



**A Comparative Analysis of KFC's International Marketing Strategies: Evidence
from the United States and China**

Master of Business Administration

Module Name : International Marketing: Principles and Practices

Module Code : LCMB7026

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Acknowledgment

I admit that I used ChatGPT (<https://chat.openai.com>). As a way to organize my assignment and improve my knowledge about the task, I intend to do it on [12/04/2022]. The prompts that I used were the following:

- Assist with the assignment structure.
- Provide suggestions for a better understanding

I attest that I did not include any AI generated text as my own work. Before and after the use of AI tools I confirm, upon request, that I have copy of my drafts, notes, or other resources that I may be called upon to give evidence of.

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Section 1

1. Introduction

The international marketing is a very important factor that facilitates the operation of the global brands in a variety of cultural and economic landscapes. The companies have to shape their strategies so that they can fit local consumer preference whilst the brands remain the same. The example of one of the most successful fast-food chains in the world, Kentucky Fried Chicken (KFC) is a good illustration of the different strategies of international marketing in different countries. This report is a critical analysis of the marketing strategies of KFC in the United States and China, which are two very different markets (both in culture, consumer behaviour, and economic factors). It gives an analysis of the macro-environment comparison based on the PESTEL framework, an assessment of segmentation, targeting, positioning (STP), and an international marketing mix (7Ps). This report discusses strategic development in China, the considerations of ethics and gives recommendations. It contends that one of the main reasons why KFC has been successful in China is due to its cultural adaptation in marketing strategies, to suit the cultural and consumer demands of China.

This assignment helped me critically analyze the international marketing strategies of KFC in the United States and China by using Gibbs Reflective Cycle, and the external factors to be examined are how they influence KFC strategies. The process of reflection on the research procedure has helped me to understand better how marketing decisions can be influenced by differences in culture, economy, and technology and the necessity to adjust marketing to different markets.

2. Brand Overview: KFC



Figure 1: Store Around the World (KFC Global, 2023)

Kentucky Fried Chicken (KFC) is one of the most famous brands of fast-food worldwide that is engaged in the business of fried chicken products. KFC is an American chain of fast food restaurants that was established in 1930 by Colonel Harland Sanders and have since grown to be a franchise with outlets spread across over 150 countries across the globe. Yum! is currently the owner of the brand. Based on the franchise business model,

which enables them to expand internationally fast, brands. KFC offers the fried chicken and burgers together with side dishes with a well-known brand image on the basis of the original recipe and quality. Its success in the other global markets however is greatly accredited to the ability to localize products and marketing strategies to the local markets. China is among the most successful internationalisation ventures of KFCs with the brand assuming much more localisation strategies as compared to the United States which is more standardised. This global-local balance has facilitated KFC to stay competitive in a variety of cultural and economic backgrounds.

Mission Statement:

KFC aims at serving quality chicken that is delicious and customer service of the best quality in a clean and friendly environment. Through the lens of community and family KFC aims to provide freshly-cooked meals with the promise of authenticity, integrity, and innovation. The branch mission is to continue the tradition of a Colonel Harland Sanders original recipe as well as to offer all its customers the flavors and the desire to experience a new flavor and feel how it can help and development by purpose of sustainability.

3. Comparative Market Analysis: USA vs China (PESTEL and Culture)

PESTEL (also PESTEL) is an acronym referring to Political, Economic, Social, Technological, Legal, Environmental factors and is applied to analyze and assess the external environment that an organization lives in (Yüksel, 2012)



Figure 2: PEST Analysis of China (MindTools, 2023)

3.1 Political Environment

Both the political environment of the United States and China are vastly different and this influences the operations of multinational companies like KFC. The US has got a secure and clear regulatory environment where the government interference with business operations has been kept to a minimum level. It enables companies to act on their own and deploy homogeneous approach in the market (Kotler et al., 2020).

On the contrary, China has a more centralised political system in which policies of the government have a significant impact on foreign companies. Food safety policies, regulatory frameworks and licensing requirements compel firms to be strategic in their approach. To illustrate, foreign companies tend to engage them with local partners to overcome regulatory barriers (Cavusgil et al., 2021). The consideration of the alignment

with government expectations can be seen in the early entry of KFC into China in the form of a joint venture.

Moreover, the Chinese regulatory environment has been tightened over the past years, especially food safety and online business, which must be constantly obeyed. Thus, the US offers operational stability whereas China requires strategic flexibility and government alignment.

Country	Favourable Political Factors	Unfavourable Political Factors
China	Government support for foreign investment and strong market stability	Strict regulations and possible sudden policy changes affecting foreign brands
USA	Stable political system with strong legal protection for businesses	Increasing health-related regulations and higher operating costs due to labor laws

3.2 Economic Environment

The economic climate in the two countries highly influences the consumer behaviour and the potential of the markets in the two countries. The US is a highly competitive fast-food sector with an estimated USD 350 billion in 2023 that is stagnant in growth (Statista, 2024). It is highly price sensitive and therefore, consumers would react to price discounts and value addition services.

On the other hand, the fast-food market is rapidly growing in China because of urbanisation and increases in income. GDP growth is also decreasing but more than most developed economies and the number of middle-income people in China is expected to surpass 550 million individuals (World Bank, 2023). This growth has increased the demand of the branded food experiences and foreign products.

Not everyone in the US feels that fast food is an inexpensive necessity; however, Chinese customers can identify international fast foods like KFC as something of quality and

modernity. This ensures that KFC is able to have a marginally higher positioning in China and still attract mass consumers.

3.3 Social Environment

The most significant distinctions between the two markets are in social factors. Convenience and efficiency of time are the driving factors in consumption of fast foods in the United States. In America, fast food is consumed by around 37% of adults on a daily basis, which is indicative of hectic schedules and the need to eat fast (CDC, 2022). This is in line with the conventional KFC model of fast and cheap food.

Chinese consumers, on the other hand, consider food as a social and cultural experience. Eating is generally a communal affair with family and friends having meals together. Such a collectivist behaviour affects the design and menu offerings at restaurants greatly (Hofstede Insights, 2023).

3.4 Technological Environment

The advancement of technology is one of the key factors influencing the customer engagement. The United States has a highly developed digital infrastructure and mobile application and internet delivery systems are commonly used. However, China has gone way ahead of the other countries when it comes to mobile payments and digitalization.

Mobile payments are made by Chinese consumers, and over three in four (85 percent) use such applications as Alipay and WeChat Pay, as of 2023 (Statista, 2024). These platforms are an amalgamation of payments, ordering, and marketing and offer a harmonious virtual space. This has created a window of opportunity that KFC has taken advantage of which has led them to embrace mobile ordering, digital loyalty and delivery in China.

3.5 Environmental Factors

The two markets are expanding on the environment sustainability front though levels of consumer awareness differ. In the United States, waste in the packaging and carbon development are generally perceived as environmental problems, and they have raised

the compliance factor in terms of regulations (Kotler et al., 2020). The customers demand that fast-food companies be involved in environmentally-friendly practices.

Environmental awareness in China is on the rise, with initiatives by the government to curb the effects of pollution and initiating a sustainable approach (World Bank, 2023). The consumer pressure is however at a rather low level as compared to Western markets.

3.6 Legal Environment

The laws of the two countries have significant limitations to doing business. The US imposes stringent policies on food safety, labour laws and advertising. Such rules are regularly followed, which guarantee high standards of consumer protection (Cavusgil et al., 2021).

China has also regulatory measures in place covering food safety and business practices. Nevertheless, compliance may be discrepant across the countries, and firms need to implement adaptable approaches to compliance. KFC has considerably spent on its Supply chain management and quality control in China to create adherence and consumer confidence.

3.7 Analysis of Cultural and Consumer Behaviour

Differences in culture are the ultimate determinant of consumer behaviour between the United States and China. In his framework, Hofstede claims that the United States is a highly individualistic nation, and the consumers are focused on their convenience, speed, and efficiency (Hofstede Insights, 2023). This is congruent with the general fast-food model offered by KFC in the mother country.

However, in China, it is a collectivist society where coherence and group experiences are heavily published. Food eating is a social act and has implication in the design of a menu and the layout of the restaurant. KFC has also responded to this by introducing family meals, localized cuisines and home cozy-dining areas.

The taste preferences are also very variant. Although the American consumers are used to fried chicken and fast food in the Western fashion, the Chinese consumers like a blend

of their local and western tastes. This adaptation is manifested through KFC localisation strategy such as the rice based meals and regional based products.

3.8 Similarity and Differences of PESTLE Between USA and China

Similarity Between USA and China

In the PESTLE, there are a number of similarities between both China and the USA especially in terms of economic and technological competitive environment. Emerging consumerism and growing disposables and increasing middle classes have propelled an upward trend in branded products demand in the two nations. This expansion offers parallel prospects to international brands such as KFC to reach out to a wide range of customers. There is also a lot of technological improvement in both nations with the aim of improving consumer experience. Specifically, mobile technology and online ordering systems have been quite popular in both markets, which allows fast food chains such as KFC to optimise the process and interact with customers in a more efficient manner.

Similarity Between USA and China

Although there exist similarities, the differences between China and the USA are very much and influential on the marketing strategies. The USA has a more favorable and non-interventionist regulatory environment politically with limited government involvement in the running of business practices. On the contrary, China has a centralized political model wherein government interference in business is more eminent wherein foreign business organizations like KFC are likely to find it difficult to achieve business success without collaboration with local business entities to negotiate the obstacles in the political environment. The USA has a more mature and competitive market, the growth of which is slow, but the Chinese market grows fast, particularly, due to its urbanization, the emergence of a more well-to-do, middle-income demographic, which has new opportunities to be leveraged by brands. The USA is, socially, more individualistic and concerned with convenience and speed, which fits the traditional model of quick-service offered by KFC. China, on the other hand, has a collectivist society that cherishes the family-themed, communal meals, and KFC will need to change its products and experience accordingly.

4. STP Analysis: KFC in the United States vs China

The acronym STP is additional to Segmentation, Targeting, and Positioning, a market strategy that assists in recognized separate categories of consumers, choosing the most opportune distinct categories to focus on and creating a communication that connects with the target market (Schiffman and Kanuk, 2010).



Figure 3: STP (Nilplengsang and Pankham, 2024)

4.1 Segmentation Strategy

Segmentation is a descriptive marketing approach which helps companies to categorize nonhomogenous markets into different groups of consumers. Segmentation in the global markets is more complicated based on cultural, economic and behavioural dissimilarities. KFC has shown a different approach to segmentation in the United States compared to China based on the market maturity and the expectation of consumers.

KFC uses a comparative standardised form of segmentation in the United States, including a wide mass market. These are the middle- and lower-incomers, families, and working people who are interested in affordable and convenient food. In terms of behaviour, convenience and time efficiency are the objectives of segmentation because

consumers prefer quick-service eating because of lifestyles which are fast and expedient. According to research carried out in the fast-food sector, convenience, price sensitivity, and habit consumption are among the driving forces that determine consumer behaviour in developed markets (Santos and Drequito, 2024).

In the US, geographic segmentation is not as complicated due to the comparatively uniform preferences of consumers in different regions. Psychographically, consumers are more likely to appreciate efficiency, cost-effectiveness and familiarity and this support the need to have standardised products.

Moreover, Chinese customers are more diversified in the terms of behaviour. Eating is not always a need but a social event and this may affect the way KFC has designed its services. As recent studies would suggest, the success of KFC in China is closely related to the capacity to introduce segmentation to cultural values of Chinese people, especially, the practice of group dining and sharing of food items (Chen, 2024).

4.2 Targeting Strategy

The idea of targeting is to pick segments and use marketing strategies aimed at satisfying those segments. Targeting by KFC is much different in the United States and China owing to the differences in competition, economic development and consumer behaviour.

In the U.S., KFC follows a mass targeting approach whereby it is based on accessibility and affordability. The brand has a diverse customer segment that it reaches with value meals, promotions, and price oriented campaigns. This is needed in a highly competitive and saturated market, where there is low scope of differentiation. Price and convenience are the key drivers of consumers in this market instead of brand experience.

This mass market strategy is however limiting because KFC can not differentiate itself with them. Research indicates that when fast-food players lose their competitiveness in the context of a mature market, companies that do not incorporate differentiated targeting policies tend to fail to sustain a competitive advantage in the long run (Santos and Drequito, 2024).

According to research, the presence of KFC in lower-level cities, and its targeting of younger consumers have played significant roles in its growth in China (Gu, 2024). This has enabled KFC to take advantage of the emerging markets that cannot be found in the mature market such as the United States because it identifies them at the first stage.

4.3 Positioning Strategy

Positioning is the term that is used to refer to the perception of a brand in the minds of the buyers in comparison to the competitors. The cultural differences and market influences cause a variation in the positioning strategy of KFC in the United States and China.

KFC is a classic, low-price fast-food brand in the United States. The brand identity is founded on its heritage, consistency of products and value-based propositions. It is a price and convenience war brokered company with little or no focus on innovation or differentiation.

Conversely, KFC positioning in China is more robust and dynamic. The brand is viewed as a contemporary, global, aspirational brand, especially with young consumers. Studies indicate that positive relationships with quality, hygiene, and global prestige have been evident to advantage foreign brands in China (Liu, 2020).

KFC has managed to capitalize on this image by establishing itself as a fast food, yet a casual meal. This is backed up by its localisation strategies such as adapting the menu and marketing campaigns that reflect the culture. Researchers point out that advertising and communication practices of KFC in China focus on cultural signs, family values, and emotional attachments, which reinforce its branding (Zhang, 2025).

The other aspect of positioning that is significant is the brand perception. In America, KFC is perceived as a cheap, daily brand. In China, though, it is viewed as an appreciable and attractive dining experience. Research into multinational branding strategies says that localisation boosts consumer confidence and emotional attachment, which is essential to the success long-term success in new markets (Dean and Francis Press Study, 2024).

5. International Marketing Mix (7Ps): KFC in the United States vs China

The “Marketing Mix is the combination of the controllable, tactical supplements of marketing which a company employs to elicit a desired response in the target market (Armstrong and Kotler, 2016).



Figure 4: Marketing Mix (Abdul-Azeez et al., 2024)

5.1 Product Strategy

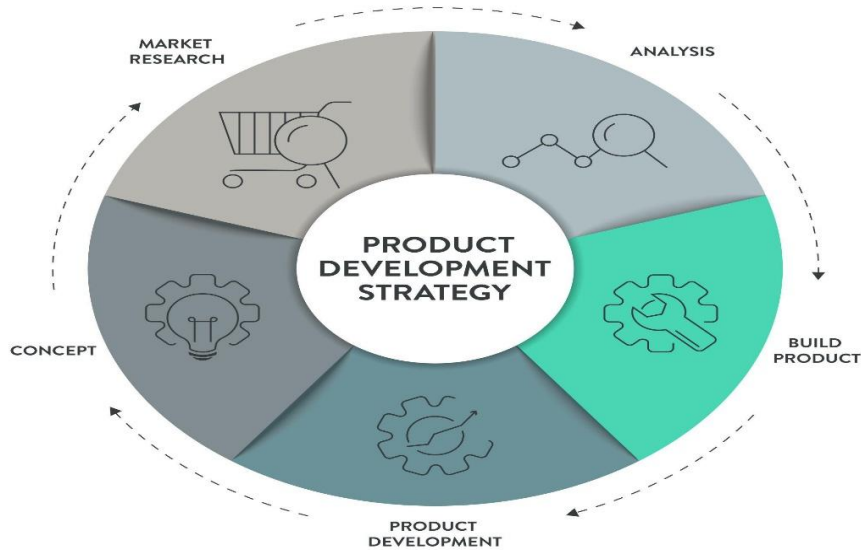


Figure 5: Product Development Strategy (Manduva, 2022)

The product strategy used by KFC shows that there is a vivid difference between the concepts of standardisation applied in the United States and the concept of localisation applied in China. KFC services a fairly standardised menu in the US, based on fried chicken, burgers, and side dishes. This is in line with consumer behavior of familiarity and efficiency in a mature market where consistency is appreciated.

On the other hand, KFC takes a very localised approach to product in China. The menu provided by this company is diversified and consists of rice and congee and other local-oriented foods that meet the local preferences. According to research, localization of products can result in the achievement of customer satisfaction and performance on the international markets (Hollensen, 2020).

5.2 Price Strategy

The economic and consumer perceptions are very different between the two markets on which pricing strategies are realized.

KFC is a firm with competitive pricing strategy in the United States, as it provides value meals, discounts to appeal to price sensitive customers. There is a lot of competition in the fast-food industry and companies have to compete in terms of price to retain market share.

Conversely, KFC is using a comparatively low pricing strategy in China, which places it marginally higher than local firms but accessible to the middle-income customers.

5.3 Place (Distribution) Strategy

The distribution strategy of KFC is based on variations in consumer behaviour and infrastructure.

KFC in the United States concentrates on convenient distribution, with drive-thru restaurants and areas with heavy pedestrian flows. It is based on accessibility and speed with a significant percentage of its sales being made through the takeaway service.

KFC distribution approach in China is more spacious and flexible. The company has been aggressively developing into the lower end cities and it has been able to capture emerging markets with an increasing purchasing power base. Moreover, KFC restaurants in China are spacious to allow the inclusion of dine-in clients, which also serves as an indication of the significance of social dining.

Furthermore, KFC delivers using digital platforms and mobile orders in China. Studies note that the omni-channel distribution and digital integration can greatly contribute to customer accessibility and efficiency of operations (Harrington et al., 2021).

5.4 Promotion Strategy

Diverse cultures and technologies make a huge difference in promotional strategies.

The KFC in United States uses the traditional promotional strengths such as television advertising, price offs, limited time offers. In a mature market, campaigns are value-based, product-quality campaigns, and this is based on the expectation of consumers.

Conversely, KFC, China, implements a digitally oriented promotion strategy, using social media, mobile applications, and online resources. The brand is interacting with consumers by personal promotions and using interaction campaign.

5.5 People

The people factor indicates the variations in service expectations among the two markets.

Customer service in the United States is efficiency-oriented and is concerned with speed and accuracy. The staff are also trained to interact less to get ready to respond to customers needs, fast service.

Service delivery in China, on the other hand, focuses on hospitality and customer experience. It trains the employees to have a more personalised and engaging service. It has been indicated that service quality is important in customer satisfaction and loyalty among the restaurant sector in the fast-food industry (Ali et al., 2021).

5.6 Process



Figure 6: Mobile Payments in China (McKinsey & Company, 2021)

The two markets vary in terms of operational processes because of the development of technology and a level of consumer expectations.

In the United States, the working processes are supposed to be efficient especially in the take away and drive-thru services. It focuses on lessening the waiting time and expanding the speed of transaction.

China has a higher level of technology in the processes used with mobile ordering, online payment, and delivery services. Such systems make things easier and meet consumer demands towards smooth experiences.

5.7 Physical Evidence



Figure 7: KFC Restaurant in USA (Euromonitor International, 2023)

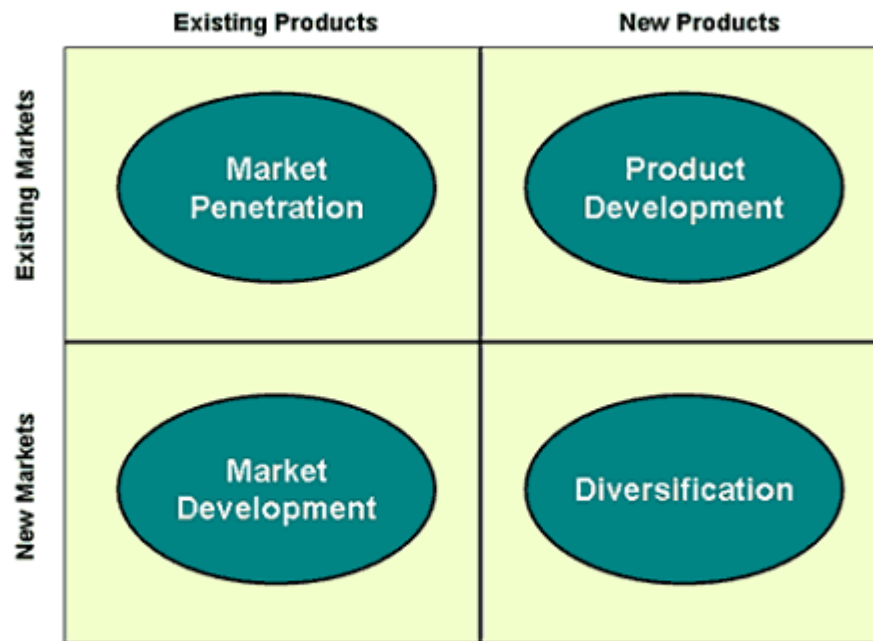


Figure 8: KFC Restaurant in China (Zhang, 2023)

KFC stores in the United States are intended to be a turn-around business, and not much thought is paid to the atmosphere. The focus is on functionality and efficiency.

Conversely, KFC restaurants in China are bigger, more contemporary, and geared towards protracted stays. There is also an increased aesthetic appeal of the environment and comfort, demonstrating the value of the social dining. Studies revealed that the store atmosphere and other physical elements play an important role in customer attitude and buy behaviour in experiential markets (Batat, 2021).

6. Directional Development Strategy: KFC in China



Directions of Strategy Development framework, H Igor Ansoff, Corporate Strategy. McGraw-Hill. 1965

Figure 9: Directions of Strategy Development Framework (Stevens, 2022)

The approach to the directional development taken by KFC in China has been a convergence of market development, localisation and growth driven by innovation and this approach has provided the brand with a sustainable competitive advantage in a fast-paced market. As compared to its relatively developed status in the United States, KFC has been prolific and reactive in China to seize opportunities emerging and react to consumer behaviour.

An important aspect of this plan is geographical expansion towards lower-end cities, which are signatures of market development. Although most multinational brands initially target big urban centres, KFC has progressively targeting markets in tier-1 cities to reach the markets with emerging purchasing powers. The company is reported to have thousands of locations in China and is growing actively at the moment, as the demand increases in the smaller cities (Yum China Holdings, 2023). In this way, such a strategy

will enable KFC to broaden the customer base and grow in the long-term and reduce dependence on over-saturated urban markets.

Localisation and product innovation is another important aspect that is critical, which demonstrates an adaptation strategy. KFC is constantly changing its menu and service offerings to meet the dietary whole Chinese culture; it has developed dishes like rice based meals, products that are local to the regions. This strategy is in line with the theory of international marketing, which implies that adaptation increases consumer acceptance with a culturally diverse market. According to Demetris Vrontis et al. (2021), multinational corporations are more successful in the international markets when they strike a balance between global standardisation and local responsiveness.

Moreover, the strategy of KFC focuses on digital change and innovation, which has become a significant source of growth in China. The firm has also incorporated mobile orders, online payment platforms, and delivery, which is in line with the highly digitalised consumer environment in the country. This does not only work towards better operational efficiency, but also increases customer involvement especially those with younger and high-tech consumers.

7. Ethical Issues in KFC's Marketing Mix (USA vs China)

Ethics is a key aspect in the assessment of KFC international marketing practices especially in the sectors like general health, cultural reality and corporate responsibility. Although KFC has had a good performance in the United States and China, its marketing efforts in the two countries create some ethical issues.

One of the key problems concerns the health and nutrition of the citizenry. Fast-food products are usually rich in caloric, fatty and sodium levels, leading to increased obesity and health issues. The encouragement of value meals and large size portion in the United States concerning obesity problems and the ethical consideration of responsible marketing brings about ethical concerns. Studies indicate that competitive marketing of unhealthy food, especially by price promotion and advertising with the origin, may have a negative impact on diet (Kraak et al., 2020). This has led to the question whether KFC is concerned with profit at the expense of consumer well-being.

Equivalent issues are arising in China with consumption of fast-foods growing together with urbanisation. Nonetheless, ethical problem is made more complicated by the fact that there is an association of Western brands with modern lifestyles. The ease with which fast foods are being promoted as an acceptable lifestyle change campaign can lead to health risks, especially to younger consumers. Research suggests that international fast-food chains can determine food shifts in developing economies, causing customers to determine more processed dietary products (Baker and Friel, 2020).

The other ethical issue is the issue of cultural influence and uniformity in the consumption habit. The spread of Western food culture could have some impact on the traditional food culture as KFC has helped spread Western eating habits in China. Although localisation strategies have been used to a certain extent to solve this problem, the overall effects of global brands on local food identity is a matter of an ethical consideration.

Also, marketing to the vulnerable people, especially children and young consumers is an ethical problem. Digital interaction, toys, and social media activities are some of the most popular advertising techniques fast-food ad creators use to attract younger audiences. Studies emphasize that child-oriented marketing could largely influence preferences and consumption of food, which can be an issue of fairness and responsibility (Boyland et al., 2022).

Lastly, there are sustainability and supply chain ethics that are challenges in progress. Fast food restaurants are questioned about their sourcing methods, how they impact the environment and waste disposal. The emotional issues are the usage of single-use packaging and the ecological impact of mass food production. Research indicates that customers are becoming more demanding on multinational brands to engage in sustainable values and show corporate responsibility (Lim, 2023).

8. Conclusion

The United States and China have also been heavily examined in this report regarding the international marketing strategies of KFC in the two countries and how the cultural, economic and technological differences have influenced the strategic decision making. The results show that KFC has a very standardised strategy in the United States, which

is based on efficiency, low prices, and convenience in a highly developed market. Conversely, the localised approach of its products, use of digital innovation and culturally aligned marketing behaviours have contributed to its success in China. Techniques and practices of STP and the 7Ps also testify to the fact that localisation is the way to increase customer contact and competitive position in the new market. Comprehensively, solutions to global consistency and local responsiveness in KFC can be regarded as an essential factor in the company in maintaining its international growth and the long-term market leader position.

Section 2

Reflective Account (Gibbs Reflective Cycle)

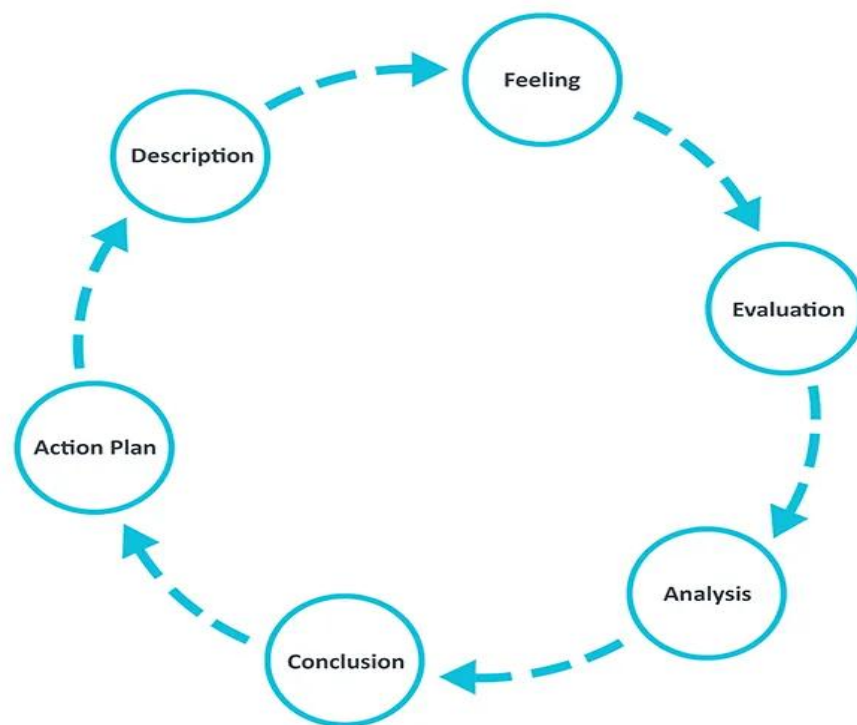


Figure 10: Gibbs Reflective Cycle (Ocampo et al., 2025)

1. Description

This assignment entailed comparing the international marketing of KFC within two markets, i.e., the United States and China. The assignment involved the use of foundation

marketing concepts including PESTEL, STP and the 7Ps marketing mix in an effort to compare and contrast the way in which the company will make alterations in its strategies in the various cultural and economic settings. As well, the assignment demanded critical analysis of the ethics and the formulation of strategic recommendations. It entailed a lot of research, critical thinking and applying theoretical aspects to a real business scenario.

2. Feelings

As the assignment was initially set out to be quite complex, and the level of analysis demanded was quite depth-driven, I was a little overwhelmed in the start. To compare two vast and unfamiliar markets like the United States and China, a solid grasp of the international marketing concepts and actual business operations was needed. Nonetheless, advancing the research, I felt increasingly confident about my skills to define the most significant distinctions and use the pertinent models. The subject also proved interesting to me especially on how international brands can adjust to new market environments. At the culmination of the assignment, I was better confident in my analytical skills and my capacity to tackle complex marketing issues.

3. Evaluation

All in all, it was a good experience to go through this assignment. The good application of marketing frameworks like PESTEL, STP and the 7Ps was a strength of my approach as it allowed structured analysis of the two markets as well as gave a clear comparison of the two markets. Also, an emphasis on practical examples, e.g. the localisation strategy of KFC in China, reinforced the practical viability of the analysis.

But there were some problems as well. This was one of the challenges because the application of credible and genuine academic sources needed to be selected and verified. The balance of description and critical analysis was also another challenge. Sometimes, it was tempting to present strategies instead of make a critical judgment of their effectiveness. Nonetheless, the assignment allowed enhancing my critical thinking and evidence-based argumentation skills.

4. Analysis

This assignment introduced me to a possibility to relate theoretical information with real world practices, especially in international marketing. The United States and China was compared and the implication was that cultural differences are very significant when it comes to marketing strategies. In illustration, collectivist culture in China ought to be approached more localised and experience-based whereas the individualistic culture in the United States defends standardisation and efficiency.

The use of the STP and the 7Ps concept showed the way companies have to change various aspects of their marketing strategy to be adjusted to the local conditions. This strengthened the theoretical argument of global standardisation not working all the time, particularly when dealing with markets with cultural diversities.

Also, the task allowed me to improve my understanding of the ethics in marketing, particularly, in terms of health, sustainability, and consumer influence. This reiterated the importance of being a good marketer in order to achieve business success in the long term.

In terms of skills, I have developed a more aptitude in research, ability to write and ability to write scholarly. I also got improved in the concept of being critical and evaluating the sources and how to properly utilize them in my work.

5. Conclusion

To conclude, the assignment has been an effective learning process which has not only added value to my theoretical knowledge on the topic, but also practical skills on applying the concepts of international marketing. I have now understood how foreign brands are modifying themselves as per the various markets and why cultural awareness matters in the marketing decision-making process. In addition, I have learned to critically analyze and make evidence-based arguments. Despite these difficulties, especially the inability to find credible sources and to be critical enough, these experiences have added to my general academic progress.

6. Action Plan

To work on the assignments ahead, I intend to enhance my process in a number of ways. Firstly, I will devote more time to locate good and peer-reviewed academic materials during the initial stage of research development. This will ensure that there is more academic stance and that there is less time pressure in the future.

Secondly, I will work on being a more critical writer, making sure that my writing, no matter how brief, always goes beyond description to also encompass more analysis and evaluation. I will also seek to embrace additional theoretical views to empower my arguments.

Lastly, I will continue to expand my research and analysis prowess, especially the ability to apply theories to the business world. Such enhancements will not just build on my academic success, but will equip me to assume future professional roles where critical thinking and problem solutions form the basis of professional needs.

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