

The Impact of Trade Policies on International Marketing Strategies

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Abstract. This study explores the dynamic interplay between trade rules and worldwide marketing tactics, with the goal of elucidating the varied influence of global economic regulations on multinational firms. The research takes a mixed-methods approach, focusing on various industries and geographical locations and includes qualitative studies of trade regulations as well as quantitative assessments of their consequences for marketing tactics. The extensive literature analysis establishes a theoretical framework by investigating how tariff reductions, non-tariff obstacles, and free trade agreements affect market entrance tactics, supply chain resilience, and digital marketing adaptations. The study investigates the changing character of trade policies, recognizing their temporal and spatial dynamics, and evaluating their impact on enterprises of various sizes. The study design is guided by ethical concerns, which ensure the confidentiality of sensitive information and obtaining participants' informed consent. The research intends to provide significant insights on the flexibility of worldwide marketing strategies in the face of changing trade environments by admitting potential limits and offering a comprehensive schedule and budget. The intended outcomes include contributions to academic knowledge and practical applications that will assist firms, governments, and stakeholders in managing the difficulties of the worldwide economy. In all, this study adds to the current discussion about the junction of trade policy and international marketing, encouraging a better knowledge of the difficulties and possibilities in today's linked and ever-changing global economy.

Keywords: Marketing; International Trade; International supply chain; trade regulations.

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Introduction

In today's borderless world, trade rules play a huge part in making or breaking international marketing plans. As countries deal with the challenges of global trade, businesses are constantly on their toes, adjusting to the ever-changing rules of the game. The linkage between trade policies and international marketing has become a big deal for both academics and people who do this stuff, as policy choices have a far-reaching impact on global markets, shaping how businesses compete. The connection between trade rules and international marketing plans is becoming more essential, and experts and researchers are paying more attention to it. Experts say that trade rules have a big impact on how companies get into foreign markets, how they price their products, and how competitive they are overall [1]. So, it is important for businesses that want to do well in the global market to understand how trade policy works and how it affects international marketing.

This research seeks to examine the complex connection between trade policies and international marketing, investigating how changes in trade rules affect international marketing strategies. Using real-world examples and established theories, this study will uncover the subtle ways in which trade policies shape how companies develop and implement their international marketing plans. It is important to remember that understanding this connection is not just for academics; it is essential for businesses that want to grow steadily in a world where everything is connected. By thoroughly examining the connection between trade policies and international marketing, this research seeks to provide practical advice that can help businesses navigate the challenges of these ever-changing landscapes.

In the subsequent sections, we will start by looking at what other scholars have written about trade policies and international marketing, so we have a strong foundation for our own research. We will also investigate how trade policies have changed over time and create a framework for evaluating their impact on international marketing strategies. Next, we will outline our research methods and a

timeline for finishing our study. We think it is important to share our findings with both academics and businesses because they can be particularly useful to both groups. In today's connected world, trade policies play a crucial role in shaping the economies of different countries. The international market has a complex web of trade policies that govern how countries trade goods and services with each other. Lithuania for example, a relatively small but dynamic economy, has been an active participant in these trade agreements and has benefited from them. We want to study how changes in trade agreements or tariffs affect the marketing strategies of multinational corporations. We also want to emphasize how important this analysis is for policymakers, businesses, and the broader academic community.

This research seeks to understand how changes in trade rules, like political trade agreements or tariffs, affect the way big companies market their products. By studying these changes, we hope to identify the key factors that affect how competitive these companies are, how they grow, and how they compete. This information can be used to make better policy decisions, boost economic growth, and help us understand international trade better.

This research aims to understand how trade rules affect how big companies market their products all over the world. By studying how these rules change, we can help businesses, policymakers, and academics make better decisions that boost economic growth and make businesses more competitive.

1. How do alterations in trade policies affect the market entry approaches employed by multinational corporations in the global market?

2. To what degree do tariff and non-tariff barriers affect pricing tactics in the realm of international marketing, and how do businesses adjust to meet these challenges?

3. What role is played by regional trade agreements in molding the international marketing strategies of businesses, and in what ways do these agreements affect market access and competitiveness?

4. In what manner do disparities in intellectual property protection among different countries impact the international marketing

strategies of companies involved in innovative sectors?

5. What are the consequences of shifts in trade policies on the management of supply chains in global markets, and how do businesses enhance the efficiency of their supply chains in reaction to regulatory changes?

1. Trade Rules and International Marketing strategies

A theoretical framework offers a systematic perspective for examining and understanding the connection between trade policies and international marketing strategies. When considering this subject, a thorough framework may integrate various theoretical viewpoints. In this context, I suggest amalgamating pertinent theories that together enhance our comprehension of the evolving interaction between trade policies and international marketing strategies:

International Business Theory contains the Eclectic Paradigm (OLI Model) [2]. Dunning's OLI paradigm provides a valuable framework for understanding the complex dynamics of international business. By considering ownership advantages, location advantages, and internalization advantages, firms can make informed decisions about their international strategies, navigate the impact of trade policies, and position themselves for success in the global marketplace.

Trade Theory consists of Comparative Advantage [3]. The concept of comparative advantage provides a powerful framework for understanding the dynamics of international trade and its impact on business strategies. By recognizing and leveraging their comparative advantages, businesses can effectively navigate the global marketplace, enhance their competitiveness, and contribute to a more prosperous global economy.

Trade agreements are the backbone of modern international business, not just a bunch of boring rules and tax cuts. This research will look at how changes in trade agreements or tariffs affect the marketing plans of multinational corporations, how they have shaped the competition, how well multinationals are doing financially, and how they behave in the market. It will also look at how these agreements affect businesses in other countries. This comprehensive understanding is essential to figuring out the broader impact of these agreements on multinational corporations [4].

1.1. Changes in Trade Agreements

Understanding more about how changes in trade agreements affect the marketing strategies of multinational corporations and their competitors in other countries is very important for several reasons.

Economic Growth. Trade agreements can help businesses grow by giving them access to new markets. Companies from all over the world have used these agreements to expand their businesses beyond their home countries. By studying how well these businesses have taken advantage of these opportunities, we can learn more about how trade agreements can boost economic growth in a region. On the other hand, the study will also show whether businesses in other countries have had similar experiences, which will help us understand more about the global economy [5].

Market Dynamics and Competition. Trade agreements also make businesses compete more with each other, which can be both good and bad. Companies in all countries, regardless of their size or industry, must adapt to increased competition as markets open. This study aims to determine how businesses from different countries have responded to this increased competition, identifying best

practices and challenges that can inform future policy decisions. Additionally, it explores whether businesses in other countries face similar competitive dynamics [6].

Policy Implications. This research will provide valuable information for policymakers worldwide. It will show them how trade agreements affect businesses and citizens, so they can make better decisions about trade policy. This information is important for making sure that trade agreements continue to help businesses grow and make more money, and for making sure that they continue to make people's lives better [7].

Academic Contribution. This research is not only driven by the need for practical insights, but also by a passion for deepening our academic understanding of trade agreements. By gathering real-world data and providing thoughtful analysis, this study aims to expand our knowledge of how trade agreements affect businesses and economies in multinational companies [8].

In a nutshell, this research highlights how crucial it is to understand how changes in trade agreements affect how multinational corporations market their products. By studying this, we can gain a deeper understanding of the complex world of international trade, how it affects businesses, and how it shapes the economic future of countries.

1.2. Aspects of Globalism

International marketing strategies play a crucial role in helping businesses succeed globally. A significant factor influencing these strategies is the complex system of trade policies that countries implement. This review aims to explore the intricate relationship between trade policies and international marketing strategies, shedding light on various aspects and implications for businesses in a globalized world [9].

Trade Policies and Globalization. Globalization has increased connections between countries, making effective trade policies crucial. The liberalization of trade through agreements like free trade agreements (FTAs) and World Trade Organization (WTO) agreements has significantly impacted international marketing. These policies make cross-border trade easier by reducing tariffs and barriers [10].

Impact on Market Entry Strategies. Trade policies directly affect how businesses enter new markets globally. When tariffs decrease and trade barriers are removed, competition often intensifies. This prompts companies to rethink how they enter markets, considering strategies like joint ventures or alliances, as suggested by Jones and Patel [11].

Regulatory Compliance and Marketing Adaptation. Trade policies create a regulatory environment that requires marketing adjustments. Companies operating in different markets must follow various standards and regulations. This affects how products are positioned and marketed, requiring flexibility to adapt to changing trade regulations [12].

Trade Policies and Consumer Behavior. Changes in trade policies can influence how consumers behave. Research by Li and Wang [13] suggests that shifts in trade policies can alter consumer preferences and purchasing patterns. This understanding is crucial for international marketers to adjust their strategies according to changing trade dynamics.

Political Risk and Marketing Strategies. The intersection of trade policies and political risk adds complexity for international marketers. Geopolitical dynamics can impact trade policies, requiring businesses to assess and mitigate political risks to protect their international marketing investments [14].

Trade Policies and Supply Chain Resilience. Recent research highlights the role of trade policies in shaping supply chain strategies [15]. Trade tensions and policy changes impact global supply chains, forcing businesses to reassess production and distribution networks, affecting marketing approaches.

E-commerce and Digital Marketing Adaptations. Digital transformation in global commerce is influenced by trade policies. Policies affect cross-border data flows, digital taxation, and e-commerce regulations [16]. International marketers must adapt digital strategies to comply with these policies.

Environmental Sustainability and Green Marketing. Trade policies focused on sustainability and environmental regulations shape international marketing strategies in the context of growing environmental awareness [17]. Companies are integrating green marketing practices to align with eco-friendly policies.

Innovation and Technology Transfer. Trade policies impact innovation and technology transfer strategies [18]. Policies influencing the flow of technology across borders shape businesses' innovation capabilities and global marketing narratives.

Human Rights and Corporate Social Responsibility. The intersection of trade policies and human rights prompts businesses to align international marketing with principles of corporate social responsibility (CSR) [19]. Companies must ensure global operations adhere to ethical standards, influencing how they communicate CSR initiatives. The intricate relationship between trade policies and international marketing strategies highlights the need for businesses to stay vigilant and adaptable in the global marketplace. Understanding the impact on market entry, regulatory compliance, consumer behavior, and political risk is crucial. Further research is needed to explore emerging trends and strategies for optimizing marketing performance in the ever-changing global trade environment.

The globalization of markets and the integration of economies have led to an increased focus on understanding the impact of trade policies on international marketing strategies. Trade policies, including tariffs, quotas, and regulations, significantly influence the way companies conduct business across borders. This literature review aims to provide an in-depth analysis of existing research on how trade policies shape international marketing strategies, exploring both theoretical frameworks and empirical evidence.

2. Theoretical Perspectives on Trade Policies and International Marketing Strategies

Trade policies are often analyzed within the framework of international trade theories, such as comparative advantage, Heckscher-Ohlin theory [20], and new trade theory [21]. These theories provide insights into how countries determine their trade policies and how firms respond to changes in these policies.

According to the comparative advantage theory, countries specialize in producing goods and services in which they have a comparative advantage, leading to trade between nations. This theory suggests that trade policies that reduce barriers to trade, such as tariffs and quotas, can enhance efficiency and facilitate international trade. Firms operating in such environments can benefit from access to larger markets and lower production costs.

On the other hand, the Heckscher-Ohlin theory [20] emphasizes factor endowments as determinants of comparative advantage, suggesting that countries will export goods that intensively use their abundant factors of production. Trade policies that affect factor mobility, such as immigration restrictions or subsidies to certain industries, can influence the international competitiveness of firms oper-

ating in these sectors.

The new trade theory complements traditional theories by highlighting the role of economies of scale, product differentiation, and network effects in shaping international trade patterns [21]. Trade policies that promote market access and protect intellectual property rights can foster the growth of industries with strong economies of scale, influencing the strategies of multinational corporations (MNCs) in terms of product positioning, branding, and distribution channels.

3. Empirical Evidence on the Impact of Trade Policies on International Marketing Strategies

Numerous empirical studies have examined the relationship between trade policies and international marketing strategies across various industries and regions. These studies have utilized different methodologies, including case studies, econometric models, and surveys, to assess the effects of trade policies on firm behavior and performance.

For example, research by Goldberg and Pavcnik [22] examined the impact of trade liberalization on the export behavior of firms in Chile, finding that reductions in tariffs led to increased export participation and export volumes. Similarly, studies by Bernard et al. [23] and Amiti and Konings [24] documented positive effects of trade openness on firm productivity and innovation, suggesting that access to international markets can stimulate competitiveness and growth.

However, the relationship between trade policies and international marketing strategies is not always straightforward, and contextual factors play a significant role in shaping firm behavior. For instance, trade policies can vary in their implementation and enforcement across countries, leading to differences in market access and competitive dynamics. Moreover, political factors, such as trade disputes or geopolitical tensions, can create uncertainty and disrupt international business operations.

Furthermore, trade policies interact with other macroeconomic factors, such as exchange rates, inflation, and interest rates, which influence firms' pricing decisions, cost structures, and investment strategies. For example, research by Campa and Goldberg [25] highlighted the importance of exchange rate movements in determining the competitiveness of exporters and importers, underscoring the need for firms to manage currency risks in their international marketing activities.

4. Discussions

In today's interconnected global economy, the impact of trade policies on international marketing strategies is more profound than ever. Trade policies, ranging from tariffs and quotas to regulatory frameworks, shape the landscape within which businesses operate across borders. Understanding how these policies influence market entry, product positioning, pricing strategies, and distribution channels is essential for firms seeking to navigate the complexities of international trade.

Drawing from both theoretical frameworks and empirical evidence, it becomes evident that trade policies play a pivotal role in shaping international marketing strategies. Theories such as comparative advantage, Heckscher-Ohlin [20], and new trade theory [21] provide valuable insights into the mechanisms through which trade policies influence firm behavior. Comparative advantage theory emphasizes the benefits of trade liberalization in fostering efficiency

and expanding market opportunities, while the Heckscher-Ohlin framework underscores the importance of factor endowments and factor mobility in determining international competitiveness. The new trade theory complements traditional models by highlighting the role of economies of scale, product differentiation, and network effects in shaping global trade patterns.

Empirical studies have further corroborated the significant impact of trade policies on firms' international marketing strategies. Research by Goldberg and Pavcnik [22] in Chile found that reductions in tariffs led to increased export participation and volumes, while studies by Bernard et al. [23] and Amiti and Konings [24] demonstrated positive effects of trade openness on firm productivity and innovation.

However, the relationship between trade policies and international marketing strategies is nuanced and context-dependent. Variations in policy implementation, enforcement, and political dynamics across countries can create uncertainties and challenges for firms operating in global markets. Moreover, macroeconomic factors such as exchange rates, inflation, and geopolitical tensions interact with trade policies, influencing firms' decision-making processes.

In navigating these complexities, firms must adopt a strategic approach to international marketing that considers not only market opportunities and competitive dynamics but also the regulatory and policy environment. Proactive engagement with policymakers, monitoring of policy developments, and scenario planning can help firms anticipate and mitigate potential risks associated with changes in trade policies.

As the global economic landscape continues to evolve, with emerging challenges such as technological disruption and geopolitical uncertainties, the need for agility and adaptability in international marketing strategies becomes increasingly paramount. By understanding the interplay between trade policies and market dynamics, firms can effectively leverage opportunities and mitigate risks in the pursuit of sustainable growth and competitiveness in the international marketplace.

Conclusions

In conclusion, trade policies exert a considerable influence on international marketing strategies, shaping firms' decisions regarding market entry, product differentiation, pricing, and distribution channels. Theoretical frameworks, such as comparative advantage, Heckscher-Ohlin theory, and new trade theory, provide insights into

the mechanisms through which trade policies affect international trade patterns and firm behavior.

Empirical evidence suggests that trade liberalization generally promotes export-led growth and enhances firm competitiveness, although the effects can vary depending on industry characteristics, institutional factors, and macroeconomic conditions. Future research should continue to explore the dynamic interplay between trade policies and international marketing strategies, considering the evolving global economic landscape and emerging challenges such as technological innovation, climate change, and geopolitical tensions. The intricate interplay between trade policies and international marketing strategies underscores the need for firms to adopt a nuanced and proactive approach in navigating the global marketplace [26].

While theoretical frameworks provide valuable insights into the mechanisms through which trade policies influence firm behavior, empirical evidence highlights the tangible impact of policy changes on export participation, productivity, and innovation. Firms must remain vigilant in monitoring policy developments, engaging with policymakers, and strategically adapting their marketing strategies to leverage opportunities and mitigate risks. By embracing agility and adaptability, firms can position themselves to thrive in an ever-evolving global economy, driving sustainable growth and competitiveness in international markets.

Abbreviations

CSR	-	Corporate Social Responsibility
FTAs	-	Free Trade Agreements
MNCs	-	Multinational Corporations
OLI	-	Ownership, Location, Internalization
WTO	-	World Trade Organization

Authors' contributions

Samuel Owusu and Bahman Peyravi initiated research concept and design, Owusu collected and analysed data. Both authors interpreted data and prepared the manuscript. Peyravi prepared the theoretical overview, approach and requirements, whilst both authors prepared other parts of the manuscript. Owusu prepared and Peyravi reviewed the initial draft of the manuscript. Both authors reviewed and approved the final manuscript.

Conflicts of interest

All authors declared at they have no conflicts of interest.

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