An Analysis Of The Competitive Landscape In Global Markets

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ABSTRACT:
Recently, there has been a notable surge in the number of collaborative deals such as mergers, joint ventures, acquisitions, and consolidation of global value chains. Shorter product life cycles, growing market ambiguity, shifting consumer needs and preferences, and technical advancements all contribute to the emergence of Globalization. Businesses grow by focusing on the key aspects influencing market dynamics, consumer behavior, and industry trends. Globalization has intensified competition and is essential for organizations to comprehend the competitive landscape. Globalization's key factors include competitiveness, customer satisfaction, innovation, and strategies employed for expansion which are crucial for any business operating in the international scenario. The globalization of marketplaces has been an illustrative characteristic related to the contemporary business environment. The advancement of technology has facilitated the flow of goods and services.

Key Words: Competitive Landscape Analysis, Global Markets, Competitiveness, Innovation, Customer Satisfaction, Global Expansion Strategies, Mergers, Partnerships, and Product Development.

INTRODUCTION:

Competitive Landscape Analysis deals with studying the marketplace to check competitors and how they stack up against other players in the industry. A competitive landscape helps businesses stay one step ahead of their competitors. Marketing environment analysis is the examination of several aspects of companies and sectors, such as significant markets, competitive landscape, strategies, advantages, and characteristics. It is possible to more accurately predict and understand their target market and new prospects by performing a market landscape analysis. The competitive landscape changes over time and may look different based on the metrics the analysis has been initiated.

Businesses can make well-informed judgments about their corporate strategy, product development, and marketing initiatives by having a thorough understanding of competitor activity and market trends. A competitive landscape helps businesses identify potential opportunities and risks while offering insider information on the state of the industry for several reasons. Businesses require continuous surveys of the competitive landscape. New rivals can enter the market at any time and constantly evolve. Companies can stay up-to-date

on the current business environment and see possible risks and opportunities by regularly conducting competitive environment analyses. The competitive landscape helps businesses decide on their company plans. Businesses can create strategies that differentiate them from their competitors and give them a competitive advantage by evaluating the advantages and disadvantages of their competitors. Competitive landscape studies help businesses track the success of their marketing campaigns. Companies can find new marketing opportunities and improve their current strategy to achieve better results by examining the marketing tactics used by their competitors. This study aims to conduct a comprehensive competitive landscape analysis in the global marketplace and focuses on understanding the strengths, weaknesses, and current dynamics of companies operating on a worldwide scale.

LITERATURE REVIEW:
According to **Cavusgil, S. (2002)** in the global market, the study of competitive landscape analysis is essential. In current years, the number of collaborative arrangements like strategic alliances, mergers, joint ventures, acquisitions, business models, and global value chain restructuring have increased significantly. collaborative arrangements emerge in response to technological advancement, increasing uncertainty of markets, shorter product life cycles, and diversification of customer preferences and necessities, when mergers are compared to acquisitions, the difference is difficult to make. Many scholars and managers do not make any distinction between mergers from acquisitions and utilize the term "Mergers and Acquisitions" for both. **Craig (2002),** stated that strategic planning is needed based on organizing actions consistent with the demands of the customers. There are three important factors - Segmentation, Targeting, and Positioning (STP). **Raynard (2015)** stated that study of competitive landscape analysis makes it easier to comprehend how well the company is organizing distinct marketing campaigns to compete in that market. It also helps to understand how those campaigns relate to the market as a whole. With acquisitions and mergers, strategic alliances and partnerships also aid in influencing the purchasing intentions, decisions, and efficiency of the consumers. claimed that a company's sustainability capacity shapes its firm-level competitiveness. Market share, profitability, and returns are the metrics used to gauge endurance. **Mitchell (2015)** stated that the basic claim appearing from such a pivotal focus is that effectiveness is a firm-based upshot. One of the core drivers of competitiveness depends on how firms manage the social and environmental effects of CSR initiatives. In business model innovations and diffusion of management innovation, Management Consulting Firms (MCF) play a major role.

OBJECTIVES OF THE STUDY:

1. To assess the level of familiarity with key competitors among industry professionals in global
markets.

2. To evaluate the perceived strengths of main competitors on a numerical scale to analyze the
competitive positioning.

3. To investigate market share estimation and positioning of respondents' companies compared
to main competitors.

4. To explore the effectiveness of strategies for global market expansion, including mergers, partnerships, product development, and geographic expansion.

RESEARCH METHODOLOGY:

In this study, the primary research method is based on the survey method. To understand the competitive landscape, survey responses are collected and analyzed. For the survey, a structured questionnaire was designed. The questionnaire captures relevant information about the competitive landscape and incorporates the strengths and weaknesses of the competitors. It also analyses the market trends and customer perceptions. The collected data provides a quantitative means of understanding the industry professionals and their experience, perceptions, and evaluation of the competitive landscape. The study is organized on the retailers of global brands consisting of Toyota, Ford, Samsung, and Nokia. Overall, one hundred and twenty retailers were the target population of the study. Among the four brands, thirty respondents from each brand were covered by a random sampling approach which was employed to ensure representation from different industries. The target population of one hundred and twenty retailers of global brands like Toyota, Ford, Samsung, and Nokia offers valuable insight into the competition of the global market. The methodology of the study uses online survey platforms to distribute the questionnaire to one hundred twenty retailers of four brands, thirty people for each brand. This study uses statistical tools and software for analyzing quantitative data gathered from surveys.

DISCUSSION, FINDINGS AND RESULTS:

The study on the retailers of global brands consisting of Toyota, Ford, Samsung, and Nokia provides the data for the research. The study uses online survey platforms to distribute the questionnaire to one hundred and twenty retailers of four brands, thirty people for each brand. At first, looking at the demographic profile for the age of the responders was done. Of the age of the respondent groups, 34 % are 18 to 35 years old, 27 % are 36 to 45 years old, 25 % are 46 to 60 years old, and 14 % are more than 60 years old.
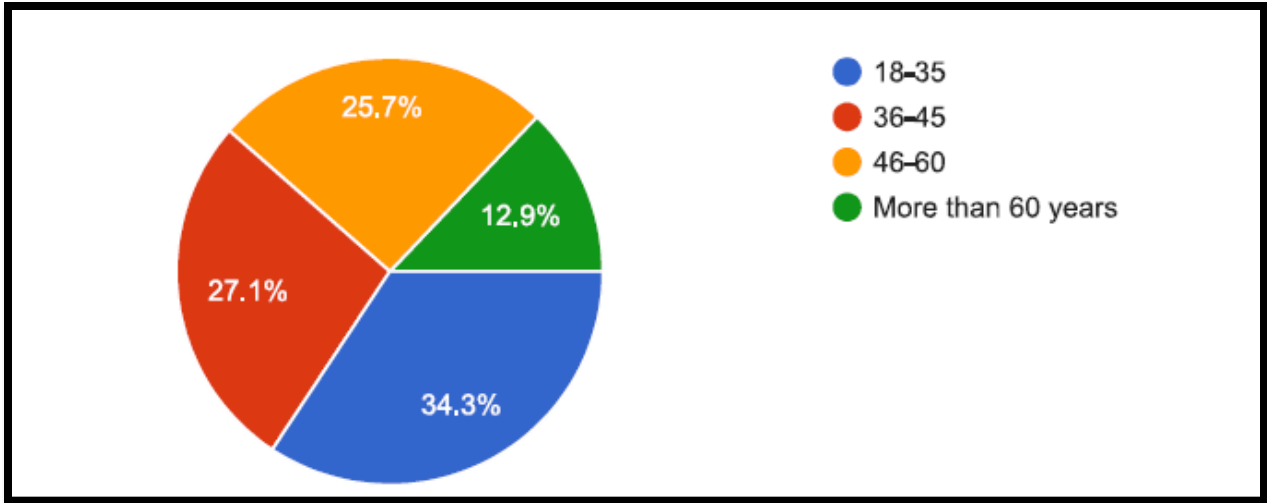
Figure 1: Demographic Profile: Age Group of Respondents

From the above figure 1, 18-35 years aged responders are shown as in highest.
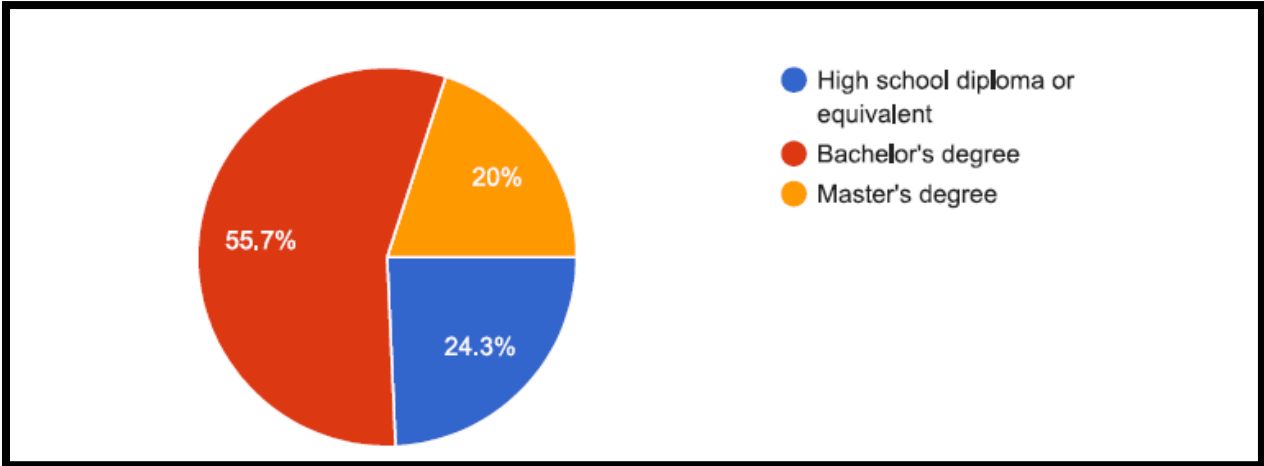

Figure 2: Demographic Profile: Education

From the above Figure 2, respondents who have completed a bachelor's degree are shown as in highest. About the highest level of education, 55.7% have completed a bachelor's degree, 24.3 % have completed a high school diploma or equivalent, and 20% have completed a Master's degree.
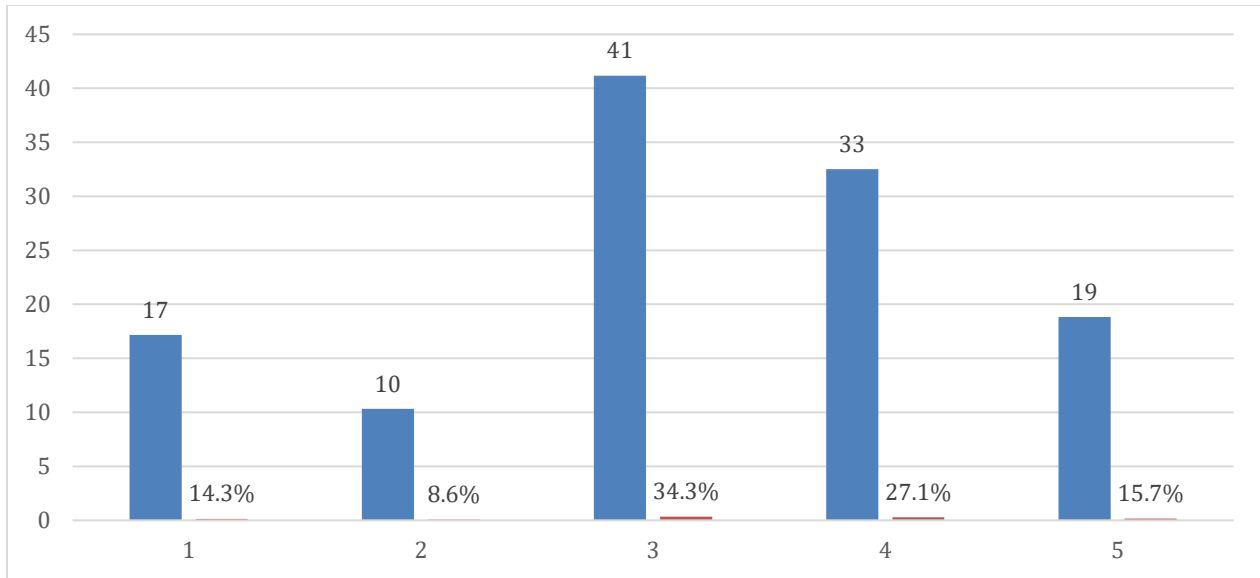
Figure 3: Rating Perceived Strengths of Main Competitors

When the survey participants are asked to rate the perceived strengths of their main competitors on a scale of 1 to 5, with 1 being the weakest and 5 being the strongest, out of 120 responses 14.3% rated scale 1, 8.6% rated scale 2, 34.3% rated scale 3, 27.1% rated scale 4, and 15.7% rated scale 5.

In response to the question of how familiar they are with the key competitors in their industry, 17 % responded with very familiar, 27 % responded with somewhat familiar, 31 % stayed neutral response, 14 % responded somewhat unfamiliar, and 10% responded with very unfamiliar. Out of 120 respondents, 20% gave a significantly high estimate of their company's market share compared to its primary competitors; 32.9% gave a slightly higher estimate; 28.6% gave an equal estimate; 15.7% gave a slightly lower estimate; and the remaining respondents gave a significantly lower estimate. In response to the question, how would they rate their company's innovation compared to its main competitors, out of 120 responses, 10% responded leading, 41.4% responded above average, 31.4% responded average, 11.4% responded below average, and the rest people responded lagging.
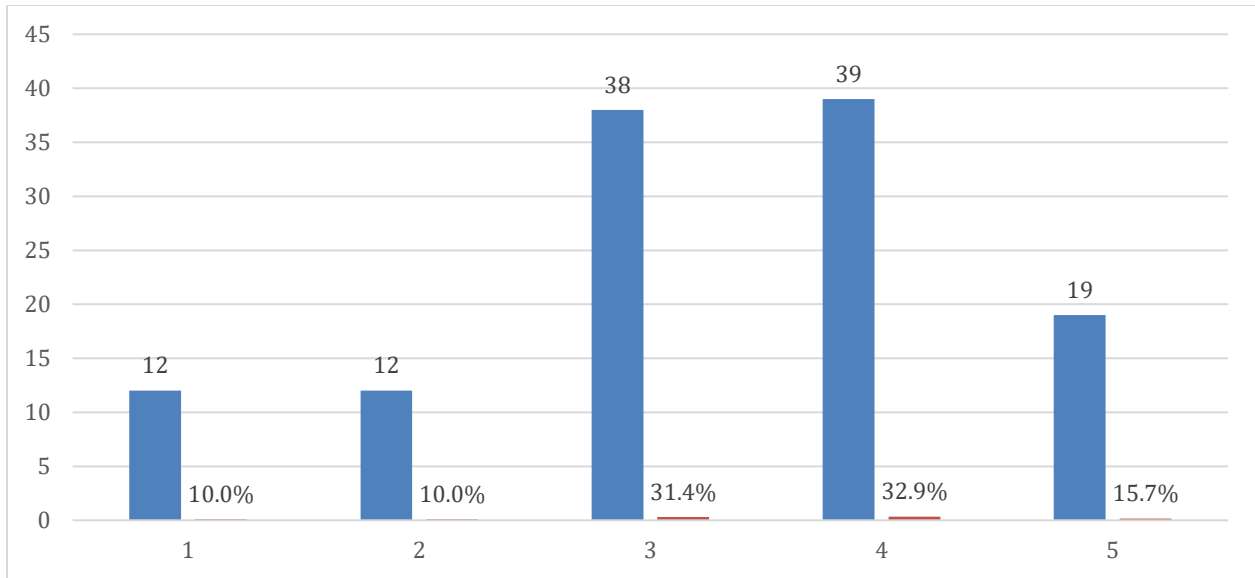
 Figure 4: Rating Perceived Strengths of customers' overall satisfaction with your products/services

In response to the question, on a scale of 1 to 5, how would they rate the overall satisfaction of their customers with their products or services, out of 120 responses, 10% rated scale 1, 10% rated scale 2, 31.4% rated scale 3, 32.9% rated scale 4, and 15.7% rated scale 5.
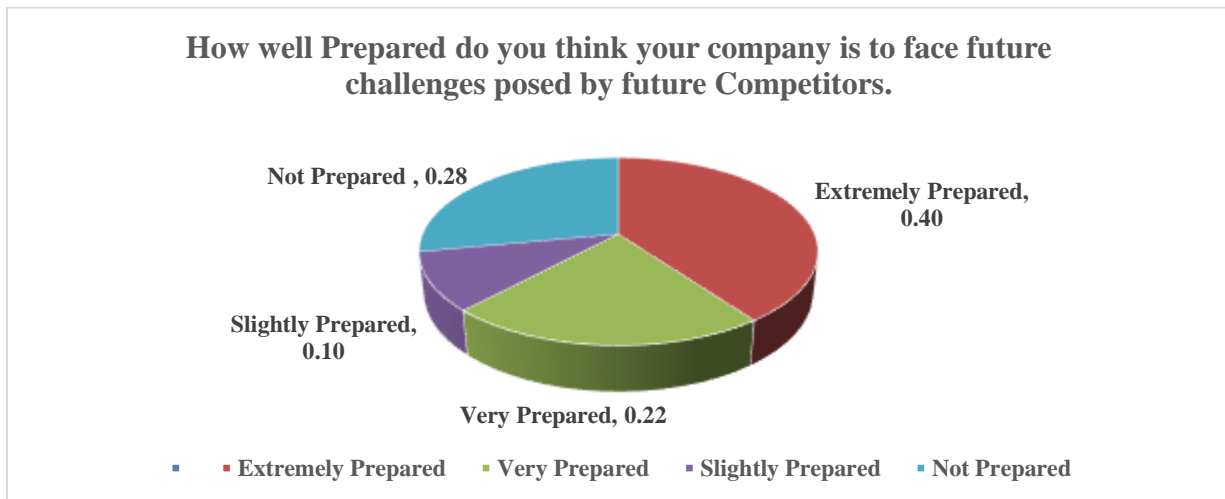

How well Prepared do you think your company is to face future challenges posed by future Competitors.

Not Prepared , 0.28

Extremely Prepared, 0.40

Slightly Prepared, 0.10

Very Prepared, 0.22

■ ■ Extremely Prepared ■ Very Prepared ■ Slightly Prepared ■ Not Prepared

Figure 5: How well prepared your company is to face future challenges?

Out of the 120 responses to the survey questionnaire about how competitive they believe their company's pricing is in comparison to its key competitors, 20% responded very competitive, 21.4% responded somewhat competitive, 38.6% stayed neutral in their

response, 12.9% responded somewhat uncompetitive, and the rest of the people responded very uncompetitive.

In response to the question of which strategies their company is currently employing for expanding its presence in the global market, out of 120 responses 17.1% responded to mergers and acquisitions, 32.9% responded to strategic partnerships, 34.3% responded to new product/service development, and the rest 15.7% responded geographic expansion. In response to the question of how well-prepared their company is to face future challenges posed by emerging competitors, 17.1% responded extremely prepared, 22.9% responded very prepared, 35.7% responded moderately prepared, and 20% responded slightly prepared.
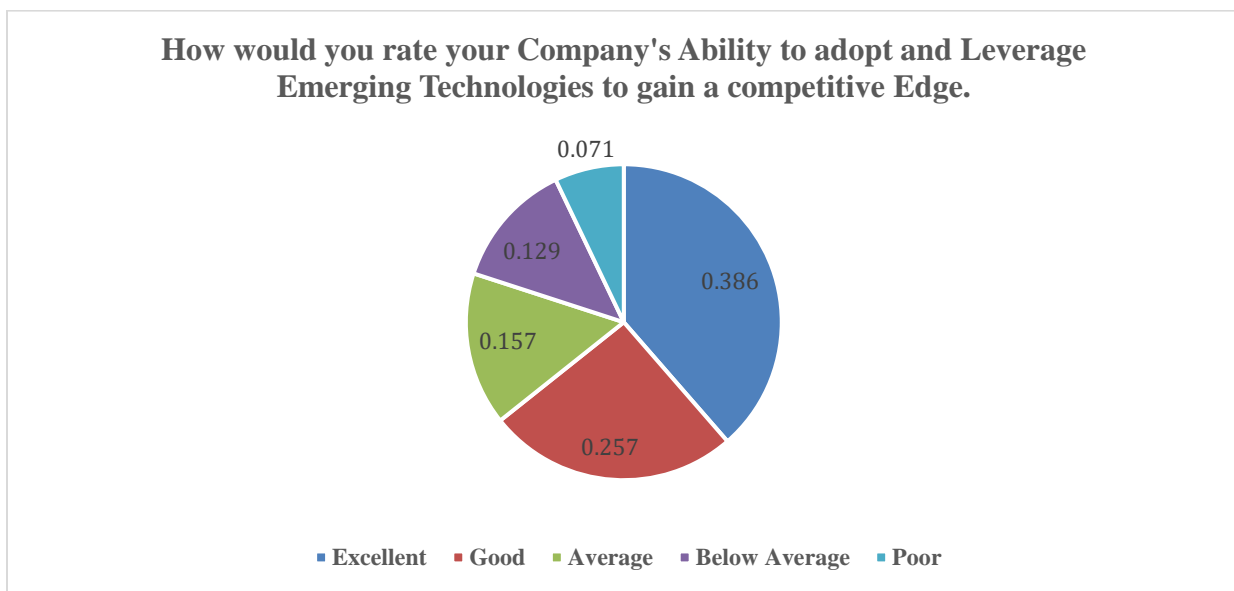

How would you rate your Company's Ability to adopt and Leverage Emerging Technologies to gain a competitive Edge.

0.071
0.129
0.157
0.386
0.257

■ Excellent ■ Good ■ Average ■ Below Average ■ Poor

Figure 6: How would you rate your company's ability to adapt and leverage emerging technologies to gain a competitive edge?

The survey questionnaires on the global retailer about to what extent their company relies on market research to stay informed about changes in the competitive landscape, out of 120 responses, 10% responded positively, 48.6% responded moderately, 31.4% responded minimally, and the rest of the people responded negatively. In response to the question of how frequently their company incorporates customer feedback into its strategies for staying competitive, 18.6% responded always, 22.9% responded often, and 44.3% responded occasionally. In response to the question of how would they rate their company's ability to adapt and leverage emerging technologies to gain a competitive edge, 15.7% responded excellently, 25.7% responded good, 38.6% responded average, 12.9% responded below average, and rest of the people responded poorly.
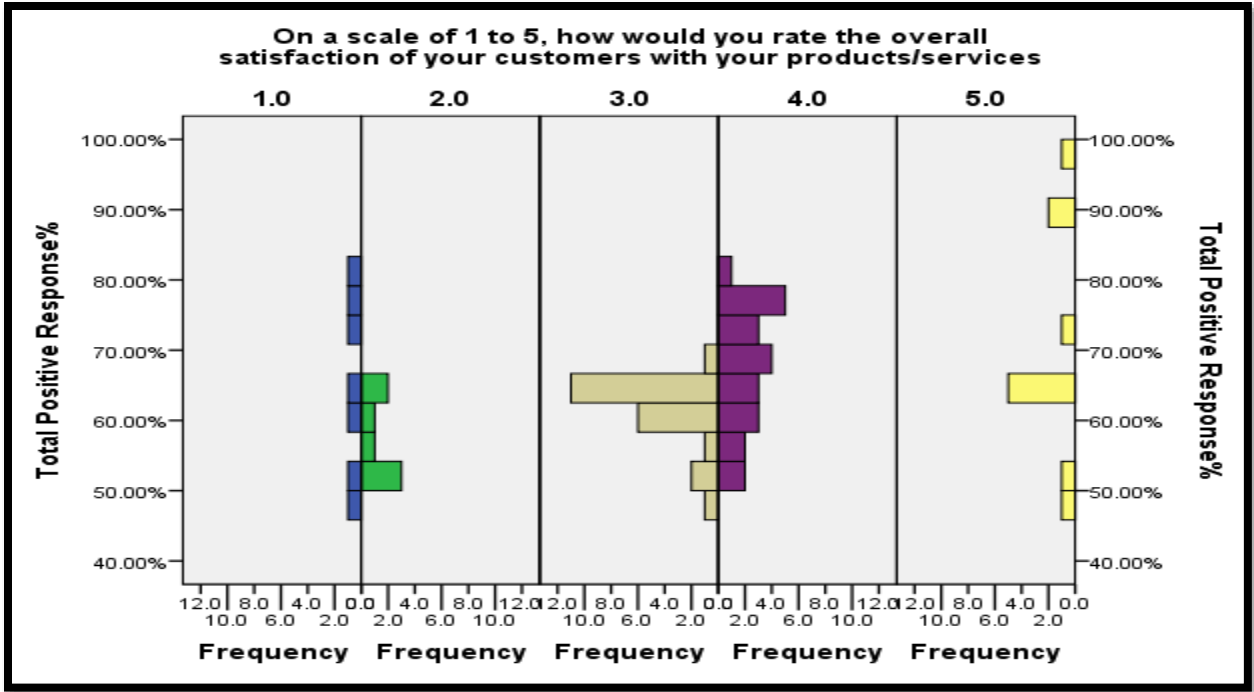
Figure 7: Subjective Profile Analysis: Total Positive Responses

From the above figure 7, it is seen that the majority of the responders voted on a scale between a value of 3.0 and to value of 4.0.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics R Square Change	F Change	df1
1	.633ᵃ	.401	.311	.9197	.401	4.459	9

Model Summary

Model	Change Statistics df2	Sig. F Change
1	60	.000

ANOVAa

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	34.048	9	3.772	4.459	.000b
	Residual	50.752	60	.846		
	Total	84.700	69			

a. Dependent Variable: How would you rate your company's ability to adapt and leverage emerging technologies to gain a competitive edge?

Table I: Observation of parameters on ANOVA Table

Table I, reveals that the dependency on the dataset is only moderated because the R square change value is less than 0.5 which is 0.401, and the F change value i.e. 4.459 is also prominent and significant. The significant level is satisfied (less than 0.005).

Dependent variable	Independent variable	T score	Sig. P value	Comment
How would you rate your company's ability to adapt and leverage emerging technologies to gain a competitive edge?	To what extent does your company rely on market research to stay informed about changes in the competitive landscape?	3.663	.001	Since the T score value is about 3.663 which shows a positive correlation with the dependent variable and also satisfaction on the significance level is achieved due to the value 0.001 less than 0.005.

Table II: Relation between Independent and dependent variables

The above table II shows that a company's ability to adapt and leverage emerging technologies to gain a competitive edge depends and positively correlates with what extent

company relies on market research to stay informed about changes in the competitive landscape.
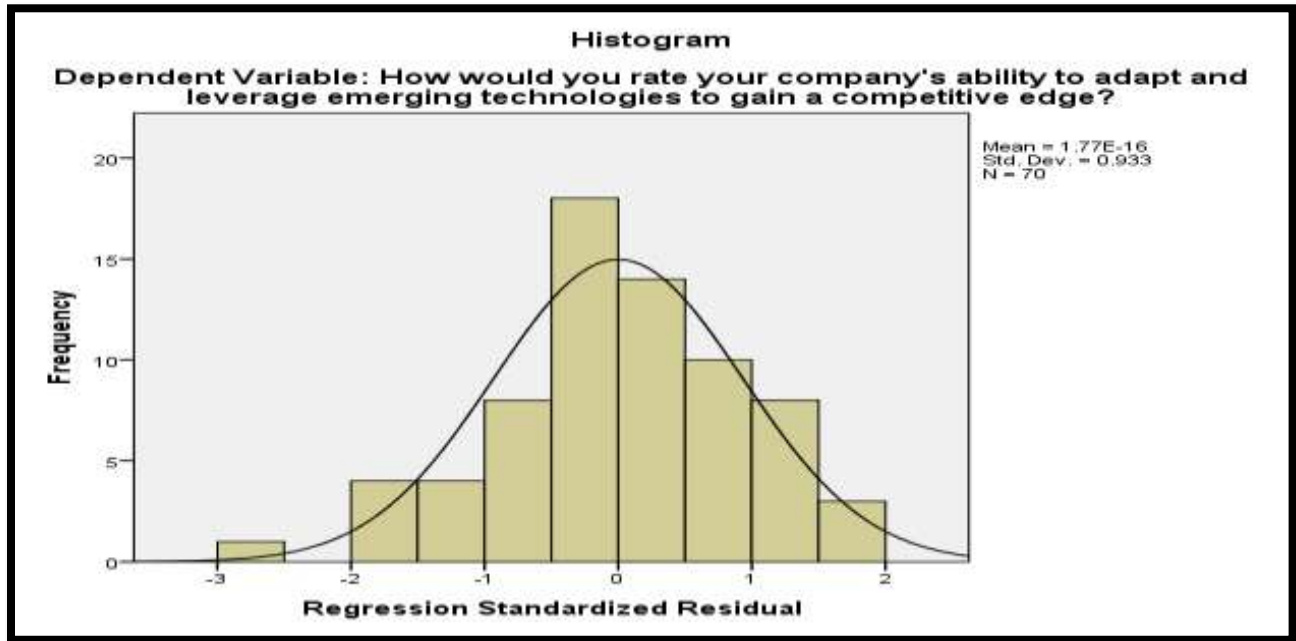

Figure 9: Histogram analysis of the target variable

The above figure 9, reveals that the target variable is about distributed and slightly positively skewed for all responses.

CONCLUSION OF THE STUDY:

Globalization has vitally strengthened competition and is related to the contemporary business environment. It makes imperative features for companies to understand the competitive landscape. The theoretical framework is used based on the research. It focuses on understanding the features, patterns, and behavior of people who purchase the product. In recent years, the global market is expected to witness important development. The growing demand for retail, customer, and industrial goods mainly drives it. The study will provide an understanding analysis of the competitive landscape in global markets and will enhance the developing trends in global markets. The effect of emerging technologies will be improved. Future research can particularly examine the results of innovative approaches like strategic partnerships with startups, digital transformation, and novel distribution channels.

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