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## INTERNATIONAL MARKETING INSTRUMENTS FOR MODERN GLOBAL MARKET ANALYSIS

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**Abstract.** The theoretical concept of marketing quickly ceased to meet the needs of entrepreneurs, which led to the emergence of new modern concepts of international and global marketing. With the advent of new marketing approaches, it is quite common for experts in this field to focus on outdated functional elements, tools and tasks, and not enough to pay attention to the study and quality analysis of cyclical economic processes that cannot be forgotten due to their direct impact on changes in the world economy and the state of the global market. Therefore, the use of modern and effective international marketing tools for global market research remains relevant today.

**Keywords:** international marketing, global market, segmentation, marketing tools, global product, economic process, cyclicity.

The theoretical concept of marketing quickly ceased to meet the needs of entrepreneurs, which led to the emergence of new modern concepts of international and global marketing. With the advent of new marketing approaches, it is quite common for experts in this field to focus on outdated functional elements, tools and tasks, and not enough to pay attention to the study and quality analysis of cyclical economic processes that cannot be forgotten due to their direct impact on changes in the world economy and the

state of the global market. Therefore, the use of modern and effective international marketing tools for global market research remains relevant today.

The article defines the marketing tools and the study of the cyclicity of economic processes used in the context of globalization of economic processes. This requires a revision of the functions, concepts and tools of marketing and analysis and the importance of cyclical economic processes that are able to achieve the relevant effects and are ex-

tremely important for understanding the different sides of past and present social development, as well as for a common understanding of modernization processes to concentrate attention to the achievement of the actual goals that the marketing unit faces in organizing the entry into new foreign markets.

Analyzing the modern tools of international marketing, one cannot help but mention the Kondratiev cycles that affect all spheres of economic activity, including the development of the global market. Kondratyev's research and conclusions were based on an empirical analysis of a large number of economic indicators in different countries over long periods of time, covering 100-150 years. These indicators are: price indices, government debt securities, nominal wages, foreign trade turnover, coal production, gold production of lead, pig iron and more.

The Kondratyev waves, which describe the global economic environment, make it possible to study only the economic and technological aspects of social development.

The dynamics of the world market is due to the cyclical development of the world economy. When designing programs for the development of international marketing activities and entering the world market, one must keep in mind that despite the active use of anti-cyclical and anti-crisis methods, the cyclical

mechanism of economic systems development is objective.

Study of the cyclical development of the economic system, including the marketing environment. This is important for predicting and mitigating the adverse effects of cyclicity, as well as for developing recommendations for reforming the functioning of the entire financial sector of the economy. The causes of economic cycles and crises are the laws of evolutionary development. At present, the world is at the end of a turbulent phase of the technological revolution and is approaching the most severe phase of the great upheavals in the world economy and politics. This fact should be taken into account in the development of a social development strategy for years and decades, as well as in predicting future development. Failure to take into account the phases and waves of world development can most radically affect the results of social development, in particular, the results of modernization of international marketing. The considered system of waves of evolution of the world economic system and the international market allows not only to re-think the most important social processes occurring in different countries of the world, to reveal the logic of unexpected turns of the development of the world, but also to reasonably predict the overall course of events.

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