

The Impact of Economic Globalization on Corporate Marketing and Countermeasures to Cope with It

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Abstract: Enhancing customer satisfaction has become one of the key strategies in addressing the challenges of economic globalization to corporate marketing. This paper establishes a multifactor analysis model, and through the strategies of introducing innovative service solutions, improving product quality, strengthening after-sales service, optimizing customer experience and introducing a rapid response system, the enterprise successfully improves customer satisfaction. The results show that in the competitive environment of economic globalization, the active adoption of diversification strategies can effectively enhance customer satisfaction and thus consolidate and expand market share. These successful cases provide a strong reference for other enterprises and emphasize the importance of customer relationship management in a globalized market. Through the implementation of different strategies, enterprises can not only adapt to the trend of globalization, but also build lasting customer relationships and enhance their competitiveness in the highly competitive market.

1. Introduction

Economic globalization is one of the important trends that cannot be ignored in today's world, which has a far-reaching impact on enterprise marketing [1]. With the increasingly close connection of the international economy and the strengthening of information exchange, enterprises are faced with a more complex and changeable market environment [2]. Globalization makes enterprises no longer limited by national boundaries, but need to compete and cooperate on a global scale. Globalization has brought about great changes in the market, and consumer needs and behaviors are characterized by diversity and cross-culturalism [3]. When developing marketing strategies, companies must take into account factors such as culture, regulations, and economic conditions in different countries and regions in order to better meet the needs of global consumers [4]. At the same time, globalization also means increased competition, and enterprises need to continuously innovate and improve their competitiveness in order to occupy a favorable position in the global market.

Conti, E et al. explored the impact of digitization on the informational, strategic and operational marketing activities of manufacturing firms from an entrepreneurial perspective. A study of Italian firms using hierarchical cluster analysis showed that digitization has a high positive impact, mainly on informational and strategic marketing activities [5]. Cummings, K et al. proposed maintaining

high product prices, avoiding products and advertisements in venues frequented by adolescents, creating unattractive cigarette advertisements in terms of themes and visual images, designing unattractive product packaging, and developing products that are not easy to inhale [6]. Berne-Manero, C et al. aimed at selecting general characteristics of influencers as positive characteristics for product promotion and analyzing micro and macro influencer scenarios. In addition, the potential differences of these characteristics in determining customer engagement and maintaining corporate sustainability were explored [7]. Zhang, A et al. suggested that companies involved in CRM activities are subject to positive attitudes and that the impact of brand fit on consumer motivation to attribute to a company is moderated by company reputation. High fit CRM activities in low reputation companies may lead to negative motivation; while the opposite is true for medium reputation companies. High-reputation high-fit firms receive more value-driven attributional motives from consumers [8]. Ma, D et al. incorporated Internet service platforms and big data marketing into a dynamic closed-loop supply chain system and explored the differential games under three business models: independent production, co-production, and co-marketing from the perspectives of manufacturers, retailers, and Internet service platforms [9].

This paper provides an in-depth analysis of the multidimensional impact of economic globalization on enterprise marketing and puts forward practical countermeasures. A comprehensive research method is adopted to fully grasp the multidimensional impact of economic globalization on enterprise marketing. Differentiated coping strategies are proposed for different enterprises and industries, with full consideration of enterprise-specific contexts to minimize risks. Empirical data are introduced to ensure an objective understanding of the impact of economic globalization through statistical analysis and trend observation, providing strong support for the formulation of strategic decisions.

2. Influence factor analysis model construction

2.1 Model Definition

In order to gain a deeper understanding of the impact of economic globalization on corporate marketing, this paper introduces a multi-factor analysis model to quantify and assess the weights of various influencing factors [10]. The model is based on the factor analysis method, which divides the influencing factors into external environmental factors and internal enterprise factors [11].

The vector of influencing factors is set to be $I = [I_1, I_2, \dots, I_n]$, where I_n denotes the n th influencing factor. The external environment factor and E and internal firm factor I are denoted as:

$$E = \sum_{i=1}^m a_i \cdot I_i \quad (1)$$

$$I = \sum_{j=1}^k b_j \cdot I_j \quad (2)$$

Where a_i and b_j represent the weights of external environmental factors and internal enterprise factors, respectively. Quantify the weight of each influence factor of economic globalization on enterprise marketing, so as to adjust the marketing strategy in a targeted manner and improve the competitiveness of enterprises in the globalized environment [12]. Marketing influencing factors are shown in Figure 1, economic globalization brings many challenges to enterprise marketing, but also provides broader opportunities for enterprises, which need to respond flexibly to adapt to the changing competitive environment through innovation, market sensitivity and globalization strategies.

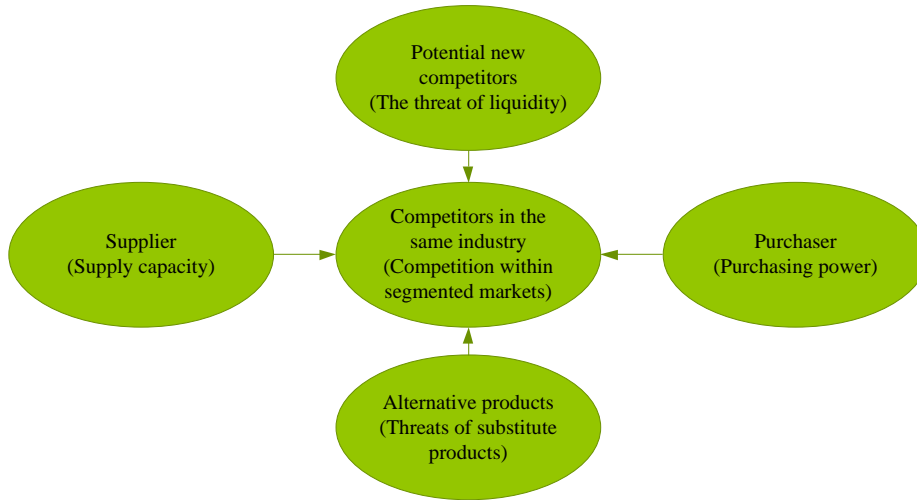


Figure 1: Marketing influences

2.2 Global Market Positioning Calculations

In addressing the challenges of economic globalization, companies need to reassess their positioning in the global market. A global market positioning algorithm based on cluster analysis is introduced to identify new market opportunities and optimize product positioning.

Set the product feature vector as $P = [p_1, p_2, \dots, p_n]$, where p_n denotes the n th feature of the product. Find the optimal k clusters to maximize the intra-cluster similarity and minimize the inter-cluster similarity by cluster analysis as follows:

$$L = \sum_{i=1}^k \sum_{p \in C_i} \|p - \mu_i\|^2 \quad (3)$$

Where C_i denotes the i th cluster and μ_i denotes the center of the i th cluster.

Enterprises can divide the global market into different clusters based on product characteristics, so as to better understand the needs and characteristics of each market and adjust marketing strategies in a targeted manner [13]. Enterprise impact strategy influencing factors as shown in Figure 2, on-site marketing and execution emphasize the practical operational level, focusing on how to deliver and promote the product or service in actual scenarios, emphasizing the actual effect of marketing. Corporate entrepreneurship and marketing management, on the other hand, focuses on overall business strategy and team management at the macro level to ensure that the company can start a sound business and achieve sustainable marketing management [14]. Demand and customer management are two aspects directly related to the market. By gaining a deeper understanding of market demand, companies can better adjust their products or services to meet customer expectations, and establish and maintain customer relationships and improve customer loyalty through customer management. Finally, marketing administration focuses on internal organization and coordination to ensure that marketing teams work together efficiently and effectively to execute the marketing strategies developed. This framework provides a systematic way for companies to think about and manage their marketing activities, enabling them to better adapt to market changes, improve competitiveness, and achieve sustainable growth.

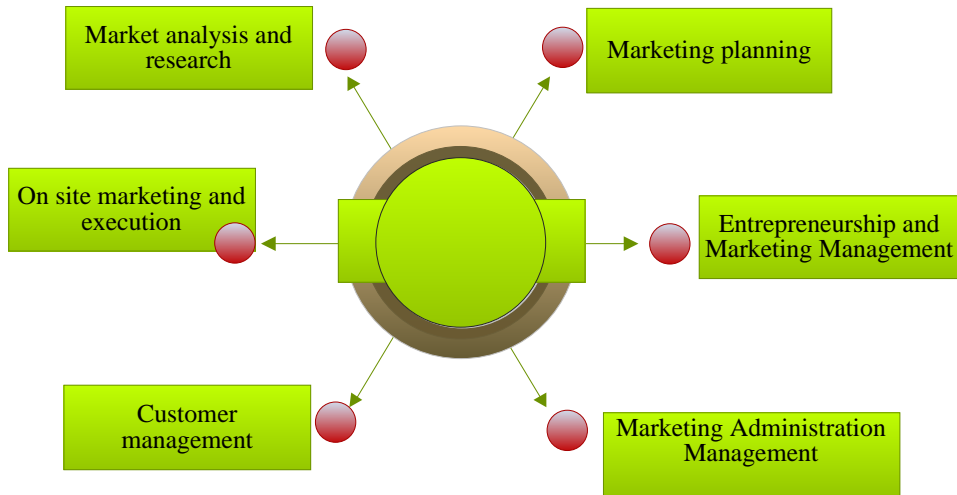


Figure 2: Factors influencing business impact strategy

2.3 Global supply chain optimization calculation

Set the supply chain network as a directed graph $G=(V,E)$, where V denotes the supply chain node and E denotes the supply chain path. The cost function is:

$$C = \sum_{(i,j) \in E} c_{ij} \cdot x_{ij} \quad (4)$$

Where c_{ij} denotes the cost on path (i,j) and x_{ij} denotes the flow on path (i,j) . Enterprises can optimize the structure of the global supply chain and select the optimal supply chain path to reduce costs and improve the flexibility and ability to cope with risks in the supply chain [15]. Figure 3 shows the supply chain optimization process, in the process of supplier evaluation and selection, through the establishment of criteria and total cost analysis, the enterprise can more comprehensively consider the comprehensive strength of the supplier, to ensure that the selected supplier is in line with the long-term strategic objectives of the enterprise. After the screening and establishment of suppliers, the enterprise conducts docking through information request forms and inquiry forms, which further clarifies the roles and responsibilities of suppliers. The stage of supplier discussion and response then provides the opportunity for two-way communication to ensure that both parties understand and meet each other's needs in their cooperation. The entire process concludes with line contracts and owner communication to ensure stable supply chain operations.

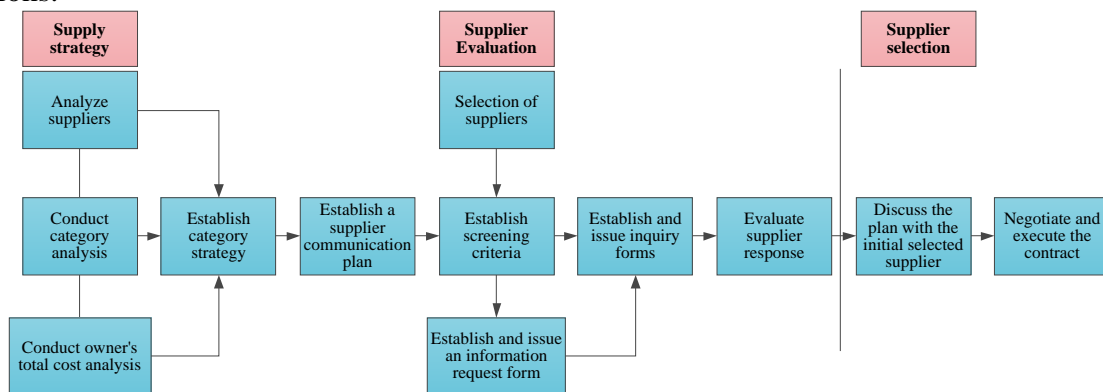


Figure 3: Supply chain optimization process

3. Results and Discussion

3.1 Increase market share of enterprises

Enterprises were divided into experimental and control groups, with the experimental group implementing marketing strategies to cope with economic globalization and the control group maintaining traditional strategies. Randomized grouping method is used to ensure that the experimental and control groups are balanced on other factors in order to eliminate confounding factors. Table 1 shows the comparison of market share of firms, the initial market share of firms A and B in the experimental group was 20% and 15% and after the experiment the market share increased to 25% and 18% through marketing strategies to cope with economic globalization. The impact of economic globalization on firms' marketing is complex, and the changes in the experimental group indicate that appropriate strategies can be adopted to cope with and achieve an increase in market share, while the performance of the control group shows a different trend.

Table 1: Comparison of market share of enterprises

Company	Group	Initial market share	Post-experimental market share
Company A	Experimental Group	20%	25%
Company B	Experimental Group	15%	18%
Company C	Control Group	22%	22%
Company D	Control Group	18%	20%

3.2 Improvement of customer satisfaction

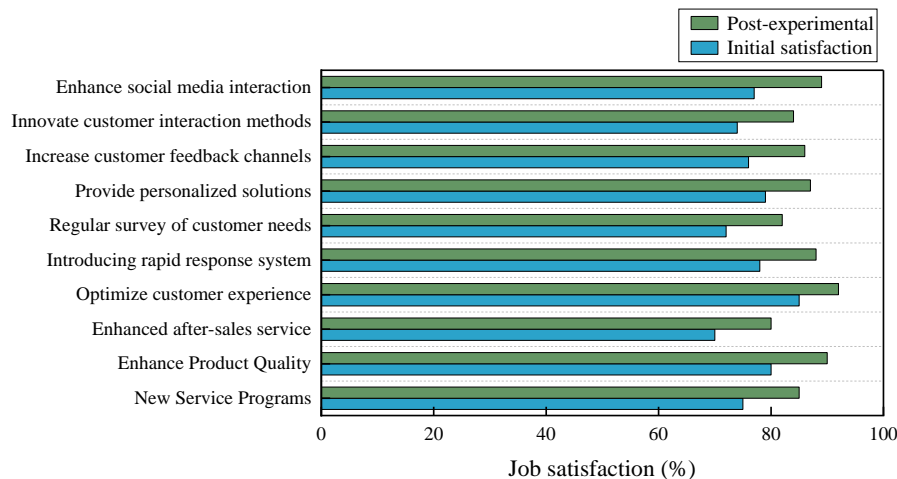


Figure 4: Customer satisfaction of enterprises in the context of economic globalization

Figure 4 shows the customer satisfaction of the company in the context of economic globalization, by introducing the new service solution, customer satisfaction increases from the initial 75% to 85% after the experiment, indicating that the new service solution has a positive impact on customers. By improving product quality, customer satisfaction increased from 80% to 90%, indicating that improving product quality is an effective strategy to increase customer satisfaction. Strengthening after-sales service leads to an increase in customer satisfaction from 70% to 80%, and good after-sales service plays a positive role in improving customer satisfaction. By

optimizing customer experience, customer satisfaction increased from 85% to 92%, and the optimization of customer experience has a significant impact on customer satisfaction. The introduction of quick response system increases customer satisfaction from 78% to 88%, indicating that quick response plays a key role in improving customer satisfaction.

4. Conclusion

With the increase in the average growth rate of global market share, enterprises should strengthen the layout of the international market and grasp the global market opportunities. Intensified competition in the international market is an important challenge for enterprises, and differentiated competitive strategies and innovation are effective ways to improve competitiveness. Diversification of consumer demand is a major challenge for marketing, and enterprises should flexibly adjust their product and service strategies to meet the needs of different regions and groups. Introducing digital marketing tools is the key to improving market response speed, and effectively utilizing big data analysis to improve the accuracy of market forecasts. Strengthening international cooperation and strategic alliances to form a globalized value chain is essential to cope with uncertainty and enhance comprehensive competitiveness. In summary, specific directions and suggestions are provided for marketing decisions of enterprises in the face of economic globalization, which help enterprises better adapt to the globalized market environment.

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