

# Primary models of international marketing

[Business](#), [Marketing](#)



Primary Models of International marketing PART 2 Primary Models of International marketing A company is likely to exhibit some attitude especially when marketing internationally. However, there exists three international marketing models that play a role in addressing the market mix. These primary models include, polycentric, ethnocentric and geocentric. Ethnocentric is normally used to refer to assumptions arising from national arrogance. They are conservative and hold the underlying factor that one method used in marketing and manufacturing is adequate and applicable to all other places. They uphold the view that products emanating from their country are superior by default and automatically get accepted in other regions. They do not consider aspects of modification and are not vigorous in their marketing campaigns. Contrary to ethnocentric approach or model, the polycentric approach dwells on the uniqueness of each region it is unveiling its products in. They put extra caution and consideration in regard to the people's culture and give its products time to be assimilated into the people's culture. If necessary, they would consider modifying their products to suit the perspective of their new targets. This approach invents new marketing strategies to capture the attention of new customers. On the negative aspect, modifications to fit into each setting may dilute the originality of the initial product and prove expensive for the company too. Considering the unique needs of individuals, cultures or religions in every region may be exhaustive too. Geocentrism embraces a more global approach to business. It levels the business grounds to all parties as there is no special attention to the original company or the host. Delegation of duties is on by merit and efficiency and not

regional affiliations or decent of an individual. The business though global acts as one with utmost appreciation to each regional unique contribution. They focus on the behavior of the market and not geographical location. In conclusion, the model a business adopts depends on its objectives though all of them may have their own limitations. How a company markets its products may influence its choice of marketing over the other. For example, a sausage company dealing in pork sausages may not use the same model it uses in Europe and Asia. These brings us to the cultural aspects of a region which should not be ignored either. However, the geocentric model offers a more cohesive and integrated approach having improved on the weaknesses of ethnocentrism and polycentrism. References Lynn, R. A., & John, M. T. (2001). *Marketing Strategy and Execution*. New York: Kindle Books. Shaw, J. (2008). *International Marketing: Strategy and Theory*. New York: Routledge.