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Abstract

This report will compare the marketing activities of Mercedes-Benz in Germany and the United Kingdom ranked by the use of PESTEL, the cultural dimension of Hofstede, STP and 7Ps model. As Germany prioritizes engineering quality and national pride, the UK plan is more about lifestyle, dream, and cyber-activity. Market-specific adaptations are driven by post-Brexit regulatory divergence and cultural differences in two aspects: uncertainty avoidance and indulgence. The analysis provides such ethical issues as environmental claims and data privacy. Some of the recommendations are faster electrification marketing, improved online customer experience, and focusing on younger populations. Gibbs Reflective Cycle is a self-learning assessment tool, which points at the importance of frameworks in international marketing study.

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Section 1: Comparative Market Analysis

Introduction

Mercedes-Benz is a well-known worldwide car brand, an epitome of German engineering and luxury. This report gives a comparative study of the national marketing of the company in the United Kingdom and Germany. It uses the important frameworks of PESTEL analysis, cultural dimensions of Hofstede and STP, and marketing mix to analyse market differences with such a mix, it is possible to do a strategic analysis and make personal academic growth. Depreciated theories of marketing analysis include PESTLE analysis, Hofstede cultural dimensions, STP analysis, and the extended marketing mix (7Ps). Directional development, it also assesses the issues of ethics, recommendations strategy of, and involves a reflective evaluation. Using Gibbs Reflective Cycle to evaluate the learning based on the analysis.



Figure: Mercedes Benz (Baines et al., 2019).

Background

The mission of Mercedes-Benz is to provide luxury, safety and innovation in the automobile sector. The company strives to spearhead the shift to green mobility with electric cars and new technologies (Mercedes-Benz Group, 2025).

Current Vision: To become the most natural luxury automobile company in the world.

Future Vision: Put emphasis on electric mobility (EQ models), digital transformation, and sustainability.

In Germany, Mercedes-Benz has been used as a symbol of national engineering yet in the UK it is used as a symbol of lifestyle, status and prestige (Mercedes-Benz Annual Report, 2024).



Figure: Store (Doole and Lowe, 2019)

A. Comparative Analysis of the Market Environment

PESTEL Analysis: Germany

Political Factors

Favourable: Infrastructure and government incentives on electric cars will enable Mercedes-Benz to move towards sustainability and innovation. EU membership offers regulatory stability and a single market access. Germany enjoys a stable political system which is favourable to the automotive industry especially with the firm support of the automotive industry by the German government (Cateora et al., 2020).

Unfavourable: Operational cost and compliance with rising environmental regulations and political pressure on emissions, there is a challenge of compliance and increased costs of operations. The sustainability and innovation pressures on politics enforce an increase in the cost of remaining competitive, as Mercedes-Benz has to be constantly innovative and adapt to the regulation demands.



Figure: PESTLE (Cateora et al., 2020).

Economic Factors

Favourable: The economic stability and the high income level are indicators of high demand of high-end vehicles such as Mercedes-Benz. Production efficiency is also facilitated by strong industrial base.

Unfavourable: The laws of inflation and the increase in the price of energy decrease consumption and can postpone the luxurious purchase. The increase in the cost of energy and inflation strains reduce the disposable income and could eventually postpone the buying of luxury cars.

Social Factors

Favourable: Good brand loyalty to local brands improves the market anchorage of Mercedes-Benz. This is also sponsored by increased environmental awareness that stimulates the demand of electric vehicles.

Unfavourable: The shifting consumer demands towards sustainability mean that the company has to be constantly innovative, a situation that puts the company under more pressure. With the changing consumer needs towards being sustainable and having environmentally-friendly cars, Mercedes-Benz has been pressurized to not relent on innovation.

Technological Factors

Favourable: Technological innovation in EV and autonomous driving technology is promoted by high-level R&D and effective infrastructure. Germany also ranks as one of the world leaders in automotive innovations with an excellent infrastructure on research and development.

Unfavourable: The costs of investing in new technologies are high, posing a risk to financial risks and the need to innovate constantly in order to stay in the market. The automotive industry is facing pressure to be innovative at all times and its inability to accomplish this can cause it to lose its market share.

Environmental Factors

Favourable: The policies of sustainability promote innovation in the field of electric vehicles, which is in line with the long-term strategy of Mercedes-Benz. Such legislation corresponds with long-term sustainability objectives of Mercedes-Benz and gives the company a chance to develop its electric vehicle collection that are to be offered to the market within the EQ sub-brand.

Unfavourable: Adhering to environmental administration raises expenses of production and complexity of operations. The increase in expenditure of fulfilling the sustainability requirement would decrease its profit margin, since Mercedes-Benz will have to realign the production process in order to satisfy this requirement.

Legal Factors

Favourable: Well-established legal norms promote brand reliability and quality of products (Cateora et al., 2020). The legal framework of safety, emissions, and data protection has clear regulation frameworks established by Germany.

Unfavourable: Tough labour regulations and strict labour laws raise costs of operations and reduce flexibility. The rigidity in labour regulations limits operation flexibility and may increase the cost of doing business in Germany, which leaves Mercedes-Benz with a hard time in adapting to market demands timely.

PESTEL Analysis: UK

Political Factors

Favourable: Electric vehicles have an opportunity to grow due to government programs that favour them. Government incentives and subsidies could be introduced in the EV market, which will also favour Mercedes-Benz.

Unfavourable: Trade barriers, tariffs and uncertainty in regulations add complexity and cost in carrying out of operations to Mercedes-Benz (Usunier and Lee, 2021). There are trade barriers, tariffs, and modified regulations between the UK and EU, which complicate and increase the cost of operations to Mercedes-Benz.

Economic Factors

Favourable: Favourable luxury products demand favours the high-end auto brands. Wealthy customers (the ones that buy such expensive vehicles as Mercedes-Benz) are the ones that make the demand.

Unfavourable: Purchasing power and sales are adversely affected by inflation, variations in the currency and low consumer confidence (Baines et al., 2019). Brexit has affected the UK economy, as inflation, currency exchange, and lack of consumer confidence have impacted the spending behaviour.

Social Factors

Favourable: Aspirational purchase behaviour facilitates luxury car buying. The close relationship existing between car ownership and lifestyle in the UK means that Mercedes-Benz has a great opportunity to appeal to those consumers who want to have luxury in cars and high performance.

Unfavourable: The inconsistencies in the demand patterns lie in regional variations and evolving preferences towards sustainability (De Mooij, 2019). Consumer preferences vary between regions and this implies that the marketing strategies used must be changed to suit markets in different regions.

Technological Factors

Favourable: Digital platforms are greatly adopted, which favours online vehicle sales/marketing plans (Chaffey and Ellis-Chadwick, 2019). UK has a mature technological base that can positively influence its digital marketing and online sales of vehicles.

Unfavourable: The predominance of EV infrastructure in certain areas discourages adoption levels. Certain regions have a higher number of electric vehicle charging stations compared to others, and this may inhibit the potential of the market of the electric cars of Mercedes-Benz in the regions.

Environmental Factors

Favourable: Policies that promote the use of electric vehicles promote the sustainability of Mercedes-Benz (Wilson and Gilligan, 2020). The interest of the UK government in getting to net-zero emissions by 2050 is an opportunity that will enable Mercedes-Benz to increase its electric vehicle range.

Unfavourable: Severe emission limits put a strain on the manufactures to shift in a short time. In order to meet these regulations, Mercedes-Benz has to commit tremendous resources to the new technologies, which might impose significant financial strain and influence production schedules.

Legal Factors

Favourable: Competent standards guarantee the automotive market trust and safety. High consumer protection legislation upheld in the UK contributes towards brand credibility and customer trust since it helps in ensuring that the Mercedes-Benz products are highly safe.

Unfavourable: Post-Brexit regulatory divergence makes compliance more difficult than EU markets. Both markets require further profiling of the company as it would have to operate within various regulatory frameworks incurring more costs of compliance and increased complexity of operations.

Hofstede Cultural Dimensions Analysis

Definition: Hofstede theory of cultural dimensions is a six-dimensional cultural theory of national culture that determines behaviour in the workplace and consumer behaviour. The model assists foreign marketers to make their strategies flexible according to local cultural values (Hofstede Insights, 2023).

Power Distance: Germany vs United Kingdom

Germany has a low score on power distance (35), which means the society is more oriented towards equality and participation in making decisions (Hofstede Insights, 2023). This aspect of culture affects the way Mercedes-Benz relates to German customers, focusing more on engineering competence and rational product advantages than status symbols. The United Kingdom also has a low score in power distance (35), indicating similar expectations of egalitarian communication.

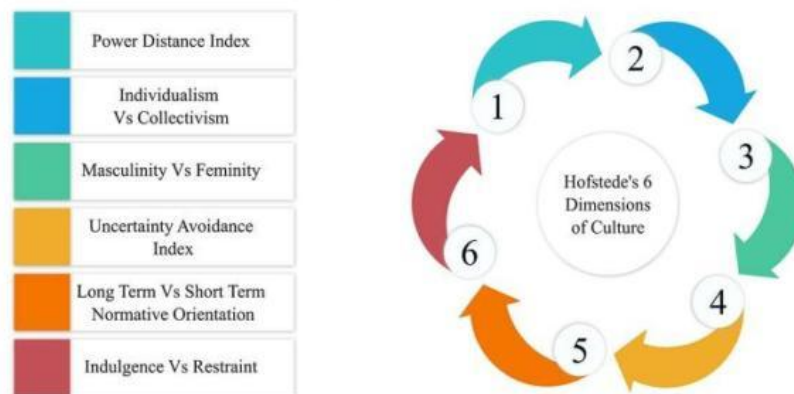


Figure: Hofstede's dimensions (Chaffey and Ellis-Chadwick, 2019).

Individualism: Germany vs United Kingdom

Individualism is high in Germany (67), where consumers base their purchase decisions on personal preferences, as well as the evaluation of individual needs (schiffman et al., 2022). Mercedes-Benz advertising in Germany focuses on individualising choices and self-representation in car design. United Kingdom stands very high on individualism (89), which means that there is an even more accentuated focus on personal choice and self-expression.

Masculinity: Germany and UK

Germany is a high-context masculinity country (66), the importance of achievement, competition, and performance (Solomon et al., 2019). This cultural factor contributes to the focus on engineering perfection, performance requirements, and technological superiority in the German marketing messages promoted by Mercedes-Benz. United Kingdom also exhibits high masculinity (66), providing the same opportunity of performance-based messaging.

Uncertainty Avoidance: Germany vs United Kingdom

Germany has a high uncertainty avoidance (65) where consumers prefer detailed information, warranties, and brand reputation (Hollensen, 2020). Mercedes-Benz takes advantage of this by insisting on reliability, safety, and extensive service offerings in Germany. The UK achieves a low score in uncertainty avoidance (35), which implies they are more comfortable with ambiguity and risk-taking.

Long-term Orientation: United Kingdom versus Germany

Germany is characterised by high long-term orientation (83), where people tend to attribute higher importance to durability, planning in the future, and sustainable investments (Czinkota and Ronkainen, 2021). In German marketing, Mercedes-Benz focuses on vehicle life, resale, and the total cost of ownership. The United Kingdom also ranks lower in long-term orientation (51), which can be interpreted as greater balance between immediate satisfaction and future rewards.

Indulgence: Germany vs. United Kingdom

With a comparatively low score on indulgence (40), Germany is characterised by restrained consumerism and relative strictness in purchase justification (Kotler and Keller, 2021). Marketing in Germany should offer logical reasons as well as emotional pleas to buy luxuriously. The UK scores at a higher level on indulgence (69), where consumers are more at ease seeking pleasure and lifestyle upgrading by making purchases.

Advantages and Disadvantages of Hofstede

Advantages: It offers a common checklist of national cultures to compare; assists multinationals in preventing cultural errors; it is founded on a wealth of research evidence.

Disadvantages: Lumps all the nations together; does not consider subcultures and variations between individuals; original data is found among IBM employees only (small sample); lacks perspective of how the culture may change over time (De Mooij, 2019).

PESTLE Factors Comparison

Similarity: The two markets have high regulatory standards which ensure quality of products, safety and consumer confidence. It works to the advantage of Mercedes-Benz, since such high standards serve to keep consumer trust to the brand, and makes sure that its automobiles provide the necessary safety standards.

Difference: Regulations in Germany are harmonised and UK post-Brexit regulatory divergence can lead to greater complexity of compliance and higher administrative costs to companies like Mercedes-Benz.

B. Comparative Analysis of STP and International Marketing Mix

Segmentation Analysis: Germany

Demographic Segmentation

Mercedes-Benz divides the German market mostly based on the income, and focuses on the high-income professionals, executives, and proprietors of companies (Jobber and Ellis-Chadwick, 2020). Age segmentation defines the central customer groups 35-65 years with increasing focus on younger wealth consumers via entry-level models. The lifecycle stages of the family affect model preferences, as the estates and SUVs appeal to family-oriented markets. Geographic segmentation identifies increased concentration of high luxury vehicles.



Figure: STP marketing (Czinkota and Ronkainen, 2021).

Psychographic Segmentation

Lifestyle choices divide German customers into performance enthusiasts, technology adopters, and traditional luxury seekers (Doole and Lowe, 2019). Environmental awareness introduces a segment that values electric and hybrid cars. Status-conscious buyers are a considerable group that cherishes status and social acceptance. Another segment seeking work-life balance would value comfort and convenience options.

Behavioural Segmentation

What sets usage patterns apart is between business users in need of corporate fleet solutions and personal vehicle consumers (Cateora et al., 2020). Brand loyalty level provides segments with a level of switching penetration and potential life value. Purchase occasion segmentation identifies the difference between replacement buyers and new buyers.

Segmentation Analysis: United Kingdom

Demographic Segmentation

UK market segmentation defines income-based categories with a specific focus on London and South-East wealthy professionals (Baines et al., 2019). Family composition also has impact on model range marketing, as increasing numbers of families crowd the SUV. Regional segmentation identifies different preferences of urban and rural consumers.

Psychographic Segmentation

British consumer segments can also be grouped based on lifestyle orientations, such as status-seekers, practical luxury consumers, and environmental progressives (Usunier and Lee, 2021). One of the psychographic segments is aspirational buyers and the nature of their buying is lifestyle statement. Marketing of SUV and performance models are received with adventure and lifestyle sections.

Behavioural Segmentation

The users of contract hire and personal contract purchase are key behavioural segments within the UK market (De Mooij, 2019). Competitive conquest opportunity exists in brand-switching segments. Company car option segments need separate B2B marketing strategies.

VALS Analysis: German customers are primarily achievers and thinkers with quality and functionality in mind. The consumers of the UK are experiential and goal attainers who are more concerned with life and status position.

Comparison of Targeting Strategies

Germany Targeting

In Germany, Mercedes-Benz uses differentiated targeting, appealing to several segments with model lineups and strategies (Wilson and Gilligan, 2020). The marketing of EQ electric vehicle range is increasingly targeting environmental progressives.

United Kingdom Targeting

UK targeting focuses on aspirational buyers with a wider income base using convenient financing options (Chaffey and Ellis-Chadwick, 2019). Business and fleet users are large target segments that demand special commercial strategies. With A-Class and entry levels SUV marketing, young professionals form brand relationships setting a tone of future upgrades.

Comparison of Positioning Strategies

Germany Positioning

In Germany, Mercedes-Benz brands itself as the ultimate manifestation of automotive engineering quality and innovation leadership (Muhlbacher et al., 2018). The branding focuses on heritage, quality workmanship, and technological excellence compared to competitors. The brand has a positioning as a national champion of German industrial success.

United Kingdom Positioning

The UK positioning focuses on the luxury lifestyle and modern sophistication (Hollensen, 2020). The brand is positioned as affordable luxury, retaining exclusivity and expanding its reach with a variety of models. Elements of status and social recognition are more prominently featured in UK positioning.

Perceptual Map for Positioning

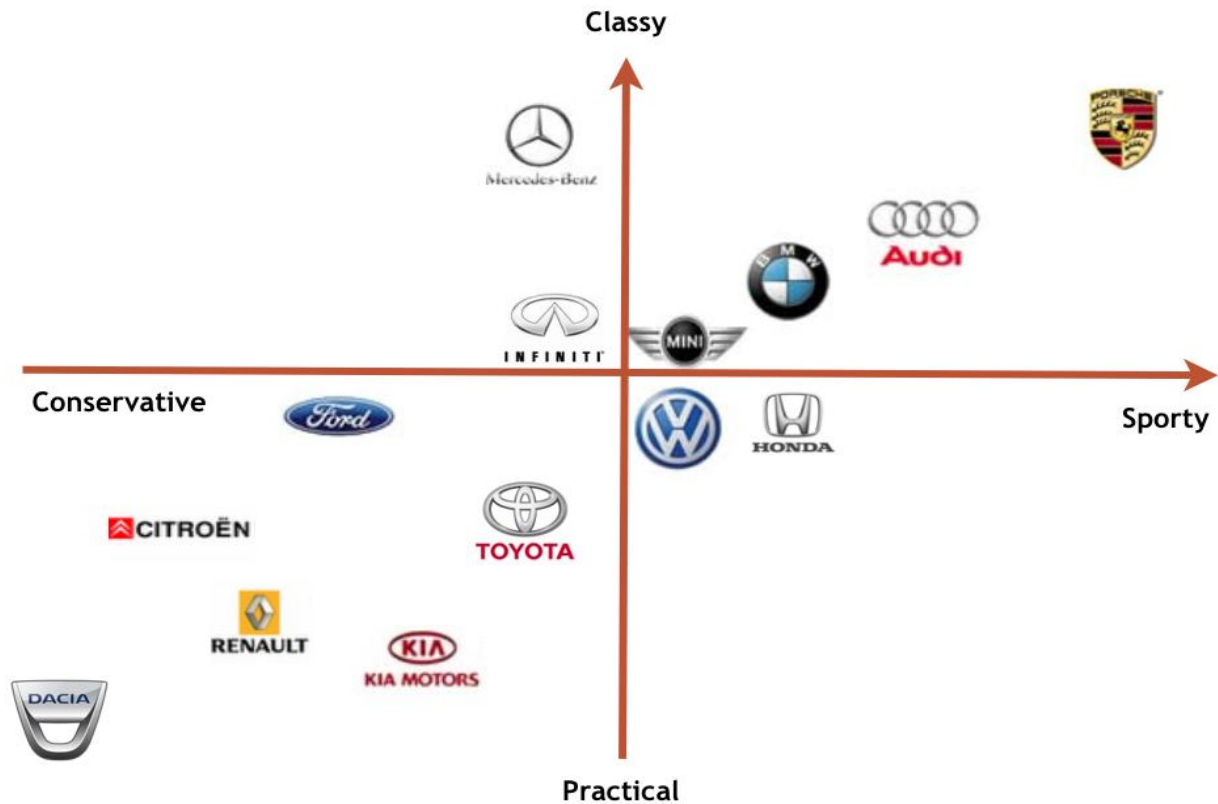


Figure: Perceptual map of Mercedes-Benz (Muhlbacher et al., 2018).

International Market Position: Germany vs. UK

A Comparative Analysis of Brand Perceptions

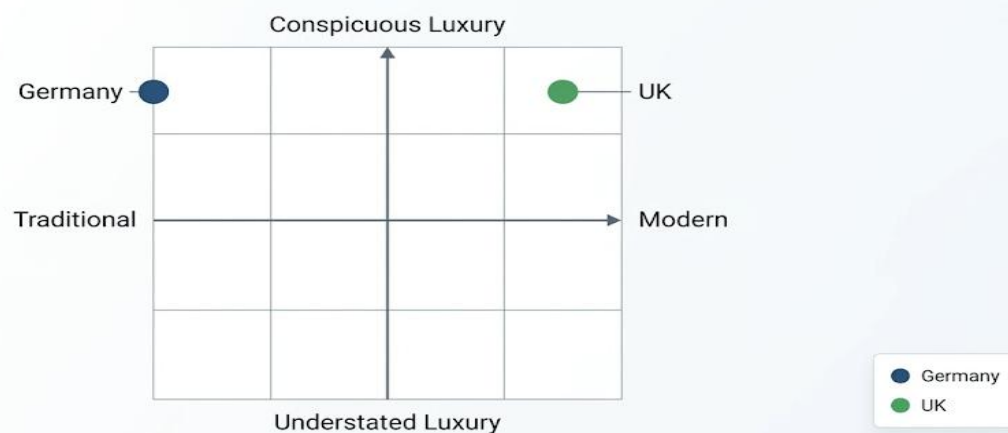


Figure: Germany vs United Kingdom (Muhlbacher et al., 2018).

Similarities and Differences in STP

Element	Germany	United Kingdom	Similarity / Difference
Demographic focus	High-income, 35-65 years	High-income plus aspirational, all ages	Difference
Psychographic focus	Performance, engineering	Lifestyle, status	Difference
Targeting strategy	Differentiated	Differentiated with broader finance options	Similar strategy, different execution
Positioning	Engineering excellence	Luxury lifestyle	Difference

International Marketing Mix (7Ps) Analysis

Comparison of Products Strategy

Germany: In Germany, Mercedes-Benz sells its entire product line, including the exclusive AMG performance versions and the Maybach ultra-luxury vehicles (Schiffman et al., 2022). Consumer expectations are generally high; as German specifications tend to have advanced technology as a standard item. The EQ electric vehicle line gets a very visible treatment with reference to the domestic sustainability pledges.

Product Depth and Width: Product depth can be defined as the variants within a model line (e.g. C-Class saloon, estate, coupe, and cabriolet). Product width means the amount of various families of models (A-Class to S-Class, EQ, AMG, and Maybach). Germany is a complete depth/width with models that are not found in the UK.



Figure: Mercedes-Benz in Germany (Schiffman et al., 2022).

United Kingdom: UK product offerings are converted to right-hand-drives and equipped with localised equipment (Solomon et al., 2019). Some model types and specifications might not be the same as those available in Germany depending on the trends in the market. Applied Product naming and trim level names are conformed to the UK market.

Price Strategy Comparison

Germany: The German pricing ranks Mercedes-Benz as a competitor in the local premium segment, and the company enjoys the advantages of local production cost efficiency (Jobber and Ellis-Chadwick, 2020).

United Kingdom: UK pricing will address a currency exchange, import duties, and post-Brexit trade (Doole and Lowe, 2019). Prices need to reflect competitive pricing in the market and should be premium.



Figure: 7P marketing mix (De Mooij, 2019).

Place (Distribution) Strategy Comparison

Definition of Direct Channel: Direct channel takes place when the Mercedes-Benz has its dealerships. Franchised independent dealers are the type of distribution used indirectly.

Germany: German distribution is performed via large networks of owned and franchised dealerships with a high level of market coverage (Cateora et al., 2020). Urban flagship showrooms supplement regional dealerships and offer differentiated customer experience. Service networks provide a convenient access to maintenance throughout the German lands.



Figure: Mercedes-Benz dealership in Germany (Cateora et al., 2020).

United Kingdom: The UK distribution involves networks of franchised dealerships differing in the extent of consolidated ownership (Baines et al., 2019). Mercedes-Benz has flagship retail formats in large urban centres such as London and Birmingham. Online shopping is now able to be configured and initiated through digital capabilities.



Figure: Mercedes-Benz dealership in UK (Baines et al., 2019).

Comparison of Promotion Strategy

Definition of Promotion: Promotion is the tasks involved in communication that informs, persuades and reminding the target customers of a brand and its products (Kotler and Keller, 2021).

Germany: The German promotion plans focus on multimedia campaigns that focus on engineering excellence, innovation leadership, and brand heritage (Usunier and Lee, 2021). Promotional investment goes into technical publications and automotive media. Performance credentials are strengthened by Motorsport associations via Formula 1 and AMG.

United Kingdom: UK advertising relies on more intense lifestyle promotions and aspirational advertising, based on cultural preferences (De Mooij, 2019). There are more celebrity endorsements and cultural partnerships than in Germany. There is heavy investment in social media marketing which mirrors the British patterns of digital engagement.

People Strategy Comparison

Definition of People: People- people mean all human actors that give a role in service delivery and brand experience, employees, and customer-facing staff.

Germany: German dealership staff complete an extensive technical training that embodies consumer demands of product knowledge (Wilson and Gilligan, 2020). Customer care practices are focused on professional ability and product expertise. Sales consultants usually have a rich brand-experience and automotive background. Mercedes-Benz Group AG (Germany) has approximately 173,000 employees (Mercedes-Benz Annual Report, 2024)

United Kingdom: The UK sales strategies strike the balance between technical expertise and relationship-building and lifestyle consultation (Chaffey and Ellis-Chadwick, 2019). In the UK Mercedes-Benz UK Ltd has approximately 1,500 employees (Mercedes-Benz UK, 2025)

Process Strategy Comparison

Germany: German buying processes are characterised by focus on completeness and full-fledged configuration assistance (Muhlbacher et al., 2018). Product consultation and factory ordering are detailed, which suits the preferences of consumers. Processes of after sales service are systematic and well documented.

United Kingdom: UK processes have put more emphasis on flexibility and convenience as consumer expectations of efficient transactions (Keegan and Green, 2020). It takes up less dealership time through online configurations and pre-approvals. There is a quick process of finance approval and registration.

PROMOTION STRATEGY

7 Promotion Strategies



Figure: Promotion strategy (Doole and Lowe, 2019).

Comparison of Physical Evidence Strategy

Definition of Physical Evidence: Physical evidence is the physical surrounding where the service is provided or offered such as facilities, signage, vehicles or other visual objects.

Germany: The presentation of architectural design and display demonstrate brand heritage, and engineering excellence in German dealership settings (Kotler and Keller, 2021). Interactive product exploration is consolidated by technical displays. The visible organisation and cleanliness of service facilities reflect so much accuracy and quality.



Figure: Mercedes-Benz German showroom interior (Kotler and Keller, 2021).

United Kingdom: Lifestyle considerations and modernist design aesthetics exhibiting aspirational positioning are integrated into the UK dealerships Hospitality provisions and customer lounges are more comfortable-orientated than the German expectations. Interactive technologies and digital displays facilitate interactive customer experience.



Figure: Mercedes-Benz UK showroom interior (Czinkota and Ronkainen, 2021).

Similarities and Differences in 7Ps (Summary Table)

7P Element	Similarity	Difference
Product	Premium quality, safety	Depth/width, RHD vs LHD
Price	Premium positioning	UK has import costs, Germany production advantage
Place	Franchised dealerships	Germany has more owned sites
Promotion	Multimedia campaigns	Germany: engineering; UK: lifestyle
People	Highly trained staff	Numbers (UK 1,500 vs Germany 173,000)
Process	Customer-focused	Germany: thorough; UK: flexible
Physical Evidence	High-quality showrooms	Germany: technical; UK: hospitality

C. Directional Development Strategy Analysis: United Kingdom

Ansoff Matrix Application

Mercedes-Benz has been a company that has undertaken various directional developmental approaches in the UK market environment that exhibits strategic nimbleness with market conditions (Hollensen, 2020).

Market Penetration

Mercedes-Benz has also stepped-up market penetration in the UK, by increasing financing availability and widening model choice to a wider range. The brand has engaged more in marketing investment to capture more market share among the prevailing consumer categories. Loyalty and repeat purchase rates have been reinforced by customer retention programmes.



Figure: Ansoff matrix (Gilligan and Hird, 2022).

Product Development

Major product advancement has unveiled the EQ electric vehicle series to the established UK consumers that cater to changing environmental interests (Schiffman et al., 2022). Model range expansion has come up with new body styles, such as compact SUVs and four-door coupes. Small-lots and UK exclusivity have generated urgency and exclusivity in buying intentions.

Market Development

One of the ways that Mercedes-Benz has been expanding its market is by targeting younger market segments that were formerly underrepresented among the customers (Solomon et al., 2019). Expansion into geographic presence in other regional markets outside historic strongholds has been reinforced.

Diversification

Associated diversification has brought Mercedes-Benz-branded lifestyle goods and accessories that continue bridging brands after they leave cars (Jobber and Ellis-Chadwick, 2020). Mobility services such as car-sharing programmes have experimented with different business models.

Strategic Evaluation

The UK market development strategy exhibits an equal-portfolio approach, with defensive market penetration and growth-oriented product development (Doole and Lowe, 2019). Introduction of electric vehicles has been of critical strategic importance due to the UK regulatory direction toward phase-out of ICEs.

D. Ethical Issues Analysis

Environmental Ethics

Mercedes-Benz has come under ethical evaluation concerning environmental allegations and emissions efficacy in both markets (Cateora et al., 2020). Environmental marketing claims were questioned by the diesel emissions controversy that was in the wider automotive industry. The company has reacted by increasing the electrification promise and report ability on its sustainability.

Marketing Ethics: UK.

In the UK, ethical issues about aggressive financing marketing that might promote over-indebtedness among consumers have been observed (Baines et al., 2019). Offers to purchase via Personal Contract Purchase that focus on low monthly payments can hide overall cost of ownership provisions. The Financial Conduct Authority has intensified its scrutiny of the automotive finance marketing practises.



Figure: Ethical marketing (Hofstede Insights, 2023).

Ethics in labour and supply chains

The two markets have brought up moral issues related to the supply chain practises, especially in the area of sourcing electric vehicle battery raw materials (Usunier and Lee, 2021). Stakeholders have taken interest in cobalt sourcing in areas where human rights issues are reported.

Data Privacy Ethics

There are ethical concerns about customer data gathering and use in both markets due to digital marketing practises (De Mooij, 2019). The use of connected Car data collection poses privacy risks which must be accompanied by open-minded consent and open-minded data management standards. In both markets GDPR compliance requires effective data protection measures.

Competitive Ethics

In some cases, comparative advertising activities prompted ethical concerns about the claim accuracy and fairness in competition (Wilson and Gilligan, 2020). Advertising standards bodies in the industry have passed judgement on particular marketing claims. The brand also upholds ethical advertising standards in line with the industry code of practise.

E. International Marketing Strategy Recommendations

Recommendation 1: Fast Electrification Marketing

Mercedes-Benz ought to increase the marketing of electric vehicles in both markets, and they should position the brand as a pioneer in sustainable luxury mobility (Chaffey and Ellis-Chadwick, 2019). This suggestion focuses on regulatory demands, especially the 2030 ICE transfer of the UK. Marketing budgets should allocate more funds to investment in EQ sub-brand awareness.

Recommendation 2: Digital Customer Experience

The brand ought to keep increasing online shopping opportunities with end-to-end online shopping in the two markets (Muhlbacher et al., 2018). Physical dealership visits can be complemented with virtual reality showroom experiences, especially with customers who are geographically distant. Individualised digital marketing must make use of customer data without compromising ethical data usage.



Figure: Customer experience (Hollensen, 2020).

Recommendation 3: Youthful Demographic Involvement

Mercedes-Benz ought to intensify strategies that address younger and wealthier buyers to secure a reliable customer base in the long run (Keegan and Green, 2020). This suggestion is quite especially in UK market where aspirational buying behaviour gives a chance of making an acquisition.

Recommendation 4: Sustainability Communication Improvement

The brand ought to improve open dialogue on sustainability efforts, addressing stakeholder issues of greenwashing (Kotler and Keller, 2021). The supply chain transparency reporting must show a dedication to ethics in sourcing.

Recommendation 5: Refinement of market-specific Adaptation

Mercedes-Benz ought to keep making market-specific changes and still keep the global brand consistent (Czinkota and Ronkainen, 2021). Engineering excellence focus during German market communications must reflect cultural orientations.



Figure: marketing research process (Keegan and Green, 2020).

Section 2: Reflective Account

Gibbs Reflective Cycle Analysis

Description

My assignment involved undertaking an in-depth international marketing research of Mercedes-Benz within Germany and the United Kingdom. This assignment involved researching, analysing and comparing marketing strategies in the context of the available academic literature such as PESTEL analysis, the cultural dimensions by Hofstede, STP models, and the extended marketing mix. It was carried out by means of collecting scholarly materials, industry-related publications, and company-specific sources to create a comprehensive picture of how Mercedes-Benz adjusts its marketing strategies in these two important European markets.



Figure: Gibbs reflection cycle (Jobber and Ellis-Chadwick, 2020).

Feelings

I was slightly feeling overwhelmed by the size of this assignment and the need to analyse two complex markets at the same time. The idea of a comparison between Germany, which is the mother country of Mercedes-Benz, and the United Kingdom, especially in the light of Brexit, appeared troublesome. When I started my research, I started to develop an interest in studying how cultural differences affect marketing decisions, which inspired me to keep looking into the topic. I was sure I could use frameworks I had learned before, but I was unsure how to make any significant conclusions out of comparison. As we continued working, I felt content about relating theoretical knowledge to the marketing practises that could be seen.

Evaluation

There were several aspects of this research process which turned to be especially helpful in aiding my analysis. The systematic framework approach offered analytic focus, and it was possible to compare many dimensions systematically. The PESTEL analysis applied to both countries produced similar categories that make it easier to identify meaningful contrasts. The Hofstede cultural model was particularly useful in understanding consumer behaviour variation between British and German markets. The choice to review each of the marketing mix elements individually in both countries allowed me to make a detailed comparison and stay analytically organised.

Nevertheless, there were some points that posed difficulties that needed reflection. Locating existing, credible data on individual marketing assertions was challenging, leaving it to conjecture based on apparent actions as opposed to verified approach. The need to balance breadth of analysis versus depth of insight within the number of words required hard choices of prioritisation. First, I had tried to incorporate too many things and cover them too lightly before realising that I had to analyse important differentiating factors more closely.

Analysis

Considering why some approaches worked well and some proved difficult, the learning of international marketing research is important. The framework-based approach was successful as existing models offer analytical lens frameworks that are structured and based on years of academic studies and practical implementation. Such frameworks were helpful in eliminating analytical drift and guaranteeing an excellent coverage of pertinent factors. The familiarity with these models in my course work allowed me to apply them confidently

Moreover, when effort is made to publicly express the full strategy rationale of a company, it is rarely done, necessitating analytical deduction based on visible actions. Accommodating a shallow breadth at first was a mark of my lack of experience with deep analytical writing, where shallow depth produces greater value than broad coverage that is not deep. Particularly useful in this analysis was the comparative methodology.

Conclusion

This introspective exercise has produced a number of meaningful findings regarding international marketing research and my analytical strengths. To begin with, I have determined that theoretical frameworks give invaluable analytical framework but must be used with caution due to complexities in the real-world surpassing those in the model. Frameworks provide good initial points of departure and not final analyses.

I come to the conclusion that cultural knowledge is, perhaps, the most important success factor in international marketing analysis. The Hofstede analysis showed the extent to which cultural dimensions affect consumer behaviour and influence the effectiveness of marketing strategies. Cultural analysis and economic and political factors should be the priority of future international marketing studies.

In terms of my personal advancement, I have to state that I gained more analytical confidence due to the inclusion of this all-encompassing study. But I am also aware that source evaluation, especially the ability to differentiate between company promotional claims and independent analysis is another area of continued development. The process also enhanced my writing efficiency, as I was better able to formulate a clearer idea of the consistency of an analytical depth.

Action Plan

In light of this critical self-reflection, I have come up with certain measures to enhance future international marketing research activities. To implement immediately, I will develop a detailed research planning template prior to starting the analysis, including determining key information requirements and possible sources of each item of the framework. This will avoid the unproductive iteration that I had in this assignment.

To continue to develop this field, I will increase reading in international marketing case studies to create reference points in future analysis. Learning about the practical use of frameworks by the experienced analysts is something that will help me improve my usage skills. I will also look at getting a chance to explain international marketing issues to others because verbal explanations of analytical reasoning can help to explain thoughts.

To enhance the situation over the longer term, I will consider acquiring greater proficiency in cultural analysis techniques that surpass those of Hofstede, including exploring alternative models like the cultural dimensions of Trompenaars, or research findings indicated by the GLOBE studies. Subsequent studies in international marketing will be empowered by extended cultural analysis skills.

This reflection has shown a great deal of learning during the assignment completion. Although some difficulties were present, the systematic analysis and application of the framework contributed to my improved knowledge of the concepts of marketing internationally and the observation of their application. The case study of Mercedes-Benz in Germany and the United Kingdom has provided a clear insight on how international brands find a middle ground between efficiencies that come with standardisation and localisation requirements, and this is a valuable addition to the future practise of the profession.

Conclusion

This critical study has reviewed the international marketing strategies implemented by Mercedes-Benz in Germany and the United Kingdom and identified similarities and a substantial change in approach. Brexit in the UK presented some unique challenges to operating in this macro-environment, as indicated by the analysis of the PESTEL analysis. Cultural dimensions by Hofstede exposed subtle differences in consumer behaviour that demanded customised marketing strategies. The STP analysis revealed the way in which Mercedes-Benz segments, targets, and positions vary across markets yet retains brand consistency. The marketing mix analysis portrayed strategic adjustment in all the seven factors, harmonising the efficiencies of standardisation and the localisation requirements. The directional development analysis identified market growth strategies in the UK, and ethical consideration pointed out the persistent problems that needed attention.

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