Realisierung Eines Lokalen Marketings Internationaler Anbieter - Constanze Kreutzberg

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Ein wichtiges Charakteristikum heutiger MÃƒÂ¤rkte ist ihre starke SÃƒÂ¤ttigung. Etwa dreiviertel aller MÃƒÂ¤rkte weltweit, besonders in den Industriestaaten, gelten als gesÃƒÂ¤ttigt. Dadurch herrscht ein starker Konkurrenzdruck zwischen Anbietern ausgereifter, weitgehend identischer Produkte. Der eigene Marktanteil kann nur noch auf Kosten anderer Unternehmen ausgeweitet werden.1 International agierenden Unternehmen stellt sich die Frage, ob sie sich fÃƒÂ¼r eine Standardisierung oder eine Differenzierung ihres Marketings entscheiden, um auf den umkÃƒÂ¤mpften MÃƒÂ¤rkten erfolgreich zu sein.2 Der Standardisierungsansatz stellt den traditionellen Glauben an einen heterogenen Markt und den daraus resultierenden Differenzierungsansatz in Frage. GemÃƒÂ¤ÃƒŸ des Standardisierungsansatzes haben sich durch eine bessere und schnellere Kommunikation Kunst, der Zugang zu Medien, Geschmacksrichtungen, Ansichten, religiÃƒÂ¶se Ãƒœberzeugungen, Kulturen, Lebensbedingungen, Sprachen und dadurch letztendlich die Werbung und die Produkte weltweit angenÃƒÂ¤hert. Bei allen Unterschieden zwischen den Menschen, seien doch die grundlegenden kÃƒÂ¶rperlichen und psychischen BedÃƒÂ¼rfnisse gleich. Daher hÃƒÂ¤nge der Erfolg eines Produktes und dessen Werbung weniger von der Geografie eines Landes ab, sondern viel mehr von (gemeinsamen) Motivationsmustern der Menschen.3 DarÃƒÂ¼ber hinaus bringt eine Standardisierung des Marketings erhebliche Vorteile mit sich. Derartige Vorteile sind zum Beispiel die Erzielung eines globalen Images, Nutzung von lÃƒÂ¤nderÃƒÂ¼bergreifenden Ressourcen aber insbesondere Kostenvorteile. EinsparmÃƒÂ¶glichkeiten ergeben sich hauptsÃƒÂ¤chlich in der Produktion (economy of scale) und in der Werbemittelgestaltung.4 Im Rahmen dieser Hausarbeit soll nun anhand zweier Komponenten des Marketing-Mix, Produktpolitik und Kommunikationspolitik5, gezeigt werden, warum international agierende Unternehmen trotz der aufgezeigten Vorteile eines standardisierten Marketings, darÃƒÂ¼ber hinaus auch differenzieren und somit lokales Marketing betreiben. 1 vgl. Kroeber- Riehl, W./ Esch, F.-R. (2000) S. 182 vgl. Kloss, I. (2003) S. 366 3 vgl. Onkvisit, S./ Shaw, J.J. (2004) S. 457 4 vgl. Onkvisit, S./ Shaw, J.J. (2004) S. 457 5 Der Begriff 'Kommunikationspolitik' ist in dieser Arbeit nur auf

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