

Glocalization, the Local Market of a Global Products: “A Strategy of Global Brands in India”

Dr. Amit Kumar Khare

MBA, PhD University of Lucknow India.

Associate Professor in Management Department at School of Management Sciences,
Lucknow

Abstract

The effect of glocalization has grown to be turning factor for multinational companies to think local Globalization time period extracted from that of global and nearby and provide an explanation for that corporations not handiest assume international however also act local while detailing enterprise features which includes branding, marketing, advertising and marketing and product promotion. Today in competitive world market the requirement of food industry within the multinational enterprises. The multinational corporations expand their business operations in other country tends to choice their expansion as per the requirement of local country. Today multinational food manufacturers operated in emerging global economy, this is due to the product & service in the local market, because of that they did not earn profits in their operations. The research paper wants to explore the result of multinational food industry, while they are going to invest in global economies due to different test of food habits, in particular countries market.

Key words: Glocalization process; Multinational corporations; Emerging Market Economy; Localization of global business; Perforation Strategy; Multinational Food Enterprises.

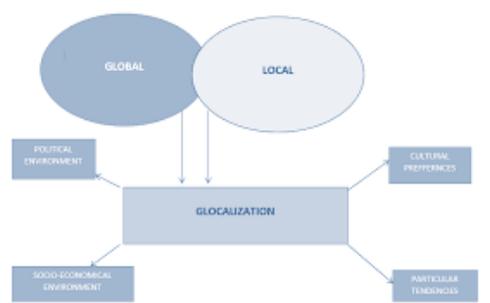
Objectives:

1. To spot the multinational food giant in local market.
2. To review the Global strategies in market development, of multinational food enterprises including advertisement etc.
3. The future objectives are broken down into short-term measurable targets.

Introduction:

India is a serious emerging market economy for various multinational food outlets across the globe. The presence & growth of multinational food outlets in state capitals & Indian smaller cities is now a standard occurrence. The local market leaders in Indian food chain to feed an inventory of ordinary & popular items including "burgers, pizzas, french-fried potatoes, spring rolls, potato chips, drinks, ice tea, other Indian tea time snacks". The white collar section of their main feeds and the local taste & attractive street foods of various local taste of the country in to local market. Regional snacks are very much in fashion because of attractiveness, rational taste and price which suits local common people. Mc Donald's is a multinational corporation; expanding into different emerging economy due to globalization. The Glocalization is the manner in which companies think in global perspective and act as a

local .Several companies making its product for global market for local customers for their glocalization marketing strategy.



(Source: Google)

Literature Review:

Dictionary meaning, "Glocal and therefore the process noun —glocalization are —formed by tele-scoping global and native to form a blend (The Oxford Dictionary of latest Words, 1991 quoted in Robertson, 1995).(Robertson, 1991)".

Japanese word dochakuka, is a specimen of glocal and local strategy. In world business the thought was adopted to ask global localization. Robertson details that the glocalization is, simultaneous in marketing strategy.

James D. Wolfensohn explains the tremendous importance because it explains the global questions to the difficulty for human being.

Ritzer explains there is always positive growth narrates to organizations and as the same time nations to diversify in a global market and simultaneously market in the local market&globalization (Khondker, 2004).

Glocalization business means from all around business of the customers product including food chains .There are several products came in India during liberalization of Indian economy as per the need of the customers.

To place in an effective way the Indian News Magazine has been modified in a much needed way of the present taste of the customer because of global impact, which help them to find their contents well.Due to difference in culture the working conditions effects the environment as well as group of workers.

Research Methodology:

Data series method has been achieved with the help of number one in addition to secondary information. The secondary statistics source are print articles & clips, employer brochures, preceding studies papers in associated areas, web sites, blog postings & discussions. Primary data collected via interview & save managers & by using questionnaire design for the respondents who have been interviewed personally& also with the aid of sending emails to them. The interview of varied personnel had been captured from the city of Lucknow, for an equivalent when we go in the nearby stores&have beenquestiontheir managersto answer based on questionnairestogether. We interviewedevery respondent.

Research:

I have done this research for the corporations working in thr hotel and hospitality Industry of Lucknow. The Lucknow marketplace become taken into consideration for the sampling

- First Dominos opened at Faizabad road Lucknow in 2004
- Second at Saharaganj Mall in Lucknow 2005
- Third at Ashiyana Colony Lucknow in 2008
- Fourth at Engineering College , Aliganj Lucknow in 2010
- Fifth at Phoenix Mall Lucknow on 24th December,2010
- Sixth Gomti Nager, Vivek Khand, Lucknow in 2011
- Seventh Naraina Plaza Sitapur Road Lucknow in 2013
- Eighth at Vikas Nagar Lucknow in 2020.

Mission, The Culture &It's Priorities

At "Domino's Pizza, our challenge is to be the quality pizza delivery employer in the world. Our subculture is satisfactory summed up in a chant it truly is sung in our shops: Sell More Pizza, Have More Fun,Domino's priorities are to-:

- Recruit, recognize and retain the best people
- Deliver consistently high quality food on time
- Take great care of our customers.



(Source: Google)

Conclusion:

Scope of big business in India is through innovation techniques and ideas. The main culture of foods in India is not based on MNC. The used to habitants are always bank, on nearby food available on street. If we set organisessystem we can take big share from Indian market easily. Intodayscenario Glocalization must learn the local culture and factors for growth planning of their products in India. The system of glocalization is a device of a worldwide product absolutely to localization of the products. The products consistent with the specific desires of that place. Many corporations do not followed the proper approach to put in force the a hit enterprise in their place. The meals chain of multinational organizations need to be in particular sensitive to those issues due to the fact challenges generally faced on such

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industries due to the cultural based variations are extra critical & complicated in comparison to the other kind of industries.

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