

REASONS FOR PRODUCT STANDARDIZATION OR ADAPTATION

Product standardization refers to the process of maintaining At the same time, this will cause less wastages in material usage as well and.

So in this article, we are going to cover these two concepts so that you can have an idea about the two concepts in depth. This argument can be justified by mentioning the case study of Disneyland Co. Global image of the brand can be effectively reinforced via the application of standardisation to integrated marketing communication strategy. Production efficiency – When the product that we are currently producing is being uniformed, the production process becomes efficient due to enabling factors such as mass production, specialization of labour, automation of the processes of production. To Islamic countries they use a girl with a scarf and to the other countries which are not Islamic, a girl without a scarf is used. However, standardisation can be associated with certain disadvantages. In order for gasoline to be effective in high altitude regions, its octane must be higher, but it can be promoted much the same way. For example, integrated marketing communication processes of a leading consumer electronics company – Apple, are highly standardised and this is partially caused by the fact that its products such as iPhone, iPad and personal computers do satisfy the same types of customer needs t oregardless of the geographical location. Because the label of the Red bull which is being sold in North America consist of red and silver for which the red bull stands for action and the silver background stands for the youth spirituality and spirit. For example, Red Bull can in North American market is designed in red, silver and blue colours. However, the high cost related to adaptation may limit the use of the adaptation approach Vrontis, The factors that influence the degree of standardization and adaptation are the following: language differences translation of the message, trade names, brands, etc – cultural differences what do people prefer or dislike, religion, attitudes, etc – social differences how do people interpret statements? This flexibility not only opened a new market for the company, but also allowed it to develop brand loyalty that consumers could take with them when their income increased and they could afford higher-end products from the same manufacturer. Moreover, learning the specifications of local culture in order to integrate this knowledge to the elements of marketing mix can prove to be a costly initiative. However, occurrence of this scenario in real-life situation is difficult and it depends on a wide range of factors such as the nature of industry and product life cycle, research and development budget, the level of infrastructure in the local market, the level of competition and others. As mentioned previously, different markets mean different preferences. Foreign brands that are planning to enter the Danish market must comply with these laws. However, due to significant cultural differences between Hong Kong and West, the financial performance of Disneyland in Hong Kong has been well below the expectations. In other words, standardisation and adaptation strategies do not have to be mutually exclusive; however, an adequate level of balance needs to be maintained between the two. In these cases, the same product can be sold throughout all markets. On one hand, standardisation offers significant cost advantages, but it fails to address some of the differences associated with each individual market. It should be a balance of both. This research identified the advantages and disadvantages of each method stating that the solution to a successful market approach lies between the two extreme approaches. This does not give advantages only to the organization but also to the customers as well. According to Vrontis et al. This concept has become more meaningful because of the growing trend by multinational corporations to outsource components in order to gain economies of scale. On the contrary, there are other industries in which the same does not apply and this must be considered. The specification that products must contain a specified proportion of the locally manufactured components is one of the major government constraints. Price adaptation – a company adopting this type of adaptation has to change size or quantity of their product so as to account for the changed This is because a new market may not be willing or able to spend as much money on a certain product as others. They argue that trade barriers are getting lower and that technological advances and firms are displaying a global orientation in their strategy. Consider the following aspects, as well: Customer characteristics Per capita income and living standards Climate and geography. So that the materials can be purchased in bulk quantities and this will lead to have discounts in purchasing. North American red bull: Red is a symbol of action and courage Silver-symbol of maturity Blue-symbol of youth spirituality and peace Chinese Red Bull: Red-symbol of good luck

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Gold-symbol of wealth and happiness At the same time when the shampoo of Dove is being sold the Dove company use different packaging to reach different markets.