



The Glocal Marketing Strategies of Global Brands: Coca-Cola and McDonald's

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Abstract

Changing lifestyles, economic facts, cultures in the world globalisation oriented. These changes can be described as Globalisation. Another factor affecting globalisation is the developments in information and communication technologies. With the development of technology, communication between countries has strengthened. Depending on the development of technology, the process of Globalization has also started. With the development of information and communication technology, what can reach the desired information quickly, and the selected country can be contacted soon. The story of technology in this context has enabled many brands to be unable to fit into the domestic market and to open up to the foreign market. The opening of brands to foreign markets has become mandatory with Globalisation. In the research, the differences between Globalisation and glocalisation are discussed. In this context, the research is based on the motto of Roland Robertson's theory of glocalisation, "Think globally, act locally". The global marketing strategies of Coca Cola and McDonald's companies, which are among the international brands that adopt the motto mentioned earlier, are analysed to determine how they deliver the messages in the strategies they apply. Quantitative research in examining the data obtained in accordance with the purpose of the research. Content analysis, one of the methods, was used. Text analysis is one of the essential elements of the semiotic method. In this method, the connotations to be given while analysing the text are analysed. Every existing symbol has a message it wants to convey or convey, and the semiotic method enables this message to emerge.

Keywords: Globalization, Glocalization, Foreign markets, Marketing, Global brands

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Introduction

Changing lifestyles, economic facts, cultures in the world globalisation oriented. These changes can be described as Globalisation. Globalisation is the development of ties between countries, removing borders depending on the development of relations between countries with borders with other countries (Giddens, 1995). Another factor affecting globalisation is the developments in information and communication technologies. With the development of technology, distance has disappeared, and individuals in countries have been able to communicate without distance problems. One of the factors affected by the globalisation process is businesses. With a competitive environment, businesses have felt the need to open up to the foreign market. In this context, international companies have emerged. Previously,

international brands implemented standard strategies and goods and services in all countries where they were available. Global businesses see countries as a whole, as if there is only one country, and accordingly develop standard products, services, and strategies. Although the worldwide marketing strategy has been successful for a long time, global companies have started to give importance to local cultures, as it cannot fully meet the needs of the local people. Accordingly, international businesses have developed a strategy suitable for the country's conditions in which they exist, instead of standard products and standard procedures, and they have developed new products depending on the wishes and needs of local people.

The factor that pushes global businesses to the concept of localisation is glocalisation. Glocalisation is a concept that advocates the idea that companies should think globally but act locally. The main purpose in global marketing is to improve the quality of the parent company's brand. Market the product in the local market by keeping a standard and discovering local consumption patterns. Instead, it is decided by the local managers who have the initiative and know the local market better. It is aimed to take a more active role in the learning process (Aslan, 2020). Glocalization is a new and different era that has emerged recently . The name of the new era is the "glocal" period. In this period the future market segments will be more focused and smaller, where possible be reduced to the smallest target market level, namely the individual customer level (Taşkın,2019). Therefore, good evaluation of the new agenda a good understanding of differences and customer expectations and marketing strategies need to be reshaped accordingly. Thus It will be possible to reach new markets that have not yet been discovered (Foglia and Vaidotas, 2019). Essentially, the terms globalization and localization are separated from each other. It is impossible to think feeding each other more and more each day become processes. Localization, globalization is a facet of it, and the interaction between the global and the local is becoming more and more becomes intricate and contributes to the existence of the concept of glocalization are available (Johansson, 2019).

The research investigated glocalisation, global marketing understanding and glocal marketing understanding, and the transition from international marketing to glocalisation and investigated glocalisation strategies; on the other hand, it studied the glocal process of Coca Cola and McDonald's brands. The messages given were analysed by showing the international system of Coca Cola and McDonald's found as examples. With Globalisation, new concepts have emerged in societies and cultures between institutions have begun to resemble each other. Borders between countries have been removed, and competition has increased. Businesses have started to pay more attention to their marketing strategies in this context. Globalisation sees the world as a single country and considers that there is only one cultural phenomenon. However, glocalisation, on the other hand, does not deny Globalization but thinks that societies have different cultures. In this context, glocalisation supports the Globalisation of businesses and opening up to foreign markets. Still, it suggests that they should develop strategies based on the cultures of the local people in the current need rather than standard products. In the research, the differences between Globalisation and glocalisation are discussed. The ideas advocated by Globalization and the ideas supported by glocalisation have been expressed. In this context, the research is based on the motto of Roland Robertson's theory of glocalisation, "Think globally, act locally". The global marketing strategies of Coca Cola and McDonald's companies, which are among the international brands that adopt the motto mentioned earlier, are analysed to determine how they deliver the messages in the strategies they apply.

Theoretical Framework

With its most general and well-known definition, semiotics is the science that examines signs and sign systems. However, this definition is made according to the subject that semiotics deals with. We can also define semiotics according to the method it uses. According to this, semiotics is a science that applies linguistic methods to objects, tries to describe everything (games, gestures, facial expressions, religious rites, literary works, musical pieces) with language and explains all non-linguistic phenomena by transforming them into language metaphors (Derviřcemalođlu, 2008). It is impossible to understand semiotics without understanding the "sign", which is the main subject of semiotics. A sign is "any object, entity or phenomenon that shows something other than itself because it can replace something else in general" (Vardar, 1988). In general, semiotics is all kinds of forms, objects, phenomena, etc., which represent something outside of itself and, therefore, can take the place of what it means. It can be defined as Organisations needing a symbol and symbol describing them everywhere and distinguishing them from other companies. Emblems are symbols created with abstract or objective images or letters that give identity to organisations that produce products or services (Yılmaz and Saymalı, 2013). According to Barthes, signs also refer to connotations with different meanings rather than the understood meanings. Sign systems are articulated with cultural values or ideologies. These produce richer structures of meaning. The importance of connotation forms the basis of social semiotics (Barthes, 1979, cited in Atabek, 2007, p. 72).

The Concept of Globalisation

Globalization; some middle ground in economic, political, social and cultural fields the spread of values across the world across local and national borders. is defined" (Özkan, 2019). Although there are many definitions of the concept of Globalisation, many people have defined Globalisation. Regarding Globalisation, George Modelski said, "globalisation is the evolving communicative force among the major cultures of the world." says. According to Modelski, Globalization is a concept with a historical process that includes developing and growing general communication and sharing between nations, cultures, and political societies (Held and McGrew, 2008, p.71). Globalisation strengthens intercontinental communication and contributes to meeting the liberal and capitalist economies on common ground. One element that develops the free market concept in the capitalist and liberal economic system is globalisation. With Globalisation, the brands' market has begun to be defined as the global market. With Globalisation, more brands have entered the market and accordingly, competition has increased. Another issue caused by Globalisation is that it causes brands to feel obliged to open up to the foreign market. With Globalisation, brands have turned to the foreign market rather than the domestic market and have started to carry out their activities in other countries. On Globalisation, David Held and Anthony McGrew are a phenomenon in the context of a process that brings about communication and connections between continents or countries, representing the management of relations related to society and organisational transformation." They define it as (Held and McGrew, 2008, p.72).

Global Market Concept

Global marketing can be expressed as the determination of the wishes and needs of the worldwide consumer, the fulfilment of the determining wants and needs as a goal, and the realisation of consumer satisfaction in the global area and the environment. In international

marketing, national market segments should be analysed, what should determine similarities and differences, and who should create global marketing strategies. According to Levitt, selecting the 4p and 4c elements in a national context and with the same characteristics, addressing what should avoid a single and large market, and a path should be drawn that depends on the local cultures of the countries by thinking globally. Another point Levitt mentions in his book "Global Marketing" is that the global market and the international market have different understandings. While each country is evaluated differently in international marketing, countries are considered a single country in worldwide marketing and strategies are developed in this context. Levitt also states that the international market has reached the end of its life, and the global market can continue its life (Levitt, 1983).

Many companies understand the importance of doing business outside their home country. Industries that were national in scale a few years ago are today dominated by global corporations. In many industries, the companies that will survive and thrive in the next two decades will be global enterprises. Companies that cannot adequately respond to the challenges and opportunities of globalization will be swallowed up by more dynamic and foresighted companies. Some companies will undergo radical transformation, while others will disappear (Warren and Mark, 2019).

Marketing Strategy Concept

Marketing is a term for the actions that create the coexistence between the business and its customers. Developing plans and methods to increase demand so that marketers can achieve their goals effectively is called a marketing strategy. Looking at the subject in the eyes of consumers does not allow the marketing strategy to reach consumers and customers more effectively and act according to their wishes (Özrenk, 2015). Although the marketing strategies of the enterprises are in the global, national or international dimensions, the common goal is to provide product and customer satisfaction by developing strategies for consumer demands and needs. The concept of strategy is used today in the sense of designing long-term plans in order to reach a determined goal in economics and management sciences (Aydın, 2019). At the same time; It also means all of the ways and methods used to achieve a predetermined goal. Concepts such as company strategy, business strategy, marketing strategy, production strategy are expressions used in business management when it comes to long-term planning.

International Marketing

International marketing is the application of business activities that manage the flow of a firm's products and services to consumers or users in more than one country (Hess and Cateora, 1966, p. 4). Companies that adopt the International Marketing strategy operate in the foreign market, that is, in more than one country and the national market. International marketing reveals what customers outside the country want and meets these demands better than national and international competitors (Terpstra and Sarathy, 1991, p.5). The marketing mix is essential in this marketing strategy. Businesses develop different marketing mix strategies for the countries in which they are active. In this marketing strategy, new ideas are generated for companies to make a satisfactory profit. Systems should be developed by planning to put the ideas into production, pricing, distribution, and promotion activities. The strategies determined should be of international dimension. Entrepreneurs usually start their international marketing business in the following ways. Either a domestic exporter, a foreign importer or a foreign government firm (Akat, 2019),

National Marketing

National marketing accurately determines consumer demands and needs, providing production, pricing, promotion, and distribution in the domestic market. It is easier to determine the behaviour of consumer wants and needs and competitors in the national market. National marketing extends international marketing (Aytuğ, 2018, p.5). While national marketing aims to determine marketing strategies for a single country, it focuses on the demands and needs of the domestic market. However, suppose the company has achieved its saturation in the national market and wants to continue to grow. In that case, it can choose two different ways the company can head to the international market or develop new products and services and increase diversity. Providing product diversity in the national market, reducing product prices and giving importance to promotional activities ensure a more extended stay in the market. It can also be counted as a strategy for companies that provide sufficient saturation in the national need to turn to international or global marketing. Another approach is to turn to glocal marketing strategies, which is achieved by meeting local needs.

Glocal Marketing

The simplest definition of glocal is to act locally by thinking globally while developing a marketing strategy (Altınbaşak, 2008). Although companies tend to the global market, they develop strategies based on local factors. The process of strategy development of glocal companies depending on the country's local culture in which they are present is a glocal phenomenon. The growth of the glocal market and the increase in competition have pushed companies to act locally. Global markets are becoming more and more similar to each other. Still, despite this, the local expectations of consumers are also increasing, and the purchasing behaviour of consumers is shaped accordingly. For this reason, "glocalisation", which is also described as "adaptation of the marketing mix", which is a strategy of global marketing, has become mandatory (Candemir and Zalluhoğlu, 2010).

Scope of Globalisation

With the globalisation process, the borders between the countries in the world have been removed. The number of brands in the market and the companies' competitors has increased, and accordingly, the size of the competition in the free market economy has also increased. With Globalisation, national problems within the country have grown to an international dimension. With the effects of these factors, the world has gained the size of a "global village" (Baykal and Baykal, 2008, p. 1-17). Globalisation can be thought of as a double-edged sword. Depending on the effectiveness of Globalisation, the size of developments in technology increases, the efficiency in the economy increases, and depending on these factors, the incomes of people living in the society increase and their quality of life increases (Aytuğ, 2011, p. 45).

Globalisation in the Context of the Economy

Globalisation within the scope of the economy, the country's economy in a relationship with other countries' economies, the merger of sectors in a single industry (Fischer, 2003, p.93). It can be expressed as the increase in economic efficiency depending on the rise in the connection between the factors of production in the economy with other countries. With economic Globalisation, a single and common market understanding has emerged.

Depending on the Common Market understanding, the factors of production are carried out in a connection between countries.

Within the scope of the economy, Globalisation affects the country's economy in many positive and negative areas. The increase in trade and the development of competition can be counted as the positive effects of economic Globalisation. While the increase in competition positively affects consumers, it can be described as an adverse effect on producers. With the Globalisation of the economy, foreign countries' knowledge of the country's economy negatively affects the country's economic balance (Karabiçak, 2002, p. 115).

Globalisation in Policy

Along with the globalisation process, Globalisation has also affected politics and has affected Globalisation. Politics has begun to be experienced globally, and political power, efficiency and management process are factors in Globalisation. With Globalisation, the understanding of local government has been abandoned, and the concept of global management has begun to be adopted (Bayar, 2008, p. 32).

Globalisation in Technology and Communication

The development of technology is one factor that accelerates the globalisation process. Technological developments have also increased the speed of communication. With the development of touch with technology, the strengthening and integration of continents and international connections have been ensured. With the development of the Internet, the time to access information is shortened, and individuals or organisations can obtain more details quickly (Yeşil, 2010, p.22). Scientific and technological developments have accelerated the globalisation process and ensured that Globalisation is booming and more effective.

Globalisation in Culture

Culture expresses the harmonious integrity of a nation's spoken language, ethical rules, science and thoughts (Coşkun, 2012, p. 839). It is a phenomenon created by a culture where people in the same society speak a common language, enjoy everyday pleasures, adopt the same moral rules, and share ideas. Globalisation affects people's lives and provides people with the opportunity to meet new cultures. The phenomenon of Globalisation of culture is focused on technology and the economy (Aslanoğlu, 1998).

Culture is only what an individual knows, thinks and feels about the world he lives in but also to other people who share the culture. What people know, believe and express includes what they want. Because the nature of people and their relations with nature, relationships with other people, time and space orientation of cultural differences forms the basis. For example, with nature Americans themselves in terms of relationship to while seeing it as sovereign over nature; The Japanese prefer to live in harmony with nature. prefers a fatalistic understanding (Sargut 2020: 68-70). Therefore different people from different cultures understand, think, and evaluate differently.
is the subject.

Globalisation and the Interaction of Culture

While at the beginning of Globalisation, local culture started to be abandoned, with the progress of the globalisation process, globalisation became localised. While Globalization has westernised countries, it has brought a more local dimension today. McDonald's can be an example of this. In the beginning, it started operations in many countries with

Globalisation. It introduced western-style fast-food hamburgers to local communities, and later on, McDonald's began to sell hamburgers with local flavours. This example proves the argument for the localisation of Globalization. A good balance should be established between Globalization and localisation in societies regarding businesses. In this context, companies should be able to think globally and act locally. From television programs to music genres, from world brands to news images. cultural traffic concentrated in a wide range, as well as social reconceptualizing the power struggles of scientists in the field of "culture" revealed its necessity (Öncü and Weyland, 2020).

Global Marketing

The main thing in global marketing is that the main marketing elements are used worldwide. Mainly international businesses apply common and global marketing strategies (Taşkın, 1992). The concept of global marketing has emerged from the fact that people are the same rather than their differences. International marketing understanding thinks that people have a higher similarity rate. For this reason, global marketing strategies are formed in common and similar forms. When competition in global marketing is examined, the industry should come to mind rather than the economy. Businesses compete with other companies, not with the country's economy. Therefore the industry is an essential factor in Globalisation (Islamoglu, 1992).

Global Marketing Strategy

One of the main points of the global marketing strategy is to determine the quality products that can provide consumer satisfaction. When choosing global products, products should be developed considering consumer differences. There are two main trends in international business strategies. The first is to meet the consumers with products of the same or similar qualities in general, and the second is to find the right region where consumers with the same desires and needs are located (Otay, 2004). As global marketing started to be implemented as a strategy and global brand strategy came to the fore, glocal brand strategy should also be addressed with the implementation of glocal marketing as a strategy. Because marketing is the art of creating a brand (Kahraman, 2019).

According to İslamoğlu, there are five main elements of global marketing.

- Grow in the current market
 - Standard products
 - Condensation on products with less objective value
 - Creating a specific marketing strategy
 - The determined strategies apply to all countries
- (Islamoglu, 1992).

The Benefits of Global Marketing

According to the globalisation approach, with the determination of consumer demands and needs, the efficiency of entering the market is high. In global marketing, companies apply the method of making a profit by keeping the price of the product low due to the low cost of the product with its effectiveness in more than one country. In this context, there is an increase in the economic efficiency of companies (Svensson, 2001). The main thing in global marketing is to succeed in competing with companies by evaluating the threats and opportunities available in the market. If businesses gain a competitive advantage by turning threats from other companies into options, there will be an increase in the efficiency of the

business (Levitt, 1983). To carry out global activities in a business, it needs to create various strategies. The strategy should include focusing on local products and international products. In this context, global companies should develop a regional plan and worldwide strategy and be able to balance well while creating (Douglas and Wind, 1987).

Globalisation and Impact Factors

Globalisation strengthens the bond, and communication between countries can be positively affected. However, Globalisation is not only a phenomenon with positive results but also has adverse effects.

Globalization and Its Positive Factors

Along with Globalisation, there are positive effects on many issues, such as the emergence of competition with the existence of many companies, the creation of a new workforce, the employment of individuals to work, and the strengthening of enterprises to ensure efficiency in the country's economies.

Increasing Economic Efficiency

Ensuring economic efficiency in terms of country and society is one of the characteristics of Globalization. Ensuring economic efficiency depends on the development and increase of the free market. Accordingly, competition has led to trade development and the market (Karabiçak, 2002). The adoption of the free market economy and technology development has led to an increase in the number of businesses in demand. In this context, a competitive environment has emerged with the rise in the number of companies and the desire to be the strongest. While more enterprises entering the market increased efficiency in the economy, it also became a job source for individuals.

International Trade

With the onset of Globalisation, changes have occurred in the understanding of the market. Lifestyles that are close to each other have emerged, the influence of the state on companies has decreased, and a structure has emerged in which international companies direct the market. With the growth of the efficiency of foreign trade, profits were made, and an increase in the welfare level was observed at this point (Yakut, 2010). Along with the globalisation process, the free market understanding has also dominated. Realising the benefits of the free market understanding to the country's economy, other countries have also turned to a free-market economy. The increase in the efficiency of the free market economy has also led to an increase in competition (Private, 2012).

Increased Competition

With Globalisation, even national companies develop strategies by understanding competition and then turn to international markets. In this context, businesses develop strategies in the context of the phenomena brought by Globalization. Businesses that want to achieve the superiority of power and success should be able to think globally to be superior in competition (Atik, 2007). With the country's borders remaining in terms of economy, companies have entered into competition with their national competitors and are active in the international market. The size and nature of competition have changed over time. Price, one of the critical competitive factors in the past, has left its place in customer satisfaction in today's match. Firms must be fast; they can succeed if they are fast while offering goods

and services to consumers. In addition, being fast enables companies to gain advantages in the production and development process of products (Bulut, March 2004).

Providing Employment

Along with Globalisation, there have been differences in the structure of employment. Depending on the development of technology and Globalisation, there have been differences in the design and management of companies. With technology development, companies abandoned local strategies and strengthened communication by using technology. In this context, company managers have started to recruit experts in their fields (Aytuğ, 2011, p. 45). The development of technology related to information and communication has also enabled the development of production factors in enterprises. Despite the increase in productivity with technology, there has been a decrease in the demand for labour. In the process of Globalization and the development of technology, businesses have turned to qualified employees, and the need for employees with low qualifications has decreased (Erdoğan, 1999, p.115-116).

Strengthening of International Businesses

With the disappearance of borders between countries with Globalisation, international businesses have been positively affected. In this context, multinational companies have obtained the nature factor more easily from the production factors and have had the chance to use their capital in their own countries. Therefore, international businesses have benefited positively from Globalisation. Globalisation has had a positive impact on global companies and has an impact on multinational companies in the globalisation process. In other words, Globalization and international businesses have both been affected and affected Globalisation. There has been an interaction with Globalisation (Tağraf, 2002).

Globalization and Its Negative Factors

With Globalisation, the influence of governments on the country has decreased. States could not keep politics under control. He had the right to speak not only in the state but also in national and international businesses over the country and had to share the activity of the land among them (Yakut, 2010). When developed and underdeveloped countries meet with the globalisation process, the gap between rich and poor in underdeveloped countries has widened. While people with low incomes become more imperfect, the revenues of those with higher incomes have also increased. However, since there is a more compelling growth in the country's economy in developed countries, they have gained more profit in the globalisation process. In this case, the capital owners have caused a decrease in the earnings, while the employees who realise the labour factor have decreased. Uneducated people are condemned to unemployment as large enterprises employ educated and expert people as employees (Hocaoğlu, 2004). While national companies lost their effectiveness with Globalisation, international companies increased their effectiveness.

Glocal and Its Functions

Glocal is the development and sale of goods and services for the global market by local cultural behaviour. In international or local culture marketing understanding, it is essential to think globally and act locally. In the mentioned strategy, businesses work depending on local flexibility in Globalisation. Knowledge management plays a vital role in this strategy. Local culture marketing, which some international and multinational enterprises use in the globalisation process, gains by integrating globalisation with local culture (Hollensen, 2007).

The strategy of ensuring the integration of global and local elements with each other and establishing a balance is a regional culture strategy. Businesses that adopt the local culture strategy, especially in the food sector, turn to local flavours, and thus they think globally and act locally. A regional culture strategy, which is ideal for multinational enterprises, is realised through good communication, and it is also essential that members communicate well and quality (Begley and Boyd, 2003). Global companies that want to be successful must adopt a global strategy. Using international experiences, personalised local products should be brought to market. While creating the global system, organisations should develop strategies suitable for the 7p and 7c marketing mixes (Dumitrescu and Vinerean, 2010). In a glocal strategy, all but certain standard elements must be localised. Glocal marketing consists of global ideals and local marketing activities (Kotler, 2009).

According to Foglio and Stanevicius (Foglio and Stanevicius, 2007), glocal strategy with 5 items;

- A strategy that supports the integration of Globalization and localisation
- A system to manage the local market
- A global as well as a local market
- The system developed by the organisation to become a multinational enterprise and to make more sales
- These businesses aim to provide efficiency in the global and local markets, respectively.

Glocalization Process

The essential elements that globalising organisations should pay attention to in the glocal marketing process are creating the aspects of competition, choosing the right glocal product and service, choosing the right price, choosing the correct distribution methods, right sales tactics, choosing the proper communication and presentation tools, and determining the glocal target audience correctly. (Foglio and Stanevicius, 2007). Glocalization is the diversification of global businesses in consumer demands. Production and marketing processes suitable for local conditions. Glocalization, the special circumstances of each country in which businesses operate and its rules, and at the same time both global both reflect the need to be local (Maynard, 2019). Generally glocalization, global and local, with different results in different geographical areas (Aktan and Şen, 2019).

George Modelski has argued that “globalization is the result of increasing connectivity between the world's great civilizations is history,” he says. The concept of globalization emerged at irregular intervals among the earliest civilizations. It is a long-term historical process that extends to the encounters that took place. According to Modelski globalization, the general solidarity between nations, civilizations and political communities. It is a concept that covers the historical process of its expansion and deepening (Adams,2020). Liberal thinkers such as Muray Rohtbard and David Friedman, who are the idea architects of globalization, they are thinkers. These thinkers have been following the 'principle of freedom of markets' since the 1970s. they put it at the center of their work so that the liberal 'let them do it' They tried to prove the validity of the ideology. The liberal discourse source in question, Hungarian School of Economics represented by Ludwig von Mises and Friedrich von Hayek thinkers (Tatal,2019:22-23).

Methodology

Quantitative research in examining the data obtained in accordance with the purpose of the research. Content analysis, one of the methods, was used. Content analysis “all kinds of verbal and written classifying and summarizing the data in such a way as to illuminate the research problem in order to measure and make sense of certain variables or concepts in categories” (Arik, 1992, p.119). Babbie (2004) more with a general definition, content analysis can be defined as “communication realized through mass media. He described it as “working on the process of education” (p.314). Rubin and Babbie (2014) positioned its analysis as “one of the ways to transform qualitative data into quantitative data”. (p.452). Content analysis has been used to analyze novels, magazines, newspapers, public addresses, fairy tales, songs, etc. In the age of digital communication, web pages, e-mail messages, social network shares, etc. has also gained functionality in the fields.

This study was carried out on the process of Globalization and glocalisation, the differences between them, advantages, disadvantages and effects. The study examined the transition from Globalisation to glocalisation by investigating companies' marketing strategies and mixes. The glocalisation term is explained, and the stages of the glocalisation process are stated by considering the issues in which the glocal marketing strategy differs from the global marketing strategy. In the study, research was conducted to determine the most effective marketing strategy, and a method to explain the glocalisation marketing strategy was followed by giving examples. In this study, Globalisation, global marketing strategies are presented, the concept of glocalisation is emphasised, and the methods applied by the standards of "Coca Cola and McDonald's" on the glocalisation marketing strategy in the context of glocalisation are discussed. Globalisation, a concept that has existed in our lives for a long time, has changed people's lifestyles and changed the culture, economy, politics, etc., influenced many factors such as Globalisation is also related to technology. Technology is one of the critical factors that affect Globalization and ensure the rapid spread of Globalization. With the development of technology and Globalisation, the borders between countries have been removed, and the world has become a "global village", in MacLuhan's words.

However, people's commitment to their culture has defeated Globalisation, and many businesses that have adopted a global marketing strategy have switched to the motto of "think globally, act locally". In this context, many companies have made products in the style that the local people want and introduced the products with regional strategies. This strategy provides brand fame faster and offers positive results for the growth of the business. In this context, Coca Cola and McDonald's, two big global brands that have adopted the glocalisation marketing strategy, are discussed within the scope of the research. Even though the brands in question have gained the habit of eating in a western-style in the countries where they are present, they have integrated locality and Globalisation with local flavours and local promotion styles.

Research Form

Due to Globalization, many businesses have been under the influence of Globalisation for a long time. This research deals with the transition from Globalisation to glocalisation. In this context, a literature review was conducted primarily on Globalisation, global marketing, glocalisation and glocal marketing. General information on the subject and the research was carried out with the information obtained from the literature review. The transition to the glocalisation process has been analysed by considering the advantages and disadvantages of global marketing. Depending on the increasing competition with Globalisation, the local act

of businesses is explained in the example of Coca Cola and McDonald's, and examples are shown.

Information on the method Used: Semiotic Method

Communication can take place verbally or nonverbally. In this context, it is one of the nonverbal communication ways in the semiotic method. In the semiotic method, objects, sentences, images, figures, etc. The message it conveys is more important than what it says. In a sense, the semiotic method can also be defined as the subliminal message. Indicators are one of the successful ways of conveying a message nonverbally. Text analysis is one of the essential elements of the semiotic method. In this method, the connotations to be given while analysing the text are analysed. Every existing symbol has a message it wants to convey or convey, and the semiotic method enables this message to emerge.

Findings and Evaluation

Marketing Mix Due to Globalization

Global marketing strategy is closely related to a company's corporate strategy. Corporate strategy is the overall business activities of a company to achieve its organizational goals, is to direct its performance and resources towards this goal (Rothenberg, 2019). Globalization the new world order that emerged in the process of spread, on the other hand, it slowed down with some restrictions.

New concepts have emerged with the classical, traditional marketing concept structure and marketing mix, especially with the development in the service market and the transition to the global marketing understanding (Grönroos, 1991). In classical marketing, the marketing mix is known as the 4P; Product (Product), Price (Price), Distribution (Place), Promotion (Promotion). However, as this marketing mix did not fully meet the needs, physical facilities (Physical Evidence), target audience (People), and process (Process Management) elements were added, and 4p became 7p (Üner, 1994). Although the classical marketing approach is accepted, there has been a shift towards new marketing mix elements as it cannot fully respond to consumer and organisational needs (Grönroos, 1994). Also, together with Kotler, some authors found the 4C hash instead of the 4P hash. The elements of the 4c marketing mix are; used the concepts of customer value, customer cost, customer convenience, and customer communication (Roman and Scott, 1997).

4P Mix

Product; tangible or intangible goods and services produced. Product differentiation is necessary to maintain current competitiveness in the market, and one of the elements that distinguish a product from its competitors is strategy. The product must be of a quality that meets the wants and needs of consumers and that the consumer values buying. The following questions should be answered while producing the product.

What does the customer want from the product/service? What need does it meet?

What features do you need to meet these needs?

Are there any features you missed?

Do you include expensive features that the customer won't use?

How and where will the customer use it?

How does it look? How will customers experience this?

What size, colours and so on?

What will his name be?

How will the branding process be carried out?
How will it distinguish itself against your competitors?
How much would it cost to provide, and can it still be sold profitably enough?

Price; The amount a customer pays for the product. If the business uses the same product in other stores, it may increase or decrease the cost of the product. It is necessary to constantly examine the prices of products and services to ensure that they still correspond to the realities of the current market. Sometimes it leads to lower prices. At other times, it may be appropriate to raise prices. Many companies find that the profitability of specific products or services does not justify the amount of effort and resources that produce them. They lose a percentage of their customers by raising prices, but the remaining rate generates a profit on every sale. It is essential for prices to remain competitive, if necessary, to survive and thrive in a rapidly changing market, and below is the question a company asks during its pricing strategy.

What is the value of the product or service to the buyer?
Are there any set price points for products or services in this area?
Is the customer price sensitive? Would a slight drop in price gain extra market share?
Or will a slight increase be unnoticeable and earn you an additional profit margin?
What discounts should be offered to trading customers or other specific segments of your market?
How will your price compare to your competitors?

Place; where the product or service is sold. Sometimes there can be a rapid increase in sales when relocated. Some companies use direct sales and send their sales reps to meet in person and possibly talk. Some sell via telemarketing. Some sell through catalogues or the mail. Some sell at trade shows or retail outlets. Some engage in joint ventures with other similar products or services. Some companies use manufacturer representatives or distributors. Many companies use a combination of one or more of these methods.

The entrepreneur must choose the best place or place for the customer to get important purchasing information about the product or service needed to make a purchasing decision.

Where do buyers find your product or service?
If they look at a shop, what kind should it be? In a boutique, supermarket, or both?
Or is it online? Or directly through a catalogue?
How do you access the proper distribution channels?
Do you need to use the sales force? Or attending trade fairs? Or make online notifications? Or would you send samples to catalogue companies?
What do your competitors do, and how do you think you can learn and distinguish this?

Promotion; is always to think in terms of advertising. Promotion includes all the ways the company can tell its customers about the product or service and the form of marketing and sales. Small changes in how the company promotes and sells its products can result in dramatic changes. Even small changes to advertising can immediately lead to higher sales. Experienced copywriters can often increase response rates by 500 per cent by simply changing the title of an ad. Companies large and small in every industry are constantly experimenting with different methods to promote, promote and sell their products and services. The following questions should be asked when creating a promotion strategy.

Where and when do your marketing, messages reach your target market?

Do you reach your audience by advertising in the press, television, radio or billboards? Using a direct marketing mailer? Through public relations? On the Internet?

When is the best time to incentivise? Is there seasonality in the market? Are there any broader environmental issues that may be considering or determining the timing of your launch or the timing of further promotions?

How are your competitors promoting? And how does this promotional event affect your choice? (Jain, 2011).

Completion of 4P to 7P

People; targeted potential customers, consumers and employees of the organisation. People who work inside and outside the business are responsible for every element of sales and marketing strategy and activities. Hiring the right staff and training them appropriately in service delivery is essential if the organisation wants to gain a competitive advantage. Consumers present their perceptions of the service based on the employees they make decisions and interact with. Staff must have appropriate interpersonal skills, attitudes, and service knowledge to provide the service that consumers pay for.

Physical facilities; Where is, the service provided? The physical facility is the element of the service mix that allows the consumer to decide on the organisation again. The physical facility is an essential component of the service mix; Consumers will identify perceptions by considering service delivery, which will affect the organisation's perceptual plan of the service. Many services cannot be provided without financial support. Customers cannot see the service provided, but they can certainly see the accompanying material values. For example, a passenger transport organisation promises a safe, comfortable and timely journey from one place to another. This is being studied in terms of the state of the means of transport, seating facilities and other physical facilities, and how employees respond to customers. All these biological factors are used as evidence that the customer evaluates the service and expects the service from the supplier. Consequently, physical evidence plays a crucial role in shaping consumers' perceptions and expectations.

Period; It is a functional activity that guarantees the availability and quality of the service. Its physical setting is technically designed, and functions are planned and directed to deliver the promised benefits to customers. In simple terms, the management process is to manage service encounters effectively. Gronroos, a marketing expert, described the process as interactive marketing, where moments of reality occur. The challenge of process management is to develop the moment of truth. It refers to the systems used to assist the organisation in delivering the service. Imagine walking into Burger King and ordering a Whopper Meal, and you get it delivered in 2 minutes. What was the process that allowed you to provide an efficient service delivery? Banks that automatically send credit cards when the customer's old expires require an active approach to defining expiration dates and renewals. An effective service that replaces legacy credit cards will foster consumer loyalty and trust in the company (Jain, December. 2011, Retrieved 14.12.2016)

4C Mix

Customer value has replaced the product element within the scope of 4P with customer value in 4c. The goods and services produced must be valuable to consumers and must be of a quality to meet the needs of consumers. While developing goods and services, it is necessary to predict which elements the customers demand in the market or what values they will offer to the customers (Alabay, 2010).

Customer cost: Customer cost is the equivalent of the price in the 4p marketing mix. For a correct marketing strategy, it is necessary to determine a price that the customer can receive. Due to the increasing competition factor with Globalisation, applying the organisation's low price strategy can positively affect the product's sales. While determining the price and the cost and profit factors, the price should depend on the customer's purchasing power (Alabay, 2010).

Convenience to the customer: The element of comfort to the customer meets the part of transportation in 4p. One of the main elements of marketing is to deliver the goods and services to the customers to enable the customer to buy the goods and services most easily in the market. Providing the correct goods and services at the right time to the right audience positively affects the success of organisations (Alabay, 2010).

Customer communication: The element that meets the promotional component of the 4P mix is customer communication. Valuing the customer and making the customer feel the value given are primary purposes in the promotional activities with customer communication. While establishing customer communication, what should not provide misleading, incorrect and inaccurate information to the customer. Organisations make customers feel valuable through customer communication, which provides positive feedback for the organisation (Alabay, 2010).

Marketing Mix Due to Glocalization

The marketing elements in the glocal marketing mix are creating a strategy, making plans and implementing them depending on the culture of the region where the organisation is located. To be successful and superior among the enterprises in the global market, the local functions of the country should be analysed, and a strategy based on this should be formed. Although there is no precise marketing mix in glocal marketing, the business can continue on its way by choosing the appropriate marketing mix (Ekinci, 2010).

Although the marketing mix depends on the business, the business can create new marketing mix elements for itself (Tek, 1999). In the glocal marketing approach, the company can create marketing mix elements depending on the country in which it is present. Businesses that adopt the glocal marketing approach should determine the current country conditions with regional analysis and create the most appropriate marketing mix.

To ensure the validity of the global marketing mix, all market elements should be carried out in an integrated and planned manner. Glocal product functions must be able to meet consumer needs, provide satisfaction, determine the appropriate price, perform effective sales, and give proper messages to the region, creating positive effects in glocal marketing (Foglio and Stanevicius, 2007).

Coca Cola and McDonald's in the Scope of Glocalization

In our age, the idea of "think globally, act locally" is more popular than global marketing. To realise this idea, it is essential to chart the way by combining global strategies and regional cultural aspects (Altınbaşak, 2013).

Cultural elements positively affect consumers' behaviour and reflect the lifestyles of consumers. The factors in marketing strategies cannot change the culture in the country in a big way, but they can be affected by the country's culture. Cultural elements are related to what individuals wear, food culture and where they foresee living. These elements are local customs, maternal traditions, religious beliefs, perspectives on art, knowledge, etc. consist of such parts. One of the countries where cultural factors affect the purchasing behaviour of

consumers the most is India (Pandey and Dixit, 2011). Due to the vegetarian eating habits caused by the fact that some of the citizens living in India worship cows and do not have the habit of eating meat, vegetarian-style meals are sold in most restaurants in the country. An example of this is the McDonald's brand. Although the McDonald's brand is meat and chicken-style foods, it also sells vegetarian-style hamburgers in India in the context of glocal strategies.

Glocalization and McDonald's

McDonald's brand is one of the brands that adapt to the motto of "Think Globally, Act Locally". Although it operates in many countries by adopting a global stance, it is one of the brands that successfully carries out its glocalisation marketing strategy by creating a local plan for each country. McDonald's, a global business, develops and sells products related to the local cultures of existing countries, apart from international developments.

In line with McDonald's global product strategy, McTurco in Turkey has added Classic Hot Chicken and Turkey's national drink, ayran, to its menu. It also developed a Turkish breakfast menu and combined the local flavours of Turkey with its global marketing. McTurco; McTurco's bread resembles pita in Turkish cuisine. In terms of content, it is offered for sale with the option of onion, tomato, meat or chicken, which is also suitable for the taste of the Turks. McDonald's was inspired by the fact that the Turks came with pide, lahmacun and kebab varieties, onions, tomatoes and curly onions, and onions, tomatoes and lettuce were placed on meat or chicken in a way that resembles pita bread (See Picture 1). He also prepared a Turkish breakfast menu (See Picture2). McDonald's in India, on the other hand, has developed and sold vegetarian-style, vegetable-based menus for the Indian race, who do not eat meat because the cow is considered sacred. McVeggie has developed McAloo Tikki, Paneer Salsa Wrap, Crispy Chinese, McCurry Pan and Pizza Mcpuff products for India (See Picture 3). These set menus are sold under the vegetarian name menu. In New Zealand, McDonald's added Kiwi Burger and Kiwi Angus to its menu by combining beets and eggs, which locals frequently consume (See Picture 4). McDonald's sells Greek Mac and Greek Chicken burgers in Greece when we come to Greece (See Picture 5). Greek Mac and Greek Chicken are very similar to Greek kebab in appearance and taste and are served with pitta bread, salad and sauce. McDonald's developed Mac Rice Burger for Singapore. Indigenous Singaporeans often consume rice in their daily life. In this context, McDonald's also produced burger buns made of rice and put burger patties in them (See Picture 6).

Glocalization and Coca Cola

The Coca Cola brand mainly carries out its glocal strategy in the promotion and advertisement phase. Although the products of the Coca Cola brand are standard in every country, it organises advertising activities by the local culture in the countries where it is available. The Coca Cola brand considers Turkish culture, customs and traditions in its advertisements in Turkey. During the fasting period in Ramadan, Turkish families break their fasts together. In this context, Coca Cola also makes advertisements for the country's local culture during Ramadan (See Picture 7). In Coca Cola's advertisements for the month of Ramadan, the whole family waits for the adhan to be read at a table, and when the adhan is called, they break their fast by drinking Coca Cola. Coca Cola also implements a global advertising strategy during the holidays in Turkey.

In Coca Cola India, Coca Cola was written on a red cow figure within the scope of the global strategy. In India, where the cow is sacred, Coca Cola conveys a religious message to the Indians. In this advertisement, the global product and brand Coca Cola is integrated

with the cow that Indian consumers consider sacred. Making and implementing plans based on all values and understandings of societies (religious, traditional, legal, etc.) is a condition of being glocal. Being glocal requires combining local and old values into a whole (Sili, 2009). In Russia, Coca-Cola designed bottles resembling matryoshka dolls and ensured the integration of Coca-Cola with Russian culture. (See Picture 8). In Coca Cola Singapore, they conveyed that they know Singaporean culture (See Picture 9, Picture 10). Another country where Coca Cola applies this strategy is Greece. Coca-Cola has implemented a glocal advertising strategy by releasing specially designed bottles for Greece (See Picture 11).

In the markets of the countries where it is present, Coca Cola tries to provide its products in the local language of the current market. Entering the market by using the language of the current market is an essential strategy for the brand to be adopted by the local people (See Picture 12). Coca-cola advertisements usually feature local people and use local motifs in their advertisements. The people in their ads wear the clothes of the current country, and the ad is shot in the current region, creating the image of being close to people and being one of them (See Picture 13).

Conclusion

With the development of technology, communication between countries has strengthened. Depending on the development of technology, the process of Globalization has also started. Depending on Globalisation, the brands in the market have increased, and the concept of competition has emerged. Another factor that Globalization has added to our lives because the border between countries has been removed in an abstract sense. With the development of information and communication technology, what can reach the desired information quickly, and the selected country can be contacted soon. The story of technology in this context has enabled many brands to be unable to fit into the domestic market and to open up to the foreign market. The successful brands in the domestic market were opened to the outside. The opening of brands to foreign markets has become mandatory with Globalisation. The brands that opened to the foreign market, on the other hand, formed a global strategy and treated the world as a single country by producing standard methods and standard products in every country they went to. MacLuhan claimed that the world had become a "global village" in the process of Globalization. This statement of MacLuhan has been realised in the context of the strategies adopted by global businesses and with the effect of Globalisation on other areas. However, it has been problematic for international companies not to give up the local folk cultures in the current principles. In this context, the motto "think globally, act locally" has emerged, and many global businesses have come under the influence of this motto. Some companies that adapt to the slogan of "think globally, act locally" are Coca Cola and McDonald's. As a global brand, Coca Cola has developed strategies based on the countries' cultures where it is present, and advertisements have been prepared in this context. Coca Cola has written its name in the country's local language where it is current and has created a bond with the local people by designing bottles with local motifs.

On the other hand, McDonald's has developed products suitable for the local taste of the countries where it is present and put them on the market in the current region. With Globalisation, businesses have developed strategies suitable for local cultures and have achieved success in this context. Globalisation establishes a link between Globalization and localisation and provides integrity between the global brand and the local people. Both the Coca Cola brand's cola and McDonald's burgers are products that are not available in many societies. Still, Coca Cola and McDonald's have entered many markets with such standard

products. However, although this strategy provided a positive return for a long time, the local people did not see it as sufficient after a certain period. This type of global enterprise had to adopt glocal marketing strategies.

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Appendix 1- Pictures



Picture 1: McTurco and Adana Kebab Similarity



Picture 2: McDonald's Turkish Style



Picture 3: McDonald's India Vegetarian



Picture 4: McDonald's New Zealand Vegetarian Menu Kiwi Burger



Picture 5: McDonald's Greek Burger



Picture 6: Singapur RiceBurger



Picture 7: Coca Cola Turkey Ramadan Advertisement



Picture 8: Coca Cola Russia Special Matryoshka Baby Design Bottle



Figure 9-10: Coca Cola Singapore

Local Pattern Design Bottle



Figure 11: Bottle of Coca Cola Greek Design



Figure 12: Coca Cola Player Selection Based on Existing Countries



Figure 13: Spelling of Coca Cola in Different Country Languages

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