

Globalization as Instrument for Multi-National Corporation in Transforming Asian's Perspective towards Clean Water Consumption

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Abstract : It is inevitable that globalization has succeeded in transforming the world today. The influence of globalization has emerged in almost every aspect of life nowadays, especially in shaping the perception of the people. It can be seen on how easy for people are affected by the information surrounding them. Due to globalization, the flow of information has become more rapid along with the development of technology. People tend to believe in information that they actually get by themselves, if there is information where most of the people believe it is true, then this information could be categorized as factual and relevant. Therefore if people gain information on what is best for them in terms of daily consumption, then this information could transform their perspective, and it becomes a consideration in selecting their needs for daily consumption. By looking at this trend, the author sees that globalization could be used by Multi-National Corporation (MNC) to enhance the promotion of their products. This is applied by shaping the perspectives of the world regarding what is the best for them. Multi-National Corporation which has better technology in terms of the development of their external promotion could utilize this opportunity to affect people's perspectives into what they want. In this paper, the author would like to elaborate how globalization is applied by MNC to shape people's perspective regarding what is the best for them. The author would utilize a case study to analyze on how MNC could transform the perspectives of Asian people regarding the necessary of having a better quality drinking water, which in this case, MNC has shaped the perspective of Asian people in choosing their product by promoting the bottled water as the best choice for them. In the end of this paper, author would come to a conclusion that MNCs are able to shape the world's perspective regarding the needs of their products which is supported by the globalization that is happening now.

Keywords : consumption, globalisation, influence, information technology, multi-national corporations

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