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Intercultural Product Marketing. Analyzing Ways for Products to go International

Hamlet Hayrapetyan

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Bachelor Thesis from the year 2013 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: 1.7, University of Applied Sciences Berlin (SRH University Berlin), course: Business Administration, language: English, abstract: Intercultural Product Marketing concentrates on finding and analyzing the ways of the products that are aimed to go international by focusing on the intercultural environment of products and its target markets. The above mentioned is found by answering the following questions: How does the cultural aspect affect the need for changes in the appearance and concept of the product? Why having cultural competence in the target market is important? How should the companies build cultural competence? Is it good when the product is as international as possible? Is the brand stronger when it's everywhere the same as in the local market or is your brand stronger when it is adapted to every local market, based on cultural, social and psychological differences? All the questions bring to answer Marketing as a process driven approach where various techniques and philosophy are used in one combination. The "Intercultural" field by itself (e.g. intercultural management, intercultural marketing, etc.) is an emerging, broad and vital area to investigate. It contains many unexplored questions and the aim is to discover an aspect and create a model that can be useful for the world of marketing, for the people in the field and bring a humble contribution to business environment.

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