

MARKETING
IN DEVELOPING COUNTRIES

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MARKETING IN DEVELOPING COUNTRIES

Joanna Kinsey

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Preface

Marketing in Developing Countries is written to complement present textbooks (notably *Marketing: An Introductory Text*) which are based on and written for developed countries.

The need for more marketing in developing countries is being recognised, as a means of helping minimise the effects of an increasingly competitive international climate, protectionism, plunging commodity prices, debt and numerous other difficulties which hamper economic development. For marketing offers a method of assessing whatever resources a developing country possesses and matching them with opportunities in the wider environment. It also provides the tools and techniques to ensure that modern industrial and commercial bases are built with the least disruption to local culture. Unfortunately it is usually the case that marketing is insufficiently understood or used in developing countries, while marketing training tends to be non-existent.

In order to fill this gap the Department of Marketing at Strathclyde University introduced the Master of Commerce in Marketing for Industrialising Countries degree programme in 1981. Aimed particularly at managers, government officials and academics as vocational training and applauded by Philip Kotler as an exemplar for the future teaching of marketing in developing countries, it has proved extremely successful and in 1987 was made available on a Distance Learning basis. But because there was a dearth of readily-available academic textbooks covering the use of marketing in a developing country context one had to be developed.

This book is therefore aimed particularly at those who work either in the private or public sector in developing countries and who wish to develop marketing skills. Three perspectives are considered – those of the state marketer, the multinational marketer and the private sector indigenous marketer. Undoubtedly the government official plays a major role in the development of most developing countries. It is therefore essential that he or she not only understands and uses marketing him or herself but also is aware of the multinational and indigenous marketers' perspectives so that technology is acquired on the most favourable terms and the right sort of assistance is given to small firms. The private indigenous marketer

has an increasingly important role to play as grand industrialisation schemes and highly capital-intensive projects have had to be shelved through shortage of finance or lack of success. His marketing abilities are likely to determine his chances of survival and growth, which in turn influence the state of the economy.

A second type of reader who may find the book of interest is the company executive in the developed world who is concerned with subsidiaries in and/or exporting to developing countries. It is more and more apparent that there is greater interdependence between developed and developing countries and that whereas developed world markets are reaching saturation point, the future market potential in many developing countries is enormous. The right sort of marketing skills must be developed. For this reason the book should also be used by students in the developed world for international marketing courses at both the undergraduate and postgraduate level.

No apology is made for the breadth of coverage or level of generalisation which, if taken out of context, would undoubtedly not apply to specific situations. Superficiality and over-generalisation are likely to be typical of any book which is written as a foundation for further literature of a narrower nature. However, it is hoped that the use of a classification of developing countries, based on their population and potential wealth resulting from their natural resources, and the inclusion of the three different marketing perspectives within developing countries will help to minimise the problems associated with attempting to cover all developing countries. Furthermore this allows readers to select parts of the book which are most relevant to them.

And because this book is written as part of a series and assumes that readers are familiar with *Marketing: An Introductory Text* other difficulties are overcome: firstly the developed world is, for the present, still the richest export market for developing countries, and in order that they may compete effectively the sophisticated marketing environment and the marketing techniques of the developed world must be understood; secondly it is a controversial point when a country moves from the 'developing' into the 'developed' category. It has already been suggested that some of the newly industrialised countries such as Singapore should be excluded from the preferential trading terms assigned to developing countries since their standard of living and other characteristics represent the developed world much more closely. But even in less fortunate developing countries the urban areas may be more akin to Western Europe or North America than to the rest of the country. In such instances marketing as practised in Western developed nations may be more appropriate and no modifications need be made. Until the range and scope of the literature increase it is again essential that the reader selects the parts of both books which are most appropriate.

Because this book has been written primarily for the M.Com. in Marketing for Industrialising Countries degree programme, a special debt of gratitude is owed to Professor J. M. Livingstone, now Professor of Management at Glasgow University. Professor Livingstone developed and directed the M.Com. programme at Strathclyde for three years. Furthermore it is his typology of large rich, large poor, small rich and small poor developing countries which is used throughout the book.

Deepest thanks are also due to Professor M. J. Baker, Deputy Principal and Head of the Department of Marketing at Strathclyde University. As series editor he offered continual encouragement and helpful advice as well as providing a basic framework for Part I of this book, since it uses as the foundation his most widely used British marketing textbook *Marketing: An Introductory Text*.

Finally Mrs Jean Davidson deserves a special mention for struggling with, and attempting to make sense out of, my appalling handwriting, in the typing of the manuscript. She succeeded admirably in presenting the meaning which was intended. Undoubtedly many weaknesses and deficiencies of my own making remain and for these I accept full responsibility. But if as a result of the remaining more meaningful parts of the book marketing principles and practices are acknowledged and used to better effect in developing countries, a very useful purpose will have been served.

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JOANNA KINSEY

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