

The inexperienced marketer



Cateora and Ghauri (2006) state that 'for the inexperienced marketer, the 'similar but different' aspect of culture creates an illusion of similarity that usually does not exist'.

What do they mean by this statement? Explain and give specific examples to illustrate the points made.

The culture creates illusions of similar but different for in experience marketer. English is the language that is been spoken and understand all over the world . but there are not more than ten countries where English is spoken as a first language and every country has its own culture , economy and native region language. If we see in the England there are some areas where one product is doing good business but on few miles far the same product sale has been dramatically changed as a matter of fact although all these countries are speaking the same language English, for example if we see the other areas of England like Scotland Ireland have same language but have their own interest, taste, culture and economy.

English is spoken all over the world as a international language but if see culture and environment the same language English have different meaning in other countries. for example if in one country people speak a word like yeah to say yes. in the other countries same word in speaking people take as rude and offensive. In some countries people use please word before saying anything especially in England but same word please is worthless in Asian countries.

The world in which we live is presently undergoing a profound change; indeed, it is a transformation of unparalleled magnitude (Wild et al. 2005).

Never before in the history of the world has the human race been so deeply involved in and affected by international developments on a global scale.

Powerful forces are converging to create the foundation of a new global order on which the structure of a world economic and market system will be built (Craig and Douglas 1996; Ghauri and Cateora 2006). This tangible reality that virtually everyone must face—globalization can, according to Wild et al. (2005, p. 6), be defined as “ the trend toward greater economic, cultural, political, and technological interdependence among national institutions and economies”. This implies that globalization affects not only business, but is also apparent in a multitude of layers ranging from politics, to technology, to national cultures and traditions (Daniels et al. 2007; Hill 2007; International Monetary Fund 2007; Osland 2003).

There are many cultural differences in the international market just because of language differences and it is difficult to understand and examine.

If a company want to start a food business in Asia subcontinent, there are two countries in sub continent India and Pakistan. Both countries have the same language, culture and economy but the people living style is different for example most of the people living in India are vegetarian or prefer vegetarian food. on the other hand people of Pakistan prefer non vegetarian food. If a food company keep these two important things in mind so that the company will be going to make good business and profit in the future.

The Experience of the any product or knowledge counts in every field of life. In the field of marketing also needs a specific experience because it's the one of the most difficult job of the world to attract people and convince them

to buy to satisfy their needs. We know that culture leave a great impact affects a lot in marketing like this there are also other factors which affects marketing. The profession people always keep the current situation in mind and compare that to history of that particular business to make good decisions at the right. The marketer analyse the the market situation and research on the thinking of the people. The culture of the country varies from one place to other place for examples the Europe people are different from Asian people. European people prefer the pork meat on the chicken and beef. These are the main and major differences. Culture is different from people.

The results show that there are a number of possibility factors in firms' macro, micro, and internal environments, which appear to be determining of their level of pursue International marketing program adaptation.

Outstandingly there is a difference between the domestic and export Venture markets which are related to socio cultural environment, technological environment, market Characteristics, marketing infrastructure, customer characteristics, and a product's stage in its life cycle, these factors are significantly related to marketing program adaptation. There are some international product or companies if they advertise their product in one country , the same advertisement help the product in other countries respectively.

Conclusion

The marketer of the company is well aware of the type of culture and design. As international mass communication and improved financial and people similarities grow among the culture increases and familiar market behaviour.

According to globalization concept one product is easier to market in one area than other product. It tells us with the help of examples that marketer must need to keep in mind the society and society culture and habits changes with the time and the marketer need to up to date these changes.

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