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Mercedes

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Table of Contents

Introduction.....	4
Section 1:.....	5
1.1 Overview of Mercedes	5
1.2 Overview of countries	5
1.3 Comparative analysis through PESTEL	5
1.4 The Comparative analysis through STP and 7Ps	9
1.5 Brand's directional development strategy.....	17
1.6 Evaluation of Ethical Issues	19
1.7 Recommendations	21
Conclusion.....	22
Section 2:.....	23
2.1 Gibbs reflective model	23
References	26
Appendix	31

List of tables

Table 1: PESTEL.....	6
Table 2: STP of the UK	10
Table 3: STP of India.....	12
Table 4: 7Ps of the marketing mix.....	14
Table 5: Ansoff matrix.....	19
Table 6: action plan.....	25
Appendix	31

List of figures

Figure 1: PESTLE analysis.....	6
Figure 2: STP Analysis.....	10
Figure 3: Market Mix	17

Introduction

Practices or the principles of international marketing offer a framework oriented by management for international markets (Kotabe and Helsen, 2022). As stated by Philip Kotler, marketing is no merely about the sales, it is about the creation of value and satisfied needs of the customer. This report will assess marketing strategies and global market entry of Mercedes, comparing its key operations in India and UK. Through the use of PESTEL, this will explore contrasts of the mature developed UK market with the culturally challenged Indian dynamics, highlighting the shifts in consumer behaviour. Moreover, this report analyses the 7Ps of marketing mix along with the assessment of ethical standards and directional growth. Lastly, offers recommendations to ensure a competitive edge in these distinct territories.

Section 1:

1.1 Overview of Mercedes

Mercedes is a well-known luxury automobile company recognised for their production of premium cars, SUVs and commercial vehicles. In 1926, the company was founded, and it was headquartered in Stuttgart, Germany (Mercedes, 2026). The brand is well recognised for its developed technology, comfort, stylish design and safety features. The brand produces a huge variety of vehicles, from small cars to high-performance electric vehicles and sports models. The company employs in many countries all over the world through service centres, showrooms and manufacturing plants. Their notion of "The best or nothing" showcases their focus on innovation, quality and delivery of a luxury driving experience to the customers globally.

1.2 Overview of countries

Mercedes strongly operates in both the UK and India. The countries play a significant role in the global success of the company. In the UK, it is in premium automotive market and has key plants for manufacturing, stylish design, and research centres. The UK is one of the main developed markets of Mercedes, with a high level of demand on premium vehicles, high-developed financial products including leasing and PCP, and a fast shift to electric vehicles impaired by governmental policies. The manufacturing plants of Mercedes are situated in Chakan, Pune (Mercedes, 2026). The company sells SUVs and various luxury vehicles while growing its segment of electric vehicles. Through a robust network of dealerships, customer service and monetary services in both countries, Mercedes has maintained their premium brand recognition and continues to focus on innovation, quality and customer satisfaction.

1.3 Comparative analysis through PESTEL

There is use of PESTEL analysis to conduct macro-environment analysis that reflects on the views on Philip Kotler that emphasis the identification of threats and opportunities within global markets.



Table 1: PESTEL

Factors	UK	India
Political	The UK government has a strong impact on an electric-only transition and on meeting 2035 ICE bans and net zero targets of the UK. Currently, political debate has been centred on how to fix the struggling automotive industry while dealing with the high costs of energy.	Within India, high import duties are utilised to encourage the initiative of Make in India (Pandey and Agrahari, 2023). The market impact is sensitive towards the changes in Indo-EU free trade agreement negotiations.
Economic	The UK economy has been featured through high costs of labour and high energy prices. Market demand is largely driven by replacement, with sales	India is considered to be one of the few international markets consistently showcasing double-digit growth in the luxury segment. Growth

	considerably lower than pre-pandemic peaks. Interest rates and cost-of-living factors in financing cars in the UK (Fleet news, 2025).	is driven through an increasing class of ultra-high net worth and expansion into 2-tier and 3-tier cities. However, luxury demand in these cities has recorded as exceeding by 30%, which has outpaced the traditional metropolitan market (Savills, 2024).
Social	Within the UK, Luxury is perceived through the philosophy of sustainability, which is considered to be a key driver that influences young buyers. As a result, there is a shift in consumer behaviour for luxury and sustainability. Brand heritage, status and practicality with growing awareness about sustainability impacts the design towards ease of use and accessibility.	In India, luxury is considered to be a status symbol, as cars are frequently driven by professionals. This makes the rear-seat comfort as a more crucial aspect than driving performance. A huge professional driver service culture that offers comfort seating and VIP features that are more valuable than driving dynamics.
Technological	UK's mission is to develop Level 3 autonomous driving and high-speed engineering for the EV infrastructure and	India places a high emphasis on the features of the connected car and the digital automotive

	smart mobility. As an international leader within the automotive research and development, UK establishes the safety and technical standards for the future of global mobility.	head unit. In Bangalore, the research and development hub of Mercedes is one of their largest operation outside Germany, which heavily emphasises software.
Environmental	There is a strategic shift towards electric EQ models, making up to 14% of all sales (Mercedes, 2021). This focus on adoption of EV and ultra-low emission zones. As a result, the company plans to entirely stop the sales of diesel and petrol cars.	The automotive industry is simply shifting toward the BS-VI, a set of strict government regulations created to severely reduce pollution due to vehicles and improve air quality. This shift is taking much time as people are now becoming more interested towards electric vehicles.
Legal	There are robust laws that influence trade unions over the operations of the company and protect employees. Simultaneously, businesses must obey the strict regulations of the GDPR to secure the personal data of individuals. To make sure that the market remains fair, a	The cost of a car in many states varies because of the different registration fees and the complicated system of GST. At the same time, the government often check the updates on safety and pollution rules, which make it more challenging

	government watchdog must closely monitor the company to prevent unfair business practices and monopolies.	for the industry to keep up.
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Figure 1: PESTLE analysis

(Source: Strategic Punk, 2026)

Comparison of social factors

Mercedes is a reputed brand in the UK recognised as a status symbol of high quality intertwined with practicality. Customers value the heritage and luxurious comfort and state-of-art technology of the brand, and become increasingly concerned with the issue of sustainability. It is most so, in cities where the population density, emission policies and the environmental consciousness influence the buying behaviour. Consequently, there is a change in demand towards the hybrids and electric models, which are a representation of a compromise between luxury and efficiency and accountability of mobility in its present UK lifestyles and consumer demands. The average buyer is older, they give importance to traditional mechanical perfection, durability, and are increasingly shifting towards environmental sustainability, treating the car as a high-quality tool for having personal mobility (Maas, 2022). In India, the company experiences an essential alteration into a powerful symbol of aspirations and social mobility. In contrast to the key German driver, the owner of an Indian Mercedes is frequently considered to be a back-seat passenger, using the car as a luxury lounge and mobile office while being driven through the dense urban traffic.

1.4 The Comparative analysis through STP and 7Ps

The strong application of STP well aligns with the model emerged through Philip Kotler, who states that effective marketing necessitates effective marketing, segmentation and targeting to deliver better value and address consumer needs.

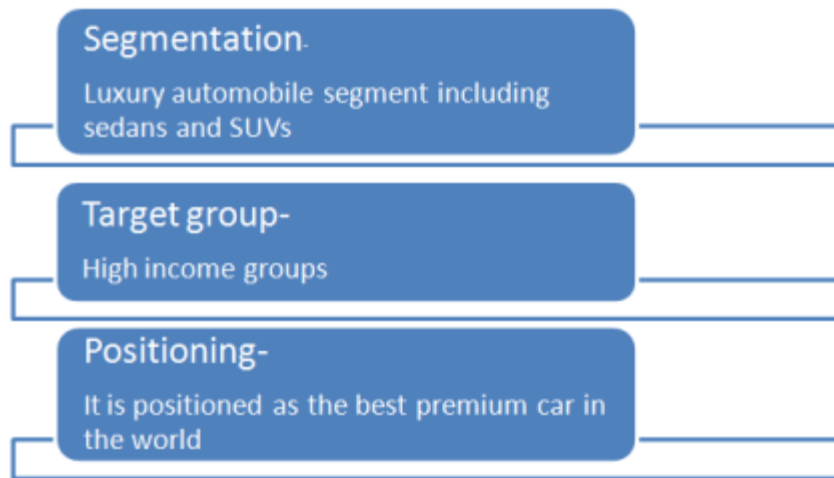


Table 2: STP of the UK

Feature	UK
Segmentation	<i>Geographically</i>, the brand within the UK targets long-distance commuters and urban dwellers who necessitate a high level of stabilisation for the urban and suburban commuters. <i>Demographic</i>: the core demographics are aged 50+, traditionally, these are established families, and earners of high-income. This also includes the segment of silver generation, leveraging on ease of entry and safety. <i>Psychographic</i>: these are the consumer who values reliability, old-world engineering and national pride. They see

	a car as a quality sign rather than a sign of wealth. <i>Behavioural:</i> Comprises of company car users, corporate executives and professionals, who make access to cars primarily in the context of leasing and PCP schemes. The culture of leasing is strong in the UK and consumers have their purchasing behaviour shaped more.
Targeting	The primary target of Mercedes is the high-income professional aged between 45 and 60, who looks at a car as a long-term investment. Mercedes also mainly targets the corporate and B2B clients, where the car serves as the standard perk for senior management (Prior, 2023). They are presently targeting the buyers of green elite, who give due importance to carbon neutrality and ESG alignment.
Positioning	The brand is positioned as the best or nothing. In the UK, Mercedes stands for premium luxury of Europe with everyday usability, mechanical perfection and security. Also, the brand is positioned as a premium of accessible standard for excellence, which is enough to be respected and common enough to be utilised as a daily commuter for family and high-end taxi.

Figure 2: STP Analysis

(Source: Simcon blog, 2026)

Table 3: STP of India

Features	India
Segmentation	<i>Geographic:</i> This segmentation is heavily focused on in tier-1 cities. Rapidly growing into the growth hubs of 2-tier cities, where the emergence of new industrial wealth is expected (Liu and Liang, 2025). <i>Demographic:</i> This involves the Next-Gen Z hires of family business, tech-entrepreneurs, and C-suite executives. The average age of the youths is notably 30-40 years. <i>Psychographic:</i> The buyers are deeply encouraged through conspicuous consumption and social prestige. Consumers oversee the brand that plays a significant role as a gatekeeper of prestige and status. <i>Behavioural:</i> there is a huge driver who gives importance to the experience of the rear seat. Also involve the professionals

	who shift from the brands of premium huge-market to their first luxury batch.
Targeting	Within India, Mercedes has a significantly younger demographic aged 35 to 45 in comparison to Europe. This involves high-performance professionals and first-generation wealth who want their success to be clearly visible. The targeting highlights the digital-first consumer who generally values the technology of connected cars (Kolasani, 2024).
Positioning	The brand is positioned as the gatekeeper for complete success. In India, owning a car of a luxury brand like Mercedes is not just about transportation, but is about a statement of social status. Mercedes is generally positioned around the VIP status through the use of exclusive lifestyle and fast-fashion partnerships to stay a distance from huge brands within the market.

Table 4: STP of India

The brand, like Mercedes, operates a strategy of a utilitarian-luxury STP in the UK, while on the other hand operating an aspirational-status model in India. In the UK, the brand is broadly segmented into targeting a mature, owner-based demographic that generally values the philosophy of engineering and functional reliability across diverse cases of

use, which also involve corporate taxis and fleets. Contrariwise, Mercedes in India significantly targets a younger segment of status seekers and entrepreneurs. In the UK, there is a massive shift from mechanical excellence towards digital feature and sustainability along with luxury, which gives importance to the professional driving services experience and digital gadgetry. Eventually, while consumers buy the car like Mercedes for their proven heritage. Conversely, Indians invest in such a brand as a definitive marker of social status.

According to Philip Kotler, the comparison of two countries marketing mix expand beyond the key factors especially in global market.

7Ps	UK	India
Product	Mercedes-Benz Group in the UK also has a wide portfolio of products with compact cars, SUVs and an increasing number of hybrid and electric products. They are very city and suburban in nature with much emphasis on comfort, safety, efficiency and better technology	The product mix of Mercedes within India is linked to the top-end of luxury. Due to the robust culture of professional driving services, Mercedes has adapted to the Indian market as the only market to offer a long wheelbase in professional driving services. In 2025, the top vehicles like S-Class and Maybach have grown by 11%, even though there is an overall drop in volume (BBC, 2021).

Price	Mercedes adheres to the premium pricing strategy in the UK and ensures it with the financing options like Personal Contract Purchase (PCP) and leasing. This calls to mind vehicles being more affordable to professionals and users of company cars and exclusive.	The brand uses the strategy of skimming and prestige pricing. The average selling prices have extended to \$111,000 in 2025, as the company has opted out of the price wars in the segment of entry-level to emphasise the margins of high-value. High import duties and GST significantly make these cars more expensive than in the UK.
place	The distribution plan is a hybrid of physical dealership and robust digital environment. Vehicles are available through a full omni-channel customer experience to be explored, customised and purchased.	In India, Mercedes uses the retail of future models, where the company owns the stock and directly sells it to the customer at a fixed price globally. Their key distribution is extending beyond tiers to mini-metropolises to endure 30% of sales from developing regional wealth.
Promotion	The promotion focuses on luxury lifestyle, innovation, and sustainability promptly through digital promotion campaigns and experiential	For promotion in India, the brand heavily focuses on approaches like lifestyle and status. Promotions are established around the

	marketing to popularise the concept of electric mobility and brand heritage.	exclusive events and the experiences of Money-Can't-Buy to signal that the owner has united with an international elite.
People	Staff become customer advisors, giving a customer personalised advice regarding the vehicle selection, financing and the after-sales services to provide a superior customer experience.	In India, staff play a vital role as a luxury consultant that offers high-touch gatekeeper services, simply moving beyond traditional sales.
Process	It is a digital-first and transparent process, allowing online configurators, fixed pricing, and flexible financing to enhance convenience (Fitton, 2022).	The brand generally uses a process of working as a digital-first connected car. With over 80% of cars sold in India being considered to be connected through the Me app of Mercedes, this is higher than in many European markets.
Physical Evidence	Contemporary displays and online platforms solidify the image of Mercedes as a high-quality, innovative and customer-oriented brand.	Mercedes showrooms in India are considered to be the centres of experience that feature luxury cafes, lounges, and boutique delivery bags to celebrate

		the milestone of their purchase.
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Table 5: 7Ps of the marketing mix



Figure 3: Market Mix

(Source: Johnson.dk, 2026)

1.5 Brand's directional development strategy

Market penetration: this strategy purposes to enhances the sales of current product by taking market share from competitors. Within India, Mercedes emphasises improving their share in the market of the luxury segment by giving due importance to value over volume (The Hindu, 2025). A key foundation for this strategy is the retail of a future model that is considered to be the D2C approach that ensures uniform, transparent pricing all over the markets of India and reduces the risk of inventory for the dealers. In spite of the slight

decline in unit sales in 2025, the company attains a record of revenue growth by focusing on its profitable approaches.

Product development: this strategy leverages on creation of new products to sell the existing range. The brand is boarding on their most determined expansion of product in India, with plans to launch the new models by 2026. This strategy highlights three key areas: rapidly extending the line-up of electric vehicles to hit a sales target, enhancing local production in tier 1 cities like Pune to make the luxury models more affordable and improving their research and development hub to generate new software systems. Collectively, these initiatives aim to blend competitive pricing with digital innovation and drive sustainability for the Indian market (Alamandi, 2025).

Market development: This strategy includes taking effective products into new markets. The brand like Mercedes is rapidly expanding into Tier 1 and Tier 2 cities, where there is the emergence of new industrial wealth. These small markets are now accountable for 1.1% of luxury sales, significantly increasing the room for development (Automotive world, 2025). Remarkably, customers in these specific areas frequently demonstrate higher momentum for the adoption of electric vehicles because of the prevalence of stand-alone homes that can easily accommodate private charging organisations.

Diversification: This include the introduction of completely new products into entirely new market. In India, Mercedes is currently diversifying by growing from a car manufacturer into a technology and luxury lifestyle provider. With the help of their research and development hub in Bangalore, it sells software as a service, proposing digital subscriptions for the in-car features. Moreover, by introducing ultra-limited collector editions and elite events related to hospitality, it considerably targets the markets of high art and luxury experience, by treating vehicles as an appreciating asset of individual lifestyle.

Products			
Markets		Existing	New
	Existing	Market penetration strategy • Value over volume • Record revenue growth	Product development strategy • Digital innovation • Localisation
	New	Market development strategy • Room for development • Expansion	Diversification • Luxury experiences • Collector editions

Table 6: Ansoff matrix

1.6 Evaluation of Ethical Issues

In order to measure the ethical values of Mercedes-Benz Group, the problems are categorized into three fundamental pillars: accountability of the supply chain, marketing transparency, environmental integrity, and data privacy. This is a comparison of the ethical issues that the brand undergoes in the UK and India.

Supply Chain Accountability

In the UK, ethical focus is ideally pushed by supply chain due diligence and post-Brexit regulatory frameworks, and forced labour and ethical sourcing across global suppliers are coming under increasing scrutiny. The UK as a major developed economy compels large multi-national companies such as Mercedes to make sure that their supply chains are

transparent and accountable to them (Falck-Zepeda, 2026). The ethical aspects in India are more localised; especially in the mica mining, which is an ingredient in car paint. Illegal mining has been connected to supply chains in Jharkhand. Mercedes has also introduced stringent CSR initiatives that fight child labour so that luxury production is not at the expense of human beings.

Marketing Transparency

In the UK, the main ethical question of the practice of promotion is greenwashing where groups of consumers question statements about the carbon neutrality, especially the environmental cost of battery manufacture. In India, it switches to the problem of social inequality (Khatun, 2024). As an ostentatious form of consumption, advertising luxury cars as emblems of success in a highly unequal society has been criticized. But Mercedes manages to strike a balance between this by making investments into the technical training and road safety programs to align its brand with social responsibility.

Environmental Integrity

Mercedes in the UK have been subject to legal and ethical criticism, associated with emissions scandals, one involving a fine of 870 million, due to employing software to cheat on emissions tests (Carbon click, 2021). On a similar note, in India, the firm has had its investigations into its purported falsified emissions data by the National Green Tribunal (Legal economic times, 2025). Although the back-up in India has not been as conclusive, Mercedes also ensures pollution management in its Pune plant to streamline environmental requirements.

Data Privacy

Mercedes has considerable ethical responsibilities in the UK according to UK GDPR and especially at the time when vehicles are getting more data-driven. Reports exist on how personal data like location, driving behaviour and in-car interactions is gathered and utilized. The problem in India revolves around cyber-informed consent. Having more than 80 percent of Mercedes cars linked to the Me app, the question arises as to whether people are knowledgeable about the consequences of long-term data sharing (Ri.se,

2025). As the legislation on data protection is evolving, Mercedes should make sure that the standards of privacy are on the European level in India.

Mercedes experiences differing ethical and working pressures in the UK and India, it balances the rigorousness with regulation in developed economies and the unusual social and environmental problems in the emerging regions. Such issues as ethical sourcing, greenwashing, environmental compliance, and data privacy, all of which are influencing the global responsibility of the brand and its long-term sustainability.

1.7 Recommendations

Mercedes-Benz Group will have to transition beyond being a traditional car manufacturer as it seeks to thrive in the emerging global dynamics and equilibrium its legacy and the emerging consumer expectations on a holistic approach to mobility.

Due to a growing maturity and competition in the UK market, Mercedes has to shift the traditional sales model towards mobility-as-a-service. With the growth of the flexible subscription programmes and short-term leasing, the company is able to reach younger age ranges that consider ownership pricey and inflexible (Baldota, 2024). Importation of goods is hindered by high importation duties in India. Thus, it is suggested that Mercedes should intensify domestic production. Through large scale assembly of luxury models (Maybach and EQS) in Pune, the company will be able to circumvent import expenses which will increase the availability of luxury cars and achieve profitable margins.

At the Indian market, there are also certain problems whereby, Mercedes is seen as a social status. The company ought to move to an inclusive excellence strategy by incorporating CSR activities like education and road safety in its brand name. In the UK, the approach must consider the expectations of sustainability by making Mercedes a brand that is pulled as an innovator of green products and enhancing its credibility among the environmentally aware citizens. This will guarantee the growth in India becomes social responsibility driven and the leadership of sustainability in the UK.

Radical transparency should be adopted in a bid to restore confidence after the scandals involving emission and the greenwashing issues surrounding Mercedes. This encompasses the introduction of digital product passports that can be obtained through

QR codes, indicating carbon footprint and recycled resources (Mouselli, 2025). Supply chain monitoring can track every step and make sure sourcing consists of ethical conduct, which is bound to reassure the customers in the UK and India, too. This will lower the risk of regulatory scrutiny and rebrand the brand as a model of responsible luxury.

In order to achieve greater technological capacity, Mercedes needs to institute a global-local R&D integration approach, which connects its fundamental engineering to its innovation centre in Bangalore. This would allow India to be at the forefront in AI-based and mobile-first software design, and the innovations will be exported to the UK market. Using the capabilities of India in digital technology and extending it to most parts of the world would help Mercedes to gain agility, better user experience, and stay competitive in the ever-software driven automotive industry (Amaravadi, 2022).

Conclusion

In conclusion, this comparative analysis has bridged the gap between Mercedes ' heritage-based German roots and its aspirational future in India. By shifting from a traditional car manufacturing company to a software-focused mobility provider, the company has navigated the high import taxes in India and market stagnation in the UK. Execution of radical transparency and focusing on localisation has helped to disassemble the economic barriers and re-establish the ethical trust of the consumer. Eventually, the comparison of German precision with digital agility in India ensured that their global sign of the Three-Pointed Star remains a sustainable luxury.

Section 2:

2.1 Gibbs reflective model

This reflective segment will outline the systematic procedure of identifying and examining the comparative strategy of Mercedes, which is structured through the application of Gibbs' reflective cycle. This will offer a framework for analysing the experience, assessing the methods used to identify future improvements.

Description

I evaluated an inclusive comparative analysis related to the performance and strategy of Mercedes. I focused on comparing and contrasting the mature developed markets like the UK and India. This process started with a concentrated research of macro-environmental factors (Gini and Agala, 2023). Here, I use the PESTEL framework to determine crucial political, economic and environmental drivers. From there, I shifted towards the strategic mapping, through the application of the STP model and Marketing Mix, I was able to assess how efficiently a global brand such as Mercedes adjusts to the local nuances.

I further advanced my directional development through the use of the Ansoff Matrix to evaluate trajectories of growth, particularly within the Indian market. One of the key areas of my investigation was the ethical evaluation that has permitted me to find out systematic weaknesses like transparency in the supply chain and greenwashing. By leveraging the corporate reports and taking into consideration the academic journals, I effectively advanced actionable recommendations, which include radical transparency.

Feeling

At the beginning, I felt a culture of academic interest related to the status of a brand that embraces its value in a country with high import taxes, such as India. However, as the research advanced, I felt a sense of tension between the sustainable marketing of the brand and the historical realism of the Diesel emission scandal.

In the middle phase of the assignment, I felt challenged by the complexity of the Indian tax structure. It was considerably surprising for me to realise that the same car could cost

twice as much in India as in a country like UK. This has a feeling of urgency to identify a strategic solution, which ultimately results in the recommendation for deep localisation (Okonkwo *et al.*, 2023). By the end of the process, I felt self-assured that the R&D recommendation was the most innovative segment of the analysis, which had shifted towards the standard answers of the textbook.

Evaluation

During evaluation, I identified that the application of frameworks like PESTEL and STP offered me a strong structural foundation, which ensures that there is a disciplined comparison. This approach has enabled me to uncover the contrast in consumer profiles, which permits me to shift beyond the product itself to disclose the diverse changes from the owner-based culture of the UK to the professional service market of India. Furthermore, finding the occurrence of reverse innovation in Bangalore was a turning point, as it permitted re-framing the role of India from just a sales destination to a crucial hub of R&D for Mercedes (Kumar *et al.*, 2025).

Conversely, I met significant complexity related to primary project management and data accessibility. I faced an issue with fragmented data, as I identified that refined reports of corporate CSR frequently cover objective ethical considerations. Moreover, I dealt with the addition of unapproved requirements to the project, which has primarily threatened the complexity of my analysis. I understood that reducing my geographic concentration was essential, as it allowed me to offer the high-level social comparison necessitated without diluting my vision across the diverse markets.

Analysis

Throughout the research, I have identified that the weakness of Mercedes in the UK is classified through the stagnation in the market, which is a result of shifts in social preference and high maturity. In comparison, the only weakness of Mercedes in India is the economic and political barriers. It states that the future of the company relies on the decoupling of its German identity from the process of manufacturing (Germann, 2023). Personally, ethical analysis was a crucial part of the process. It stated that for a luxury brand, the concept of trust is the most expensive component for a car. From this, for the

brand, simply shifting to a higher level of integrity is the only way to maintain a premium international position.

Action plan

Goals/objectives	Description	Resource required	Timeline
Improve competitive skills	I will simply shift to analyse single brand by comparing the company with its competitors.	Industry reports and financial databases	Next 3 months
Ethical Transparency	I will focus on developing deeper technique to identify the reports of corporate CSR	Sustainability frameworks, reports and ESG tools	Next 6 months

Table 7: action plan

Conclusion

Looking back, I could have extended the competitor analysis. The evaluation stated that the Ansoff matrix can be used to overcome economic barriers and that the 7Ps can be used to manage the brand image internationally. The initial strength of mine during this assessment was analysing complex data. Through this, I was able to bridge the gap between high-level political barriers and a particular product recommendation. I also showcased the approach of problem-solving by introducing a research and development hub that meets the weakness related to slow-developed software. I lack the approach of competitive benchmarking, as I intently focused on secondary corporate data of the company, which may have hosted a slight bias related to pro-brand that had to be corrected by me during the stage of ethical evaluation. Moreover, I identify that access to specific localised data for tier-2 Indian cities is complex, which means some of my conclusions related to the market development were on the basis of broader national trends instead of granular regional statistics.

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Appendix

Table 2.1 Virtue ethics and marketing

<i>Virtue</i>	<i>Definition</i>	<i>Related virtues</i>	<i>Applications to marketing</i>
Integrity	Adherence to a moral code and completeness	Honesty Moral courage	Conveying accurate and complete information to consumers
Fairness	Marked by equity and free from prejudice or favoritism	Justice	Selling and pricing products at a level commensurate with benefits received
Trust	Faith or confidence in another party	Dependability	Confidence that salespeople or suppliers will fulfill obligations without monitoring
Respect	Giving regard to views of others	Consideration	Altering products to meet cultural needs and refusing to sell unsafe products anywhere
Empathy	Being aware of and sensitive to the needs and concerns of other people	Caring	Refraining from selling products to consumers who cannot afford them
Trans- parency	Making actions clear	Openness	Being open with customers and their stakeholders

Source: Adapted from P.E. Murphy, "Character and virtue ethics in international marketing," *Journal of Business Ethics* (January 1999): 113.

Appendix: Virtue Ethics – Mercedes-Benz (UK & India)

Integrity

- Focus on honest and accurate information
- UK: Clear details on safety, performance, and emissions
- India: Transparent pricing, financing, and after-sales services

Fairness

- Ensures equal and unbiased treatment of customers
- UK: Premium pricing aligned with high value and quality
- India: Wide range of models for different income levels

Trust

- Builds customer confidence and loyalty
- UK: Strong brand reputation and reliable engineering
- India: Improved service network and warranties

Respect

- Adapts to cultural and market differences
- UK: Focus on sustainability and eco-friendly vehicles
- India: Products designed for local needs and road conditions

Empathy

- Understands customer needs and affordability
- UK: Offers leasing and flexible finance options
- India: Provides entry-level luxury cars and finance schemes

Transparency

- Maintains open and clear communication
- UK: Detailed info on pricing, emissions, performance
- India: Clear dealership communication and online information

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