

# An Appraisal of Global Marketing and its Impact on the Business Activities in Nigeria

**Okokon Attih**

Department of Marketing,  
Faculty of Social and Management Sciences,  
Akwa Ibom State University  
P.M.B. 1167, Uyo,  
Obio-Akpa Campus, Oruk Anam L.G.A,  
Akwa Ibom State, Nigeria.  
[obattih2013@yahoo.com](mailto:obattih2013@yahoo.com)

**Abstract-** The study was to appraise the concept of Global Marketing from the perspective of marketing management and its impact on the business activities in Nigeria.

The study was based on descriptive research design. Findings include the following; that effective and proper manipulation of the global marketing mix elements of product, price, promotion and place can give the “global marketing involved” a huge success in the global market place. The study also found out that the business activities of the global marketing companies in Nigeria makes possible the increased availability of goods and services and boost the country economy (business activities) positively. Recommendations made include the following: global marketing companies should embark on the marketing research to identify the actual needs, preferences, usage patterns and wants of the perspective consumers’ in the host country, global marketing companies should carry out effective test marketing of products/services in some geographical areas in Nigeria based on the outcomes of the organization’s marketing research, government should give tax relief/holiday and provide industrial layout with required infrastructure to encourage the presence of the global marketing companies in order to boost business activities in Nigeria, global marketing companies should employ experts in the field of marketing to develop effective and efficient techniques of logistics, product/service placement and product distribution channels and government of the host country (Nigeria) should formulate the economic policies that will encourage the presence of global marketing companies to boost business activities in the country.

**Index Terms—** Global Marketing, Business, Nigeria.

## I. INTRODUCTION

The world is becoming increasingly interdependent for its economic progress, with global trade of exchange of goods and services across natural borders. Terms such as “global village” and “world economy” “global marketing” have become very fashionable.

Marketing of goods and services as business activities on global scale can happen but often it is as a result of good and meticulous planning. Most are clearly planned, involving meticulous attention to global social and economic differences and/or similarities in product, price, promotion and distribution with extensive reach, the need for a firm’s products or services is established

Global marketing is a firm’s ability to market to almost all countries in the world. This means that organizations have to study the market, develop product or services that satisfy customer needs and wants, develop the “correct” marketing mix and satisfy its own objectives as well as giving customer

satisfaction on a continuing basic. The term globalization is more accurately describes a number of processes by which products, people, companies, money and information are able to move freely and quickly around the world unimpeded by natural borders or other territorial limitations (Morrison, 2006). The global marketing strategies entered on overseas production.

Nigeria being one of the largest economies in Africa is endowed with numerous opportunities for global marketing business activities to thrive considering its size, population over 140 million (NPC, 2006) and natural resources. In order to take advantage of global opportunities in Nigeria, every organization engages in international business needs an understanding of what is involved in “strategy” to achieve a success in the market place. Therefore, the study was initiated to appraise the impact of global marketing on the business activities in Nigeria to provide a basic for analysis and recommendations.

## II. CONCEPTUALISING GLOBAL MARKETING AND BUSINESS

The building block or base for global marketing is a proper and sound understanding of the marketing discipline. Based on this, few definitions of marketing are put below for proper understanding of the concept. Kotler (1984) defined marketing as a human activities directed at satisfying needs and wants through exchange process. Anyanwu (1993) in his own contribution described marketing as consists of business activities that seek to anticipate demand, help in developing and making products/services available to the satisfaction of the consumers/users and at a profit to the organization. Also Kotler (2000) defined marketing as a social and managerial process in which individual and group obtain what they need and want through creating, offering, and exchanging products of values with each other.

Therefore, global marketing is defined as the process in which the whole organization focuses on the selection and exploitation around the globe with the objective of achieving a global competitive advantage (Doole & Lowe, 1999). Hollensen (2011) sees global marketing as the firm’s commitment to coordinate its marketing activities across national boundaries in order to find and satisfy global customer needs than the competition. Basically global marketing consists of finding and satisfying global customer needs better than the competition and of coordinating marketing activities within the constraints of the global environment. However, Churchill &

peter (1998) described global marketing as using the same marketing strategy in all countries in which the company operates. A global marketing strategy involves the creation of a single strategy for a product, services or company for the entire global market.

Global marketing requires meticulous planning and effective application of marketing principles aimed at providing consumers with need satisfying goods and services. The guiding concept in global marketing is need satisfaction.

Business on the other hand is a general term that encompasses all economic activities carried out by a firm or individual. Based on this, Onuoha (1991) defines business as a set of activities in which individuals working alone or in group try to produce and distribute the goods and services that are important to the comfort, happiness and general well-being of people in particular and for the benefit of society in general. Business is generally regarded as human activities concerned with the production and distribution of goods and services in an economy (Etuk, 2009).

Nickels, Mchugh & Mchugh (2005) defined business as any activities that seek to provide goods and services to other while operating at a profit. In the same vein Ferrel, Hirt & Ferrel (2009) described business activities as concern with any individuals or organizations who try to earn a profit by providing products or services that satisfy people's needs.

It is concluded that business are the aggregate economic activities (buying, selling, marketing renting, investing) of an organization or of the commercial and manufacturing sector of an economy for the purpose of making profit.

### III. GLOBAL MARKETING MIX ELEMENTS

The standard "Four P's" of marketing: product, price, promotion and place, are all affected as a company moves through to become a global marketing company.

#### IV. PRODUCT

A global marketing company is one that creates a single product for its global market and only have to change element for different markets for example, coca-cola. The product is very important and most crucial element in marketing because the purpose of marketing is to identify the needs and wants of the target markets and produce product or render service to satisfy them. Based on this Busch and Houston (1985) defined product as anything capable of satisfying a consumer need and want. Kotler (1980) also defined a product as anything that can be offered to a market for attention, acquisition or consumption. It includes physical goods, services, ideas, persons or places and organizations.

In global marketing the product packaging in every country incorporates colour, texture, density, shape, contour, size form etc.

#### V. PRICE

In global markets, price will always vary from market to market. Price is a key marketing mix element and it is a major competitive weapon in the market place. Okpara (1998) defined price as the money worth (to be) paid in exchange for a product (goods or services). Price is affected by many variables: cost of product development (produced locally or imported), cost of ingredients, cost of delivery (transportation, tariffs) etc. Additionally; the product's position in relation to the competition influences the ultimate profit margin.

Thus, the operators of global marketing business in Nigeria can use pricing strategy to achieve its objectives. They can increase or decrease the price as the case may be to achieve the organizational objective globally.

#### VI. PROMOTION

After product research, development and creation, promotion is generally the largest line item in a global company's marketing budget. At this stage of a firm's development, integrated marketing is the goal of the company. The global company seeks to reduce costs, minimize redundancies in personnel and work, maximize speed of implementation, and to speak with one voice if the goal of a global company is to send the same message worldwide, then delivering that message in a relevant, engaging and cost effective way is the challenge.

Effective global promotion (advertising) techniques do exist. The key is testing advertising ideas using a marketing research system proven to provide a result that can be compared across countries of operations. The ability to identify which elements of advertising are contributing to that success is how economies of scale are minimized. Effective understand and application of these elements of global marketing is essential for the success of the global corporations in the market place.

#### VII. PLACE

In marketing, the location of any business is very important to the marketing practitioners because somehow, it contributes immensely to the achievement of the marketing objective.

In global marketing, location of the business adds value to needs satisfaction strategies. How the product is distributed is also a country-by-country decision influenced by how the competition is being offered to the target market. Placement decisions must be also consider the product's position in the market place. For example, a high-cost product or a promoted as the low-cost option should be distributed differently.

#### VIII. BENEFITS OF GLOBAL MARKETING

- Large economies of scale in production and distribution
- Lower marketing and operation costs etc.
- Consistency in brand image
- Uniformity of marketing practices
- Helps to establish relationship outside the home country
- Ability to leverage goods ideas quickly effectively and efficiently.
- It gives power and large scope

#### IX. CONSTRAINTS OF GLOBAL MARKETING

- Differences in consumer needs, wants and usage patterns for products may constitute a major problem to the global marketing companies
- Differences in competitive environment
- Differences in the legal/political environment
- Differences in administrative procedures
- Differences in product distribution/placement
- Differences in infrastructure development.

## X. DISCUSSION OF FINDINGS

This study appraised and identified global marketing mix elements of product, price, promotion and place. It reveals that the above-mentioned standard “Four P’s” of global marketing mix elements if effectively and properly manipulated, can give the “global marketing companies involved” a huge success in the global market place.

The study also found out that the business activities of the global marketing companies in Nigeria makes possible the increased availability of goods and services and boost the Nigeria’s economy (business activities) positively.

However, the study further examined some constraints affecting the smooth operations of global marketing companies in Nigeria such as differences in consumer’s needs, preferences, usage patterns and wants, differences in competitive environment, differences in the infrastructure development and differences in product distribution/placement etc.

## XI. RECOMMENDATIONS

Based on the findings, the following recommendations are made:

- ❖ Global marketing companies should embark on the marketing research to identify the actual needs, preferences, usage patterns and the wants of the prospective consumers in the host country.
- ❖ Global marketing companies should carry out effective test marketing of products/services in some geographical areas in Nigeria based on the outcomes of the organization’s marketing research.
- ❖ Government should give tax relief/holiday and provide industrial layout with required infrastructure to encourage the presence of the global marketing companies in order to boost business activities in Nigeria.
- ❖ Global marketing Companies should employ experts in the field of marketing to develop effective and efficient techniques of logistics, product/service placement and product distribution channels etc.
- ❖ Government of the host country (Nigeria) should formulate the economic policies that will encourage the presence of global marketing companies to boost business activities in the country.

## XII. CONCLUSION

This paper examined the various global marketing elements; of product, price, promotion and place as its applied in the global market. It is worthy however to note that the above-named global marketing elements if effectively and properly manipulated can give the “global company involved” a huge success in the global market place.

## REFERENCES

- [1] Anyanwu, A. (1993). Dimensions of Marketing, Okigwe, Imo State, Nigeria Avon Global Publications.
- [2] Busch, S. & Houston J. (1985). Marketing Strategic Foundations, Homewood, Illinois, Richard D. Irwin Inc.
- [3] Churchill, G. & Peter, J. (1998). Marketing: Creating Value for Customers, New York, McGraw-Hill Irwin.
- [4] Doole, I. & Lowe, R. (1999). International Marketing Strategy: Analysis, Development and Implementation, London, International Thomson Business Press.
- [5] Etuk, E. (2009). The Nigerian Business Environment, Calabar, University of Calabar Press
- [6] Ferrel, O; Hirt, G. & Ferrel, L. (2009). Business: A Changing World, New York, McGraw-Hill Irwin.
- [7] Hellensen, S. (2011). Global Marketing: A Decision Oriented Approach, England, Pearson Education Limited.
- [8] Kotler, P. (1980). Marketing Management: Analysis, Planning and Control, Englewood Cliffs, Prentice Hall Inc.
- [9] Kotler, P (1984). Marketing Management: Analysis, Planning and Control, Englewood Cliffs, Prentice Hall Inc.
- [10] Kotler, P (2000). Marketing Management: Millennium Edition, New Delhi, Prentice Hall Inc.
- [11] Morrison, J. (2006). The International Business Environment, New York, Palgrave Macmillan.
- [12] Nickels, W; McHugh, J. & McHugh, S. (2005). Understanding Business, Boston, McGraw-Hill Irwin
- [13] NPC (2006). National Population Commission: Census Report
- [14] Okpara, G. (1998). “Product Pricing in Small Business” Small Business Management/Entrepreneurship, Aba Afritowers Ltd.
- [15] Onuoha, B. (1991). Fundamentals of Business and Management in Nigeria, Aba, Unique Press Limited
- [16] [www.vuw.ac.nz/caplabtb/m302w07/CRAIG\\_GOUGLAS.DOC](http://www.vuw.ac.nz/caplabtb/m302w07/CRAIG_GOUGLAS.DOC)