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Survey Highlights Differences in Domestic vs. International Marketing Strategies

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ABSTRACT: The survey results indicate a prevailing view that domestic markets are more saturated than international ones, with 76.3% of respondents agreeing or strongly agreeing with this perception. Additionally, 90.7% believe that domestic marketing campaigns are more adept at addressing local cultural nuances compared to international efforts. The majority also view international marketing as requiring greater investment (88.2%) and facing more significant regulatory challenges (76.3%) than domestic marketing. These findings highlight the distinct challenges and opportunities associated with domestic versus international marketing strategies.

KEYWORDS: Domestic saturation, cultural nuances, international investment, regulatory challenges, marketing strategies.

1. INTRODUCTION

The creation, communication, delivery, and exchange of value propositions to consumers is the primary emphasis of marketing, whether it is done domestically or internationally. Compared to domestic marketing, however, international marketing is more complex in terms of its scope, strategies, and overall complexity. The supply and demand of products and services within one nation is called domestic marketing. This company faces only one set of competitive, economic, and market challenges when it engages in domestic trade. In addition, it is only necessary to deal with one group of clients, despite the fact that the company can have many sectors in the market [1]. When it comes to home marketing, there are no language barriers, and it's easy and fast to get and understand data on local sales patterns and customer needs. When it comes to making decisions and developing effective and efficient sales strategies, the company benefits from home sales. The amount of financial resources required by businesses is low, and the risk factors they face are also low. Domestic markets are smaller than foreign markets in terms of geographic limitations and the amount of accessible market space, despite the fact that many businesses are aiming to expand their operations in international markets [2-6]. The term "domestic marketing" refers to the marketing methods used by a company to attract customers and convince them to buy a product or service within a local market. When it comes to real estate marketing, marketing activities are limited to geographic boundaries, and only a few select customers are served. There are several benefits associated with home marketing. Because you are dealing with only one stage of competition and economic problems, it is an easy task to do. The message the company is trying to convey is simply understood by local clients, so there are no communication barriers to face. In addition, the organization can easily collect and understand data about trends from the local market as well as the requirements, preferences, and tendencies of customers. Companies are able to make decisions and develop effective marketing plans because of this benefit. With real estate marketing, there is also less risk involved, and the amount of money required is less. On the other hand, local markets are easily accessible, and expansion is limited. As a result, many businesses aim to expand their operations in the global market. For the purpose of acquiring goods and services, the domestic market is the financial market that exists within a particular nation. Compared to foreign markets, which tend to have less competition, the scope of this market, sometimes called the domestic market, is very limited. While some businesses choose to focus on conducting their activities within their domestic borders, others may choose to expand their operations to international markets to penetrate more market segments and take advantage of additional business opportunities. Many countries keep data on their internal markets to monitor the state of their economy [7-10].

Companies have the ability to operate in a variety of industries within the domestic market. An example of this is a company that produces scientific instruments and medical devices. As a result of the fact that some market areas may include different regions of the country, businesses interested in exploiting these regions will exploit them. As in the markets for certain cooking components, there is a changing level of interest in various goods and services that cross national borders. A company that produces maple syrup, for example, may exploit a large domestic market for the product in the United States, but the company may find very few customers in Afghanistan [11-12].



II.

RESEARCH METHODOLOGY

The present study was undertaken to compare domestic and international marketing strategies with a focus on the demography of Delhi NCR. This chapter describes the methods used to obtain the results, detailing the research design, sample and tools used, and the data analysis approach.

1.1 Research Design

The purpose of this investigation is mostly exploratory. In order to study a subject that is not well defined, exploratory research is often used. In doing so, it assists in determining the most appropriate study design, method of data collection, and topic selection. For the purpose of this investigation, an exploratory research design was used with the intention of gaining an understanding of the contrasts and similarities that exist between domestic and foreign marketing techniques.

1.2 Locale of the Study

Within the Delhi National Capital Region (NCR), which encompasses the whole National Capital Territory of Delhi as well as its metropolitan regions, the research was carried out. It also included portions of the states of Haryana, Uttar Pradesh, and Rajasthan. Because the National Capital Region (NCR) of Delhi is a vital center for both domestic and foreign enterprises, it is an appropriate venue for our research.

1.3 The Method

The methodology employed was exploratory analysis. This method allows for a flexible and comprehensive understanding of marketing strategies through qualitative and quantitative data collection. The study utilized surveys to gather information from respondents.

1.4 Universe and Population

The universe of the study comprises businesses involved in domestic and international marketing within the Delhi NCR region. The target population includes marketing professionals, managers, and executives from these businesses.

1.5 Sampling Technique

Purposive sampling was used for selecting the sample. This non-probability sampling technique involves selecting respondents who are most representative or informative regarding the research topic.

Criteria for Selecting Respondents

- i. Respondents must be involved in marketing activities (either domestic or international).
- ii. Respondents should have a minimum of one year of experience in the marketing field.
- iii. Both male and female respondents were included.

1.6 Conduct of the Study

Phase 1: A total of 354 respondents were selected from various businesses in the Delhi NCR region. Permission was obtained from business managers to distribute questionnaires. Respondents from different demographic backgrounds were contacted, and information was collected using a structured questionnaire.

III.

DATA ANALYSIS AND RESULT

The objective questions that are used to acquire thorough insights from respondents regarding a survey research issue are referred to as quantitative survey questions. The responses that were obtained for these quantitative survey questions are analyzed, and a research report is produced based on the quantitative data that was gathered. The core of a survey is comprised of these questions, which facilitate the collection of numerical data for the purpose of determining statistical findings.

1.7 Domestic Marketing (DMA)

Domestic Marketing (DMA) refers to the strategies and activities that a company undertakes to promote, sell, and distribute its products or services within its own country's borders. It focuses on understanding and catering to the needs, preferences, and behaviours of local consumers. This involves leveraging familiar cultural, economic, and regulatory environments to design marketing campaigns, pricing strategies, and distribution channels that resonate with the domestic audience.

Table 3. 6914: market

The level of market saturation is higher in domestic markets compared to international markets.					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Agree	155	43.8	43.8	43.8
	Disagree	19	5.4	5.4	49.2
	Neutral	65	18.4	18.4	67.5
	Strongly Agree	115	32.5	32.5	100.0
	Total	354	100.0	100.0	

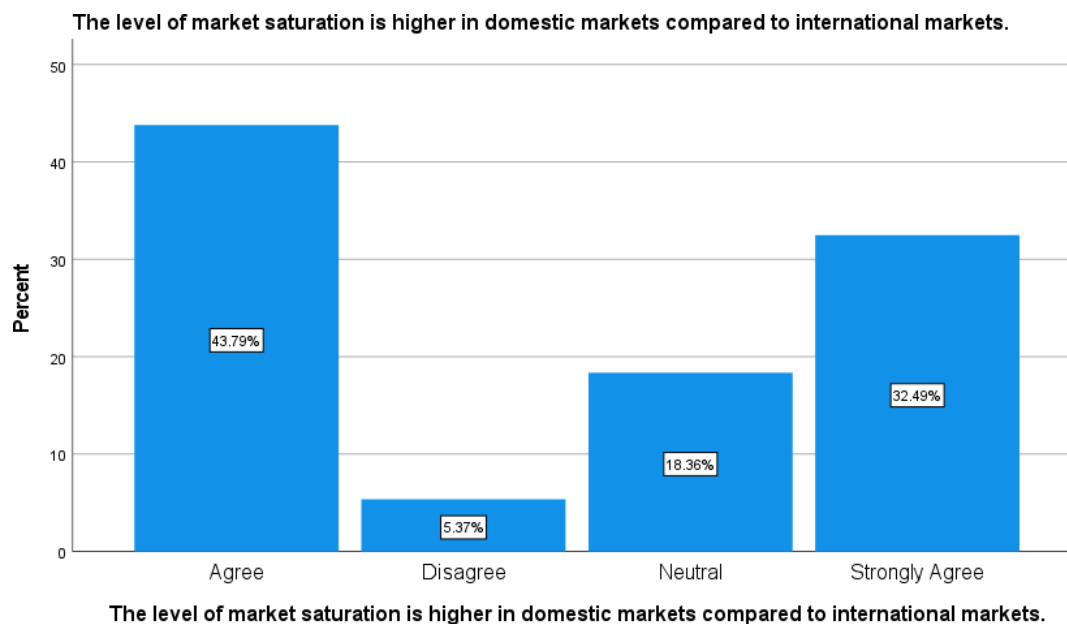


Fig 3. 1 market saturation

The data presents respondents' opinions on the statement, "The level of market saturation is higher in domestic markets compared to international markets." Out of 354 total responses:

- 43.8% (155 respondents) agreed with the statement.
- 5.4% (19 respondents) disagreed.
- 18.4% (65 respondents) were neutral.
- 32.5% (115 respondents) strongly agreed.

This indicates that a significant majority (76.3%) of respondents believe that domestic markets are more saturated than international markets, with a larger portion agreeing (43.8%) than strongly agreeing (32.5%). A smaller group, 18.4%, had no strong opinion, reflecting neutrality. Only a minority (5.4%) disagreed, suggesting that most participants see higher market saturation domestically.

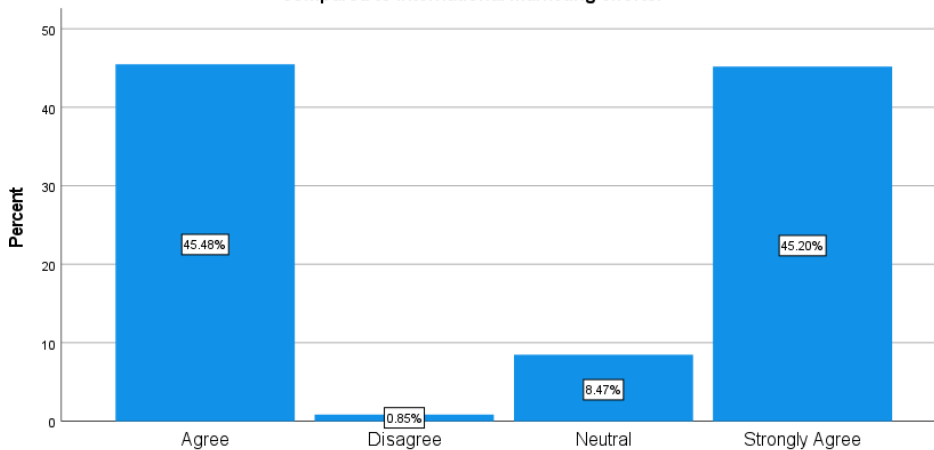
The cumulative percentages show that after accounting for agreement and neutrality, 67.5% of respondents did not disagree, reinforcing the prevailing view of higher domestic market saturation. The data highlights a consensus on the perception of domestic markets being more saturated, which could imply a belief in greater opportunities for growth and less competition in international markets.



Table 3. 2: market saturation

Domestic marketing campaigns are more tailored to the specific cultural nuances of the target audience compared to international marketing efforts.					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Agree	161	45.5	45.5	45.5
	Disagree	3	.8	.8	46.3
	Neutral	30	8.5	8.5	54.8
	Strongly Agree	160	45.2	45.2	100.0
	Total	354	100.0	100.0	

Domestic marketing campaigns are more tailored to the specific cultural nuances of the target audience compared to international marketing efforts.



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Fig 3. 2: market saturation

The survey results indicate strong agreement with the statement that domestic marketing campaigns are more tailored to the specific cultural nuances of the target audience compared to international marketing efforts. Out of 354 respondents, a significant majority agreed or strongly agreed with the statement, representing 45.5% and 45.2% respectively. This combined 90.7% consensus suggests a widespread perception that domestic campaigns are better at addressing local cultural specifics.

A small minority disagreed (0.8%) or remained neutral (8.5%), indicating that only a few respondents did not see a significant difference or believed otherwise about the tailoring of cultural nuances in domestic versus international marketing.

In conclusion, the data underscores domestic marketing's superior ability to integrate cultural nuances compared to international marketing. This emphasizes the critical role of cultural understanding and adaptation in crafting effective localized marketing strategies that resonate deeply with target audiences. The cumulative percentages reflect a growing consensus as respondents moved through the scale, with the majority firmly supporting the notion by the end of the survey.

Table 3. 3: marketing requires

International marketing requires a higher level of investment in terms of resources and budget compared to domestic marketing activities.					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Agree	174	49.2	49.2	49.2
	Disagree	4	1.1	1.1	50.3
	Neutral	36	10.2	10.2	60.5
	Strongly Agree	138	39.0	39.0	99.4
	Strongly Disagree	2	.6	.6	100.0
	Total	354	100.0	100.0	

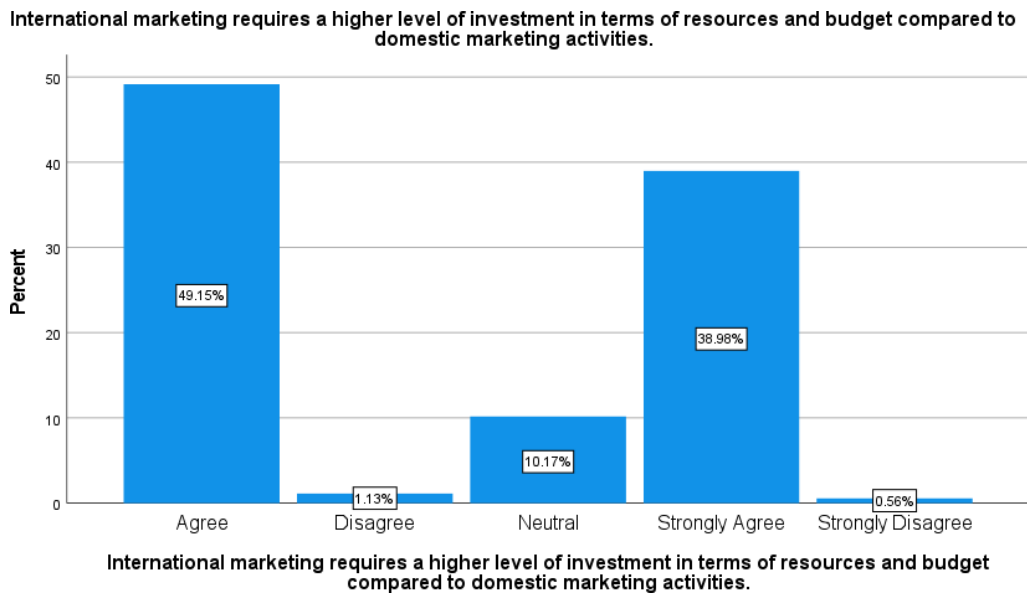


Fig3. 3: marketing requires

The survey results indicate that a significant majority of respondents believe that international marketing requires a higher level of investment in terms of resources and budget compared to domestic marketing activities. Out of 354 respondents, 49.2% agree with this statement, and 39.0% strongly agree, making a combined total of 88.2% in agreement. Only a small fraction, 1.1%, disagree, and an even smaller 0.6% strongly disagree, totalling just 1.7% in disagreement. Additionally, 10.2% of respondents remain neutral on the issue.

The cumulative percentages illustrate a strong leaning towards agreement: 49.2% cumulative at "Agree," increasing to 99.4% by "Strongly Agree." This overwhelming consensus highlights a common perception among respondents that international marketing indeed demands more substantial investment compared to domestic marketing. This could be attributed to the complexities involved in understanding and adapting to multiple markets, cultural differences, legal requirements, and the logistical challenges of operating on a global scale.

Table 3. 4: regulatory complexities

The regulatory complexities associated with international marketing pose greater challenges compared to domestic marketing regulations.					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Agree	155	43.8	43.8	43.8
	Disagree	19	5.4	5.4	49.2
	Neutral	65	18.4	18.4	67.5
	Strongly Agree	115	32.5	32.5	100.0
	Total	354	100.0	100.0	

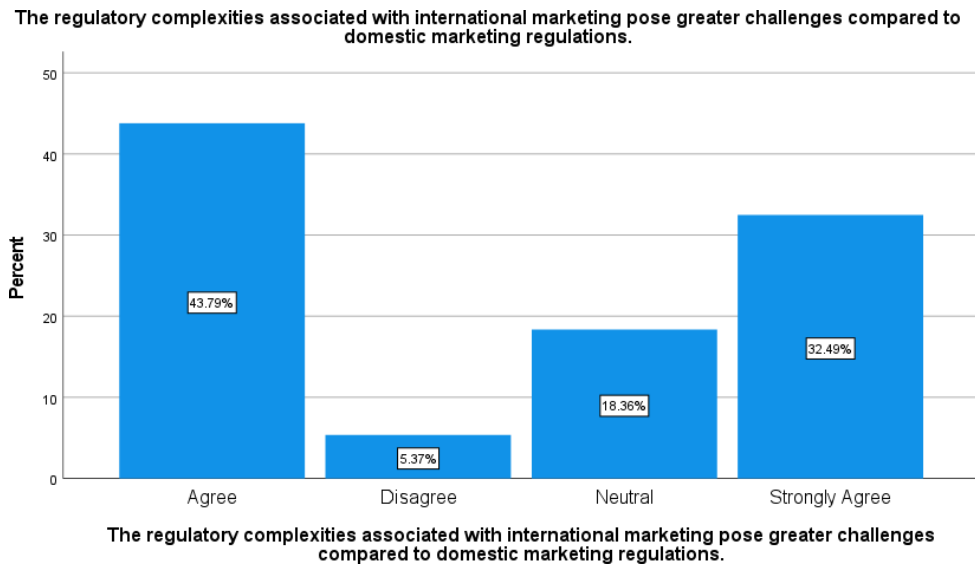


Fig 3. 4: regulatory complexities

The survey data reflects a consensus that the regulatory complexities associated with international marketing indeed present greater challenges than those of domestic marketing. A significant 43.8% of respondents chose "Agree," while an additional 32.5% "Strongly Agree," underscoring a strong belief in the heightened regulatory challenges faced globally. In contrast, only 5.4% "Disagree," and 18.4% remain "Neutral," indicating that a small minority perceives the challenges to be relatively similar or manageable.

IV.

CONCLUSION AND SUGGESTION

The survey data reveals a strong consensus that domestic markets are more saturated and that domestic marketing is more effectively tailored to local cultural nuances than international marketing. Respondents overwhelmingly agree that international marketing demands higher investments and faces more complex regulatory challenges. These insights suggest that while domestic markets may offer more competition, international markets require more resources and careful navigation of regulatory environments, which can impact strategic decisions and resource allocation.

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