

Chapter 9

GLOCAL MARKETING APPLICATIONS TO CREATE A SUCCESSFUL BRAND AWARENESS IN CROSS- CULTURAL MARKETING & A CASE STUDY APPLICATION

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INTRODUCTION

As a result of the development and diversification of communication tools, it is now possible to reach all over the world. In order to gain competitive advantage, as a strategy, businesses expand to international markets and broaden their brands geographically. Due to the changing conditions of international competition and changing consumer characteristics, creating strong brands has become a necessity. At the same time, the similarity of the products offered to the market brought the necessity of differentiating the products from the products of the competitors and creating brand awareness was a necessary marketing strategy for success. Implementing glocal marketing strategies to build brand awareness to ensure successful local adaptation in cross-cultural markets is critical to succeeding. ‘Thinking global and acting local’ has become a necessity in marketing strategies. Businesses who want to enter international markets successfully and create brand awareness should determine their marketing strategies and activities by considering cultural differences.

The starting point and the aim of this study are to examine the importance of international cultural differences and the relationship between culture and the brand. In addition, the importance and balance of global standardization and local adaptation in cross-cultural marketing are discussed and the critical role of glocalization in brand success is studied. A case study on glocalization was examined; methods of adaptation of Kellogg’s brand to a different culture and brand awareness processes were included together with successful and unsuccessful aspects.

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its and behaviors of consumers. They should conduct research for the local market and identify their strengths and weaknesses according to their situation analysis. In order to take part in global markets, international businesses must examine the state of local competition, their products and prices, and the cultural habits and behavior of consumers. What is required to be done in the local market should be carried out within a certain strategic marketing plan? It should not be forgotten that changing the habit of use and adapting to the new product will be realized within a certain period of time and with successful promotion strategies.

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