

# Marketing

[Business](#), [Marketing](#)



Question Consumer Market A consumer market is characterized by products and services that are tailored to meet consumers' requirement. Business Market

A business market is one that deals with selling products and services to other businesses, governments and intermediaries who will then sell them to the final consumer

Question 2

Domestic Marketing:

Domestic marketing depicts marketing activities that are limited to governmental boundaries of a country. Companies that in engage in this type of business only target selling their products within the country.

International Marketing:

International marketing is marketing carried out across international borders. International marketing involves the use of extensions from the home country of a company.

Differences between International Marketing and Domestic Marketing:

- i. Barriers – International trade is characterized by tax and non tax barriers, while domestic markets have no such restrictions.
- ii. Currencies - International marketing revolves around exchange of different currencies, while domestic marketing revolves around the same currency.
- iii. Government Interference – In international marketing exchange takes place under government regulations, while in domestic marketing government interference is minimal.

Modes of Entry into International Markets:

A mode of entry is what is also referring to as the channel that organizations

use to gain access to the international market. They are a number of key alternatives when an organization is considering entering international markets such as:

#### I. The Internet:

The e-Marketing consists of internet companies that have developed right along with the internet, and also including pre-existing companies that now utilize e-Marketing approaches as part of their general marketing plan.

#### II. Exporting:

Direct exporting does not include a third-party. Organizations make an obligation to promote its goods and services overseas on its own behalf. This allows the organization to have greater control over its brand

#### III. International Agents and International Distributors:

Agents are individuals or organizations that are hired by a business; their main duty is to market on behalf of the business in particular countries.

#### Question 3

##### Consumer Behavior:

Consumer behavior entails the study of individuals, groups as well as organizations and the process they would normally use to choose, protect and order products and services (Wright. R. 101-155).

A usual business customer will go through the following steps:

- i. Identifying a need- This is highlighted by media coverage as well as advertising that the consumer has seen.
- ii. Developing product specification- Consumers tend to use whatever sources available to aid in the search of what they may need.
- iii. Search for products and suppliers- This is whereby consumers are open

for visits from sales representatives as well as exhibitions and technical information.

iv. Evaluation of products and services- This would be an opportune time to provide ones potential clientele with demonstration of the products by visiting the customer.

v. Ready to place an order- This occurs when personal contact is made between the consumer and service provider.

#### Reference

Wright. Richard . Consumer Behaviour: London: Cengage Learning EMEA, 2006. Print.