

## **Exploring the Impact of Globalization on Marketing Strategy in a Developing Country**

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**ABSTRACT** The aim of this paper was to explore the implications of globalization on Zimbabwe's Clothing and Textile (C and T) sector thus providing empirical evidence for closing the 'gap' between the general understanding of globalization and the crafting of appropriate marketing strategies to assist businesses in the sector to manage the impact of globalization. A two-stage cluster sampling technique was used to collect data from 127 from stakeholders in the C and T sector. The results from a Categorical Critical Component Analysis using SPSS positively support the research hypotheses and the confirmed results were supported at 5 percent level of significance. Based on the results of this research, the paper concludes that moving marketing and marketers towards sustainability requires a range of new ideas and tools based on a critical understanding of the broader market.