

Critical Analysis of Intrinsic Global Business and Human Natures

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Abstract

The objective of this study is to identify the intrinsic global business operations and human natures of the products and services produced and consumed. Global business organizations are very popular and fluid in establishing according to the market feasibility of accepted products/services. Either satisfying needs/wants or creating new tastes and preferences added to the existing products/services. These satisfy human craving, passion, and convenience. The gap identified is between needs/wants and the existence of global businesses on a long period in the market. From where do the marketers derive these market realities? How do global marketers bridge this gap for a sustainable business? This study is a combination of quantitative and qualitative research. Secondary data was used in the analysis of the research question(s)/hypothesis. The observation method was administered, and data were analyzed. The data set include: product/service features/characteristics, advertisements, reviews, up and downsides, and influenced intrinsic human nature of physiological-cognitive-social-spiritual propensities towards needs/wants on consumption that generated company revenue. The findings of this research show the characteristics linked with the downside of human physiological, physio-cognitive, and physio-sociological, physio-spiritual needs. Hence, global organizations use an algorithm based on the human nature of weaknesses to manifest addictions to buy products/services and to lose their individuality.

Keywords: Intrinsic, global business nature, human nature

INTRODUCTION

The heart of business motivation is deeply rooted in genuine human nature. The sole human nature is the only physical aspect. This physical part is strongly influencing the cognitive, social, and spiritual domains of an individual. As proposed by the inner circle of global business magnets in how they determine right and wrong in the civil laws, production of goods and services, imposing laws of human nature centered rather than God-centered and controlling the masses across the globe with a global business proposition. The nature of infallibility of the head of the catholic church claims to possess ("Papal Infallibility," 2021). Moral issues should be left to individuals to decide what is right and wrong (*Right and Wrong*, 9:13 am). A very interesting statement where one person in the catholic church is never wrong in the entire world ("The Pope Is Never Wrong," 2019). This is like lifting the person's morality as the standard of the church and

gaining support for the near future's mandate across the world. Very interesting but not right. In business, the standards of individual perception are also taken into decision implementation in the determination of right and wrong. Some organizations follow human rights as the standard of moral code for governing human nature ("Business," 2005). There is another way to understand the driving force of human nature's intrinsic business operations. According to Dr. Carin Bondars, the "nature of human nature is that human behavior and intentions and the adaptive strategies of ants, birds, spiders, non-human primates, and fish can illuminate one another" (Goldstein, 2011). Human nature is innate, hardwired, and distinct from non-humans (Visala & Fuentes, 2015). Human nature is in its biological characteristics (Lewens, 2012). Global business motives vary in the scale of measurement. But there is a single motive that influences all others, that is, to rule and not to be ruled (Cuervo-Cazurra & Narula, 2015).

Objective of the Study

The objective of this study is to identify the intrinsic global business operations and human natures of the products and services produced and consumed in the world.

Purpose of the Study

The main purpose of this study is to critically analyze how global business' intrinsic motivation and operations synchronize with their human nature. It exposes the fact when marketers are not viable to understand the consumers fully, then the assumption of the marketers are intrinsically connected to their nature.

Problem Statement

Global business organizations are popular and fluid in establishing according to the market feasibility of accepted products/services. Either satisfying needs/wants or creating new tastes and preferences added to the existing products/services. These satisfy human craving, passion, and convenience. The gap identified is between needs/wants and the existence of human nature influenced in global businesses in the long-term market strategies.

LITERATURE REVIEW

The increasing profitability of global companies is constantly expanded to increase their profitability (Viardot, 2004). Marketers of global business organizations are constantly striving to increase customer loyalty on the power of pulling strategies that are not essentially important to their living but only for the procurement of power of affiliation and to attain the ideal self of consumers (Teimouri et al., 2016). Global strategy by the organization is constantly working to eliminate competition and establish complete governance through various ways and are a success. These are predatory and based on saying something convenient and attractive to trap and keep consumers to develop habits and addictions to improve competence building (Lei & Slocum, 1992) subtly. Eastern and western differ in the moral business conduct standards and conflicts when merged, the differing ideology of tactful engineering of the laws violating genuine, transparent business proposition and place a powerful market actor for sustainability (Michaelson, 2010). The whole package is about deceptions and continuous deceptions. Globalization has caused a chaotic

environment and stirred up the good times just towards the road of violation and officiated global crimes with lawlessness as the law mandates to implement new cultural growth of the global business (*The Cultural Dimension of Global Business* / Gary P. Ferraro, Elizabeth, n.d.). Global business is more chaotic and complex because of the time pressure on the implementation of agenda for end-time dramas to take place (Mendenhall et al., 2001). The final full version of the evil unfolding every day to this world and the universe.

Human behavior (nature) is merged in everything; in politics around the globe, displaying governance of global business on the auxiliary assumptions rather from rationality (Simon, 1985). Politics govern economic life. Human rationality is also a fleshy machine thinking unless it has God abiding in it. In the streams of time, the historical revelation points out the global agenda through the business front, highlighting few players rather than many (Fukuyama, 1996).

Conceptual Framework

The conceptual framework is developed based on the literature that shows the elements of human nature, typically the intrinsic motive of global business. Expansion is the motive of wealth concentration to create inequality for superior governance.



Hypothesis of the Study

H₀: Human nature is not significantly associated with intrinsic global business.

H₁: Human nature is significantly associated with intrinsic global business.

METHODOLOGY

This research is a qualitative study. The observation method was administered, and data were analyzed. The research data collected through the observation method includes the process of learning over more than three decades in business. The data set included for the analysis was mainly on the feature application to human living. Data collection was derived from products/services' features/characteristics, advertisements, reviews, up and downsides, and influenced intrinsic human nature of physiological-cognitive-social-spiritual propensities towards needs/wants on consumption. The population includes top global businesses. The sample size was considered from the top ten, and five companies were chosen directly. The top ten companies were determined purely on the generated revenue. The sample includes the following industries, namely—food, smartphone, entertainment, and retail industries. The data type is categorical and involves a dichotomy of a questionnaire with yes and no responses. Two sample Chi-Square test was used for the rejection or acceptance of null or alternative hypotheses using Microsoft excel.

FINDINGS AND DISCUSSIONS

Table 1: Contingency Table or Cross Tabulation

OBSERVED FREQUENCY											
Categorical	Product features: need based	Product features unusable	Advertisements believable	Ad is understandable	Consumer reviews reflecting positive/negative	Consumer reviews reasonable	Advantages naturally to IHQ	Advantages 80/20 usefulness	Disadvantages naturally to IHQ	Disadvantages 80/20 uselessness	Total
Yes	17	15	17	16	14	11	12	8	12	11	133
No	3	5	3	4	6	9	8	12	8	9	67
Total	20	20	20	20	20	20	20	20	20	20	200

Table 2: Expected Frequency

EXPECTED FREQUENCY											
Categorical	Product features: need based	Product features unusable	Advertisement believable	Advertisement is understandable	Consumer reviews reflecting positive/negative	Consumer reviews reasonable	Advantages naturally to IHQ	Advantages 80/20 usefulness	Disadvantages naturally to IHQ	Disadvantages 80/20 uselessness	Total
Yes	13.30	13.30	13.30	13.30	13.30	13.30	13.30	13.30	13.30	13.30	133
No	6.70	6.70	6.70	6.70	6.70	6.70	6.70	6.70	6.70	6.70	67
Total	20.00	20.00	20.00	20.00	20.00	20.00	20.00	20.00	20.00	20.00	200

Table 3: Hypothesis testing is based on critical value approach

OBSERVED	EXPECTED	O-E	(O-E) ²	(O-E) ² /E
17	13.3	3.7	13.69	0.81
15	13.3	1.7	2.89	0.19
17	13.3	3.7	13.69	0.81
16	13.3	2.7	7.29	0.46
14	13.3	0.7	0.49	0.03
11	13.3	-2.3	5.29	0.48
12	13.3	-1.3	1.69	0.14
8	13.3	-5.3	28.09	3.51
12	13.3	-1.3	1.69	0.14

11	13.3	-2.3	5.29	0.48
3	6.7	-3.7	13.69	4.56
5	6.7	-1.7	2.89	0.58
3	6.7	-3.7	13.69	4.56
4	6.7	-2.7	7.29	1.82
6	6.7	-0.7	0.49	0.08
9	6.7	2.3	5.29	0.59
8	6.7	1.3	1.69	0.21
12	6.7	5.3	28.09	2.34
8	6.7	1.3	1.69	0.21
9	6.7	2.3	5.29	0.59
			Chi-Square	22.60

Table 4: Critical Value

Significance	Degree of Freedom	Critical Value
0.05	9	16.92

Compared test statistics and critical value. The critical value = 16.92 and χ^2 Value: 22.60. The Chi-Square value is 22.60, which is on the right side of the critical value 16.92; the null was rejected. There is a strong association between intrinsic global business and human nature. Hence the alternate hypothesis is accepted.

H₁: Intrinsic global business is significantly associated with human nature.

Food Industry

Subway is much better than most fast-food restaurants. It highlights the low sugar products and high fat and sodium content (*Subway Nutrition*, 2016). Advertisements are not related to its products but to consumers' emotional treats (Levin • •, n.d.). The latest Subway ad is connected to the intrinsic human nature of bait motive. Subway custom-made, great taste, and freshness are the advantages (Freeman, 2007). Subway messages to consumers are not focused on the product (*What Are The Disadvantages Of Subway - 1171 Words | Bartleby*, n.d.). Subway is the market leader in the fast-food industry with the very human nature of establishing it as a global business.

McDonald's consumers want better healthy products (*What Consumers Want From McDonald's*, n.d.). Its major selling proportion is through best services. This is a similar fast food industry's trend. One can say it is a baiting strategy. Its marketing mix supports promoting its products. Its advertisements are basically with golden arches, and mascot thus differentiates itself from its competitors (*McMarketing: McDonald's Marketing And Advertising Hits And Pits | The*

JotForm Blog, n.d.). Faced lawsuits because children are becoming obese as a result of its products (Robinson et al., 2005). McDonald's is one of the global epidemics of obesity (McLellan, 2002).

Starbucks' overall strategy is to provide human-natured freedom of individualism, giving them space that is not available in-house or elsewhere. The environment provided by Starbucks to their customers is safe and tolerant in nature. This nature of the environment is opted by male consumers, and the psychology of it is to male's dominant role display space opportunity. And female consumers need private space for various reasons, and Starbucks provides it with needed products. Analysis shows that the intrinsic global business of Starbucks does have a complete package of human nature though it needs improvements on its products (Geerreddy, n.d.). Starbucks is not customer-oriented but acts like one (Tălpău & Boşcor, 2011).

KFC impacts its consumers with its sensory marketing as pivoted on human nature technique (Roopchund Randhir et al., 2016). KFC is an unhealthy store of restaurant pretending to be a healthy global business. The influence of the store layout greatly impacts consumer purchase decisions (Kusherawati et al., 2013). The human nature of the bait technique is also followed by KFC. The human nature-related business proposition is obvious in every business enterprise, and KFC is not an exception.

Burger King supplies human-natured inclination like other fast-food restaurants based on the fast-paced life of customers. It is also following bait techniques to do more of service to sell their products. It uses aggressive and creative marketing activities for a successful business (Lee, 2017).

Smartphone Industry

There is no one dominant design for a successful global business (Cecere et al., 2015). The service producers and the companies selling smartphones are both unpredictable in their proportions of the actual agenda. The vulnerability of a smartphone in the life of the users is inestimable. Hunger marketing of the smartphone industry is good operations across the globe (Chen et al., 2014). The downside of smartphone use is increasing and impacting on negative human health (*IJERPH / Free Full-Text / A Marketing Approach to a Psychological Problem: Problematic Smartphone Use on Adolescents*, n.d.). The growth of marketing smartphone sales has increased at the turn of the twenty-first century (Sharmin et al., 2021). Human nature is intrinsic with the smartphone industry.

Entertainment Industry

The increased fast-paced correlates with the increased entertainment industry. The entertainment industry has developed in the past three decades more than in previous eras. Today, technology-based entertainment is the business trend that is catching up according to human nature. Entertainment is a stimulus of human weaknesses/interests to cause the negative utility of pleasure (Vogel, 2020). It is a psychological state. For example, entertain industry provides the works of the flesh, such as "adultery, fornication, uncleanness, lasciviousness, idolatry, witchcraft, hatred, variance, emulations, wrath, strife, seditions, heresies, envying's, murders, drunkenness, revellings," and such like (*Bible Gateway Passage*, n.d.). The entertainment industry is used in showing the future agenda of the secret societies impacting conscious or subconsciously

implanting an evil. The carnal nature of human nature is more fully exposed in this industry. The above expressions are mainly on the movies, online gambling, imaginary or non-existent characters in real life, casinos, brothel, and such like are mainly said above. There is another entertainment of positive reinforcement, shopping, art, and tourism producing positive growth in human beings. Entertainment is people specific, and interest governs in its determination what is entertainment. BBC has come to adapt itself to its consumers' human nature (Frith, 1983).

Retail Industry

Quality, organic, low cost, differentiation, variety, and ready-to-use are today's trends. Online and offline are both equally important in driving the retail industry but progresses in technology-based order and door delivery modes. Elimination of middlemen for achieving low cost, package, and quality differentiation. Globalization has brought a variety of products from all around the world. There is a great deal of innovation in retailing industry (Pantano, 2014). Walmart's presence in a location impacts the housing prices by between 2% and 3% (Pope & Pope, 2015). Schwarz Group is the largest family-owned multinational retail group in Europe and the fourth-largest retailer in the world (*Schwarz Group / company*, n.d.). The Kroger Company is the largest retail company in the United States by revenue and the second-largest general retailer, which got 465,000 employees by 2020 (*Kroger: Shop Groceries, Find Digital Coupons & Order Online*, n.d.). Most people in Asia haven't heard of Kroger. There is a great blend of organizational and consumer human nature in the industry, which is inevitable.

The findings of this research show the characteristics linked with the downside of human physiological, physio-cognitive, and physio-sociological, physio-spiritual needs because of the strong association between intrinsic global business and human natures. If human nature governs a human (carnal), then human nature influence is seen in the business. The analyzed companies have human nature hidden in every aspect to trap consumers.

Implication

The managerial implication is human nature is highly deceivable and subject to death and not subject to God.

CONCLUSION

Hence, global organizations use an algorithm based on the human nature of weaknesses to manifest addictions to buy products/services and to lose their individuality. The research is limited to only the author's analysis of the four global industries. It could be further studied, including other stakeholders.

Human natures like good and bad are used in the intrinsic global businesses is like the serpent in the Garden of Eden so is he in the business world saying, "the day you eat thereof, then your eyes shall be opened, and ye shall be as gods, knowing good and evil." Genesis 3:5 (KJV). When Adam and Eve disobeyed God's command, their eyes were opened to the knowledge of disobedience. Thus, they learned good and evil through experience. This part was true. But the serpent added, saying, you will not surely die (Genesis 3:4), it was not true. The concoction of

both good and evil is the intrinsic motivation of global businesses. Thus, global organizations' intrinsic motivation is to foster their human-nature values into consumers' minds to enslave consumers' to be exposed to material and artificial experiences that they will not accept God as life. It is a determined device by the evil forces through human agents to keep humans from God.

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