

Deciphering the Applicability of Marketing for Companies' Ownership and Business Internationalization as Key for Market Leadership

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Abstract

This paper and research present, analyze and decipher the relevance of the applicability of marketing in the companies' business internationalization process for market leadership. Companies and business holders that would like to operate in foreign markets through the internationalization process have to focus on the power of their brands and ownerships using the powerful concept of marketing but they have to break its codes wherever and whenever they use it. Companies often face significant challenges when they expand internationally, such as understanding local consumer preferences and adapting product offerings and marketing messages. However, Effective marketing strategies enable companies to capitalize on these opportunities by identifying target markets, conducting market research, and developing tailored advertising campaigns. In conclusion, marketing has to analyze global ideas for international markets because it is very important for companies' local and international business perspectives within or before engaging in the business internationalization process.

Key words: business internationalization, globalization, marketing, brand, process, insight, decoding

J.E.L. classification: M0, M13, M31, F23, F60, F64

1. Introduction

Globalization has been running the world since its emergence in the 18th century with the rise of the 3rd industrial revolution. As it has brought all the world's economies together, it has divided them as well by leading them to inequality in everything given that it divided the world between developed and developing economies. Globalization has been driving the world's economies for ages through its economic, social, cultural and political dimensions, its economic dimension has been growing creatively following different gathered perspectives among the world's economies. Moreover, the digitalization and internationalization processes emerged in globalization and have been developed by companies in different ways. Currently, globalization as I analyzed and presented in some of my previous published full papers has been in a slowdown for more than a decade, this slowdown that is its current phase and called de-globalization has been affecting the movements of business and energy globally due to various aspects. The concept of marketing has passed by different styles from writing on the wall and oral announcements and advertisements before globalization and during its first stages to other ways that could attract the clients' attentions. In other words, after the emergence of the digitalization process, the concept of marketing has been so relevant for companies' business.

Marketing has to analyze global ideas for international markets because it is very important for companies' local and international business perspectives within or before engaging in the business internationalization process. However, it faces ups and downs due to the fact that many business holders and companies do not know how to use the power of marketing to star their business and reach competitive advantages. Various companies center more on sales and production without controlling their relationships with the clients during their business operations especially when they internationalize and operates in foreign locations, the thing that impacts more their business benefits and long term existence in various markets. Internationalizing business through any of the

internationalization strategies that the company follow and apply to operate abroad requires some methods of adaptability because faces various obstacles such the degrees and types of cultures, clients' preferences, countries policies, religious and social limitations, regulations and other aspects. Thus, if the companies does not know how to deal with customer and reach their satisfactions through it's the process of marketing, it loses its credibility before them.

The concept of marketing has to base on different values including the cultural language values that are very relevant because if the company cannot impose its language on clients from different markets and locations where it operates, it has to cooperate by using a common langue and a correct way to reach a satisfying relationship in markets. Some companies have got rising brands various acceptable facts valued by the clients' preferences. The goal of this full paper is to decode the importance and relevance of marketing for companies' brands and business internationalization process by analyzing and presenting the importance of brands, the power of marketing and customer values for companies and business holders that are engaged or would like to get involved in the business internationalization process. This paper is an original study and actual research, it is part of its author's doctoral research as one of its PhD chapters, it analyzes various supplementary aspects that complete what has been published by its authors previously, it is a helpful analytical approach for companies and business holders that would like to operate in foreign markets through the internationalization process by focusing on the power of their brands and ownership using the concept of marketing but they have to break its codes wherever and whenever they use it.

2. Literature review

Globalization has steadily and circumspectly configured the world over the centuries and it rose among various waves of industrialization. It has driven the world and human society to evolve from simple energy sources such as coal and wood to fossil fuels globalizing societies and economies (Benabed and Boeru, 2023). By degrees, it has globalized the energy market and various other markets. Globalization introduced both internationalization and digitalization as main instruments for its processes and dimensions (Benabed and Boeru, 2023).

Business internationalization enables firms to expand their activities into overseas markets and foreign economies (Benabed, 2024a). The internationalization process via exports may encounter barriers like customs requirements or mandatory certifications to ensure products are not held by authorities (Benabed, 2023b). The steadiness of a business depends on the level of production, services, goods, market trends and customer confidence, which are the main elements of business in the economy. Put differently, the steadiness of a business depends on the steadiness of the economy (Benabed, 2023a).

FDI-driven internationalization is shaped by ownership, location, and internalization factors (Benabed and Bulgaru, 2023),

Marketing skills are a relevant key factor to reach any competitive advantage and boost the business performance within the company especially when it comes to sustainability (Morgan and Slotegraaf, 2022). Back to the previous decades, a lot of business to business companies used to incorporate the marketing abilities in a significant way (Cortez and Hodalgo, 2022). Nonetheless, there has not been a lot of attention regarding the implementation of marketing skills for business to business models and business to company's strategy (Morgan and Slotegraaf, 2022). Using marketing skills in a creative way may help reach efficiency in the companies' resource utilization and lead to a sustainable business competitive advantage (Wiles et al., 2012). Thus, identifying the key competencies of marketing that need to be developed is an important point in entering competitive markets (Guo et al., 2018).Some prior research have mentioned the key role of artificial intelligence (AI) in developing the marketing abilities since such technology is driving business everywhere (Manis and Madhavaram, 2023).

The link that associates marketing with internationalization has been a subject of extensive research as marketing has been recognized as a key factor in corporate internationalization (Kotler, 2012). as firms expand beyond their domestic borders, marketing is often the first point of contact with foreign markets. Successful international marketing strategies hinge on the ability to understand and cater to local market demands while maintaining a consistent global brand image. The concept of "international marketing" has evolved significantly in response to globalization.

According to Palmer and McDonnell (Palmer and McDonnell, 2021), international marketing is characterized by the necessity to adapt marketing strategies to the cultural, economic, and legal differences across global markets. The need for businesses to understand these variations and incorporate them into their strategies is critical. At the same time, globalization has led to the development of global brands, which, while rooted in a uniform product offering, often require marketing adjustments to meet local needs and preferences. As Porter (1990) suggests, competitive advantage in international markets arises from a firm's ability to understand and leverage local market conditions. Marketing strategies that are both globally consistent and locally responsive are essential for success.

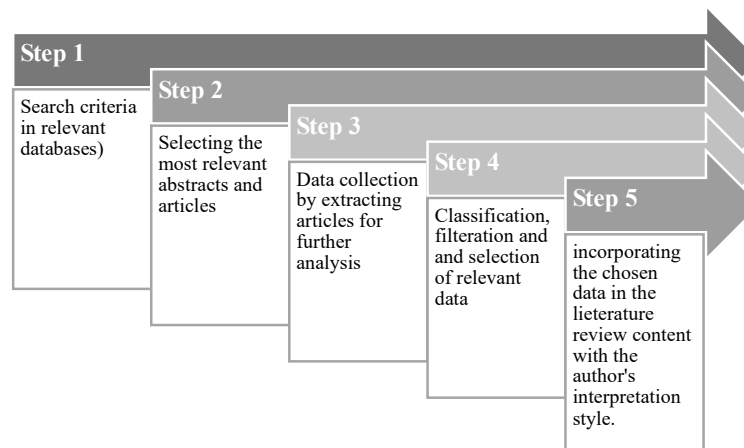
For example, Coca-Cola has long been a successful example of a brand that has successfully implemented an international marketing strategy. The brand is consistent globally, but its marketing messages and product offerings vary to meet the needs of different cultures. In some countries, Coca-Cola uses localized advertising to connect with the emotional and cultural values of the target market. This global-local approach is a key feature of successful international marketing strategies (Palmer and McDonnell, 2021).

3. Research methodology

The research methodology relied first on a related literature review to this research and actual study, its literature review went through an analytical approach structure basing on the relevant prior research to our keywords and study.

As illustrated in figure 1, that illustrates the literature review steps and search criteria according to the author's perspectives, the literature review passed by five main steps where the first sept was for searching criteria in the relevant databases, the second step was for selecting the most relevant abstracts and published articles. The third step was for data collection and the fourth step was for the classification, filtration and selection of the relevant data. The fifth step was for incorporating the chosen data in the literature review content with the author's interpretation (See figure 1).

Figure no.1. Literature review steps according to the author's perspectives



Source: Author's design and research, 2025

As this study is very actual, it has not been easy to find enough previous publications that could be relevant to our topic but we could create a structural form for it. Second, for coherent statistic data interpretation, in the section of results they are illustrated in figure 2 and 3 where figure 2 represents the most valuable brands by 2025 according to the available data in billion US dollars, figure 3 illustrates the influencer marketing market size worldwide from 2015 to 2025 in billion U.S. dollars, figure 4 illustrates a created framework to an advantageous marketing for business internationalization in companies (See figure 2 and 3).

At the end, I designed the model and framework in figure 5 to illustrates how companies and business holders may reach and focus on customers' value within/for the business internationalization process through the power of marketing (See figure 5). So the research method is a mix of quantitative qualitative approach based on creative critical analysis.

To start well the research in a coherent way, there were set the two research question that are below:

RQ1: What are the business values of marketing for companies' brands and business internationalization in globalization?

RQ2: How relevant is marketing to the business internationalization process in globalization? And what makes customers stick with a particular brand or product?

4. Analysis and results

4.1. Marketing relevance and the scope of business internationalization

Many companies choose to enter international markets for various reasons, as their business offers numerous advantages focusing on brand awareness and recognition, ensuring greater project stability, diversification of markets and customers, availability of more qualified and motivated resources and employees, reinvestment of profits with compensation for achieved results.

By investing in internationalization, companies of all sizes and industries may find various opportunities outside their national markets thanks to digital tools such as digital marketing and social media for networking with customers and stakeholders since digital marketing is one of the most important drivers of internationalization.

There are several factors that motivate them, but three are the main ones. First, the push factors are when the saturation of professional markets generates the need to seek new larger markets or other causes that are unfavorable for the business in the home country. Second, the pull factors, which seek opportunities in new markets through competitive advantages among competing countries, customers, or suppliers. Third, technological advances that facilitate the leap, or state aid or subsidies.

4.2. Marketing and International Business for values

In fact, the knowledge of how to reach customers from another country and culture can be acquired through marketing in the internationalization process.

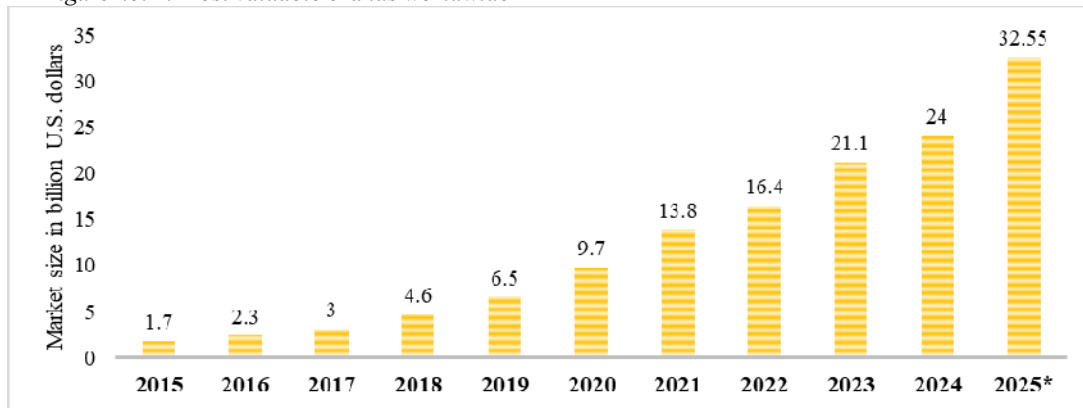
According to Philip Kotler's theory, international marketing is divided into four main components, the so-called marketing mix. Kotler (2012) states that the product encompasses everything related to the characteristics and appearance of the offering; the price or quantity proposed by the seller and accepted by the buyer; distribution or placement, the product's path from the exporter to the final consumer abroad (Kotler, 2012). Finally, communication encompasses all the formulas used to persuade the customer to purchase the product (Kotler, 2012). All of this is incorporated into an international marketing plan, in which the company analyzes its environment and establishes a set of objectives and strategies that are translated into actions within a budget to achieve the planned sales targets (Kotler, 2012).

According to this research and full paper, international marketing is defined as a company's strategy to ensure that consumers of its products or customers of its services worldwide recognize, appreciate, and purchase its offerings repeatedly and loyally. This is achieved by making purchasing products easy and convenient while providing compelling reasons for choosing the offering. The most important aspect of international marketing for companies is therefore the customer, and our understanding of them has changed over the past few decades for various reasons. Meeting their needs is not easy; it requires considerable intelligence, perseverance, creativity, and innovation.

4.3. Analysis of data and global brand values and the global marketing influencer market

Figure 2 represents the most valuable brands by 2025 according to the available data in billion US dollars. The Chinese State Grid Company has got the lowest brand value with 85.6 but this this appreciated among all from the presented list. The American multinational Company "Nvidia" that deals with electricity products came before it with a brand value of 87.9 billion US dollars (see figure1). The highest brand value lies in the American multinational company „Apple" with a value of 574.5 billion US dollars followed by the other American multinational company "Microsoft" with a value of 461.1 billion US dollars. The American multinational company "Google" came third globally by 2025 with global brand value of 413 billion US leadership due to its strong leadership in technology opportunities (see figure 2).

Figure no. 2. Most valuable brands worldwide

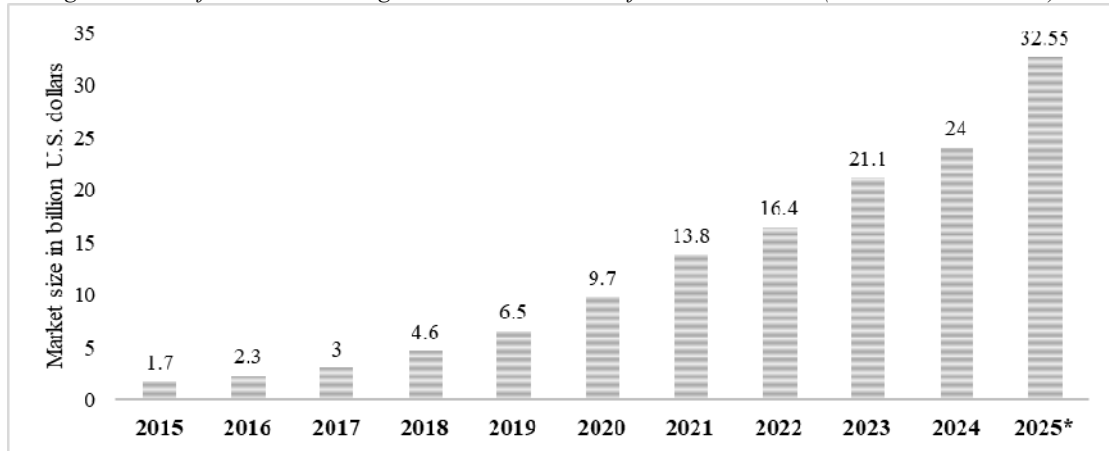


Source: Authors' contribution based on Brand finance data, 2025

Amazon as another American multinational company is in the fourth place with a 356.4 billion US dollars as a brand value, Amazon is a multinational company for e-commerce technology and computing that has got a high sale level. Whereas "Walmart" the American multinational company of retails is in the fourth place with a brand value of 137.2 billion US dollars, Walmart has got a series of hypermarkets globally with a very creative leadership (see figure 2). Most American companies are in the lead globally with their valuable brand values including "Facebook" that a multinational American technology company has got a 91.5 billion US dollar brand value but it is still after the Chinese state company "Tik Tok" that has a close global brand value valued as 105.8 with a seventh leadership position by 2025 (see figure 2). The South Korean Multinational Company "Samsung" has come seventh in the offered studied list of brand values by 2025. From this analysis, there is a strong observed Global business leadership position and internationalization process, the strongest brand values come from the United States of America due to the quality of politics and support to multinational companies in international business. However, the Chinese companies are observed only as state global companies due the national policy they abide by but they have also a strong weight globally in the era of business internationalization, they just use other entry modes and collaboration styles with foreign markets and since China is a global market and engine for world production, it does not produce outside to protect its global leadership position and the reality is seen in many products that are made of assembled in China (figure 2).

Figure 3 illustrates influencer marketing market from 2015 to 2025 in billion US dollars, according to the provided illustrated data, it is observed that the influencer marketing market has been increasing well for the observed decade 2015-2025 with the highest value in 2024 with 24 billion US dollars and higher in the first quarter of 2025 with a value of 32.55 billion US dollars (see figure 3).

Figure no. 3. Influencer marketing market size worldwide from 2015 to 2025 (in billion U.S. dollars)



Source: Author's contribution, influencer marketing hub and Statista data, 2024-2025

Influencer marketing is a form of social media marketing that involves product placement and advertising promotion by online creatives. In today's competitive marketing environment, brands are collaborating with influencers more than ever, as partnerships with well-known creatives can open the door to large potential audiences. In 2015 the value of the influencer marketing market was very low and valued as 1.7 billion US dollars but the value has been increasing gradually (see figure 2) due to various factors including the driving forces of globalization, internationalization and digitalization that have pushed the influencer marketing market ahead since a very important worldwide progressive business.

4.4. A framework for an advantageous marketing for the companies' business internationalization

Figure 4 presents a designed framework for an advantageous marketing and its positive sides for the companies' business internationalization and internationalizing brands worldwide. Marketing for business internationalization is highly important because according to this research and analysis, it leads companies and business holders to less competitions since applying marketing in business with the internationalization process leads to make the company's image everywhere using the power of digitalization (see figure 4).

It formulates and structures a strong network with customers by keeping their attention and eyes on the new of the company's business, operations, services or industrial movements, it stabilizes the company's business and strengthens its profitability for long terms since it works more on the customers fidelity process that is a very important point in the area of internationalization and business in particular (see figure 4).

Other helpful points that come from applying such an advantageous marketing in international business is the possibility of risk reduction an anticipation through the degree of advertisements (see figure 4). Therefore, it is a very important point for the company's business options and design since it leads to more market attraction and this is highly observed in the analysis of figure 2 and 3.

Figure no. 4. A framework for an advantageous marketing for business internationalization in companies



Source: Authors' design and research, 2025

4.5. Optimizing the link between marketing and customer value

Companies that internationalize or would like to operate abroad through the internationalization process should focus more on the customers' values in its foreign locations and markets because customers are the ones that value its brand and ownership until they stick with them if meet their needs and expectations (See figure 5). Indeed, Customer value is essentially the perceived benefit that a customer gets from using a product, service or experiencing something that any company or business offers. In other words, it is about how much customers value what they get compared to what they pay for. This concept is crucial because it impacts how much money customers would like to spend.

Companies aim to optimize the customer value all through the whole customer journey (See figure 5).

As illustrated in figure 5 companies and business holders may reach the customers' value by using the relevant power of marketing the right way by focusing on lowering the costs of products, services and operations, Using high quality materials in business process, respecting the customers' preferences, respecting customers' cultures and confidentiality, adapting the business with the regulations negotiating that with the stakeholders, satisfying the clients helps the company reach the market leadership and boost its brand, applying and focusing on the power of AI in marketing for business values, making sure that the tangible benefits match with customers' perceives ,respecting and protecting the customers' data with the business internationalization process, engaging customers in developing the company's business and engaging customers in the companies' sustainable business (See figure 5).

Figure no. 5. Reaching and focusing on customers' value within/for the business internationalization process through the power of marketing



Source: Author's own design and research, 2025

Thus, this requires apprehending and taking in the customer needs, proclivities and feedback is requisite for creating personalized experiences (See figure 5). As a matter of fact, companies may utilize surveys, interviews or questionnaires and data analysis to accommodate the marketing efforts by imparting relevant offers that resonate with individual customers. Furthermore, customer values may be increased in various ways though lowering the costs of their products, services or operations, using high quality materials, adding new features to the products, making sure that the tangible benefits match with the customer perceives as valuable (See figure 5). Therefore, following all these quality steps helps solidify the companies brand and ownership. Companies that prioritize customer values may foster fidelity and appreciations among their customers because if they need to boost their business reputations and reach business leadership positions in local and foreign markets, they should build long term relationships with by increasing their satisfactions. So, delivering a valuable experience with customers keeps them stick with the companies' brands (See figure 5).

5. Conclusions

Internationalization refers to the process by which companies expand their business operations into foreign markets. It is a complex and multifaceted process that requires careful planning and strategy. Marketing plays a fundamental role in this process. It helps companies navigate unfamiliar markets, understand consumer behavior, and communicate effectively with international audiences. Companies often face significant challenges when expanding internationally, such as understanding local consumer preferences and adapting product offerings and marketing messages. However,

internationalization also offers companies the opportunity to enter new markets, diversify their revenue streams, and gain a competitive advantage. Effective marketing strategies enable companies to capitalize on these opportunities by identifying target markets, conducting market research, and developing tailored advertising campaigns. Hence, customer values may be increased in various ways though lowering the costs of their products, services or operations, using high quality materials, adding new features to the products, making sure that the tangible benefits match with the customer perceives as valuable.

Therefore, following all these quality steps helps solidify the companies brand and ownership. Companies that prioritize customer values may foster fidelity and appreciations among their customers because if they need to boost their business reputations and reach business leadership positions in local and foreign markets, they should build long term relationships with by increasing their satisfactions. So, delivering a valuable experience with customers keeps them stick with the companies' brands. To sum up, there are real business values that come from the power of marketing for companies because it boots their brands, ownership business internationalization in globalization, According to this research and full paper marketing is very relevant for the companies' business internationalization process in globalization. However, it has to link customers' values to the companies' aspects so that they stick with their particular brand or product.

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