

Segmenting International Markets

- Companies can segment international markets using one or a combination of several variables (Kotler and Armstrong, 2014, p. 202).
 - Geographic location: Nations close to one another will have many common traits and behaviors.
 - Economic factors: Countries may be grouped by population income levels or by their overall level of economic development.
 - Political and legal factors: These include the type and stability of government, receptivity to foreign firms, monetary regulations, and the amount of bureaucracy.
 - Cultural factors: We group markets according to common languages, religions, values and attitudes, customs, and behavioral patterns.

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