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Kateryna Korsunova*

Simon Kuznets Kharkiv National University of Economics
61166, 9A Nauka Ave., Kharkiv, Ukraine

Structural trends of international marketing in the conditions of globalization changes

Abstract. As a result of rapid technological progress and the emergence of new markets and competitors, companies must adapt their marketing strategies to remain competitive. The primary determinant of international marketing has shifted towards benchmarking, where companies seek to improve their methods and optimize their operations to increase profits, which is a pressing issue. The purpose of the article was to conduct a theoretical analysis of the concept of benchmarking and its meaning in the context of international marketing, as well as to identify new trends in global marketing that have arisen due to globalization. The theoretical and methodological basis of the article was the works of Ukrainian and foreign scientists. Methods of scientific abstraction, critical analysis, and abstract-logical methods were used during the research. The paper investigated how globalization affected the international marketing strategies of companies. It has been proven that companies must adapt to these changes using new approaches and strategies. The article identifies benchmarking as a significant trend for a company's success in international marketing, which allows for identifying areas for improvement and applying best practices. Other factors influencing international marketing success include market research, product adaptation, branding, distribution channels, and pricing strategies. The article also analyses the challenges and opportunities of international marketing, such as cultural differences and access to new markets. The study highlights the importance of structural trends, such as benchmarking, in determining a company's success in international marketing. This methodology also provides insight into the factors that influence international marketing success, the challenges and opportunities companies face, and the strategies they can employ to succeed in the global marketplace. The results of this research can be used to develop an international marketing strategy that considers the specifics of different markets and countries, expand the company's international markets and develop the company's international cooperation with other enterprises, and also to increase the effectiveness of international marketing campaigns and quick adaptation to changes in the international market

Keywords: internationalization, digitalization, augmented reality, gamification, facial coding, benchmarking

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INTRODUCTION

One of the biggest challenges for companies is breaking into the global market and maintaining their field leadership. Many companies felt confident within their national borders, but they have faced increasing competition and have been forced to look for new catalysts for growth in foreign markets [1]. The possibility of companies expanding beyond their local or regional markets is one of the options for further development and competitiveness.

Various researchers have discussed the concept of international marketing in the past. According to N.H. Tien [2] international marketing is a complex and multifaceted process involving various activities such as market research, product development, pricing strategies, branding, and distribution channels. The primary objective of international marketing is to identify and satisfy customers' needs in different countries while maximizing

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*Corresponding author

profitability for the company. International marketing is a complex process requiring firms to make numerous product design, promotion, pricing, and distribution decisions. Cultural distance is one of the factors that firms need to consider when making these decisions. Cultural distance refers to the differences between two or more cultures regarding values, beliefs, norms, and practices. These differences can affect how consumers perceive products and the effectiveness of marketing strategies. Thus, firms must carefully assess cultural distance when developing their international marketing mix.

Since the beginning of 2017, globalization has significantly influenced international marketing, leading to new business challenges and opportunities. According to Ph. Kotler [3], globalization has created a more competitive and complex business environment where companies must adopt new strategies to remain competitive. The authors argue that companies must be more customer-focused and adopt a holistic approach to international marketing, considering all the factors influencing their target markets.

Benchmarking is one of the critical structural trends in international marketing that can determine a company's success in the global market. According to N. Skryhun and S. Kolodiuk [4], benchmarking can help companies identify improvement areas and adopt best practices to enhance their international marketing strategies. O. Shymko [5] claims that benchmarking is a valuable marketing tool for trading enterprises to improve their competitiveness in today's dynamic and challenging business environment.

One more crucial factor that influences international marketing success is market research. According to M. Nukarinen [6], market research can help companies understand the needs and preferences of their target customers and develop effective marketing strategies to meet those needs.

Product adaptation is another critical factor that can influence international marketing success. Ph. Kotler [7] argues that companies must adapt their products and services to meet their target markets' cultural, social, and economic needs to succeed in international marketing.

Branding is also an essential factor in international marketing success. According to Ph. Kotler and K. Sarkar [8], a strong brand can help companies build customer trust and loyalty, leading businesses to increased sales and profitability.

Distribution channels and pricing strategies are also crucial factors that influence international marketing success. Ph. Cateora [9] argues that pricing strategies also play a significant role in international marketing success, as companies need to set competitive and profitable prices in different markets.

These authors focus on the importance and need to identify the determinants of international marketing. At the same time, more research is required on the formation, successful analysis, and practical use of data obtained after benchmarking in a company operating in the global market.

Also, the main disadvantage of these scientific developments is their isolation. It is necessary to ensure their interpenetration in several areas. Thus, accounting is focused on something other than marketing tasks and trends. Second, the formation, successful use, and implementation of the structure of international marketing trends at the enterprise operating in the world market still need to be studied more. Thirdly, the information technology and digital marketing market are constantly changing. In this regard, it is necessary to monitor various sources of information, and reports of successful companies in the market, both large and small, by analysing and considering the best technologies.

Based on this, the aim of the article was a review of current structural trends in international marketing and their consideration, successful combination, and application in the activities of an enterprise operating in the international market; analysis of such a method and technology for achieving a better competitive position of the enterprise as benchmarking.

MATERIALS AND METHODS

The research on structural trends of international marketing in the conditions of globalization changes utilized various scientific methods to analyse and understand the impact of globalization on marketing trends. Scientific abstraction was used to generalize specific observations and data related to the topic and transform them into broader concepts. The analysis method was used to break down the issue into its parts for a better understanding.

Abstract-logical methods were used to create a framework for understanding the trends occurring in international marketing. Critical analysis was employed to evaluate the strengths and weaknesses of different ideas or arguments, which helped to identify critical trends and challenges in global marketing in the context of globalization.

Moreover, the theoretical and methodological basis of the article relied on the works of Ukrainian and foreign scientists who have explored problematic issues in international marketing, identified and justified structural trends, and developed marketing technologies based on economic theory. The researchers used general scientific and unique research methods, including empirical, comparative, and statistical analysis, allowing them to study this issue from multiple perspectives and comprehensively understand the topic.

In summary, a combination of scientific methods was employed to investigate the structural trends of international marketing in the context of globalization changes. Utilizing various methods and considering works by experts in the field helped ensure a thorough analysis of the topic.

RESULTS AND DISCUSSION

Impact of globalization on marketing activities

The 4Ps of the marketing mix are still relevant, but they need to be adapted to the global marketplace. For example, the product must be designed for international audiences, the price must be competitive in different countries, the distribution channels must be global, and the promotional messages must be adapted to different cultures [10]. Proposed in the 1950s by N. Borden and later reworked by J. McCarthy, the "marketing mix" marketing paradigm gained the most remarkable development and practical application in the final period of the industrial age. However, many marketers consider the standard 4P model too limited for today's markets, especially when dealing with international marketing challenges, due to the need to adapt the firm to the environment of another country and suggest additional elements [11].

International marketing is a new dialectically higher stage of reaction of international market participants to such processes as frequent changes in the nature and structure of market demand, its market fluctuations, intensification of competition, increasing and improving the quality of information support in terms of erasing national borders, so-called de-localization of the global economic environment, the constant acceleration of international transactions of both tangible and intangible assets associated with the rapid development of information technology, as well as strengthening of the convergence and interdependence of national economies.

Different methods have been proposed to classify marketing mix. For example, V. Cherenkov discovered advanced marketing mix concepts: Ph. Kotler's "Megamarketing" international marketing mix, which has become more accurate and relevant in today's company development in the global market [12]. The great variety of models of the marketing complex is because there is no perfect and unique for all companies. Hence, each company chooses its own, focusing on market positions and strategic goals.

International marketing has some features related to work specifics in each country [13]. First, it concerns the company's macro-environment, which belongs to the uncontrolled environment. The social and political climate, cultural values, and level of technological development can play one of the most critical roles in the success or failure of marketing activities of organizations in the market. Microenvironmental factors demonstrate how ready a company is to compete in this market and what methods of competition it can attract and use. Depending on the macro and microenvironment indicators, the company's internal marketing environment can change significantly.

Due to the impact of the environment, in addition to changes in the company's personnel policy, there may also be a structural adjustment of its production capacity, sales potential, and material financial capabilities. Entering the world market, the company must be flexible and as efficient as possible and be ready to adapt to the needs of specific consumers [14]. It will have to be used along with the marketing approach and elements of quality management, environmental management, and project management.

The global restructuring of the world, which has been taking place for the last 20-30 years, could not but affect international marketing. The main factors influencing its development are presented in Figure 1.

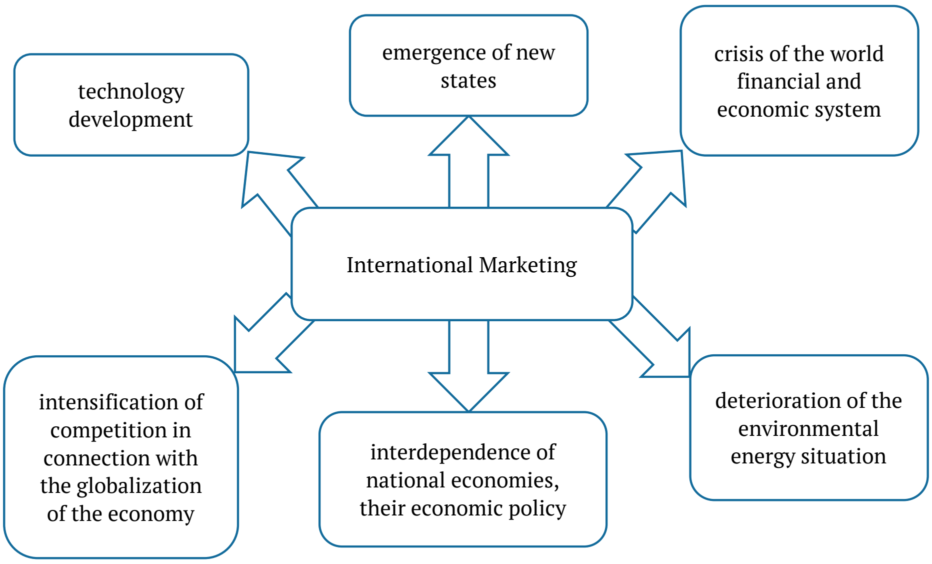

Figure 1. Factors influencing the development of international marketing

Source: compiled by the author based on [12; 13]

Marketing has existed for thousands of years. However, it has been accelerating in recent years, especially after the collapse of the USSR and the fall of the "iron curtain". The term "globalization" was first introduced in the dictionary in 1961, although the verb "to globalize" was mentioned for the first time in the Merriam-Webster dictionary in 1944 [15]. The term quickly became one of the most fashionable words of the time, and it is now used by politicians, business people, artists, union leaders, experts in environmental protection, sociologists, and economists. Globalization has brought about many changes in the business environment, the most important of which are the emergence of new opportunities and threats. Further possibilities include the increasing potential for market expansion, a rising number of potential clients, increased investment potential, and resource availability. Threats include increased competitive intensity and difficulty forecasting the business environment due to its complexity and dynamism.

Since marketing is a highly dynamic domain strongly connected to the dynamic world, it has not been unaffected by globalization [16]. Although not all companies are interested in expanding to the global market, companies are nonetheless affected by globalization in two ways. On the one hand, they compete with companies that extend beyond national markets. On the other hand, (to a lesser extent) the consumers' demand in a market can migrate to another market.

The globalization process has had a profound impact on marketing activities [17]. The main effect of globalization has been to standardize products, prices, distribution channels, and promotional campaigns. This has been done in the belief that companies can treat the world as a single market and that the differences between different markets or market segments need to be more significant to justify adapting the marketing mix elements to the requirements of these markets. As a result, internationalization has become the dominant marketing mode in the globalization era. In the context of internationalization, it is widely used that market segmentation and marketing strategies are tailored to the cultural, regional, and national peculiarities of the segments identified. Once market segmentation occurs, marketers start grouping regions or countries according to different criteria, such as cultural, social, political, economic, and technological and develop marketing strategies tailored to these groups of countries or regions.

A globalization strategy can generate essential economies of scale by standardizing operational marketing, packaging, and communication [18]. Speed to market is also a benefit, as globalized firms centrally plan and organize new product introductions worldwide within less than one year. A globalization strategy can also create a unique worldwide brand name and brand identity for the global company. This advantage significantly reduces communication costs by targeting the same segments of consumers in all markets, using the same product concept. Market expansion is a possibility, which could lead to a significant increase in sales volume. Finally, access to new resources and sources of financing are benefits of globalization. However, globalization has also brought several benefits not only for organizations but also for consumers and countries as a whole. For example, globalization has helped increase competition, leading to lower prices and improved quality of products. Globalization has helped to spread democracy and human rights around the world.

In addition to the benefits to organizations discussed above, globalization has some less favourable effects. The negative impact of centralization is that it can slow down some marketing decisions (prolonged reactions to local competitors' actions or specific local consumer problems). The insensitivity to local markets and lower responsiveness because marketing managers from company headquarters have fewer contacts with local markets. The danger of developing too standardized products that align with some consumer needs. High-risk management because a portfolio of brands constituted of a majority of global brands is more vulnerable (a problem arising in a local country on a global brand is rapidly made public and can be communicated to the whole world within a few hours or even minutes).

There are several disadvantages to globalization from a consumer perspective. The first is standardization, which can lead to a decrease in customer satisfaction. This is because customers may have fewer choices than before, and they may be unable to find products or services that meet their specific needs. Another disadvantage is the loss of identity and national culture. This can happen when a country becomes too reliant on foreign products and services, and its industries and culture start to disappear.

Types and functions of benchmarking

The term "benchmarking" comes from the two English words "bench2 (level, height) and "mark" (score); respectively, "benchmark" translates as "reference score", "height score", "starting point", and "benchmark". etc. In Japanese, "benchmarking" is etymologically related to the word "dantotsu", which means "the desire to be better, to become even better than someone". R.C. Kemp, a benchmarking leader in Xerox Times, describes benchmarking as "a continuous search for solutions based on industry best practices and processes (enabling best practices) that enable the company to excel" [19].

Benchmarking is a continuous process that discovers, studies, and evaluates the best in other organizations to use knowledge in their organization's work [20]. Thus, benchmarking is comparing your activities with the best companies in the market and the industry with the subsequent implementation of changes to achieve and maintain competitiveness. The most crucial part of benchmarking is using information obtained as a guide to action or, in other words, to implement change and improve the situation to achieve the highest standards, usually called best practices.

Benchmarking as a tool for market analysis began to be used by companies in the second half of the XX century. Rank Xerox was one of the first to use this method during the crisis in the late 1970s [21]. Then the company lost a significant market share, giving way to Kodak, Canon, and others. Rank Xerox compared its performance with competitors regarding production costs, copier assembly method, customer satisfaction, and so on to restore its former competitiveness. This has helped the company to optimize business processes, including reducing distribution costs and becoming a leader in its segment of the copier market.

J. Grayson [22], head of International Benchmarking Clearinghouse, identifies the following reasons for the popularity of benchmarking:

- global competition. In the era of business globalization, companies are aware of the need for a comprehensive and detailed study of the best achievements of competitors and the further use of information for their survival;
- a reward for quality. Competitions for the title of leader in the quality field, held at the national level, are becoming more widespread. An obligatory condition for participation in them, in addition to the demonstration by companies – participants in the competitive advantages of products produced by them, is the application of the concept of benchmarking;
- the need to adapt and use world achievements in production and business technologies. To stay caught up to their competitors, all companies, regardless of size and field of activity, must constantly study and apply best practices in production and business technologies.

As with any study, the goal will be successfully achieved if the objectives of benchmarking are clearly defined.

Among the main ones are the following: analysis of the company's resources and search for potential, analysis of competitors and search for market leaders, comparative analysis with the benchmark company, analysis of benchmark practices and finding ways to achieve them, streamlining strategy according to sample experience [23].

Given the broad scope of benchmarking, it is helpful to understand the methods of its implementation further and identify different types and sub disciplines that are part of the reference comparison. It is common to define benchmarking as comparing an organization with the best companies in the market or industry and further implementing change to achieve and maintain competitiveness. This approach emphasizes the existence of two separate stages in benchmarking. If, at the first stage, the work is aimed mainly at obtaining information, the second is related to implementing changes and is therefore no less important. Highlight the main functions of benchmarking in Figure 2.

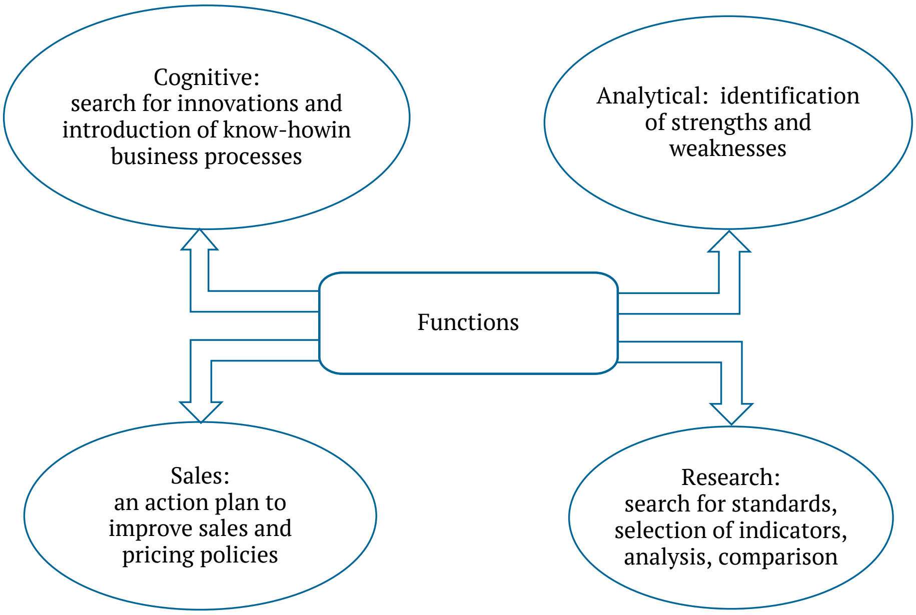

Figure 2. Benchmarking functions

Source: compiled by the author based on [16; 17]

Given the broad scope of benchmarking, it is helpful to understand the methods of its implementation further and identify different types and sub disciplines that are part of the reference comparison. Benchmarking is commonly defined as comparing an organization with the best companies in the market or industry and further implementing change to achieve and maintain competitiveness. This approach emphasizes the existence of two separate stages in benchmarking. If, at the first stage, the work is aimed mainly at obtaining information, the second is related to implementing changes and is therefore no less important. Highlight the main subspecies listed in Table 1.

Table 1. Subspecies of external benchmarking

Sectoral (or functional)	Comparison of companies from one industry
Strategic	Comparison of successful strategies, analysis of strengths and weaknesses of partner companies.
Competitive	Comparison of your company’s activities with competitors.
Synergetic	Implementation of positive experience in any relevant field.

Source: compiled by the author based on [20; 21]

Another important aspect of benchmarking is its gradual transformation into a continuous process. Although benchmarking takes the form of individual projects, these projects follow one another, providing companies with constant learning and self-improvement. This phenomenon has only accelerated with the advent of social media, significantly reducing the cost and time of each benchmarking cycle.

It is also essential to dwell in more detail on the market of consumers of goods and services, to highlight similar characteristics and features. Particular attention will be paid to such a phenomenon as the “theory of generations”. This theory was developed by American scientists N. Gove and W. Strauss [24].

Generations are groups of people who were born in the same period and grew up in similar conditions. People in each group show identical characteristics, values, and preferences [25]. It is important to remember that at the individual level, everyone is different. But if we look at people through the prism of generations, we can get a helpful sequence that will help to communicate, work, motivate, and attract people of all ages.

It is interesting to consider the three main generations directly shaping the consumer market and describe their main behaviours. Of course, they can be attributed to certain groups only by age. Still, if we consider the domestic market and the foreign, it is necessary to view events that affect generations (Table 2).

Table 2. Theory of generations

Name of generations	Time	Characteristic	How to use in marketing strategy
Generation X	1965-1980	Fully integrated into the labour market, paying their taxes, and working to create and improve their careers; value the balance between work and personal life; time has a higher value, not money; the first witnessed the introduction of the Internet, gadgets, computers; share the company's philanthropic values.	Focus on products and services that benefit society and the environment [17].
Generation Y or millennials	1980-2000s	Grown in a highly competitive technological world, flexible to change, online 24 hours, ambitious, unconventional thinkers, for personal self-realization is very important [18].	To emphasize the environmental friendliness of the company's brand and its products or services.
Generation Z	2000s – now	Lack of discrimination in society and the media grew up in different structural groups and blurred gender roles; do not imagine their lives without social networks; nothing is impossible for them.	To emphasize individuality and freedom of choice in marketing strategies.

Source: compiled by the author based on [22; 23]

A generation change occurs every 20 years, and now is the time for a change. Of course, some companies continue to work according to the usual, unified schemes, as they know their target consumer. Others, in turn, understand the importance of change and engage the younger generation, aware of the trends of differences in market segments, creating a prosperous future for their companies and brands.

Analysis of proposed new structural trends in international marketing

Renewing the solvent audience of the international market creates recent structural trends in international marketing. Consider the most current and most important of them:

1. Strengthening the social mission of the business. Every company needs to articulate its values and mission. It has become clear to many companies that "doing good" can be different from the competition. So many companies began to donate part of their profits to charity and publicly declare it [26]. The actions of companies in this direction must be justified and correlated with the areas of application of their participation in projecting their corporate values. It is essential to fight not for publicity and demonstration of "good deeds" but for the relevance of projects. For example, in February of this year, Amazon founder Jeff Bezos announced the launch of a fund, "Bezos Earth Fund", aimed at combating global climate change on the planet, the starting budget of which was $ 10 billion [27].

2. Emphasis on three core values: humanity, environmental friendliness, and sustainability. Any severe economic crisis at the state level creates in most people psychological depression, insecurity, industrial throwing, and the desire to anticipate the principles that can lead their business on the path to recovery and overcoming the post-crisis state. And as society develops priorities for caring for the environment and spreading standards of a service culture as part of the company's business model, companies' humanistic approach to customers, environmental friendliness, and sustainability will be significant trends for business and marketing if development is the goal.

3. A new look at lifestyle. Lifestyle has changed, we shop online, communicate online, and play sports online, and most of our lives are concentrated online. Now not only programmers and people who have worked outsourced spend their working day at home, but also people from other fields. House was transformed from a place of rest into a work office and an entertainment room, influencing the more meticulous choice of housing, interior, and lifestyle in general. As some of the entertainment became inaccessible, a lot of online entertainment and the same video games appeared. So, in the previous year, there was a global economic breakthrough – revenues from video games for the first time exceeded revenues from sports and cinema. Many values have shifted, and people are gradually getting used to the new living conditions and may remain true to their habits even after all the lockdowns. This means adapting their products and services to the new reality for businesses. It is necessary not only to transfer business from the world offline to online but also to consider the convenience of purchase, logistics, and speed of delivery.

4. Digitalization is the main direction of innovative development. Digitalization is a new term (transition to digital communication, recording, and data transmission using digital devices) [28]. On the one hand, the pandemic has caused significant losses for both large and medium-sized small companies and enterprises. Still, on the other hand, it has become a powerful impetus, an accelerator of change. Many companies have been forced to digitalize their logistics and communication processes. It turned out that even signatures could be digital, eliminating the bureaucratic red tape.

5. Mobile market. Nowadays, it needs to focus not on adaptive sites or sales but on new features of social platforms (Facebook, Instagram) that provide direct sales [29]. There is already an infrastructure for their implementation: online payment, delivery, and legal aspects. Much shopping, browsing content, games, and other entertainment now falls on smartphones. Brands must do their best to optimize their services, websites, and advertising for mobile devices.

6. Video communications, live broadcasts. Video broadcasts are becoming a priority for social platforms to keep users' attention on the platform and advertising sales. Because the modern user has access to almost unlimited content, but their time is limited, they will pay attention only to advertising that can capture them from the first second [30]. The successful video is short, attractive, concise, and straightforward.

7. Augmented reality (A.R.) [31]. When people could not travel freely or visit cinemas, theatres, or museums, the most creative marketers introduced new trends to entertain people during the pandemic. For example, museums located in different parts of the United States have exhibited their world-famous collections on the Internet, which could be visited by anyone from around the world. This caused a positive public response.

8. Gamification. The introduction of the principle of the game over the past two years has been tested not only online but even offline to attract customers [32]. Currently, an exciting and effective advertising tool is interaction with the consumer in the form of a game (various surveys at checkouts in supermarkets, which are displayed on screens, and after choosing the answers, buyers include a positive video with advertising).

9. Facial coding – provides information on how people will react to your video and allows you to avoid spending money on "failed marketing" [33]. Nowadays, automated face coding (AFC) based on machine learning algorithms and webcams has appeared. The system reads information units, interprets them, and publishes an analysis of human reactions. This has led to the spread of technology in many sectors, including Facial coding. This information about spontaneous, unfiltered viewers' responses to visual content provides much data for analysis.

10. Individualism. Every buyer dreams that the thing he bought is unique, unlike millions of others. This is a modern world where everyone wants to stand out, and manufacturers are trying to support it. Changes in the aesthetic and creative preferences of consumers are observed in a variety of industries. When choosing, for example, clothes, all buyers want an original design, style, exciting colour solutions, and elegant packaging [34].

Highlight the most important thing. For these trends in international marketing to be effective, it is necessary to pay special attention to targeted communication with consumers, namely the adaptation of content, messages, and channels to the needs of the target audience by age groups and generations; narrow market segmentation – hyper personalization; creation by companies of interactive content and advertising format, use of games; a trend towards individuality, environmental friendliness, and consumer involvement in the process of developing goods, products, and services; flexibility in obtaining data; collaborations with international brands; active introduction of new features on social platforms (such as Shops on Instagram/ Facebook) in your marketing.

These are not all marketing trends. The modern world is marked by the extraordinary development of technology, the Internet, the latest, modernized production technologies, and marketing is not far behind this movement. It is also developing in the same direction and improving its consumer interaction.

Highlight the main parameters of the international marketing system in Figure 3.

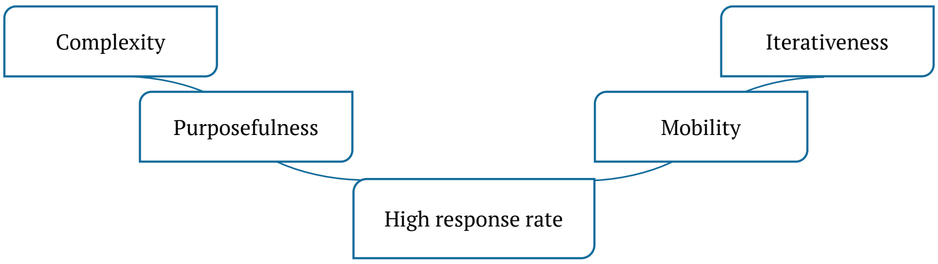

Figure 3. The main parameters of the international marketing system
Source: compiled by the author based on [30; 31]

In the modern international marketing space, there are a variety of directions, trends, and tendencies. The article presented and analysed the most relevant, which is usually impossible.

The modern person wants to get everything quickly and easily. They strive to have new emotions and experiences and non-standard approaches in communication with brands. For companies and enterprises to expand their influence boundaries, attract more loyal consumers of goods and services, make more profit, and influence demand, they need to understand and apply structural marketing trends.

In this research on the structural trends of international marketing in the conditions of globalization changes, some commonalities and differences were found with the results of other authors. M.R. Czinkota and I.A. Ronkainen [13] also noted that globalization has created a more competitive international business environment, and companies need to be more innovative and flexible in their marketing approaches.

T. Levitt [16] discussed the challenges of standardization versus localization in international marketing. Balancing global and local marketing efforts to succeed in the international marketplace was also emphasized. While some authors focus on the role of culture and cultural differences in international marketing, this research discussed the impact of globalization on consumer behaviour and the need for companies to adapt to changing consumer preferences to succeed in the global marketplace.

M.V. Vilkina and O.V. Klimovets [31] also argued that A.R. can provide a unique and immersive experience for consumers that can positively impact their engagement with the brand and their attitudes towards it. Moreover, A.R. can be a valuable tool for marketers to create a memorable and engaging brand experience, build brand loyalty, and drive sales.

C. Santos Pereira [28] highlighted the importance of digitalization for firms seeking to expand internationally. Key areas where digital technologies can provide a competitive advantage, such as supply chain management, customer engagement, and data analytics, were identified. It was also concluded that digitalization is a significant and ongoing transformation that will continue to shape the international business landscape for years to come.

Y. Dwivedi [34] accentuated the growing importance of digital marketing in international marketing. It also discussed the need for companies to integrate traditional marketing approaches with digital marketing to reach their target audiences effectively. And one more critical thought by O. Shevchenko: when using benchmarking, an organization can assess its performance, compare it with its leaders and competitors, and identify areas for improvement for its development [22].

Overall, these research findings align with and build upon the works of authors in the field of international marketing listed above while also bringing a unique perspective on the structural trends occurring in the area due to globalization changes. The article presents a unique perspective on how the structural trends of international marketing are evolving due to globalization changes, which have led to increased competition, innovation, and opportunities for businesses operating on a global scale.

Moreover, the research uses benchmarking to identify best practices and strategies for firms to adapt to these structural trends. This approach helps firms to benchmark their performance against competitors, identify best practices, and develop strategies to improve their competitiveness.

By combining benchmarking with a unique perspective on the structural trends of international marketing, the article provides a valuable contribution to the field. It offers a practical approach for firms to adapt to the changing global landscape and compete effectively in the international market.

CONCLUSIONS

The study finds that benchmarking is an effective tool for determining the position of an organization compared to similar ones, and its competent adoption can lead to cost reduction, increased profits, optimized activity strategy, and competitive product sales. The presence of Ukrainian enterprises in the benchmarking process can strengthen their position in world markets, so it should become an urgent strategic need. The research recommends using benchmarking to reveal the company's best performance indicators, standards, and guidelines, which contribute to developing strategies to improve the quality of goods and services. The study emphasizes the need for an international marketing policy that considers current trends and is adaptable to the changing business environment.

Ukrainian enterprises should adapt foreign developments regarding benchmarking to their market environment and make benchmarking management and best practice implementation programs imperative for all enterprises. The study concludes that adopting benchmarking experience will create a system of continuous improvement of business performance in Ukraine, allowing enterprises to compare performance indicators and identify weaknesses and strengths compared to competitors in the national market and world leaders.

Therefore, further research in this direction should involve an in-depth study of successful foreign benchmarking practices, as one of the main structural trends of international marketing, to increase the efficiency of operations, improve quality, and increase the competitiveness of an enterprise that seeks to become a leader in its field of activity.

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Катерина Юріївна Корсунова

Харківський національний економічний університет імені Семена Кузнеця
61166, просп. Науки, 9А, м. Харків, Україна

Структурні тренди міжнародного маркетингу в умовах глобалізаційних змін

Анотація. В результаті швидкого технологічного прогресу та появи нових ринків і конкурентів, компаніям доводиться адаптувати маркетингові стратегії, щоб залишатися конкурентоспроможними. Основний визначальний фактор міжнародного маркетингу перемістився в бік бенчмаркінгу, коли компанії прагнуть вдосконалити свої методи та оптимізувати свою діяльність для збільшення прибутку, що є актуальним питанням. Метою статті було проведення теоретичного аналізу поняття бенчмаркінгу та його значення в контексті міжнародного маркетингу, а також виявлення нових тенденцій у міжнародному маркетингу, які виникли в результаті глобалізації. Теоретико-методологічною основою статті стали праці українських та зарубіжних вчених. Під час дослідження використовувалися методи наукової абстракції, критичного аналізу та абстрактно-логічні методи. В статті було досліджено, як глобалізація вплинула на міжнародні маркетингові стратегії компаній. Доведено, що компанії повинні адаптуватися до цих змін, використовуючи нові підходи та стратегії. У статті визначено порівняльний аналіз як важливу тенденцію для успіху компанії в міжнародному маркетингу, яка дає змогу визначати сфери вдосконалення та застосовувати найкращі практики. Інші фактори, які впливають на успіх міжнародного маркетингу, включають дослідження ринку, адаптацію продукту, брендинг, канали розподілу та стратегії ціноутворення. В статті також проаналізовані виклики та можливості міжнародного маркетингу, такі як культурні відмінності та доступ до нових ринків. В дослідженні підкреслено важливість структурних тенденцій, таких як бенчмаркінг, у визначенні успіху компанії в міжнародному маркетингу. Ця методологія також дає уявлення про фактори, які впливають на успіх міжнародного маркетингу, виклики та можливості, з якими стикаються компанії, і стратегії, які вони можуть застосувати, щоб досягти успіху на глобальному ринку. Результати цього дослідження можуть бути використані для розробки міжнародної маркетингової стратегії, що враховує особливості різних ринків та країн, для розширення міжнародних ринків компанії та розвитку міжнародної співпраці компанії з іншими підприємствами, а також для підвищення ефективності міжнародних маркетингових кампаній і швидкої адаптації до змін на міжнародному ринку

Ключові слова: інтернаціоналізація, діджиталізація, доповнена реальність, гейміфікація, кодування обличчя, бенчмаркінг