



“Study on Public Relations and International Marketing”

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ABSTRACT :

Strategic communication initiatives on a worldwide scale for a corporation must include both international marketing and public relations (PR). To create and preserve a favourable image, public relations entails managing the connections between an organisation and its numerous stakeholders. When it comes to international marketing, public relations (PR) are essential in helping a brand be understood and accepted in a variety of linguistic and cultural contexts.

The research is that how PR practices influence international marketing campaigns and vice versa, emphasizing the importance of cultural sensitivity, communication channels, and strategic messaging in cross-cultural contexts. Drawing upon theoretical frameworks and empirical studies, the paper examines various dimensions of PR in international marketing, including reputation management, brand building, crisis communication, and stakeholder engagement.

The findings highlight the importance of cultural sensitivity and localization in PR and international marketing efforts. By understanding the unique needs and preferences of target audiences in different regions, organizations can tailor their messaging and communication strategies to resonate effectively.

In conclusion, a company's success in the worldwide marketplace depends on the synergy between international marketing and public relations. Organisations may cultivate good connections, establish brand equity, and manage the complexities of varied markets by incorporating successful PR techniques into their foreign marketing initiatives. This, in turn, can lead to sustainable development in international business.

Keywords: Public relations, international marketing, Strategic communication, Brand image, Cross-cultural, Stakeholder relationships.

INTRODUCTION :

These days, public relations play a significant role in modern business management. However, for a variety of reasons, its true value to management is not recognized. Firstly, PR is frequently viewed with suspicion by some members of the public, who associate it with attempts to "pull the wool over our eyes" and other forms of deception. However, this is completely at odds with its true objective, which is to dispel prejudice and confusion stemming from ignorance of the acts and to clarify matters that may not be immediately evident.

A positive public perception is not something that just happens. To be effective, it needs awareness and the ability to channel that effort seed. Good communication and PR go hand in hand. Understanding communication media is necessary for this, particularly the press, radio, and television.

STATEMENT OF PROBLEMS

Globally, international marketing faces a plethora of challenges. These issues have been impeding international marketing's ability to maximize its objective of obtaining enough foreign exchange, which raises the company's national reserve and per capital revenue.

There are some problems between public relations and international marketing are:

- Lack of integration between public relations and international marketing.
- Cultural sensitivity and communication challenges.
- Impact of Digital Transformation on PR and Marketing.
- Global crisis management and reputation.
- Role of social media in International and PR marketing.

SIGNIFICANCE OF THE STUDY

The outdated advertising campaigns. As was already said, buyers will select items that are readily accessible and have a low manufacturing defect rate. Such a system would be suicidal in today's world. Even in a country, state, or organisation with the most advanced technological infrastructure along with a stable political, social, and economic climate, its ability to survive depends on the goodwill and understanding of its neighbours. In this instance,

the proverb "No man is an island" is true. No country or organisation can be completely self-sufficient; even in prosperous economies, they still need kind words and supportive connections from other people.

The current perception of Enugu State in business is damaged and requires a major facelift. This can be accomplished through ongoing, planned management functions that are carried out through public and private organizations, people, and institutions that aim to gain and hold the respect, understanding, empathy, and support of those we are and may be concerned about now and in the future.

OBJECTIVES

- To assess their level of familiarity with the use of foreign PR in their marketing initiatives.
- To determine the attitude of these exporters towards the application of international PR in international marketing.
- To determine the role of digital and social media in shaping international PR strategies.

LITERATURE REVIEW

The money that companies gain from offering services like planning, arranging, and executing customer-organization communication makes up the market for public relations, or PR. Public relations firms strive to improve their clients' standing with the public and with the government as well as with employees and investors. The market value includes the worth of any related goods that the service provider includes in the service offering or sells. The only goods and services included are those that are supplied to clients or traded between companies.

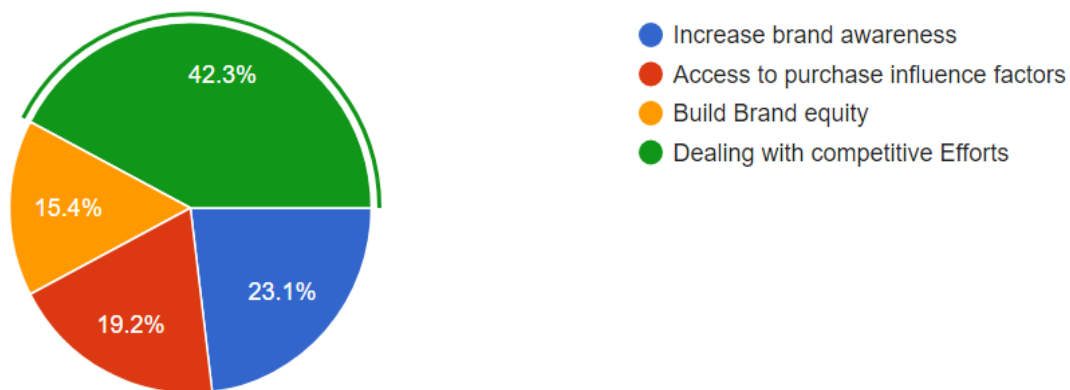
The practice of gathering and distributing information from an individual or organization to the relevant public or target audience with the aim of altering that audience's perspective is known as public relations. A company may develop, plan, and track the success of its public relations strategies with the aid of public relations.

Public relations (PR) firms are increasingly allocating resources to digital PR. Programmatic PR is the term used to describe the automation of advertising. Because digital communications are becoming more widespread worldwide, artificial intelligence is replacing physical employment. Since programmatic PR gives more control, transparency, and the ability to target customers more accurately, it is more successful. PR using programmatic means has even more reach. For example, Accenture Interactive's foray into the ad-purchasing space will encompass programmatic advertising campaign planning, buying, and administration. It will also help companies develop an offensive programmatic buying strategy. These technological advancements will increase market share and public relations.

ANALYSIS AND FINDINGS

Q1. All the following are functions of Marketing Public Relations (MPR) except one:

From the list of 25 respondents, 19.2% are access to purchase influence factors, 23.1% are increase brand awareness, 15.4% are build brand equity, 42.3% are dealing with competitive efforts. It is clearly analysed that the high weightage.

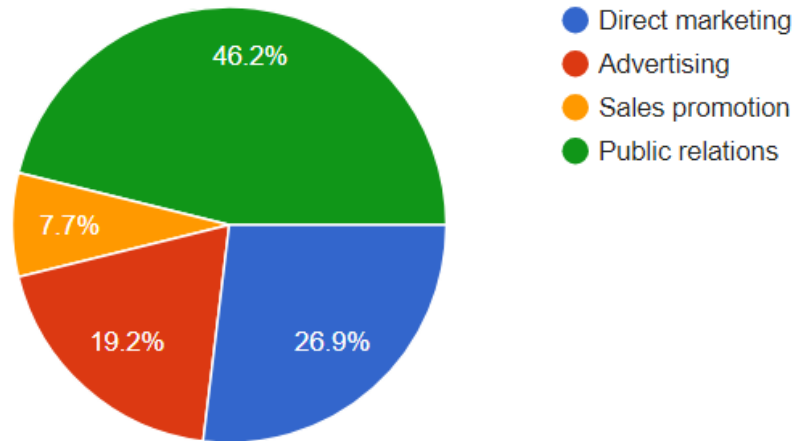


Q2. Which of the following is not a function of the PR department?

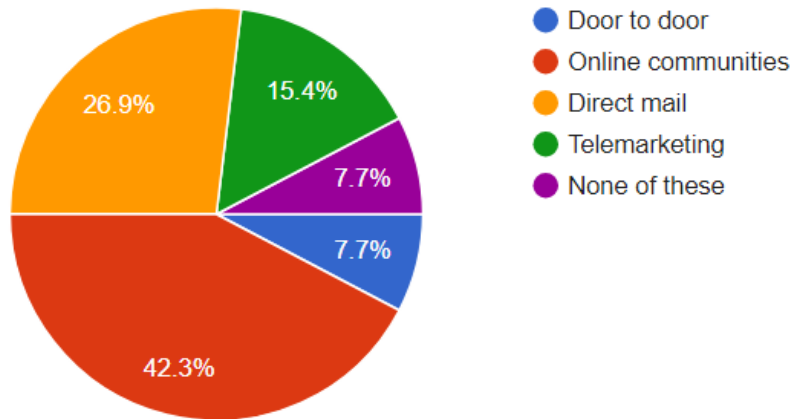
As per the given question 26.9% are corporate communication, 7.7% are counselling, max weightage to selling 42.9%. It will clearly analyze not function to PR.

Q3. Press releases, Sponsorships, Special events and web pages are part of _____.

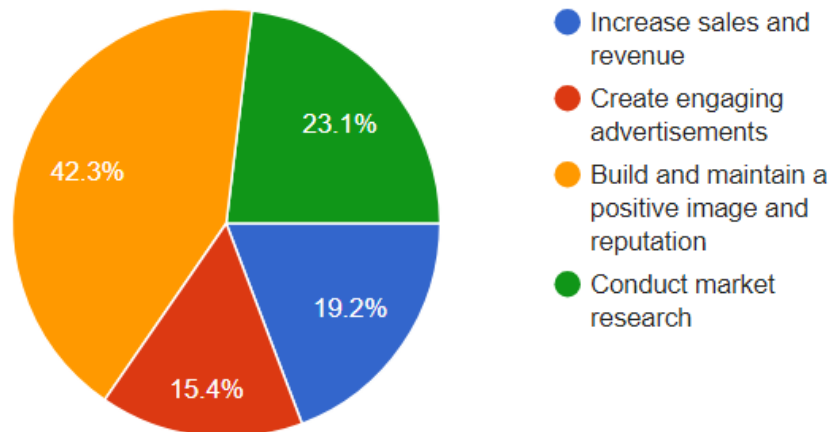
-The consumers were given 4 options – Direct marketing, Advertising, Sales promotion, Public relations, to which 26.9%, 19.2%, 7.7% and 46.2% respectively.



Q4. is used to influence the way an organization is perceived by various groups of stakeholders. The consumers were given 4 options – Direct marketing, public relations, Sales promotion, Advertising. As per the diagrammatic representation, the option public relations had most of the votes and less votes were cast to direct marketing.



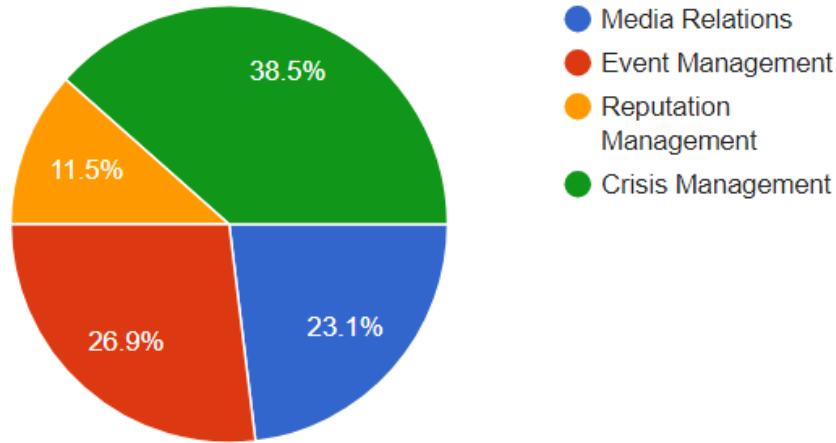
Q5. Users can create content and become more involved with a brand through. 42.3% votes were casted to online communities, 7.7% casted to door to door, 15.4% casted to telemarketing, 26.9% casting to direct mail and 7.7% casting to none of these.



Q6. What is the primary goal of Public Relations (PR)? 42.3% voted to build and maintain a positive image and reputation, 23.1% voted to conduct market research, 19.2% voted to increase sales and revenue, 15.4% voted to create engaging advertisements.

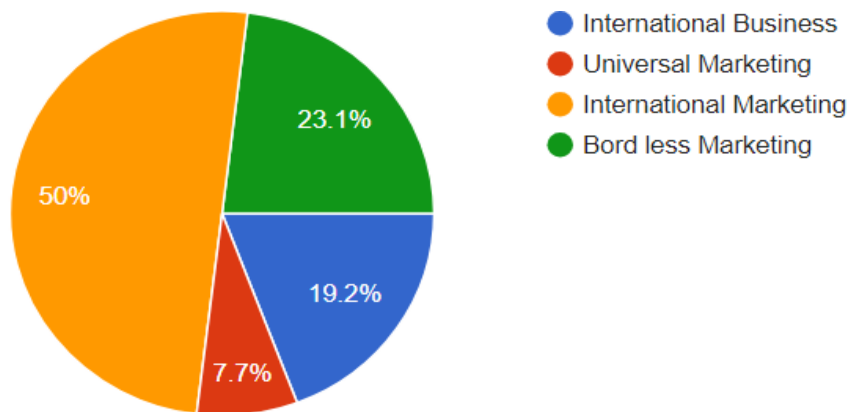
Q7. Which PR function is responsible for handling and mitigating negative incidents and crises?

From the list of 25 respondents, 23.1% are media relations, 26.9% are event management, 11.5% are reputation management and 38.5% are crisis management. It is clearly analysed that the weightage towards the customers.



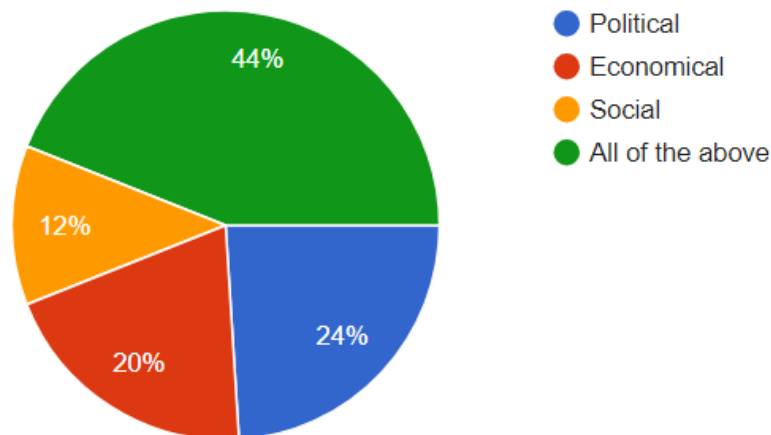
Q8. Extension of marketing activities across the globe is called as _____.

As per the responses 50% of the international marketing and the rest of the consumer can choose less percentage given. Across the globe there is only one extension of marketing activities which is international marketing.

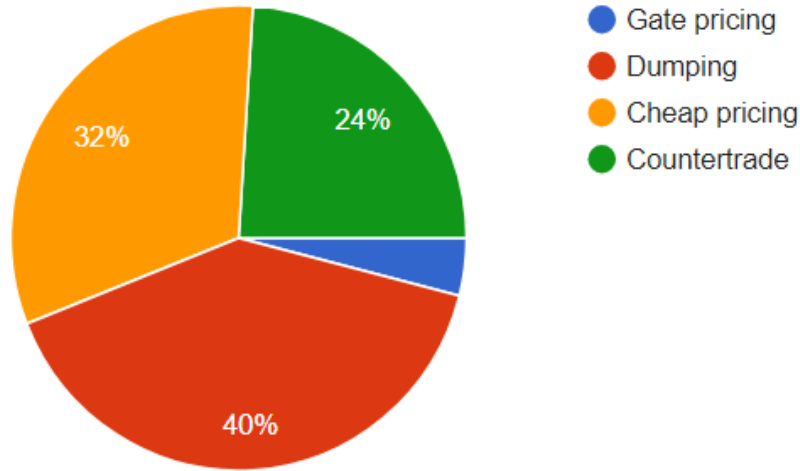


Q9. _____ factors affect international marketing decisions.

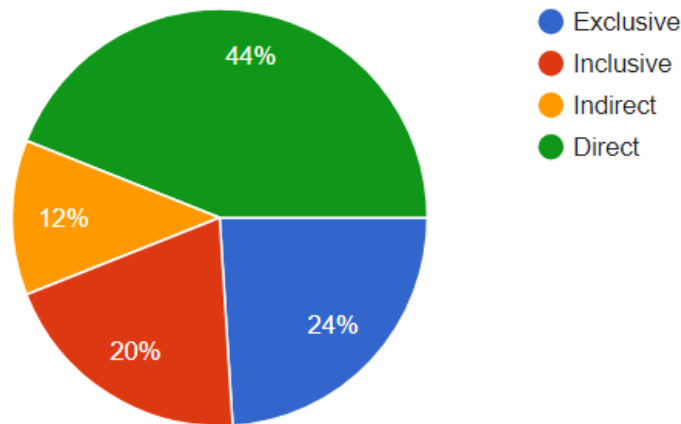
All the factors are equally important for international marketing decisions. 44% the highest percentage of all the above, 12% of social, 20% of economical and 24% of political.



Q10. _____ refers to the selling of the products below the cost of production or at below the ongoing price in the market. As per the question most of them choose dumping its 40% weightage else less percentage 32% cheap pricing, 24% counter trade.

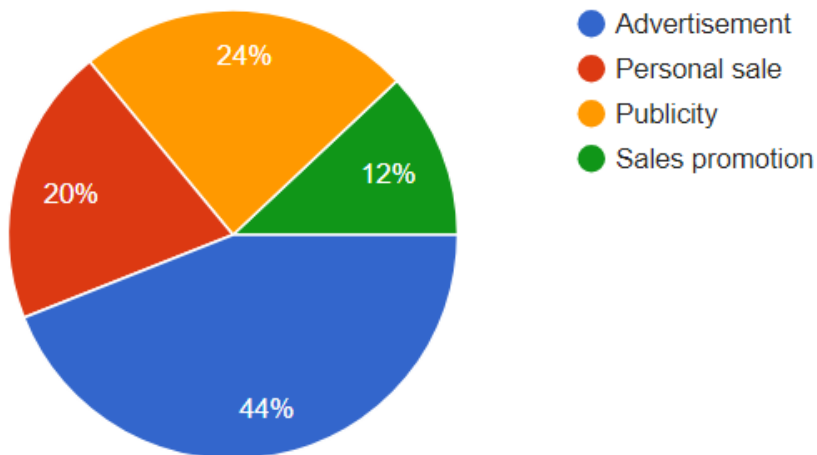


Q11. Large type of exporter will choose _____ type of distribution channel. 24% of votes were cast too Exclusive, 20% of votes were cast too Inclusive, 12% of votes were cast too Indirect, 44% of votes were cast to Direct.



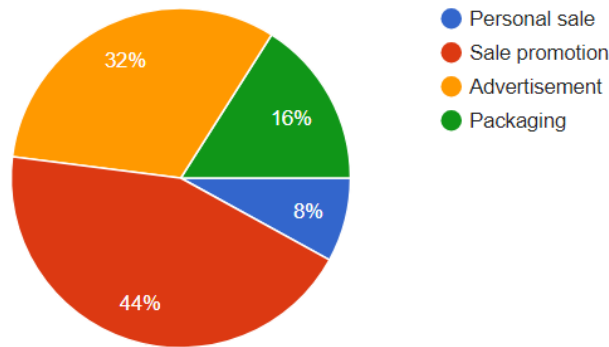
Q12. Which of the following is more effective tool for promotion process?

44% are respondents prefer to advertising is the best tool for promotion process and after 24% people can choose the publicity for promotion and 20% for personal sale and 12% sales advertisement is less preference.



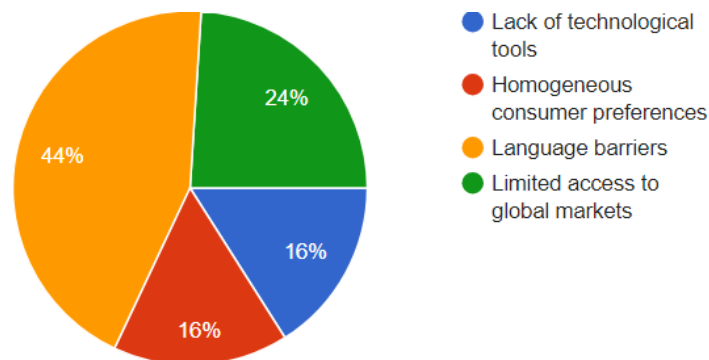
Q13. The short-term motivation schemes prepared for purchase promotion are known as-

This chart describes the 44% weightage for sales promotion is the highest people can prefer and after that choose advertisement 32% and else both are less preference.



Q14. What is a key challenge in international marketing research?

In the international marketing the highest challenge is the language barriers 44%. It is the major problem for business and promotion in international market.



CONCLUSION :

Invest in building strong relationships with journalists, influencers, bloggers, and other key stakeholders in your industry. These relationships can help amplify your message and increase media coverage. Craft engaging narratives about your brand, products, or services that resonate with your target audience. Authentic storytelling can help create emotional connections and drive positive PR outcomes. Use media monitoring tools to track mentions of your brand, competitors, and industry trends in the media. This helps you stay informed about public perception and identify opportunities or threats early on. Before entering new international markets, conduct thorough market research to understand local consumer preferences, cultural nuances, regulatory requirements, and competitive landscapes. Customize your marketing strategies, messaging, and product offerings to align with the cultural, linguistic, and socio-economic characteristics of each target market. Avoid cultural stereotypes and ensure sensitivity to local customs and traditions. Forge strategic partnerships with local businesses, distributors, influencers, and government agencies to facilitate market entry, navigate regulatory challenges, and gain insights into local consumer behaviour.

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