big data to analyse consumer needs. These transformation initiatives not only help to reduce costs, but also increase new sources of revenue and enhance the competitiveness of enterprises in the international market.

In summary, international marketing has undergone a significant transformation trend under the dual background of globalisation and digitalisation. Enterprises are no longer limited to traditional marketing methods, but need to use digital technology to expand market influence and en-

hance competitiveness. With the continuous development of digital technology and the acceleration of globalisation, the transformational trend of international marketing will continue to influence the pace of internationalisation and market penetration strategies of enterprises. In the future, as technology continues to innovate and markets continue to change, international marketing will face more opportunities and challenges, and at the same time need to continuously adapt and adjust their strategies to meet the development of the era of globalisation and digitalisation.

References

- 1 赵丽仪.精一创业领导力对专精特新企业竞争优势的影响机理研究[D]. 吉林大学, 2023. DOI:10.27162/d.cnki.gjlin.2023.007106.
- 2 赵文丽.企业数字能力对国际化绩效的差异化影响研究[D]. 华南理工大学, — 2022. DOI:10.27151/d.cnki.ghnlu.2022.005020.
- 3 何婵娟.TB公司美国市场营销策略优化研究[D].浙江工商大学, 2022. DOI:10.27462/d.cnki.ghzhc.2022.000596.