



Article

The Evolution of Marketing in the Rubber Industry: A Global Perspective

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Abstract: This paper aims at analyzing the marketing history of the rubber industry from a global analysis of the switch from traditional marketing to modern marketing. In the past, promotional strategies employed in this industry included using print media advertisements, trade shows and direct selling focusing on the quality of their products and their ability. While today's techniques focus on targeted online advertising, SMM, and data-driven customer outreach. Technological developments; globalization; and sustainable development issues in the area of marketing are described; with the resultant findings revealing the improvements and threats facing the discipline. Based on the findings of this study it can be asserted that digital marketing strategy, sustainable business management and the importance of knowledge of latest technologies for the company are vital factors to succeed in the global market

Keywords: Rubber industry, marketing evolution, digital marketing, globalization, sustainability, technological advancements, customer engagement

INTRODUCTION

1.1 Background

Rubber production forms a very vital part of the modern civilised world and involves both natural and synthetic rubber. Currently, rubber is used internationally due to growth in industries, development of new products and the need for rubber in many industries. First of all, marketing plans were not complex, and concerned the quality of the offered product together with its promotion among the population.

1.2 Research aim

The research aim of this study is to identify the changes that have occurred in the marketing strategies of rubber industry across the world.

1.3 Research objectives

The research objectives are as follows:

the marketing

To understand the changes in the marketing mix in the rubber industry

To know how certain factors influences marketing and how the developments around the globe affects the marketing strategies of rubber industry.

In order to find out how the technology has influenced the marketing strategies used by the rubber firms.

To investigate how multinationals manage cross culturally to market their products to both the local and the global market.

1.4 Research Question

The main research question guiding this study is:

Q1: What transformation have occurred in the marketing strategies of the rubber industry?

Q2: To what extent have advanced technologies affected

practices within the rubber industry?

Q3: When it comes to utamaram and global Rubber industry what part global trends like sustainability and digital marketing have played in development of marketing strategies?

Q4: What makes the strategic marketing for rubber industry vary across regions or countries?

1.5 Research Rationale

This study is relevant to the current rubber industry, and many other industries, because change is inevitable and continuous. Due to drastically changing digital marketing environment and new focus on sustainability along with fluctuating global trade patterns the rubber industry must always evolve its marketing tactics. The research can thus identify how change has taken place in the industry over the years and across regions, and offer insights as to how the changes can be made in order to sustain the competitiveness of the industry

1.1 Research Significance

The importance of this paper is that it offers a coherent account of the evolution process of marketing in the rubber industry from a global perspective. Rubber

marketers, industry professionals, and business people would find the trends, current practices, and future developments analyzed in the research useful. In addition, it will be informative to educational institutions as well as researchers focusing on the marketing aspect in conjunction with industry trends and global economy.

LITERATURE REVIEW

2.1 Empirical Study

The marketing of rubber products has undergone amenable change as a result of complex economic, environmental and industrial changes. Czainska, Sus, and Thalassinos (2021) investigated resources management practices implemented by micro and small firms in the Polish rubber products market under COVID-19. Recognising how firms orchestrated sustainable survival strategies within an unprecedented rupture, the study underscores factors like efficient utilisation of resources and attitudinal shift toward the customer. These enterprises transitioned marketing strategies to promotion of resilience by linking product offerings with the consumption needs of producing sustainable and affordable products.

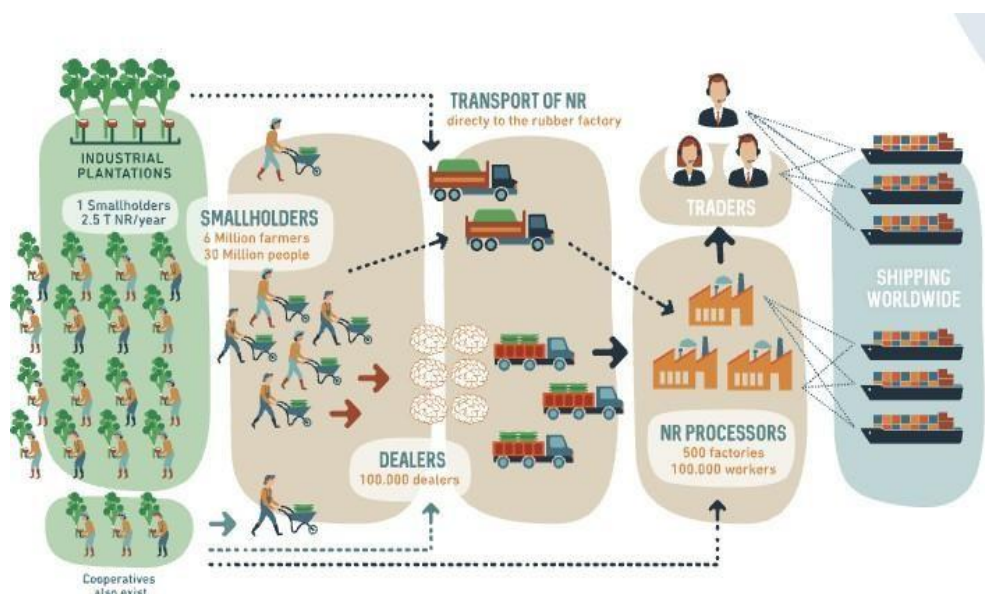
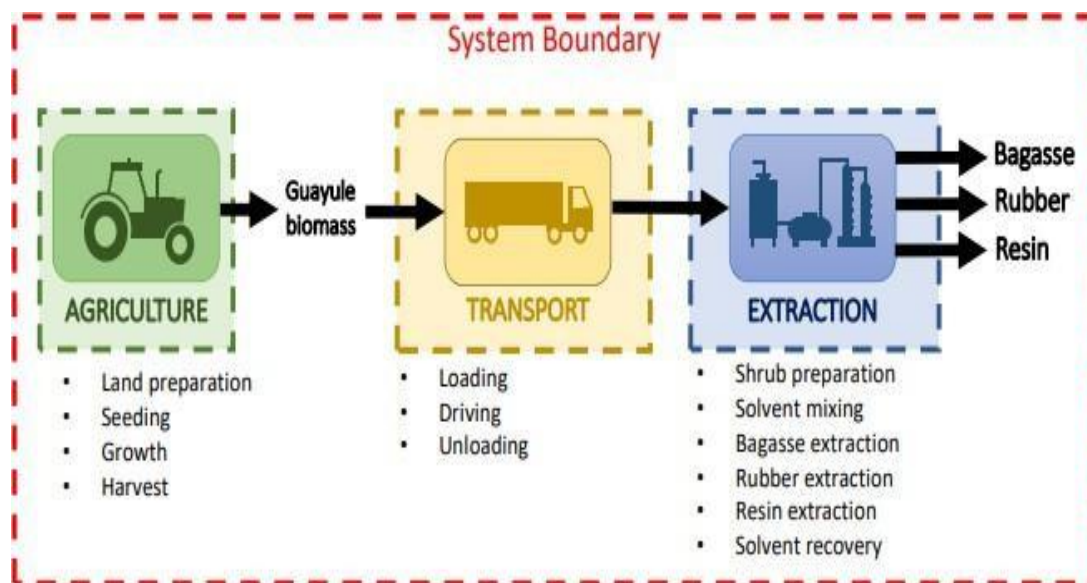


Figure 1: Process diagram of rubber marketing

(Source: <https://www.etrma.org/natural-rubber-supply-chain/>)

Lebdoui (2020) extended the analysis of Malaysia's experience in industrial policies on how to add value to natural rubber resources. The pecuniary analysis strongly underlines the more recent strategic impetus of the Malaysian economy toward the upgrading of its manufacturing specialisation by investing in technology,

innovation and downstream sectors like rubber gloves and tires. Some of the marketing strategies include branding and positioning of Malaysian rubber products as having superior quality and sustainable market products were central to improving the rubber products' competitiveness in global markets. This work underlines the role of the industrial policy as the major factor influencing marketing development in resource-based industries.



(Source: Sproul et al., 2020)

Figure 2: Process diagram of rubber marketing

Techno-economic and environmental comparison of guayule rubber alternatives is examined from (Sproul et al., 2020) where the authors have presented sound economic and environmental outlook of future rubber options. The study demonstrates the role of combined strategies, including environmental matrices and assessment, in determining market positioning of new rubber products. It was agreed that marketing strategies for Guayule Rubber would involve developing communication strategies that would appeal to the growing concerns of Consumers for the Environment while at the same time ensuring that manufacturing costs are kept as low as normally expected when marketing products on the global market.

2.1 Theories Models

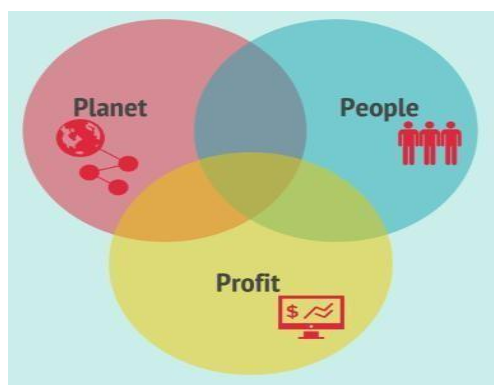
This paper argues that the history of marketing in the rubber industry can be analyzed using the following theories. The resource-based view (RBV) focuses on how firms can use valuable, rare, inimitable and organizational resources like natural rubber, technology, and sustainable practices to attain superior competitive advantages (Purwanto, 2016). Czainska et al., (2021) pointed out that the Polish micro-businesses managed their internal resources to overcome adversity and conform to the RBV theory



Figure 3: Theory of Industrial policy

(Source: https://link.springer.com/chapter/10.1007/978-3-319-39070-3_1)

Lebdoui (2020) also discusses on the theory of Industrial Policy Theory as a key aspect that led to the marketing changes that we see today, characterized by State interventions that promote technology upgrade, industrial diversification, and global competitiveness. This paper examines Malaysia industrial policies to show how government and industry collaborating improves product value and marketing strategies.



(Source: <https://fourweckmba.com/triple-bottom-line/>)

Figure 4: Triple bottom line

The TBL model includes three parameters, namely economic, environmental, and social, combined and implemented in marketing (Park & Kim, 2016). For

instance, the above model was used by Sproul et al., in analysing guayule rubber production, as a sustainability narrative that can foster marketing success of

environmentally friendly products in the growingly woke world.

2.2 Literature Gap

Although the studies cited in the present paper contribute to tracing the development of marketing strategies in the rubber industry, some areas of knowledge remain underdeveloped, including regional disparities and digital marketing. In their work referring to the pandemic Czainska et al (2021) center their discussion around survival mechanisms during the COVID crisis, however, they do not discuss long term changes to marketing. Likewise, there is a discussion on industrial policy in Malaysia regarding rubber, but there is no cross-national comparison with other rubber growing areas by Lebdioui (2020). Sproul et al. (2020) discuss sustainable cultivation of guayule rubber but fail to discuss consumer attitudes and market appreciation of this crop.

METHOD AND DATA COLLECTION

3.1 Method outline



Figure 5: Secondary data analysis method

(Source: <https://www.qualtrics.com/experience-management/research/secondary-research/>)

This kind of research adopts secondary research technique whereby data on the history of marketing in the rubber industry across the world is collected based on published work comprising of articles, journals, industry reports, and market analysis.

3.2 Research philosophy

The research is underpinned by positivism as a paradigm of data collection and analysis to establish trends and patterns of strategic marketing within the rubber industry.

3.3 Research Design

Exploratory research method is employed to describe the annual marketing activities in the rubber industry and changes that have occurred over the years.

3.4 Research Approach

The method of the study is primarily deductive since the study is developed from the current theoretical knowledge about the marketing evolution hypotheses in the rubber industry will be tested to affirm the observations made by the study.

3.5 Research Strategy

The research method includes a methodical analysis of secondary sources, including articles of scientific publications, industry magazines, research papers, and

databases, and historical data. Data Collection Information is obtained from peer reviewed journal, business and industry newspapers and magazines, and existing literature. This affords a wide and credible range for analysis to draw results and conclusions from.

3.6 Research Ethics

Ethical issues contain facts, reliability, along with citations of secondary data and the absence of plagiarism. The research also has sufficient measures to respect the rights of intellectual property and does not alter the integrity of the data that is used.

RESULT AND DISCUSSION

4.1 Result

4.1.1 Historical Marketing Practices

A reconnoiter of all the various marketing approaches that were adopted historically in the rubber industry suggests that print advertising, trade shows, and direct sale marketed dominated the market (Shephard, 2020). For instance, in the eighties over seventy percent of the rubber companies depended on trade show in order to display their products. Most firms depended on individual contacts and recommendations as means of establishing the consumer base (Huete-Alcocer, 2017). Marketing management, sensemaking, emphasized product quality and reliability more than brand- building and consumer communications

4.1.2 Modern Marketing Strategies

On the other hand, marketing techniques being applied in the present rubber industry are far different from those used in the past. Marketing, social media and content marketing offer the best possibilities for reaching clients on a global level (Kumar et al., 2019). According to a recent survey, a significant number of the rubber companies are currently using social media platforms especially for marketing as is shown in the following breakdown (Yang et al., 2022). Today, businesses make investments in brand image and customer acquisition techniques known as customer relationship management or CRM, and other market intelligence technologies. E-Commerce has also picked up with 60% of the rubber firms experiencing enhanced sales through selling their products over the Internet.

DISCUSSION

4.2.1 Impact of Technological Advancements

Marketing has undergone many radical changes due to the intervention of modern technologies in the rubber industry (Krishna & Manoj, 2022). The discoveries of the internet and newer technologies have seen organizations expand access to a lot of people. With the increased usage of social media among the population, social media is now key in marketing and customer relations including LinkedIn, Twitter and Face book. For example, LinkedIn said there was a 40% interaction rate increase with rubber industry specialists in five years. In the same way, data analytics and customer relationship management systems have enabled organizations to develop marketing satisfying customers and thus increase their loyalty

(Lamrhari et al., 2022).

4.2.2 Globalization and Market Expansion

Today's global market has greatly changed the rubber industry especially in marketing the products. Companies are now in a position to access global market easy hence the competition has increased hence the need to get better way of market marketing. The advance in technology specifically e-commerce has gone further in expanding the market where firms can sell their products with ease (Almtiri et al., 2021). This has transitioned the marketing world from the conventional forms of marketing to more complex and digitally related forms of marketing.

4.2.3 Challenges and Opportunities

Although a lot of improvements has been made in the conduct of marketing activities, the rubber industry still comes across some hindrances. By comparing this method with the traditional marketing paradigm, it is clear that market competition has now gone global, and therefore this form of marketing calls for total innovation in the process. Furthermore, it also raises the issues of environmental liability and sustainability, which consumer is paying much attention to in recent years. Nonetheless, these are the opportunities for the concerned organizations to make themselves unique through espousing sustainable business and marketing strategies through information technology. The study revealed that many consumers are inclined towards purchasing products from companies that are environmentally friendly (Barbu et al., 2022). CONCLUSION AND RECOMMENDATION

5.1 Recommendation

To be relevant to the current and future market trends and reality in the rubber industry the companies should make

use of social media, content marketing and e-commerce in the marketing endeavors. CRM management and data analysis shall be used in marketing to increase sales through customized strategies that will increase consumer satisfaction and hence retain customers. Also, the companies must integrate the concept of sustainability into their strategies, this should involve coming up with environmentally friendly policies and publicly declaring that they care about the environment (Engert et al., 2016). This will not only provide for the consumer needs but shall also provide the products with uniqueness in the market. Last of all, getting to know the latest technologies, including artificial intelligence and machine learning, will help to threshold because they will enable companies to find new ways of delivering their marketing messages (Priyanka et al., 2023).

CONCLUSION

This paper seeks to assess the impact that has been experienced in the market place through Technological factor, Globalization and Consumer preferences affecting the Rubber industry's marketing. Old school marketing practices have been replaced with digital and analytics or data-based marketing approaches which help organizations to market to a wider clientele and market to a specific customer's needs. From this we can see that the industry has threat factors like increased competition and environmental influences, but also has facets of strengths such as distinctiveness and future developmental prospects. It has also revealed that by applying the elements of modern marketing techniques and paying lots of attention to sustainability, rubber companies can improve their market competitiveness and thus achieve long term success in the global rubber market.

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