



RESEARCH ARTICLE

DOES YOUR PRODUCT NEED MARKET ADAPTATION?

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ARTICLE INFO

Article History:

Received 14th July, 2016
Received in revised form
25th August, 2016
Accepted 20th September, 2016
Published online 30th October, 2016

Key words:

Market Segmentation,
Brand Loyalty,
Product Differentiation,
Market Environment,
Target Audience,
Standardization.

ABSTRACT

It is to the credibility of the human behavior that products are under a constant diversification process to meet the ever changing desires of people. The world is instilled with so many variations among its demographics that there is hardly any product that has the scope to reign in a constant form throughout the global market. It is not quite convincing to the artist to change his masterpiece for others but to be able to sell it, a little color must be added here and there to portray an appealing desire of the consumer. The very thought of expanding the idea to let the tastes and preferences of the consumers plug in is the absolute key to success, although it wouldn't be so embraced by the person behind the idea of the product. The practicality of gaining the global market lies within the stretchability of the business to adapt its product to the various demographic sectors. The sole objective of this paper is to highlight the importance of product adaptation in various markets to be a market leader in the international business.

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Citation: Aman Gilani and Rahul Eragula, 2016. "Does your product need market adaptation?", *International Journal of Current Research*, 8, (10) 40194-40196.

INTRODUCTION

The importance of market adaptation is highly fetching to businesses. What does the word adaptation mean? The word adaptation refers to modification. The modifications of a business to make it self suitable to the different markets is called market adaptation. Many research authors have defined market adaptation under the term product adaptation. Though it is limited by the theory of product standardization to a certain extent, the concept of market adaptation has its own applications that uplift the well-doing of a business. It is the immersion of the theory of adaptation that makes a huge difference in majority of the international businesses.

Literature Review:

When we look at the success stories of the leading brands in various international industries, brands like McDonalds and HUL are known to have adapted their products to meet the specific preferences of the audience of different cultures. Their strategies are exemplary to businesses of various international industries to capture the market cap in the global market.

McDonalds has always been a pioneer in adaptation because it has understood its market and moreover its product. It is fully aware that its customers will diminish unless it serves them what they want. It has strategically planned its adaptation according to the culture of the people, their eating habits, religious beliefs and best available resources in that region. When we look at the big pictures, McDonalds has a multitude of mutations of its products throughout the world. The prominence of rice burgers in Philippines due to the high production of rice in the country has mutually served the company and the inmates of the country. In India, McDonalds has identified the market to have propensity towards the low and middle class people and so it introduced its McAllooTikki for \$0.29 and also introduced the Mc Maharaja Burger instead of the Big Mac as it sells in the US. It has added the Indian flavor to the food that it serves to gain the favor of the Indian audience. Seeing a visible pattern of the veg audience, the company has come up with veg burger and paneer burgers which is utmost in contrast in what it serves in other countries. In the Middle East, people are fond of eating Shawarma and so McDonalds with an objective to capture the market introduced McArabia which is a simulation of Shawarma. To capture the market of the Middle East, the brand had to imbibe their product into the very own culture of the region, portraying it as one of theirs.

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When you look at places where it has to serve the Jews, due to the law of the culture that forbids serving and eating of milk and meat together, McDonalds has both kosher and non-kosher restaurants in the locale. Products when introducing into the foreign environment, should be done with meticulous care.

The example of a cola company when it tries to introduce its energy drink in the Arabian market fails if it formulates an advertisement like any others of different regions, due to lack of proper understanding. The marketing campaign if portrays a man who is laid down on the ground fatigued and then drinks the energy drink eventually gaining energy and starts running, this kind of campaign could gain a wide recognition in the other country but not in this region. The reason for this set back would be the lack of paying attention to the smallest detail of the land. It's because the people in Arabia read from left to right and interpret the story other way round which would mean that a super active man when drinks their energy drink would be down in fatigue. And this would be an utter failure of their promotion efforts.

DISCUSSION

With a view on the above case studies it is evident that adaptation is really important to satisfy the customer needs and their preferences but it should be done with utmost care and subtleties, nonetheless any mistakes in their mutations can backfire. Such mistakes happen because of the lack of knowledge of the area under operation, while with sufficient research and survey, products can do wonders for the brand. It is very important to understand the local behavior and attitude toward things for this matter. Below are a few examples to show how brands have strategized their products in various markets on the international front.

- A fragrance company from France when introduced their product in Indian market downsized the sensuality in their ads.
- Audi revamped their iconic horn as it wouldn't match to the Indian standard of roads. This is a clear cut example of market adaptation adapted by the German automotive company to sustain on Indian roads.
- The country China as a whole is doing a commendable job in product adaptation for the products it manufactures as they sell their products across the globe, meeting the tastes and preferences of each culture.
- Micromax introduced phones with more than 16 languages to cater to the Indian audience and to penetrate into the Indian market so as to increase their market share. Even its ads display individuality which helps its purpose and people accept the brand and in turn the brand loyalty takes an upward stream.

People when see something familiar tend to get attracted towards it and buy it because of the internal security that they have toward the product which looks, feels and tastes like their desired. In the same way when a brand thinks of adaptation it should embrace the differences of the area and use it positively for its own advantage. For instance, people in Africa are surprised by fairness to be considered as a beauty standard. They embrace their color and love it and so does the brand who sells dark and lovely there. Some products should be standardized to give a global appeal with a sense of internationalism and make the customer feel a part of the global village.

It also caters to achieve economies of scale; however, the objective of a visionary business is not to earn just a little bit of profit but to maximize the market share so in the long run it has consistent profits from the huge customer base.

RECOMMENDATIONS

Know your market environment: One of the primary analyses that a business must formulate to introduce its product into the market is to understand and comprehend the environment into which the product is being launched. It is an important stipulation to know about what people of a particular region or culture would prefer and what they would like to buy. To understand the differences and adapt to the product without losing the uniqueness of it would indeed elevate the sales of a business as consumers would be attracted to buy those products that respect their tastes and preferences. Although a wide a variety of modified products are available in the market, it is the natural human behavioral tendency to choose something that is appealing to the eye of the consumer. What appeals to a person of one culture may not necessarily be appealing to a consumer of another locale. This is because of the environment people are brought up in. Without questioning the choice of the consumer, when the business gains the trust of a consumer, it also gains the loyalty of a consumer.

It's okay to differentiate your product: While the standardization of your product seems important, it doesn't mean your product must strictly be indifferent towards market adaptation. Somewhere down the lane, it is important to apply the techniques and visual effects that are prevalent in the minds of the consumers to gain their attention. There is no product in this world that can rule the market in its only form. Had the case been so true, the world wouldn't have been after creativity and innovation. This world that we live in is a dynamic world ever changing with its innovative and creative application. It lies within the acceptance of each other's cultures and regional preferences to be built together with a harmonious growth. The modern concept of marketing explains the very same concept of giving what people want and satisfying them with what the business has to offer. In the journey of such businesses, it is an added advantage to be open to the necessary modifications and a stipulated adaptation.

Don't loose the essence of your product: As much as it is important for products to adapt to be able to be bought by its consumers, it is also important for it to maintain its featured uniqueness and standout from the others. It is unique for a reason and so believing in its specialty and trusting in the idea behind the product is a very important aspect of product adaptation. Even during the process of market adaption, the firm mustn't forget what the unique selling point of its product is. Its USP must be protected to stand out for itself and run tough in the market. With this understanding towards the product, businesses must authorize the modifications to be made towards its adaptation. It is a key stipulation to remember the modifications are for enhancement and not for conversion.

Communicate your interest in the market: Your product speaks louder than any promotions or advertisements. It is ultimately what the consumers speaks of the product that it receives its recognition from. But to reach out to your consumers of how feasible you are to be beneficial to your consumer, it is important to communicate of what your product is and how it can be delightful to the consumer.

Profit earning motto is evident in any kind of business unless the firm is exceptionally a non-profit organization. And this is something that every consumer is aware of, but to escalate the views of how a consumer would be willing to buy your product, it must be portrayed of how interested your product is to cater to the needs and wants of the consumer.

Capture your consumer into brand loyalty: The amount of interest you have in retaining the consumer must be enormously greater than the amount of interest you take in capturing the attention of your consumer. It is a challenging task to build consumer loyalty, but when your product is designed to ever satisfy the specific wants of your consumer, the service it renders envelopes the desires of a consumer to sustain the utility of the product. Consumers must look into attaining brand loyalty while businesses work towards adapting their products to various markets.

Conclusion

The world wants what it wants. And the business gives what the world wants. This is the healthiest principle that a business can follow. Nevertheless this world would always have a craving to get something better and this thrive must be perceived to make out a profit out of it by satisfying their wants and needs. Think out of the box and give them what sometimes they do not know they are even looking for. Sounds muddling, doesn't it? That's how the business works! Know you're giving what you have in the form of what they want. And there would not be a better business than yours.

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