

Marketing practices in kuwait vs. the usa

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



number Outline: Marketing practices in Kuwait vs. the USA Introduction

There are fundamental similarities in the marketing practices of Kuwait and USA. Both countries recognize the importance of the marketing mix as tools to gain consumer interest. Marketing practices purchase commitment, the importance of brand management, and positioning the business among competitors. On the other hand, there are few differences between the two nations when it comes to cultural diversities.

Market Congruency

Since the United States liberated Kuwait in the early 1990s from the Iraqi regime, they became the largest product exporters to Kuwait. The Kuwaiti consumers have developed favorable attitudes towards the United States and the Kuwaiti firms have many marketing ideologies that are prevalent in the United States.

Congruency in Market Segmentation

The United States takes marketing segmentation as a critical marketing element to determine the consumers who are likely to seek for their products and services. Segmentations exist in various aspects such as geographically, demographically, by culture, or in relation to the benefits, which are demanded by customers. Kuwait also has segmented its market to reach the most desirable consumers. These segmentation strategies ensure that future promotions and integrated communication are available between the two countries.

Congruency in psychographics and positioning

Kuwait simplifies the process of determining how to effectively promote a product while taking into consideration the consumers values, attitude and

lifestyle. Psychographics seem to be of high relevance in the United States market as evident in the fast food chain. Positioning of a product is an important aspect for Kuwait and USA marketing strategies in order to gain competitive advantages and ensure higher revenue growth in sales of products and services.

Congruency in digital marketing Strategy

Both Kuwait and USA have taken advantage of the digital marketing activities in order to effectively promote their products and services particularly brand promotion. The advantage of doing this is that fact that it reduces dependency on external agents and allow the firms to market directly to the consumers of their goods and services at much less market based expenditures.

Congruency in certification as a marketing advantage

The USA and Kuwait have formed platforms for common marketing practices in order to seek ways of justifying the quality of products as a means of expressing the benefits of the products to the consumers and the ethical stance associated with the brand and the businesses. The marketers from both the nations realize the importance of adding certification to their products and services as an illustration of compliance to the social expectations and inspections done by the relevant authorities.

Exploring customer relationship management differences

The marketers in Kuwait treat their customers quite different from how the USA marketers do. The customer relationship management is a concern that the USA firms invest on as opposed to Kuwait who consider it less relevant for brand management.

Exploring disparities in service marketing

The activities done to attend to a customer in Kuwait are integrated within the entire value chain by the businesses that market their services without creating a command structure within the business. This makes the marketers in Kuwait not realize the significance of breaking away from the command structures that are outdated. Contrary, in the United States, The firms focus on improving service quality perception with close relation to the customers. This model is referred to as B2B and B2C customer. So much investment in service marketing is evident in USA than in Kuwait.

Conclusion

There are numerous similarities between United States marketing and Kuwait marketing practices. There are similarities in market segmentation, positioning strategies, psychographic methodologies, use of digital marketing, brand promotion and certification of services and products. However, there are several differences evident in service marketing and customer relationship.