

FORMS OF MARKET ENTRY: PLATFORM IN GLOBAL MARKETING

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Global marketing is the strategic effort to market products or services globally, considering diverse markets, cultures, and consumer behaviors. The significance of global marketing lies in its capacity to address diverse consumer behaviors, cultural nuances, and market dynamics. It recognizes that no two markets are identical and that a more than one-size-fits-all approach will suffice globally [1].

M. Porter considered platforms to be a new business model disrupting traditional industries. Gary G. Hamilton focused his research on the impact of digital technologies on marketing strategy. Don E. Schultz is known for his work on integrated marketing communications and has written extensively about using platforms in marketing. Marketers emphasize the need for businesses to adapt their marketing strategies to the global arena. Effective market entry strategies are critical for businesses expanding their reach beyond domestic boundaries. These strategies determine how the company enters new markets and competes globally.

One of the market entry strategies is a platform-based entry strategy.

In global marketing, platforms are the connective tissue facilitating interactions between sellers and buyers, transcending traditional borders. They create a dynamic space where businesses can adapt their marketing strategies to suit international audiences' specific needs and preferences. This strategy minimizes some of the complexities and risks associated with other market entry methods, providing businesses with an efficient way to expand their global footprint. Whether selling products on an e-commerce platform like Amazon, using social media networks to engage with customers worldwide, or collaborating with digital marketplaces, the central idea is to tap into existing digital ecosystems to streamline market entry and reach a global customer base. Statista's Worldwide report says revenue is expected to show an annual growth rate (CAGR 2023-2028) of 15.86%, resulting in a market volume of US\$244.10bn by 2028. The Platform as a Service (PaaS) segment has experienced a 30% to 40% growth rate over the past few years [2]. Platform-based market entry offers businesses a strategic advantage by: reducing infrastructure costs; granting access to a diverse global customer base; facilitating scalable growth; simplifying market penetration in multiple regions. These advantages make it an attractive and efficient approach for businesses looking to expand their global presence in today's economic and social conditions.

References:

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