

MARKETING STRATEGIES THAT HAVE CONTRIBUTED TO NATION'S DEVELOPMENT

¹Barr. Bernard Nwekeala, Ph.D and ²Dick, DiepriyeI.J. Ph.D

¹Department of Marketing, Faculty of Management Sciences, Ignatius Ajuru University of Education, Port Harcourt, Nigeria, ²Department of Marketing, Faculty of Management Sciences, Rivers State University, Port Harcourt, Nigeria

Email: benonyedi@yahoo.com, dickdiepriye@yahoo.com

ABSTRACT

This study examined marketing strategies that have contributed to nation's development. Through literature review methodology, it was revealed that nations have made several marketing choices that have leap frogged their economies and social well-being of the countries and the citizens. Destination marketing strategy or tourism marketing strategy is used by some countries, marketing the brand personality of the nations, tourism and hospitality products. The country of Srilanka, Rwanda and Dubai leverages this strategy to improve their gross domestic products, create employment, attract foreign exchange receipts and improve the living standards of their citizenry. Foreign direct investment strategy as a dimension of international marketing strategies is used by some nations notably, the industrialized countries like, America, UK, China etc. The impact of this strategy is to create mutual development between the holding company and the host countries. A nation creating different kinds of strategic business units, which is a product-market diversification strategy is seen to have enhanced nation's development. Instead of concentrating on a mono-cultural marketing strategy, Dubai used this strategy to diversify its economy away from oil, shielding the nation from global recession, impacting national income positively, expanding foreign exchange receipts, and improving living standards. This contrast with Nigeria with similar natural endowments. Transportation and place management strategy also enhances nation's development. New Zealand national transportation strategy is seen to have improved the nation's economy through job creation, improvement of living standard and contribution to the gross national income of the country. The contribution of marketing strategies to nation's development cannot be overemphasized. Whatever strategy a nation deploys for its development revolves around marketing strategy, nation's development is largely anchored on marketing choices. It is therefore recommended that, the Nigerian government and its agencies should develop marketing strategies around its sectoral systems, operationalize these strategies, this will significantly improve the nations growth and development.

Keywords: *Marketing, strategies, contribution to nation's development*

INTRODUCTION

Marketing is the business process of conceptualizing, creating, communicating and delivering value for the target markets in the form of products and services and capturing value in return for the organization in the form of increased market share, sales growth, profitability, shareholders value maximization etc. (Kotler& Keller, 2012; Kotler& Armstrong, 2008). It also involves managing relationships of the firm's stakeholders; consumers, suppliers and distributors, shareholders/investors in a profitable manner (Enyioko, 2007). The marketing function is not limited to private organizations but also encompass public institutions and national government. Both private companies and national government uses the marketing function to enhance their relative economic development (Enyioko, 2017). Hence, marketing involvement in a nation's development is a macro-marketing issues and emphasizes the need for policy makers to use macro-marketing strategies to drive the development of the nation (Chiliya, Herbst& Roberts-Lomband, 2009). Thus, marketing activities whether at the firm or national level requires critical strategic choices to be crafted and executed to drive development of a nation (Kartawinata&Wardhana, 2013; Chiliya, Herbst& Roberts-Lomband, 2009).

Marketing strategies are game plans by which institutions achieve their marketing objectives (Aghazadeh, 2015). In the age of drastic change, institutions requires suitable competitive advantages to survive a globalize competition. Both firms and nations can sustain competitiveness by crafting and executing sustainable marketing strategies (Radulescu, 2012; Aghazadeh, 2015).

Thus, these strategies enhances the development of both regional and national government through the implementation of distinctive product or service offerings in the market (Kotler& Keller, 2012). Hence, there are varieties of marketing strategies implemented by nations to drive sustainable economic development. These strategic choices are; destination marketing strategy, international marketing strategies product/market diversification strategy relationship marketing strategy etc(Kotler& Keller, 2012; Kotler& Armstrong, 2008).

The development of any society or nation in an upward trajectory is what the leadership is willing to achieve through the implementation of choices made, including strategic marketing choices (Enyioko, 2017). Hence, achieving development involves having the requisite resource mix. The marketing strategy must select which available resources the firm should deploy, where to deploy them appropriately". This is the road map towards using marketing strategies for nation's success.

Nation's development is the progress a nation achieve or real change in the areas of job creation and employment, improvement of living standard, exchange rate stability, improvement of production and the gross domestic product (GDP), and the stabilization of the nation (Wallerstein, 1992). Hence, this wellbeing of the nation have been enhanced by marketing strategies adopted by various nations. Thus, a nations adopting marks g choices for development is an entrepreneurial endeavours which Adam Smith wrote in his famous book "the wealth of nations". "Maximizing the ability of individual deemed wisest in the world market would in fact result in an optimal enhancement of the wealth of the nation". Hence, nations can act as an agent of their economic prosperity by adopting various marketing strategies which in itself an entrepreneurial marketing strategies (Wallerstein, 1992).

The Concept of Marketing

The construct marketing is about identifying human and societal needs, wants, preferences and perceptions and meeting these needs profitably and as well as managing relationships with firms stakeholders (Kotler& Keller, 2012). Hence, these needs identified are profitable business opportunities for the organization. Thus, organizations and nations that have achieved success have used marketing to identify needs in society, developed the right resource mix to take advantage of the opportunities (Enyioko, 2017). To these companies and nations, problems and needs identified are not challenges but emerging opportunities that need solutions (Kohn, 2009). In today's dynamic business environments, marketing is used by most businesses and nations as philosophy of business (Kotler& Armstrong, 2008). Hence, marketing helps institutions and nations to identify target markets through segmentation analysis, targeting and positioning offerings in the markets (Restrepo, 2003). Marketing helps organizations and nations to create value for society by "proceeding to segment the market, select the appropriate market target and develop the offer's value positioning. This is the essence of marketing strategies (Kotler& Keller, 2012; Kotler, 1994).

Pertinent to note is that, for any firm or nation to successfully market their products or services, the institution must build a companywide or a nationwide marketing orientation, focusing on the market, the competition in industry or sector man in an interfunctionally coordinated fashion (Naver& Slater, 1990; Kotler, 2002). Again, top level management of a company or civil government should always take stock of the dynamics of the marketing environment, marketing environmental forces; competition, customer, technology, political and legal climate, cultural and

demographic factors including atmospherics etc should be closely monitored, put into surveillance for the nation or firm to adapt and exploit opportunities in the marketing space (Kotler, 1994; Kotler& Armstrong, 2008). Marketing helps to build successful firms, communities and nations (Enyioko, 2017; Nieison&Spenceley, 2010).

The Concept of Strategies

Every entity be it an individual, organizations or nations always devise means of achieving their relative objectives. These entities must always craft means and ways of surviving a dynamic business environment (Porter, 1996). Organizations and nations spells out what they need to achieve in the medium or long term as goals and objectives. For these goals to be met, strategies must be conceptualized and crafted to pursue the aspirations of the nation or the corporation (Porter, 1996).

Strategies are game plans which an institution or nation uses to achieve their aspirations. In a dynamic markets and technologies of the 21st century, nations are expected to develop strategies that will be too difficult to duplicate by the competition (Porter, 1996). Crafting unique strategies and imp for a nation that needs development in any industry or sector of interest (Porter, 1996; Kotler& Keller, 2012; Kotler, 1994). The essence of strategies is choosing a unique and valuable position rooted in systems of activities that are much more difficult to match. The strategies developed by the nation must be supported by operational effectiveness to enhance superior performance of the country (Port 1996). Hence, the strategies should be communicated and accepted by the whole organization, supported by the corporation or nations strategic business units (Bogomyagkov&Machulskyi, 2012).

For any institution or nation to pursue a particular course of action at any given time be it in destination or tourism marketing, international marketing and globalization etc, resources are needed to execute the strategies (Jonas, 2000). Hence, man, machines, money, methods and materials are need to execute strategies. Organization pursues different kinds of strategies. These work place strategies are; corporate strategy, financial strategy, human resources strategy, production strategy, marketing strategy, research and etc (Kotler& Keller, 2012, Kotler, 1994). Hence, these strategies are made by the company to confront the dynamic and hostile business climate by deploying the right resource mix and competences of the institution or nation (Mainardes, Ferriera&Raposo, 2014). The place of strategies in managing an institution cannot be over emphasized.

The Concept of Marketing Strategies

Marketing strategy is one of the functional strategies of an organization (Stoner, Gilbert & Freeman, 2013). Marketing strategies are set of consistent and compatible policies and programmes the company to ac. ye its profit and stated competitive objectives in a chosen target market (Maclayton, 1998). Hence, it is the game plan for the achievement of a company marketing objectives with the help of an appropriate resource configuration or mix (Kotler& Armstrong, 2008). Thus, the resource mix for implementing marketing strategies are the firm human resources, the marketing programmes, machines, methods and materials. These resources are configured and executed for the firm or nation's sector of interest to enhance growth and development (Porter, 1996, Kotler, 1994).

Marketing has made available to firms, institutions and nations different kinds of strategic choices, tourism and destination marketing strategy, service marketing strategy, transport and logistics strategy, product and market diversification international strategy etc (Jonas, 2000; Mainardes, Ferriera&Raposo, 2014). Hence, the strategic choices adopted by nations depends on the

attractiveness of the markets, industry or sector, resource availability and other endogenous/exogenous factors (Porter, 1996).

It is important to note that, marketing strategies has been adopted by most corporations and nations as the philosophy of business used to survive fast paced business environment (Kotler, 1994; Kotler& Keller, 2012). Thus, there are many firms institutions and nations that have leveraged marketing strategies to grow successful business, employment generation and contribution to the gross domestic product (Pablo-Romero & Molina, 2013; Enyioko, 2017; Ndahimana, Musonera&Weebr, 2013). Hence, marketing strategies are used to drive the success of modern economies.

The Concept of Nation's Development

Nation's development is the progressive change in the general well-being of the nation (Kohn, 2009). Hence, the progress of a nation can be measured in terms of increase in gross domestic product (GDP), exchange rate stability, employment generation and creation, domestic price stability, improvement of living standard and success in human development index (HDI), such as health, education etc (Montaldo, 2013; Amin et al, 2015). Thus, for these progress to occur the nation's economic actors; the government and all supporting institutions must ensure that the country records progress in all critical sectors of the economy; aviation, tourism, finance and banking, transportation, manufacturing, technology and commerce, education, health etc (Amin et al, 2013; Perry, 2000).

This can be done by efficiently allocating resources for strategic choices (Porter, 1996). Hence, for any nation to achieve desired progress, the economic actors must adopt some relevant strategies to drive the growth and development of the nation (Steenhuis&Bruijn, 2012) and allocating relevant resources to ensure success (Porter, 1996). Thus, achieving development requires implementing strategies by allocating resources to critical sectors of the economy.

Marketing Strategies and Nation's Development

Nation development is anchored on several factors but the most potent factor for any nation's development is marketing strategies which stems from exchange relationships (Kotler& Armstrong, 2008). Thus, no society or nation is self-sufficient, nations should always relate with one another to exchange value for value to enhance their relative economic wellbeing (Sarathy&Banalieva, 2014). Hence, there are several marketing strategy mix that have contributed to nation's development. Several nations have leveraged marketing strategies to achieve growth trajectory; Srilanka, Rwando, New Zealand, Dubai etc (Fernando, 2017; Tisdell&Bandara, 2004).

A laudable marketing strategy that has contributed to nation's development is tourism or destination marketing strategy (Fernando, 2017). Thus, three notable nations Srilanka, Dubai and Rwanda took advantage of destination marketing strategy by building tourism or destination brands that has attracted people and tourist to the Asian, middle East and East African regions respectively (Malunda, 2012; Fernando, 2017). Most importantly, destination or tourism marketing has contributed significantly to the GDP of the all three nations. For Rwanda, and Srilanka, the economies revenues have increased from tourism. "Export diversification into areas prioritized by government as well as an increased in revenues from tourism" (Malunda, 2012). "Srilanka is one of the best tourism countries in the Asian region". It has generated the much desired foreign exchange, poverty reduction, economic growth and raising living standards of Srilankans (Laksiri, 2007; Malunda, 2012). Hence, today, Sirlanka is an international tourist destination (Laksiri, 2007). Thus in his work "marketing Sirlanka as an international tourist destination" pointed out that "Within the last decades Srilanka's tourism industry has grown dramatically as one of the main foreign exchange earners and employment provider.

It is pertinent to note that both Rwanda and Srilanka depends on tourism for growth and development (Tisdelli&Bandara, 2004). Again, part of Rwanda’s transformation was driven by destination marketing orchestrated by the Rwandan tourism board. “TheRwanda national development strategy outlines in bound tourism to be developed and the level of services designed to high quality” (Zora, 2015; Ntaganda, 2012). This destination brand has attracted tourist, increased foreign exchange, create employment and expanded the GDP of the nation (Ntaganda, 2012). Today, Rwanda is the tourism hub of the east African region with maximum ease of doing business (Ministry of Trade &Industry Rwanda, 2009).

Ministry of Trade and Industry, Rwanda (2009), posited that leveraging destination marketing strategy has enhanced the economic development of Rwanda. “Tourism has been identified as a priority sector to achieve Rwanda’s development goals as set out in vision 2020. With the application of tourism strategies the country is able to make significant progress. The number of tourist from 2007 has increased to 30% contributing revenues of \$209 million from 2007, enhancing significantly to Rwanda’s economic growth (Ministry of trade & Industry - Rwanda, 2009). Hence, this industry is very important for Rwanda’s macroeconomic stability as it serves as the key for the nations export revenue and investment. The sector has attracted about \$700 million in the last ten years, showing the significant contribution of destination brand marketing. Thus, the tourism industry is now playing the role of employment generator, foreign exchange driver, enhancing national income of Rwanda etc (Ministry of Trade &Industry Rwanda, 2009).

It is important to note that destination marketing constitutes about 6% of global goods and services exports and about 30% of global services export business (UNWTO, 2009). “In 2007 there were over 900 million international tourist arrivals bringing receipts of \$856 MILLION. Africa had a 5% share of these arrivals at just over 44 million arrivals, generating \$28 million receipts” (UNWTO, 2009). International marketing strategy alternatives have been used by several nations to enhance their relative developments (Kotler& Armstrong, 2008; Kotler& Keller, 2012). Hence, the adoption of these strategies depends on the resource limitaitons of the nation, risk evasiveness or risk prone of the country, market opportunities and other factors (Kotler, 2002; Doole& Lowe, 2008).

Export market strategy is seen to have been deployed by most countries and it has contributed to their economic developments (Odularu, 2008). Hence, for most nations that depends on primary products, exporting strategy is the way out. Export marketing strategy has helped Nigeria from the period of agriculture to the discovering oil (Black gold). For the past three decades, crude oil has been a major source of revenue, energy and foreign exchange for the Nigerian economy. The country depends on the export of this product to earn foreign exchange (Oduleru, 2009). Hence, Nigeria capital and recurrent expenditure year on year is financed by the export proceeds from oil. This export strategy has helped Nigeria in increasing her revenue, helping the nation to earn foreign exchange, increasing the nations national income (Enyioko, 2017; Odularu, 2008). Thus, unlike the nations of Srilanka and Rwanda, Nigerian export marketing strategy has not yielded success in the areas of job creation, employment and improvement of living standard, what we are experiencing is job less growth without employing market/product diversification strategy (Ezekwesili, 2011). Hence, this contrast the experience of the United Arab emirate (Dubai) who has the same natural endowment but decided to use oil proceeds to make an in road in product/market diversification strategy. Thus, shifting emphasis to non oil export marketing strategy (Onodugo, Ikpe&Oluchukwu, 2013).

Export marketing strategy has also enhanced the economic development of Unit Kingdom, America, Japan, China and other industrialized economies (Ezeu& Atkinson, 2011). Thus, these

nations leverages their manufacturing strength of durable and high valuable products like automobile, production machines, electronics etc and ship them to countries with less comparative advantage to earn foreign exchange, stabilize their jobs and improve living standard of their citizenry (Ezeu& Atkinson, 2011). Thus, Great Britain also deepens her export marketing strategy in theof higher educational services to grow the countries gross domestic product. The market for UK higher educational services are Nigeria, China India and Pakista(Doole&Lowe, 2008). Thus, unlike Nigeria, what significantly drives UK gross domestic product is export of educational services (Pillay, 2011).

Most importantly, in pursuing international marketing strategies, most countries have adopted the foreign direct investment choice where the country decides to open factories in other nations as oversea subsidiaries (Steenhuis&Bruijn, 2012). Thus, this strategy has helped South Africa and the United States of America through their big corporations, MTN and Microsoft respectively. Through these subsidiaries, the companies repatriates profits back home to the holding company to support the economic progress of their nations. It is important to note that, for the least cost of production and market opportunities advantages, American firms have sought foreign direct investment strategyin their internationalization bid in China (Doole& Lowe, 2008). The thrust of this strategy is that it has made America to be the biggest nation of the world in terms of real GDP, employment, per capita income and high living standard (UNWTO, 2009). Hence, foreign direct investment strategy drives nations economic growth, productivity increases in the economy as a whole and help make up the differences in economic growth and development performance trajectory relative to nations (Velde, 2006). It is important to note that foreign direct strategy also help to improve the economies of developing nations or host country through job creation and the payment of tax royalty by the multinationals (Doole& Lowe, 2008). Thus, this is most evident in the case of Nigeria multinational oil companies operations in the Niger Delta region (Enyioko, 2017).

An outstanding marketing strategy that has leap forged nations from state of underdevelopment to a developed economS9 the product-market diversification strategy. Instead of concentrating on a single product or industry, some nations leveraged this strategy to expand their economies, create jobs and improve general living standard (Balakrishnan, 2009)., Thus, the United Arab Emirate (Dubia) with enormous endowment, i oh, a resource rich country decided to adopt product market diversification, expanding the economy beyond a mono-cultural marketing strategy. The country is into export marketing of oil, tourism, commerce etc, (Zaidan, 2016; Shihab, 2017). This choices has enhanced the development of an economy that was one of the least developed nations of the world in the past thirty years (Shihab, 2017). Hence, this strategy has improved their GDP to 2.7% in a world recession, ranking number one for resort and lodging (Balakrishnan, 2009). In terms of national competitiveness ranking, Dubai came 31st out of 134 nations. With the economic prosperity due to the diversification choice, Dubai is ranking number one in terms of investing sovereign wealth funds and the fifth biggest oil producer in the world (Balakrishnan, 2009). Thus, this contrast the situation of Nigeria who failed to make use of the same marketing choices in other to bring its citizenry out of systemic poverty.

Nation's development is also driven by transportation and distribution management strategy. This strategy is seen to have improved the national income of New Zealand, created employment and improved the living standard of the citizenry (Sarathy&Banaueva, 2014; Kohn, 2009). Thus, New Zealand as a country used the transportation management system where the country created a ministry of transport to manage the movement of people and merchandize from one city to another in a cost effective manner (Kohn, 2009). Hence, this strategy positively drives the GDP of New Zealand, generates employment and improves the people's standard of living (Ascani,

Crescenzi&lammarino, 2012). National transportation management for sustainable development is an hub in the country of New Zealand.

CONCLUSION

Marketing strategies have, contributed to nation's development in several areas; nations have used export dimension of international marketing strategies to market tourism products, educational services, oil and gas to improve their gross domestic product, create jobs and employment, attracting foreign exchange to balance trade. Similarly, Srilanka, Rwanda and Dubai leveraged on destination marketing strategy to turn their economies around. The United Kingdom, India, also uses the export marketing strategy to improve their national income through export wealth of higher educational services to Nigeria, India, Pakistan etc. The export market behavior of Nigeria cannot be overemphasized, she exports oil and gas to support the nations growth. The Nigerian national budget is made based on expected revenues from crude oil sales.

Pertinent to note is that, some nations UK, America adopts the foreign direct investment dimension of international marketing strategies which helps to develop the holding company's nation and the host countries. Foreign direct investment strategy helps nations to repatriate profit back home to support the expansion of their national income while at the same time supporting the host country through employment, technology transfer and payment of royalty tax. The case of MTN, Microsoft, Shell, Agipetc are highly instructive.

Product-market diversification strategy is adopted by some nations to improve the general well-being of the country. Instead of concentrating on a mono-cultural marketing strategy like Nigeria, Dubai decided to diversify its oil rich economy away from oil, leveraging the tourism, commerce, agricultural markets etc. First, the country diversification strategy helps the nations from global recession or economic shocks, improves the national income through foreign exchange receipts, employment generation and improvement of living standard of its citizenry. Today, Dubai is the rising star of the middle-east due to market diversification.

New Zealand carefully, orchestrated a national transportation strategy. The focus was to provide transportation and logistical services to people in a cost effective manner. This mile stone, is seen to have positively impacted the GDP of the nation, created jobs and improved the living standards of the citizenry. Thus, place management strategy has contributed to the development of New Zealand.

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