



How does the development of a country affect its marketing strategies?

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INTRODUCTION

In the 21st century, “superpower” countries possess the ability to advance exponentially while developing countries, without the proper resources to fully modernize, may only progress marginally. As a result of this difference in the rate of progress, the method in which revolutionary ideas or products are marketed to consumers is affected. This study aims to determine which aspects of a country’s development allow for its particular marketing strategies to prosper in order to better our understanding of worldwide disparities in economies.

SIGNIFICANCE

Potential dangers of the widening gap in countries’ development:

1. Inability to progress → more difficult for one to subsist
2. Eventual domination of a few, select countries



Thus, from this study, we would enhance our understanding of why some countries, namely, the United States, are able to market products more efficiently than others and work to improve those aspects in developing countries in a similar fashion.

BACKGROUND

- **Globalization:** a process that aims to expand a business’ operations to a worldwide level and is made possible by modernized global communication (Pologeorgis)
- **Industrialized or developed nation:** characterized as one with a high level of economic development and meet certain socioeconomic criteria, including industrialization, human development index (HDI), and gross domestic product (GDP)
- Marketing and trade play a vital role in economic development, particularly due to its specialization in activities of comparative advantage, enhanced resource-use efficiency and trade, and advances in marketing with economic growth (FAO)
- Requirements for market development include:

disequilibrium
between demand
and supply

initial scarcity of
resources

effectively linked
rural areas
with urban centers
for consumption

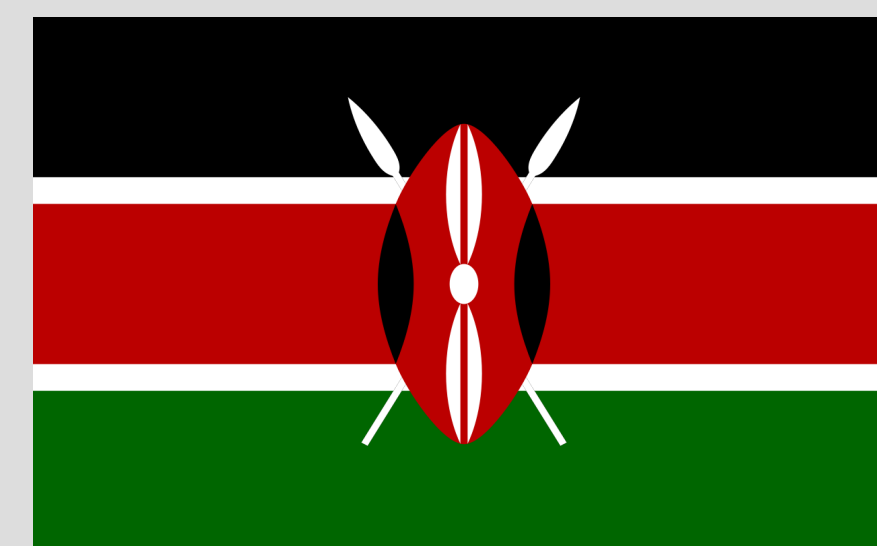
- A market’s importance is encouraged by the declining costs of transportation and communications, the collapse of command-type economies, and the increasing influence of a conservative economic ideology (Gilpin)
- Efficient transport systems can provide economic and social opportunities and benefits that usually result in better accessibility to markets, employment, and investments. Infrastructures and other transport developments allow for the enhancement of the productivity of space, capital, and labor, as well as an increase in the efficiency of distribution and personal mobility (Rodrigue and Notteboom)



Combination of a free
market and a command
economy

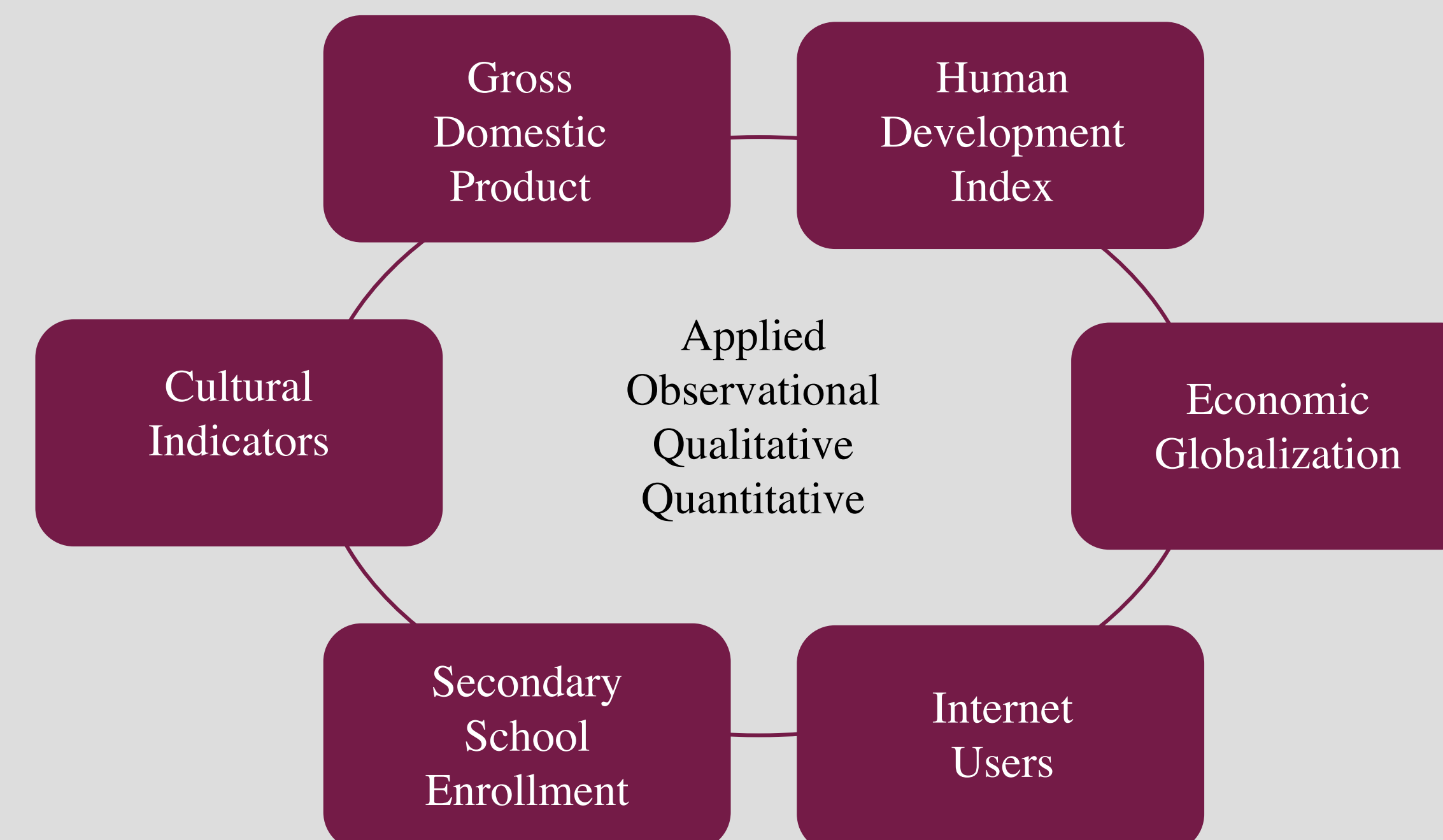


Socialist market economy



Market-based economy
with a liberalized, external
trade system

RESEARCH METHODOLOGIES



DATA



EVALUATION

The United States leads in GDP, HDI, globalization, internet usage, school enrollment, individualism, and indulgence. China, with one of the world’s fastest growing economies, trails behind the US. Kenya, whose economy has fallen victim to stagnation and corruption, remains last. There seems to be a positive correlation between the aforementioned factors and the degree to which mass consumption or advertising is used. It may be concluded that the advancement of the aforementioned factors, combined with various political aspects that were not examined in this project, aids the development of a country’s economy, and thus, its marketing strategies.

Higher GDP
Higher HDI
More globalized
economically
More internet users
More educated

Characteristics
of a more
industrialized or
developed nation

Greater focus
on mass
marketing and
consumption

FUTURE RESEARCH

Other factors that may be evaluated include type of government, household consumption, share of industry or manufacturing, foreign direct investment, size of country, energy and environment usage, banking system stability, taxes, dominant culture, and transportation infrastructure.

Additionally, one could investigate specific items that are marketed to the average consumer, such as soap or a brand of chips.

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