

INTERNATIONAL BUSINESS MARKETING IN FRANCE, INDONESIA, INDIA AND CHINA

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Abstract

In the current era of globalization where the rapid economic growth of every country, both developed and developing countries in the world, has created a tremendous demand pull, especially in densely populated countries such as France, Indonesia, India and China. On the other hand, computerization technology, communication, information, transportation and product innovation are increasingly sophisticated from time to time. This technological advancement has become one of the main drivers for world business to become increasingly global. In this study the authors used a descriptive qualitative research method, where this research method is based on the philosophy of postpositivism which is used to examine objects with natural conditions where the researcher is the key instrument (Sugiyono: 2012).

Keywords: *Globalization, International Marketing, International Business*

1. Background

The rapid economic growth of every country, both developed and developing countries in the world, created a great demand pull, especially in densely populated countries such as France, Indonesia, India and China. On the other hand, computerization technology, communication, information, transportation and product innovation are increasingly sophisticated from time to time. This technological advancement has become one of the main drivers for world business to become increasingly global. A colossal technological rush is sweeping the world's businesses globally. The success of a business in an increasingly global marketing environment where the boundaries between one country and another are getting thinner, will be determined by the marketing strategy developed to win the competition in the international market. Marketing planning is a form of management process that leads to a marketing strategy, where the main goal is to achieve marketing objectives, so that it is carried out through a series of processes and systematic coordination to arrive at a mixed marketing planning solution. The economic sector, which is an important element of the international marketing environment of the world's countries, is developing from pre-industrial which is extractive to industrial which is manufacturing and finally to post-industrial which is processing and recycling services. The economic environment is developing from the primary sector, namely agriculture, mining, fisheries, forestry, petroleum and gas to the secondary sector, namely production of finished goods, manufacture of durable and non-durable goods, and heavy construction. The next trip is to the tertiary sector, namely transportation and utilities, and its most recent development is to the trade, finance, insurance and real estate sectors (Warren J. Keegan, 1995).

There are many streams in international marketing. Among them are adhered to by Keegan (1995), who formulated that initially business was domestic, where the focus, vision, orientation, strategy, structure and style of marketing operations were limited to the local market. Companies need to know what their weaknesses and strengths are to prepare for competition, which will help them know the company better and take advantage of every opportunity. A company's marketing strategy must apply principles that are superior to other companies along with a dynamic company, and a company must also break old habits that are not working and continue to innovate in its

marketing strategy. In an era where producers are not imposing their will on consumers, but now consumers are imposing their will on producers. According to Michael R. Czinkota and Ilkka A. Ronkainen (2013) International marketing is the application of marketing principles within a national boundary environment. This involves planning, executing and controlling programs designed to create, reward and maintain beneficial exchanges with outsiders. International marketing is a strategy for companies to sell products to outsiders in order to win the competition in the international market.

2. Literature Review

Marketing is one of the main activities that must be carried out by goods and service companies to maintain the continuity of their business. This is because marketing is one of the company's activities that deal directly with consumers. Therefore, marketing activities can be interpreted as human activities related to the market. Kotler (2001) proposed the definition of marketing as working with target markets to realize potential exchanges to satisfy human needs and wants. Therefore, marketing success can be regarded as the key to the success of a company. According to Stanton (2001) marketing is the entire operating system of a company that is focused on planning, pricing, advertising, and distributing services or products that meet customer demands, both current and prospective buyers. Hani, Basundan (2004:4) marketing is a collection of operationscomprehensive strategy focused on developing, pricing, upgrading, and distributing goods and services that meet the demands of current and potential customers.

Philip Kotler (1986) International marketing is the process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods, and services to create satisfactory exchanges in a sphere that crosses national boundaries. According to Theodore Levitt (1983) international marketing isthe company's efforts to expand their market coverage overseas. The concept adapts the company's marketing strategies and programs to the needs and preferences of customers in various countries. According to the definition above, international marketing is the process of buying and selling and promotion between producers and consumers or domestic companies and foreign companies that cross different national borders, cultural assimilation, and different politics to fulfill the desires and aspirations of customers to maintain quality and the continuity of the company's business.

3. Research Methods

In this study the authors used descriptive qualitative research methods, according to Sugiyono (2012) descriptive qualitative research methods are research methods based on the philosophy of postpositivism which are used to examine objects with natural conditions (real conditions, not set or in experimental conditions) where the researcher is key instrument. Study literature is done by reading, taking notes, and processing library materials that are organized chronologically or thematically. According to Zed (2008) literature study is a series of activities or methods for collecting data, be it library data, readings and much more that functions to manage research materials later.

4. Theory Study

International Marketing

International marketing is defined as marketing that spans one or more countries. Globalization is the marketing activities of multinational corporations that do business around the world in several countries by utilizing global marketing tactics, global markets and global standard products. International trade is the exchange of goods and services between residents of a country and residents of other countries on the basis of a mutual agreement. The complexity of international marketing:

1. Sellers and buyers are separated by national borders.
2. Goods must be sent and transported from one country to another according to the rules that differ from each country.
3. Countries have differences in language, currency, ratings and scales, and trade laws.

Stages of Becoming International Marketing:

Like every business in this world, it definitely requires good marketing planning techniques to promote the development of a company. In this case there are several stages to become international marketing namely as follows:

1. No foreign marketing. The corporation has maintained contact with communities around the world, but not for a lack of initiative or a lack of business to advertise overseas. The company's goods circulate in international markets as a result of orders from abroad, foreign clients visiting the company, or on behalf of exporters.
2. Infrequent foreign marketing. International marketing Rarely does a company start marketing to foreign markets, but only if it has excess production. If the domestic market can still pick it up, this activity will be stopped. At this point, neither the organization nor its goods are adapted to the world market.
3. Foreign marketing regular. That is manufacturers have planned to sell their products in the international market. Marketed both directly and through domestic and international distributors.
4. Global marketing operations. In this section, producers are required to participate in international events throughout the world. Its activities are not limited to marketing, but there are also planned production operations and organizations that can compete in the global market.

Globalization and market competition require all managers to be aware of the global environment. International marketing is described as the performance of commercial operations, including the pricing, promotion and distribution of goods and services to customers/consumers in more than one country for profit. This industry is a contributor to GDP or gross domestic product in developed countries including France and other developed countries and the main source of employment in both developed and developing countries. In developing countries, the predominant service sector includes low-skilled activities such as wholesale and retail, tourism, customized services. In developed countries, apart from low-skill and technology-intensive services, high-tech and high-tech service sectors such as media, software, finance, professional services and business dominate the service sector. In most industrialized countries, the service sector also contributes more than the manufacturing sector in terms of foreign direct investment. However, the first multilateral agreement on world trade in services was not signed until 1994. International trade in services is very significant in the economies of many developed countries (Dhea, Nuri : 2021).

Steps In Entering The Market

To enter the global market, the company must also go through several steps as explained by Tjiptono (2008: 328) as follows:

1. Segmentation Process
Selection of the target market begins with market segmentation, namely how to divide and classify each country into homogeneous groups. Each segment has relatively the same characteristics in terms of their ability to respond to different aspects of their marketing strategy. The segmentation process consists of the following five steps:

- a. Add market segmentation to segment global market.
- b. Group all countries into homogeneous groups with the same characteristics according to the criteria or measures used to classify markets.
- c. Determine the theoretically most efficient service method for each group or segment.
- d. Select the group that makes the best choice between the company's capabilities (products, services, strengths) and the needs of that group.
- e. Adjust the ideal classification above with the obstacles you face in the real world (legal and political barriers, cultural barriers, etc.).

2. Marketing Research Process

Participating in global marketing requires companies to gather information that is useful for understanding the consumer environment, global competitors and the countries where they are marketed. The global marketing research process consists of several stages (Budiarto and Tjiptono, 1997:331):

- a. Perform a situational analysis of the global marketing environment.
- b. Identify emerging marketing problems.
- c. Decide what goals you want to achieve.
- d. Assessment of the value of research for companies.
- e. Develop a research plan.
- f. Do market research.
- g. Prepare marketing reports.

Marketing research is the initial steps taken by a company to determine a country's global market demand. The data collected was then analyzed for later research so that it could be evaluated. In international marketing, companies also need to optimize efforts to face global competition with other companies due to differences in language, culture, law, politics and international trade regulations, so that a manager can make the right decisions in global marketing strategy.

3. Strategy Selection Criteria

Kotabe and Heisen (2004) put forward several criteria that will influence the choice of entry strategy to be used, namely:

- a. Market size and growth
- b. Risk
- c. Host country government regulations
- d. Competitive environment
- e. Regional infrastructure (market and economy)
- f. Internal company resources, assets and capabilities
- g. flexibility

International Business Structure

1. International Division Structure

The international divisional structure divides domestic and foreign institutional activities into creating segregated structures for foreign trade. The country's output area with a specific view is arranged according to the residential area of the institution carrying out its commercial activities. The whole country has one manager who is in charge of all production and marketing of institutional goods or services in each area. Thus, parts of institutional units based in other regions

run their own businesses consisting of manufacturing, marketing, sales and financial activities (Fatya: 2023).

2. International Area Structure

The international territorial structure divides institutional worldling activities into specific regions and surface areas of the earth. In the end, all regions and regions have a CEO who directs institutional business activities in their area or region. The business area has sections in special divisions, namely payment, production, trading, retail, research and even development, and accounting. Another thing, for the entity is inclined to worry about its own strategy. However, the management of the parent company continues to make decisions related to the company's general strategy and coordinate between different entities (Fatya: 2023).

3. Global Product Structure

The global product structure divides the business into creation sections. The institutional chart is adjusted according to value to produce a variety of products within its division. The results are used in showing the basic representation of the institutional universal product. These results show that the institutional center has several production departments, in fact each department has a supervisor. For example, in each business segment, the cell phone division lists production areas, each region Vietnam, Indonesia, Singapore and even Thailand. All divisions have their own marketing, management resources, tracking and improvement and outside departments (Fatya: 2023).

4. Universal Matrix Structure

The global matrix structure divides the command system between product divisions and regions. The chain of command can be interpreted as a line of authority (from senior managers to employees) that describes schemes and relationships in reporting. As a whole the leadership reports to two central leaders, namely the manager of the goods section and the manager of the regional surface area. All of these processes have the meaning of a general matrix structure, which is to create a network of product groups and regional managers for decision making (Fatya: 2023).

5. Results and Discussion

As mentioned in the explanation above, in the era of globalization with technological advances, competition is getting tougher by fighting for market share and opportunity shares. Most businesses or ventures have improved their ability to predict the future to take advantage of new capabilities that will emerge. Companies that thrive on competition are those that can see the potential of the future and have increased their ability to exploit that potential early on. The description above has explained how international marketing has a very positive effect on companies so that they can face competition in the global arena. To face this competition, companies need to analyze data regarding foreign business or international trade because each country has many differences in terms of language, race, culture, law, politics, and trade regulations for each country. Therefore it is necessary for companies to carry out international marketing strategies so that decision making is not wrong and it is necessary for companies to evaluate every decision or activity carried out. For Indonesian businesses, they still haven't seen the potential value of the global market. It is clear that the majority of corporations that dominate the Indonesian market have not dared to expand their companies into the international market. According to Maulana (1999), referring to Keegan (1999) all the world's companies currently only have two choices: to become a world-class company or not at all.

This implies that in order to survive and develop as a business, every company must be able to compete on a global scale. Companies that are unable to compete on a global scale will be eliminated sooner or later. To face the future potential, the role of international marketing is very important for companies and also to improve management effectiveness it is necessary for companies to study the structure of international business. International marketing is also important for the businessss Indonesia because Indonesia has the fourth largest population in the world which

can make Indonesia a potential market in the future. This is due to Indonesia's great diversity on all fronts: political, economic, social, cultural and geographical.

6. Conclusion

Today's global economy is no longer a matter of choice on the part of corporations, companies no longer consider themselves able to avoid globalization by not entering markets beyond their own reach. However, sooner or later any company will face the so-called globalization tide. Even if the company is not obliged to switch to foreign markets for various reasons, companies can relate to companies that have entered the international market. In the current era the company has to start focusing on its market presence all over the world. Companies wishing to enter the global market can use the author's explanation above, namely the stages of entering international markets and international business structures, which include:

1. segmentation process
2. Marketing research process
3. Strategy selection criteria

As well as international business structures, namely:

1. International division structure
2. The structure of the international area
3. Global product structure
4. Universal matrix structure

7. Suggestion

When dealing with marketing in international business, every company has to deal with each other against obstacles, such as the differences in the laws and regulations of each country, ethical and societal, social and cultural issues, together with the effects arising from technological development. In preventing this, there needs to be resistance from business corporations that are required to fully understand the local customs and effectively adjust their strategy and operations in order to thrive in the international market.

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