

РЕКЛАМА У ПРОЦЕСІ ІНТЕРНАЦІОНАЛІЗАЦІЇ ПІДПРИЄМСТВ – ДО СТАНДАРТИЗАЦІЇ ЧИ ІНДИВІДУАЛІЗАЦІЇ

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Проведення рекламної діяльності на зовнішньому ринку вимагає від підприємств вирішення дилеми про те, як запрограмувати рекламну стратегію: використовувати у стандартизованих та випробуваних ринкових рішеннях, чи формувати нові концепції, які сумісні з ідеєю індивідуалізації. Дано відповідь на питання, яка з цих моделей найчастіше використовується на польському ринку іноземними підприємствами і які наслідки цього, з погляду конкурентоспроможності споживачів підприємства. Основою для обговорень є висновки досліджень, проведених серед підприємств, що працюють на польському ринку, і споживачів у першому десятилітті 21-го століття.

Ключові слова: реклама, рекламна стратегія на іноземних ринках, стандартизація реклами, індивідуалізація реклами.

ADVERTISING IN THE PROCESS OF INTERNATIONALISATION OF ENTERPRISES – TOWARDS STANDARDISATION OR INDIVIDUALISATION

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Carrying out advertising activities in foreign markets requires from enterprises resolution of the dilemma of how to programme the advertising strategy, making use of the standardised and proved in other markets solutions, or shaping new concepts compliant with the idea of individualisation. An objective of the article is to answer the question, which of these models is more often used in the Polish market by foreign enterprises and what effects of that are from the point of view of enterprises' competitiveness, consumers' perception and motivating them to buy. The basis for deliberations is findings of the surveys carried out by the author among the enterprises operating in the Polish market and consumers in the first decade of the 21st century.

Key words: advertising, advertising strategy in foreign markets, advertising standardisation, advertising individualisation.

Problem formulation. The growing market internationalisation and intensifying expansion of enterprises on foreign markets gives birth to the requirement to adjust to this process marketing actions oriented on formation of their competitive position. Of a substantial importance is among these processes advertising activity. Expansion on new markets, often different in economic, social and cultural terms, means the need to undertake the activity whose purpose is to stimulate customers' behaviour owing to supplying them with the desired by the company and compliant with the expectations of the addressees of advertising messages of the informational and persuasive nature.

One of the most important determinants thereof is the increasing globalisation [1, p. 392]. Referring to various definitions of globalisation presented in the Polish and foreign literature, we have to assume that it creates new types of relationships between enterprises, states and communities [2, p. 85], leading to intensification of economic, political and cultural relations across borders [3, p.17]. Development of the processes of globalisation entails a number of consequences for enterprises' activities. There are subjected to reorientation, *inter alia*, the paradigms connected with marketing activities. In result of them, there is

shaped a new concept of looking at the phenomena of competition and creating the marketing strategy, evolving from the classical export marketing to the global marketing [4, p. 426].

The last of the concepts, the global marketing, has appeared as a consequence of diffusion and unification of the culture trends and of the appearance of a new model of enterprises: transnational (global) corporations. The scale of globalisation of those enterprises is decided by the five determinants: participation in the global market, possession of global products, global location of activities, global competitive actions, and just the global marketing [5, p. 134-339]. The notion of global marketing was formulated by T. Levitt in order to illustrate the essence of marketing activities of large international corporations operating in the global scale, though unnecessarily in the way fully unified (standardised) [6, chapter 2]. This concept stems from the conviction of higher efficacy of the standardised marketing strategies being created for specific markets. The basis is ignoring the differences between customers functioning in national (local) markets, till the application of one monolithic marketing strategy in all markets, assuming that all purchasers of the same product across the world are the same. This orientation is a manifestation of the highest advancement of the process of internationalisation. The ground for implementation of the assumptions of global marketing is determination of the degree of standardisation (harmonisation or unification) of individual actions and instruments. Globalisation of marketing activities does not, however, mean the complete standardisation of the strategy. There is the need to determine the relationship between standardisation and individualisation (diversification, modification or adaptation) connected with adjustment to the specificity of individual local markets.

Analysis of current research outputs and publications. Standardisation may concern all elements of marketing, including also advertising activities. In consequence, there appears the global advertising identified with application of the same or similar advertising actions. The incentives stimulating interest in use of the global advertising strategy have their sources both in the enterprise's marketing policy and in the trends taking place in the sphere of demand connected with unification of purchasers' behaviour.

The degree of advertising standardisation depends on a number of factors which are divided by M. Harvey into the three groups: factors affecting the enterprise (advertisement sender), factors determining the process of creation and release of the advertising message as well as factors affecting advertising recipients [7, p. 58]. In the first group, there can be distinguished the variables characterising the product (the more it is universal, the more expedient is advertising standardisation), the variables characterising the competitive environment, including the level of use by competitors of the standardised advertising strategies and effects of their application (the higher and more effective it is, the more reasonable is advertising standardisation) as well as the variables characterising the very organisation, first of all, the system of links between the main headquarters of the company (the parent company), the headquarters of the regional level and branches in individual countries (the stronger those links, the greater share of higher steps of advertising standardisation). A particularly important factor deciding the choice of the concept of standardisation or individualisation of advertising is susceptibility of the assortment offer to globalisation or to lack thereof [8, p. 664-672].

The second group includes the variables characterising the infrastructure of advertising services (the more it is approximate in various countries the more often there is applied standardisation of advertising activities) as well as the variables characterising legal and administrative constraints (the full standardisation is possible only in the case of unification of legal regulations as regards advertising, what may take place in the case of advanced economic integration between countries).

The third group is set up by the variables characterising the socio-cultural determinants (the greater differences between economies and societies, the more limited possibilities of standardisation of the advertising strategy). A specific role is played here by culture understood as a distinguishing a given society, learned mode of life, of interpersonal relations and reacting to the stimuli coming from the environment (including also the advertising stimuli). It is comprised of the entirety of values for a given society, cumulated by the tradition, expanded by the language, art, aesthetics, customs, morality, determining the set of benchmarks for people's behaviour and the way of their perception of the world. Dissimilarity of the cultural environment of senders and recipients of advertisement determines the system

of benchmarks for people's behaviour and the way of their perception of the world [9, p. 245]. It may also be an additional disturbance of the classical scheme of the communication process' impact [10, p. 542]. A consequence of the differences in cultural determinants is lack of the platform for communication between the sender and recipient of advertisement, negatively affecting efficiency of the advertising message (lack of an adequate feedback). The most frequent examples of such barriers preventing the advertising standardisation are symbols and meanings of words, idioms and colloquialisms specific for a given community, linguistic slang functioning in definite social groups and subcultures, the religious and cultural symbols of signs, colours, specificity of buying habits, lifestyle, etc.

Article objectives. The presented deliberations justify the reasonability to take up the subject matters of the use of the concept of standardised and individualised advertising in the Polish market. From the point of view of development of the advertising processes, this is an extremely interesting market. On the one hand, it is relatively young – its development dates from the period of economic transformation of the turn of 1980s and 1990s. At the same time, it is characterised by great developmental dynamics, both considered in terms of number and character of the entities operating in it and volumes of expenditure on advertising. In 1992-2011, value of outlays on advertising in the mass media alone increased from 103 to 5,773 million USD (therefore, more than 56 times what means almost 13-fold growth of its share related to GDP (from 0.12% to 1.54%). Despite that high dynamics, it has still been undercapitalised. It provides for enterprises further possibilities for advertising expansion, though, at the same time, greater and greater awareness of advertising recipients causes growth of negative feelings towards advertising and crystallisation of preferences related thereto. This is confirmed by surveys of attitudes towards advertising. The percentage of Poles declaring their positive attitudes towards advertising decreased from 53% in 1992 to merely 20% in 2011. At the same time, the index characterising individuals with their negative attitudes increased over that time from 9% to 32% [11, p. 4].

The objective of the article is an attempt to answer the question, which of the concepts of advertising activities – standardisation or individualisation – is more efficient from the point of view of the opportunities to create competitiveness in the Polish market and to affect recipients' behaviour. For the purposes of carried out analyses, there is put the thesis saying that application of the standardised advertising is conducive to improvement of competitiveness of foreign enterprises operating in the Polish market as well as it increases efficacy of influencing recipients.

The grounds for deliberations are findings of a few surveys carried out by the author among foreign enterprises carrying out in the Polish market active advertising activities as well as among consumers. The surveys among enterprises were carried out in the years 2008 (the purposeful sample of 214 foreign enterprises) and 2011 (the purposeful sample of 197 enterprises). The surveys among consumers were carried out on the national representative samples of 601 individuals in 2007 and 600 people in 2009.

Presentation of main materials. The scale of use by foreign enterprises operating in Poland of the standardised advertising is highly differentiated. According to the surveys carried out in 2008, only 17.8% of them decided on the full standardisation, i.e. covering all aspects of the advertising strategy (Table 1). More than twice more often there was declared application of the concept based on individualisation (39.3%). However, almost one half of enterprises (43.0%) adopted the dual strategy, partly applying standardised activities, and partly – individualised.

Table 1

Level of standardisation of advertising activities at foreign enterprises operating in the Polish market (in %)

Fully standardise advertising activities	17.8
Partly standardised advertising activities	43.0
Exclusively individualised advertising activities	39.3

Source: own survey conducted in 2008 among 214 purposefully selected foreign enterprises operating in the Polish market of different sizes and from different sectors.

The use of fully standardised advertising was specific, first of all, to large enterprises whose activity to advertise themselves and expenses on that purpose were high. In result, the share of standardised advertising messages issued by foreign firms in the Polish market accounted for 44.2%; the remaining part (55.8%) was various forms of individualised messages (Table 2).

Among the standardised forms, most often there took place the messages based on translations of original versions. 17.5% were worked out taking into account quite a large language freedom, particularly as regards the use of idioms), a little bit more seldom (16.0%) there appeared messages with verbatim translation, and only 10.7% were advertisements in original language versions. As regards the individualised forms, the first place was taken by development of messages in Poland retaining the main idea taken from another country (the share at the level of 22.5%). More seldom there were used two other forms of messages: adjustment to the Polish market's needs by way of modification of single elements (e.g. heroes, illustration, scenery, plot or slogan) or created from the very beginning in Poland – share respectively of 17.3% and 16.0%.

Table 2

**Forms of standardisation and individualisation of advertising messages
applied by foreign firms in Poland (in %)**

Standardised advertising messages	44.2
Messages identical with those issued in another country in original language version	10.7
Messages identical with those issued in another country and precisely translated into Polish	16.0
Messages identical with those issued in another country and translated into Polish taking into account idiomatic differences (language specificity, phrases, etc.)	17.5
Individualised advertising messages	55.8
Messages adjusted to Polish market's needs (change of the advertisement copy, illustration, scenery, plot, slogan, heroes, etc.)	17.3
Messages worked out in Poland but retaining the main idea from another country	22.5
Messages fully created in Poland, including the main concept/idea	16.0

Source: own survey carried out in 2008 among 214 purposefully selected foreign enterprises operating in the Polish market of different sizes and from different sectors.

Taking into account the whole advertising strategy, hence, both the creative and media strategies, standardisation most often comprised the elements connected with the very advertising message: its concept (idea) and contents including the illustration, plot and scenery (Table 3). Both these elements were indicated as being subjected to the full standardisation by almost 40% of enterprises, and only less than every tenth declared the full individualisation in this respect. More seldom the complex standardisation was declared in the case of selection of advertising media, the entire shape of the campaign and formulation of slogans. In the highest degree, adjustment of the strategy related to the elements connected with the characters appearing in the messages, music accompanying the advertisement and the schedule of conducting the advertising campaigns (the percentage of indications referring to the complex individualisation was at the level of around 30%, and related to the full standardisation – up to 21.5%).

The basic premises prompting to standardise advertising messages were, in the opinion of managers of the surveyed enterprises, the factors connected with pursuit to unify the enterprises' image across the world and the same way of use of the advertised product in the process of meeting needs, being an effect of unification of consumers' preferences, tastes and behaviour. Of a bit lower worth was minimisation of the risk of failure connected with usage of the proven ideas and actions.

At the same time, they also paid attention to existence of several barriers limiting possibilities of advertising activities standardisation. They resulted, first of all, from the differences between communities and markets. There came to the fore, among them, differences between the Polish society and other communities (indicated by 33.2% of respondents), and, further, language differentiation (26.6%), religious and cultural barriers (22.9%), differences in legal regulations concerning advertising (19.2%) as well as diversity in the level of advertising services (16.8%) and freedom of access to the media infrastructure (15.0%).

Table 3

**Evaluation of the level of standardisation of particular elements of the advertising strategy
of the foreign enterprises surveyed (in %)**

Elements of the advertising strategy	Scope of standardisation		
	Completely	Partially	None
Contents (illustrations, plot, scenery) of the advertisement	38.3	52.4	9.3
Concept (idea) of the advertisement	38.3	52.4	9.3
Choice of advertising media	29.4	50.5	20.1
General shape of the advertising campaigns	25.7	60.3	14.0
Advertisement slogans	22.9	59.8	17.3
Schedule and frequency of conducting the advertising campaigns	21.5	49.6	29.0
Backing music accompanying the advertisement	15.4	53.2	31.3
Characters appearing in the advertisement	18.2	51.9	29.9

Source: own survey carried out in 2008 among 214 purposefully selected foreign enterprises operating in the Polish market of different sizes and from different sectors.

From the viewpoint of evaluation of competitiveness, the interviewed managers clearly emphasised the high potential of standardised advertising (Table 4). More than 60% expressed their conviction that the standardised (global) advertising has a positive impact on the ability to gain a stronger competitive position and to raise competitiveness towards Polish firms. More than half of them also agreed with the statement that this is a good way for shaping purchasers' loyalty towards the global brands.

Table 4

Evaluation of the compliance of managers of the surveyed foreign enterprises with the statements concerning the efficiency of standardised advertising (in %)

Statement	Definitely not	Rather not	Difficult to say	Rather yes	Definitely yes
Application of global advertising facilitates foreign firms winning a strong position in the Polish market	4.2	7.0	27.1	41.6	20.1
Global advertising shapes in the developing markets, such as the Polish market, purchasers' loyalty towards the global brands	2.3	10.7	32.7	39.7	14.5
Application of global advertising by foreign firms improves their competitiveness towards Polish firms	1.4	3.3	33.7	39.7	22.0

Source: own survey carried out in 2008 among 214 purposefully selected foreign enterprises operating in the Polish market of different sizes and from different sectors.

Consumers assessed a little bit worse the strength of competitive impact of standardised advertising (Table 5). While also more than 60% of them paid attention that its application facilitated winning a strong position in the market, and more than 55% indicated the ability to create loyalty towards the advertised brands, but in the summing up question relating to improvement of competitiveness the compliance with the proposed statement was declared only by slightly more than 40% of respondents, and more than 16% had an adverse opinion.

Evaluating the effects of application of standardised and individualised advertising through the prism of affecting recipients, managers paid, however, attention to advantage of the latter (Table 6). Amidst the four analysed dimensions of evaluation (noticeability, recall, acceptance and motivating to act), in each the percentage of indications of the higher efficiency of individualisation was higher than in case of standardisation. To the highest degree it concerned impact on recall – the difference reached as much as 40.1%, to the least – the level of acceptance, only 8.6%.

Table 5

Evaluation of compliance of Polish consumers with the statements concerning efficiency of standardised advertising (in %)

Statement	Definitely not	Rather not	Difficult to say	Rather yes	Definitely yes
Application of global advertising facilitates foreign firms winning a strong position in the Polish market	1.5	9.2	26.2	42.2	20.8
Global advertising shapes in the developing markets, such as the Polish market, purchasers' loyalty towards the global brands	1.7	12.0	41.3	34.1	11.0
Application of global advertising by foreign firms improves their competitiveness towards Polish firms	2.3	14.0	42.2	31.8	9.5

Source: own survey carried out in 2007 on the national sample of 601 consumers drawn in the representative manner in terms of sex, age and residence of respondents.

Table 6

Evaluation of influence of standardised and individualised advertising in the opinion of entrepreneurs (in %)

Evaluation dimensions	More efficient is standardised advertising	Both forms may be equally efficient	More efficient is individualised advertising
Noticeability by recipients	10.2	58.4	31.5
Recall by recipients	6.1	47.7	46.2
Acceptance by recipients	21.3	48.7	29.9
Motivating recipients to buy	9.1	55.8	35.0

Source: own survey carried out in 2011 among 626 purposefully selected foreign enterprises operating in the Polish market of different sizes and from different sectors.

Table 7

Evaluation of efficacy of influence of standardised and individualised advertisement in the opinion of consumers (in %)

Evaluation dimensions	More efficient is standardised advertising	Both forms may be equally efficient	More efficient is individualised advertising
Adjustment to recipient's expectations	8.5	57.5	34.0
Adjustment to other people's expectations	10.7	64.3	25.0
Attractiveness	21.3	53.5	25.2
Content of useful and true information	8.0	63.2	28.8
Arousing recipients' interest	16.5	58.5	25.0
Ability to convince/prompt to buy	15.0	59.3	25.7
Comprehensibility	7.5	47.8	44.7
Originality/standing out among others	23.7	56.2	20.2
Creativeness/inventiveness	22.0	55.3	22.7
Reliability	6.2	64.0	29.8
Plausibility	8.8	59.0	32.2
Professionalism of designing, preparing and releasing	24.3	59.5	16.2
Ability to relax/amuse	13.0	62.8	24.2
Teaching new, more favourable market behaviour	12.8	70.7	16.5
Frequency of buying upon their influence	11.2	62.5	26.3
Building loyalty towards the firm, product, brand	10.7	63.7	25.7

Source: own survey carried out in 2009 on the national sample of 600 consumers drawn in the representative manner in terms of sex, age and residence of respondents.

Taking into account the context of advertising efficacy in influencing consumers, one has also to pay attention to their attitude towards the use of advertising by foreign firms. The surveys carried out in 2009 on the representative sample of the Polish society results that 68.7% of Poles are convinced of the necessity to adjust advertising to the realities of the country where it is applied (i.e. they advocate the process of advertising individualisation), and 28.2% do not see nothing wrong in universal advertisements, even unadjusted to the specificity of the target market but basing on experience from other markets (hence, standardised).

Consumers – like managers of the surveyed enterprises – nonetheless more appreciate influence of individualised advertisements. They had to evaluate 16 dimensions of advertising efficiency. Only in three cases, the standardised advertising (professionalism of designing, preparing and realising as well as originality and ability to stand out) was considered as more efficient. In others, there was significantly more often indicated advantage of the individualised advertising. The biggest differences occurred in case of statements relating to reliability and content of useful and true information.

Conclusions and perspectives of further research. The presented deliberations on the use in the Polish market of standardised advertising messages and evaluation of their impact on competitiveness of the applying them enterprises and ability to exert this way an influence on purchasers' behaviour induces reflexion on the perspectives of this phenomenon in the Polish economic reality. When evaluating efficiency of the use of procedures of standardisation in advertising activities, one has, first of all, to emphasise the high awareness of the possibility to rise with their assistance enterprises' competitiveness. Both managers of foreign enterprises and consumers playing the role of recipients of advertising messages express their conviction of the positive impact of global advertising on abilities to build competitive advantage.

However, this does not translate into evaluation of the influence of advertising standardisation on recipients' behaviour. The presented findings rather show that a considerably greater efficacy is attributed to the actions based on the processes of advertising individualisation. The messages adjusted to the specificity of the target market, containing close for the Polish society associations, have significantly greater potency. This is also noticed by representatives of the foreign enterprises operating in Poland. This is evidenced by the fact that despite the highly evaluated competitive ability of standardised advertising, more often are applied the campaigns modified from the angle of better adjustment to the specific tastes and preferences of the Polish society. Perception of the standardised advertising as a factor increasing competitiveness is connected with the evaluation of the potential of applying it advertisers being identified with large corporations of the transnational nature. Their greater competitiveness is rather a product of impact of many factors among which advertising may of course play a significant role.

Such a view of the phenomenon of global advertising allows acceding to the opinion expressed in the article's thesis that the standardised advertising contributes to improvement of competitiveness of foreign enterprises operating in the Polish market, with a possible reservation that this impact may be direct or indirect, connected with interactions of other marketing tools. However, we have to critically look at the second part of the thesis, dealing with an increase of efficiency of influencing recipients.

An implication of these conclusions may be a suggestion that the greatest efficiency may be attributed to those advertising concepts which will combine in them cautiously the procedures of standardisation with the actions in terms of adjustment to the specificity of Polish consumers, issuing from the concept of individualisation.

Difficulty of an explicit evaluation of this process opens a broad research perspective. In the context of pursuit improvement of advertising processes, it is worth to make an effort related to recognition of the determinants that cause the negative attitude towards the advertising actions being undertaken by foreign enterprises. It should also be paid an attention to monitoring intensity of the globalisation processes in the entire economy and in the advertising market. It is they have the greatest impact on changes in the purchasers' awareness and, in result, also on propensity to accept advertising activities.

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ПОВЕДІНКА ЛЮДЕЙ У ПРОЦЕСІ ІНТЕРНАЦІОНАЛІЗАЦІЇ СТРАХОВОГО РИНКУ У ПОЛЬЩІ

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У країнах з перехідною економікою сильною є тенденція до наслідування зразків закупівлі і споживання розвинених країн. Чинником зміцнення цих трендів є глобалізація і інтернаціоналізація. У Польщі ринок особливо чутливий до процесу інтернаціоналізації страхового ринку. Швидка зміна системи страхового ринку Польщі спричинена не тільки перетвореннями інфраструктури, але й посиленими змінами поведінки споживача. На основі опитування, проведеного в листопаді–грудні 2012 року, представлено процес інтернаціоналізації страхування у Польщі. Результати цього дослідження показують, що індивідуальні клієнти в Польщі не повною мірою використовують переваги інтернаціоналізації.

Ключові слова: страховий ринок, процес інтернаціоналізації, поведінка індивідуальних споживачів.

BEHAVIORS OF INDIVIDUALS IN THE PROCESS OF INTERNATIONALISM OF THE INSURANCE MARKET IN POLAND

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In countries that transform their economy is a strong tendency to imitate, the acquisition of consumption patterns and behaviors of more developed countries. Factor for strengthening these trends is globalization and internationalization. In Poland, the market particularly sensitive to process of internationalism is insurance market. Fast going system changes in the insurance market in Poland have caused not only the transformation of infrastructure, but also intensified changes in customer behavior. The article, based on a survey conducted in November-December 2012, presents the process of internationalization of insurance in Poland. The results of that research clearly show that the individual customers in Poland don't take full advantage of the internationalization.

Key words: insurance market, the process of internationalization, the behavior of individual customers.

Problem formulation. In developed countries intense and profound changes can be observed in customer behavior. They are so clearly defined that it is even said of a 'new consumption' [1, p. 137].