

# To analyse the importance of international marketing communication strategies on the brand image of the company

Aditi choudhary

*Student, Department of Business Administration, Rajasthan University, Rajasthan, India*

## Abstract

*In this report, the role of international marketing communication strategies is one of the most important and effective factors for the growth of the company. Many of the communication theories, contributions and channels are related to the development of the brand image in the market. In the mid of 1990s, there are several new and advanced communication technologies like the internet, social media that come with the role of the digitalization process. With the help of effective communication strategies within the market can implement success all over the world and enhance the brand image of the company. The chosen company for this project is Nokia as on the basis of prior research, it was found that Nokia facing several issues in the communication process. This is the main reason behind the unsuccessful brand image of the company in the global market. To complete the study, the researcher opted for the method of quantitative study in which a questionnaire has been used for completing the primary survey of the relevant topic. A brief discussion has been drawn for evaluating the role and impact of the overall study. In last, the future scope of the project and its limitation has been discussed by the researcher for analysing their personal development and growth through the project.*

**Keyword:** *-International, communication, Marketing, Development, Stratigies*

## Introduction

Looking for international communication strategies would be grateful for the companies to work effectively in the global market. In today's sector of the business environment, the role of international communication will play an important role in getting success in the market and gaining a significant competitive advantage. It is analysed that the constantly changing behaviour of the business environment requires effective solutions for the international communication strategies in large scale enterprises. This is being very essential for companies to secure and improve their marketing communication plans when it comes to international boundaries (Ahmad et.al., 2022). Because it means that now the company should communicate with the customers, suppliers and investors across the world. Despite having a wide range of difficulties in the communication channels across the international market, the role of strategies for effective communication has been gained due to the presence of market globalisation. As the cost of marketing of the brand is high so the marketers of the company are always hoping for managing and implementing the best and most suitable concepts through providing a visual presentation of the company in the international market.

The chosen company for this research project is Nokia, a Finnish multinational telecommunication IT Company. This company was founded in 1985 and its headquartered is in Espoo, Finland. The company is dealing in different kinds of mobile phones, operating systems and many other IT products. But after the 2000s company saw its share is dropping sharply, especially in the mobile phone sector (Briana, 2022). This reason arises due to having improper communication channels and failure of international communication. This research includes the objectives, literature review and research methodology for analysing and adopting the right process of completing the study. Furthermore, primary data will be collected and its discussion will be discussed in further study. In last research limitations and future scope will be analysed to complete the research project.

**Aim:** The aim is to analyse the importance of international marketing communication strategies on the brand image of the company.

## Objectives:

- To determine the relationship between international communication and the brand image of the company.

- To analyse the importance of international communication strategies which make an impact on the brand image of Nokia.
- To access the challenges company faced while using poor communication strategy at local and international levels.
- To evaluate some effective strategies for enhancing international communication channels for enhancing the brand image of Nokia.

### Literature review

From the view point of Park and Kim, (2022), the two terms of international business communication make an effective brand image in the company. It further helps in analysing the major practices and describing the reputation of the company across the world. In the competitive world, many businesses have worked effectively and tried to improve their international or national communication to manage brand image and considered an effective development in the market. While not having a good brand image or improper communication can lead to high turnover, disappearances of the customers and declined growth in the market (Cham, Lim and Sigala, 2022). So, the companies need to make a strong relationship in between the international communication and make strength in the market (*CORPORATE IMAGE, 2022*). Global companies need to be more specific about their policies and should spend more money on effective communication channels through applicability in more effective processes at the high score success in the market.

On the basis of Piramanayagam and Seal,(2022), for the successful growth of the companies, it is important to use effective communication strategy that they can apply in not only the host country but at the international level. The role of international communication strategies to ensure success and make information is related to managing the right people and ensuring through the internal and external factors of communication. To increase the efficiency of the company is to manage and provide essential services for the employees of the company. The role for managing key information would be grateful for sharing information and evenly distributing it throughout the organisation at a high level. This might be difficult for the companies to manage and accomplish the project and tasks effectively (Cudny, 2022). For instance, the role of policy would be changed and make growth in the organisation and manage employees for completing the information in a more effective and applicable way. These benefits of international communication help the company to make effective strategies and gain the overall productivity, workforce and brand image of the company (*Importance of communication strategy within an organization, 2022*). All of these factors further play a significant role in the success of the business and help in understanding the intricacies of effective communication strategies for acquiring in-depth knowledge about international business communication.

As per the view of Savitri, (2022), in a multinational company like Nokia, having miscommunication facilities become the major reason for enhancing the communication challenges and gaining prerequisite and organising the communication strategy in a more effective and applicable way (Curana et.al., 2022). Some of the challenges which are needed to be identified are associated with business communication are having disagreements between the organisational strategy and gaining communication in a more effective way. Although the company is facing difficulties and facing disagreement in between the organisational strategy and communication plan. Another issue is facing issues in communicating with a high level of hierarchy (*Major Business Communication Challenges, 2022*). Nokia faced the issue of outdated technology sectors and helps in applying technological equipment for facilitating the communication and poses effective challenges that affect the brand image of the company.

According to the view of Sayal and Banerjee, (2022), some of the major strategies which Nokia should adopt is putting their brand awareness first and making effective professional information for gaining success. The second strategy that the company can adopt is to work closely with public relations teams and help them to explain the objective of the company in a more effective way. The third strategy is related to make effective segmenting the market and making a great impact on the society for addressing the audience and launching the international campaigns in a more effective way. Some other strategies for Nokia are getting to know the company and addressing them to the international market by using different channels of communication (Dong, 2022). Having the technique for adopting products and services can lead to growth in the market and manage bestselling products and provide service adjustment which can appeal in the market (*Global Marketing Communication, 2022*). All of these strategies will be helpful for multinational companies like Nokia to re-evaluate their brand image in the market with the support of improving communication in their workplace.

### Research Methodology

#### Methodology

For completing the market research, it is important to choose the right research methodology that will be helpful for conducting research in an appropriate hierarchy. To complete this research, the investigator opted

for the positivism philosophy that would be considered as managing new objectives and achieving them based on some pre and new research methods. It will be an effective approach as this lead to the deductive method and is considered best for quantitative methods. It is an effective and suitable approach as this will lead to the success of the quantitative study and save time and cost in a more applicable way.

### Sample and Data

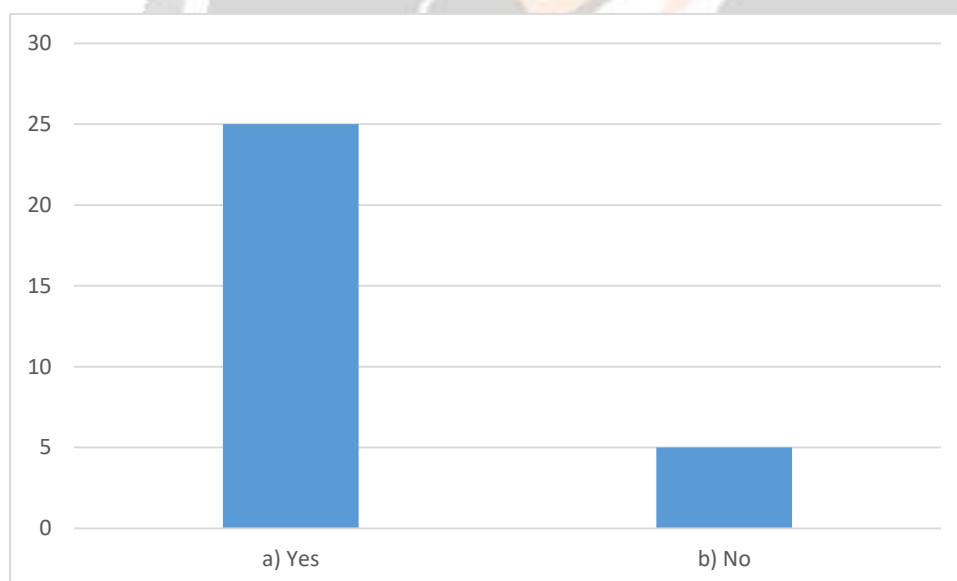
To conduct positivism philosophy research, the researcher opted for primary and secondary sources of data that are useful in analysing the objective and achieving them on time. For the primary sources, a questionnaire and survey has been opted and completed the study. A close-ended questionnaire will be made and it is completed through sampling method. Sampling will be chosen for opting respondents and to define the size of the population in a more classified and identified way. The total number of respondents will be 30. They are the employees of Nokia Company, the main reason behind choosing them as the respondents is they have appropriate information for collecting data and the company's policies (El Shiffa et.al., 2022).

### Measure the Data

In order to measure the data through a questionnaire, some of the major techniques are related to using frequency distribution channels. It further helps in managing data and provide significant growth in achieving objective and completing the study in different ways. With the help of charts, tables and frequency distribution table, the researcher makes achievement in more concise formats and achieve objectives through different applicability. Furthermore, measuring the data review of literature methods and data collection of the questionnaire will be effective for completing data and analysing them more effectively and efficiently.

### Data analysis and findings

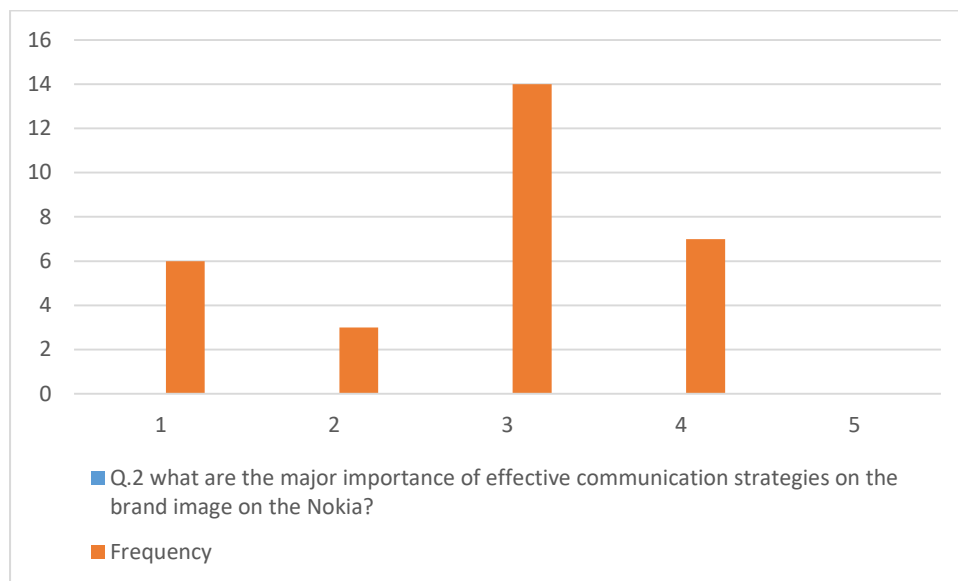
<b>Questionnaire</b>		
Q.1 Do you understand the meaning of international communication and its impact on the brand image?		<b>Frequency</b>
a) Yes		25
b) No		5



**Interpretation:** From the above analysis, it is said that out of 30 respondents, 25 said that they have information about international communication and its impact on the brand image. They think that the role of communication within the company would be grateful for managing the resources and achieving organisational success. On the other hand, 5 respondents said that they have no understanding of these two terms and their interrelationship concepts in the company.

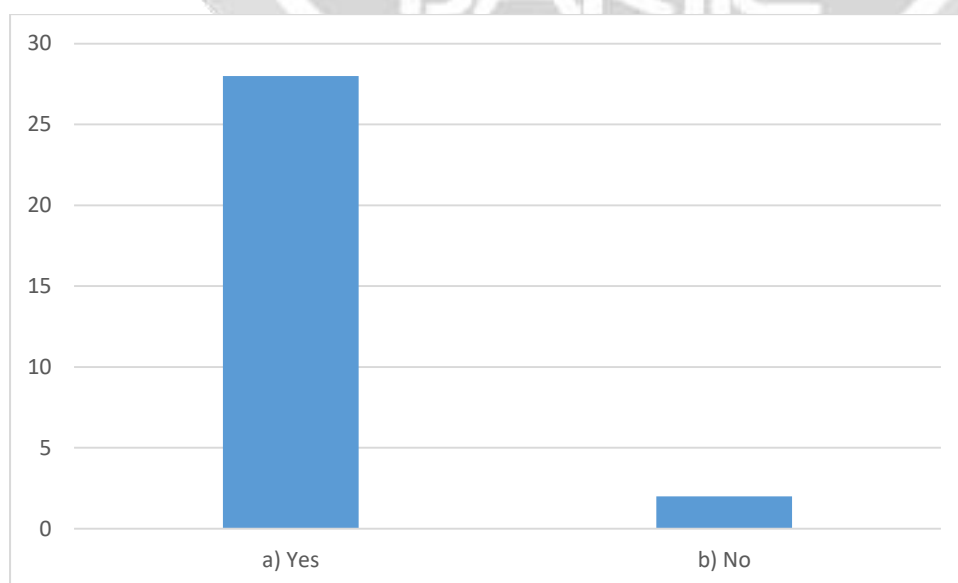
<b>Questionnaire</b>		
Q.2 what are the major importance of effective communication strategies on the brand image on the Nokia?		<b>Frequency</b>
a) Provide effective distribution of information		6

b) Standardized the communication	3
c) Brand image	14
d) Enhanced the role of motivation	7



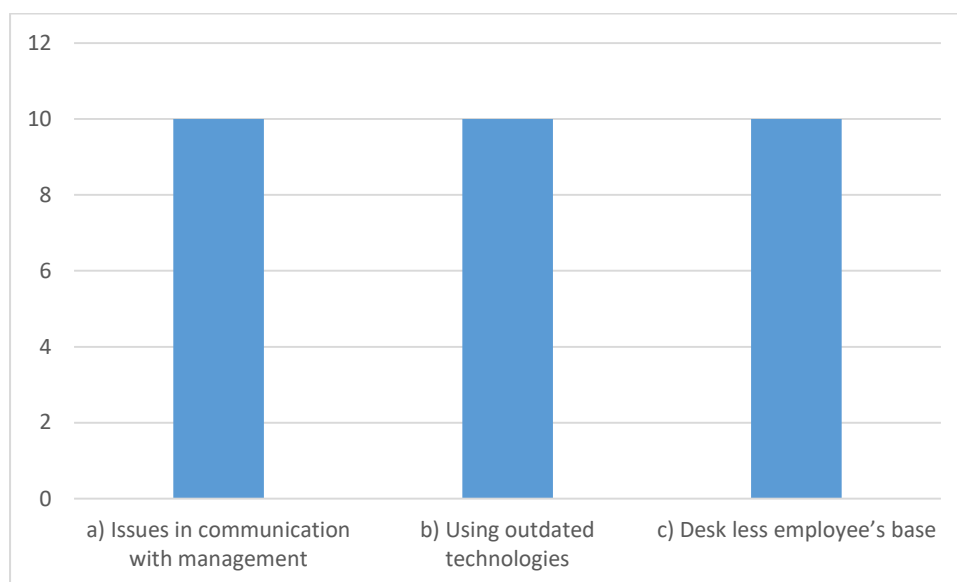
**Interpretation:** It is interpreted that out of 30 respondents, 6 said communication make an effective distribution of information in the organisation. Another 3 respondents said it helps in standardising the communication channel and provide systematic growth. The majority with 14 respondents said it helps in improving the brand image of the company. And last 7 respondents said that it helps in enhanced the role of motivation.

<b>Questionnaire</b>	
Q.3 is the company faced challenges due to not having proper communication channel either in internal or external environments?	<b>Frequency</b>
a) Yes	28
b) No	2



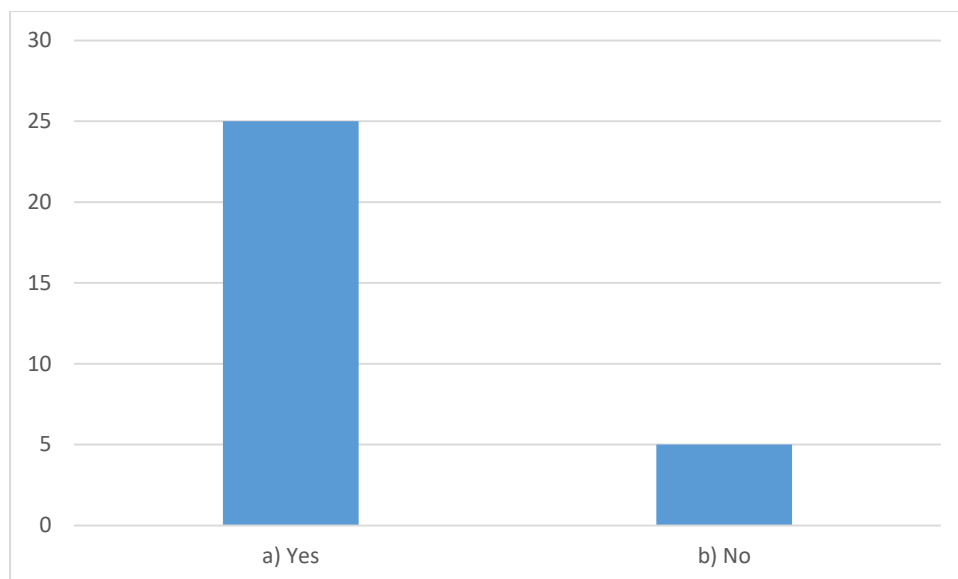
**Interpretation:** From the above chart, 28 respondents said that the company faced challenges for making communication at an international platform. On the other hand, only two respondents said that the company did not face any type of challenge within the company. All is effective and helps in analysing the challenge through the communication process.

<b>Questionnaire</b>	
Q.4 what are the challenges Nokia faced due to poor communication strategy?	<b>Frequency</b>
a) Issues in communication with management	10
b) Using outdated technologies	10
c) Desk less employee's base	10



**Interpretation:** While asking for different challenges the company faced, out of 10 respondents said facing issues in communication with a wider range of management practices. Another 10 said that due to having improper communication the company needs to follow and use outdated technologies. In last, 10 respondents said that Desk fewer employees for manage base in more concise and effective formats. These are associated to make challenges that are associated with poor communication strategy and its impact on the communication strategy.

<b>Questionnaire</b>	
Q.5 Is Nokia using effective strategies for improving communication channels in their business environment in an international market?	<b>Frequency</b>
a) Yes	25
b) No	5



**Interpretation:** This chart explains that out of 30, 25 said that Nokia is using effective strategies for enhancing the communication channel and making the business environment at the international market. Out of a total, 5 respondents said that there is no need for improving communication channels in their business environment nor do they think that company is using appropriate strategies for improving these tactics.

### Discussion and conclusion

After completing the above research, it has been identified that there is some positive effect on the brand image of the company. The role of improving some effective sources and managing the capabilities through appropriate international communication strategies adopted by the company. It would be grateful for the companies to make a strong brand image in the international market and produce the meet and manage to promise the resources with some consistency and maintained growth in the growth. Meanwhile, it was determined that the role of communication within the international market help the companies to enhance their brand image as these two terms has a direct impact on each other. It helps the companies to work effectively and manage the resources to accomplish strategies and gain the trust of the customers in a more applicable and effective manner (Madan et.al., 2022). Brand image improves the strategies which the company adopt to work in the international market and provide a reliable business environment for their employees. International communication strategy would be grateful for the company and provide the sources for managing information and making an effect on the brand. All of these are associated to manage effective communication strategies and applied in the market through consumer brand impact by sharing information to their stakeholders and improving communication strategy more effectively.

### Limitation and future scope

To complete the study, certain limitations due to managing limited time and gaining resources in an effective process. There is the need to complete research and present a certain process to overcome those limitations in a more applicable way. The very first issue is gathering primary data through different online platforms due to covid-19 guidelines. The second is to manage data and make its interpretation with the right technique to interpret that information more effectively. These collecting information and gather them in a more effective and concise format to gain the comparative study and understand the role of communication more effectively.

The future scope of the study is it will help in managing resources and considered an effective growth for applying the sources and managing the data being a more applicable and appropriate way. This study further helps the researcher to gain personal skills such as research analytics, communication and data collection (Nobre and Sousa, 2022). With the completion of this research project, research gains appropriate information which is associated to gather information about the importance of communication and its impact on the brand image of the companies. It further helps in opening up the professional segment of the researcher and provide a development path in more applicable formats.

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Appendix

**Questionnaire**

Q.1 Do you understand the meaning of international communication and its impact on the brand image?

- a) Yes
- b) No

Q.2 what are the major importance of effective communication strategies on the brand image on the Nokia?

- a) Provide effective distribution of information
- b) Standardized the communication
- c) Brand image
- d) Enhanced the role of motivation

Q.3 is the company faced challenges due to not having proper communication channel either in internal or external environments?

- a) Yes
- b) No

Q.4 what are the challenges Nokia faced due to poor communication strategy?

- a) Issues in communication with management
- b) Using outdated technologies
- c) Desk less employee's base

Q.5 Is Nokia using effective strategies for improving communication channel in their business environment at international market?

- a) Yes
- b) No

