

The Impact of a Professional Marketing Consultant in Empowering International Companies in Local Markets in Kuwait

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أثر المستشار التسويقي المحترف في تمكين الشركات العالمية في الأسواق المحلية في الكويت



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Abstract:

Objectives: Current research sought to uncover how professional marketing consultancy can empower international companies within local markets. Practices of a professional marketing consultant were taken, including (Understanding the local market, developing a local marketing strategy, Building local relationships, and Strategic direction).

Methods: Quantitative methodology was utilized, and (150) responded to an online self-administered survey. SPSS was used to deal with primary data. Multiple and linear regression results indicated that "professional marketing consultancy is able to empower international companies in local markets" accounted for 62.5% of the observed variability in the dependent variable under investigation.

Results: Results also indicated that the most influential practice of professional marketing consultants is building local relationships, which accounted for 59.8% of the observed variability in the dependent variable under investigation.

Conclusions: The study recommended that professional marketing consultants increase their knowledge and approach to international companies as a proactive step before entering a local market. The current study is expected to enhance the current literature on challenges and opportunities accompanying entering new markets, especially for international companies.

Keywords: Local Market; Professional Marketing Consultancy; Building local relationships; Strategic direction.

الملخص:

الأهداف: سعى البحث الحالي إلى الكشف عن الدور الذي يمكن أن تلعبه الاستشارات التسويقية الاحترافية في تمكين الشركات العالمية داخل الأسواق المحلية في الكويت. تم تبني ممارسات مستشار التسويق المحترف، بما في ذلك (فهم السوق المحلي، تطوير استراتيجية التسويق المحلية، بناء العلاقات المحلية، والتوجيه الاستراتيجي).

المنهجية: تم الاعتماد على المنهجية الكمية في الوصول إلى البيانات الأولية من خلال استبيان استجاب له (150) فرد من المديرين التنفيذيين لتطوير الأعمال، ورؤساء تطوير الأعمال، ونواب الرئيس التنفيذي لتطوير الأعمال، ونواب الرئيس التنفيذي للتسويق في الكويت. تم استخدام برنامج SPSS للتعامل مع البيانات الأولية.

النتائج: أشارت نتائج الانحدار المتعدد والخطي إلى أن "الاستشارات التسويقية المهنية قادرة على تمكين الشركات العالمية في الأسواق المحلية في الكويت" استحوذت على ما نسبته 62.5% من التباين الملحوظ في المتغير التابع قيد البحث. كما أشارت النتائج إلى أن الممارسة الأكثر تأثيراً لدى مستشاري التسويق المحترفين هي بناء العلاقات المحلية، والتي شكلت 59.8% من التباين الملحوظ في المتغير التابع قيد البحث.

الخلاصة: أوصت الدراسة بضرورة قيام مستشاري التسويق المحترفين بزيادة معرفتهم وأسلوبهم في التعامل مع الشركات العالمية كخطوة استباقية قبل دخولهم السوق المحلية. ومن المتوقع أن تعزز الدراسة الحالية الأدبيات الحالية حول التحديات والفرص المصاحبة لدخول أسواق جديدة، وخاصة بالنسبة للشركات الدولية.

الكلمات المفتاحية: السوق المحلي؛ التسويق الاحترافي؛ الاستشارات؛ التوجيه الاستراتيجي.

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1 Introduction

Paul (2020) aimed their study to examine the nature of professional marketing strategies that are needed to enter emerging markets. Through analyzing previous articles and research studies, most of them agreed that the most needed practices for a professional marketing strategy to be valid to enter a new market include studying the market that is going to be penetrated and developing marketing strategies that match the needs of this market. Then, organizations start to build relationships with local brands and marketers to understand the market's needs and desires.

Li and Fleury (2020) examined in their study to uncover the best practices for multinational enterprises from emerging economies (EMNEs) to enter new markets. After reviewing previous literature, the study concluded that EMNEs should first focus on learning from the local market, try to institutionalize themselves and build a suitable structure for entering an emerging market.

Vissak et al. (2020) argued in their study that entering, existing, and re-entering an emerging market or any local market requires a good level for the marketing profession to ensure that all marketing efforts present the best results. In that sense, the authors noted that entering, exiting, and re-entering a market requires professional marketing efforts that are based on a good understanding of the market, developing a wise strategy, and presenting a strategic direction for roaming the market with the services and products that are planned to be promoted.

Malizia et al. (2020) argued that understanding the local market could help develop an economic strategy based on its requirements and needs. In that sense, the organization builds for itself a bridge that enables it to enter the market and develop a marketing strategy that matches the market's needs and produces the best marketing results.

Looking at the previous studies that were examined above, it can be seen that there is a lack in presenting skills needed for professional marketing practices to enter a local market. After presenting the previous literature and reaching the literary gap, it can be said that current research seeks to uncover how professional marketing consultancy can play a role in empowering international companies within local markets. The authors have chosen practices of professional marketing consultants, including (Understanding the local market, developing a local marketing strategy, Building local relationships, and Strategic direction).

In order to better understand the aim of current research, the following Figure 1 was built as an approach to highlight the relationship between constructs and extract the possible hypotheses:

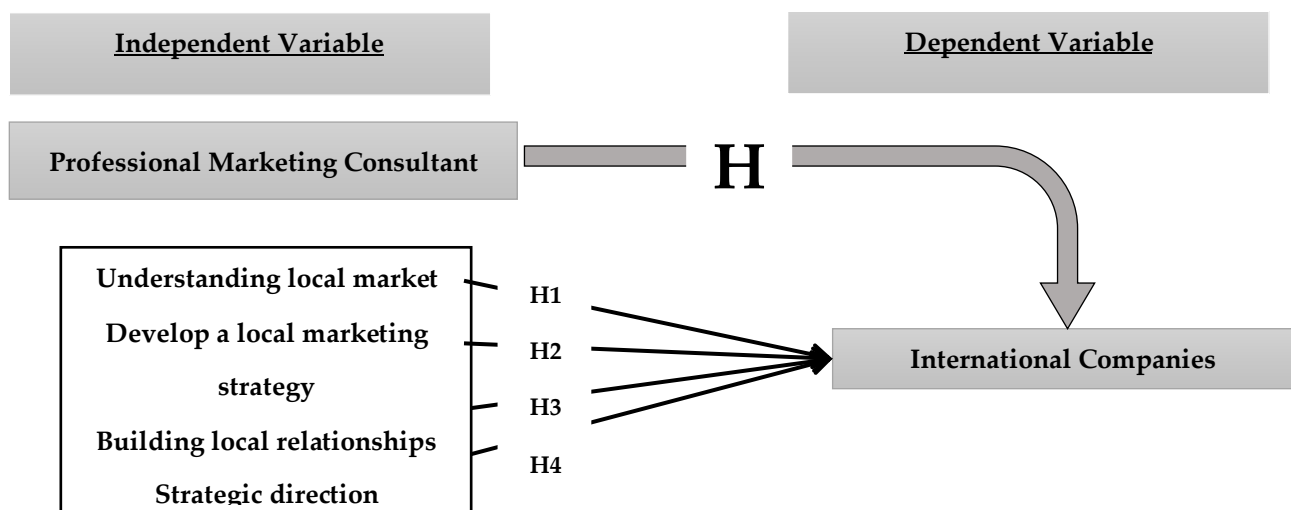


Figure 1: Research Model

As according to the above model of research, the following set of hypotheses was reached:

H: Professional marketing consultancy is able to empower international companies in local markets.

H1: Understanding local markets is able to empower international companies in local markets.

H2: Developing local marketing strategy is able to empower international companies in local markets.

H3: Building local relationships is able to empower international companies in local markets.

H4: Strategic orientation is able to empower international companies in local markets.

Carrying out this current research is of great importance, Firstly; the study may help international companies to understand the role and the importance of entry strategies for successes at the national level in Kuwait. Knowledge about the role of professional marketing consultants when prescribing market entry plans, brand place strategy, and customer approach helps refine decision-making and the effectiveness of marketing endeavors. Furthermore, the study can provide insights for marketing consultants about influencing culture, adaptation, and market knowledge in cooperation with local organizations. It might be useful for international companies who want to create effective and long-term success in Kuwait's increased competitiveness.

2 Literature Review

2.1 Professional Marketing

Professional marketing, according to Low et al. (2020), refers to the sum of marketing practices that are carried out in a professional and unconventional manner. These practices may include the use of marketing concepts, tools, and techniques that are outside the norm, or they may be based on strategies that aspire to achieve marketing goals that are considered more effective than traditional ones (Smith, 2023; Hashem, 2015).

The concept of professional marketing includes skills that include the ability to understand the market in-depth, in addition to understanding the desires and needs of customers in a sustainable way and not for a specific period. Cohan (2020) indicates that in order for marketing strategies or practices to be considered professional, they must have some advantages, including:

- Strategic analysis for an in-depth understanding of the market and the nature of customers and to indicate the nature of the opportunities and challenges that the organization may be exposed to
- Developing market strategies, which must be based on specific objectives, such as clarifying the shape of the target audience and its marketing and consumption tendencies, explaining the benefit that the organization can provide with its products and services, and identifying the nature of the tools and techniques most appropriate to use.
- Brand management through building effective management for the brand intended to enter the local market, clarifying its identity, and demonstrating its positive appearance in order to enhance its image in the minds of customers.
- Adopting innovative technology and tools in order to ensure a better customer experience and enhance the efficiency and effectiveness of professional marketing practices. This includes relying on smart marketing, automating marketing practices, market analysis, and relying on digital market outputs.

It is also important during professional marketing to pay attention to methods of measurement and performance analysis in order to understand the impact of the strategies adopted on market trends and thus improve marketing performance later (Al-Kilani et al., 2020). This includes relying on performance indicators (KPIs) in addition to various analysis tools in order to measure and evaluate the impact of professional marketing on the market based on data and analysis (Elyzaveta & Anna, 2023).

In order for marketing campaigns and their strategies to be considered correct and potentially lead to positive results, they must be based on knowledge, experience, and innovation (Tamalene & Hiariej, 2023). Hence, many new marketing practices of their kind have emerged that differ from traditional marketing methods in order to provide professional marketing options that are more appropriate and beneficial to the market and thus achieve the organization's goals in a precise and effective manner.

2.2 Marketing Consultancy

Professional marketing consultancy is considered one of the important majors in marketing field today. The idea of professional marketing consulting is based on marketing consultants providing marketing expertise and knowledge to various organizations and companies in order to achieve specific marketing goals (Li, 2022). Organizations usually tend to choose these services in order to improve their marketing performance and achieve the marketing strategic objectives previously agreed upon within the organization (Wang & Lundquist, 2022). The idea of professional marketing consulting is based on the ability of experienced people to provide services and guidance in a range of fields, including:

2.2.1 Understanding and analyzing the market

A professional marketing consultant analyzes the dimensions of the market under study and identifies the opportunities and threats likely to be faced. In addition to analyzing competitive opportunities and challenges

from existing organizations and evaluating existing competitive strategies of competitors in order to enable the correct and rational decision-making process (Guadagnolo, 2023; Hashem, 2016).

2.2.2 Developing a local marketing strategy

Such plans have to be consistent with the organization's objectives, including identifying the target audience (customer), in addition to the marketing message accompanying the product or service, through adopting the most effective means of communication and the best and most efficient marketing channels (León Vásquez, 2021; Hashem & Hamdan, 2017).

2.2.3 Building local relationship

According to Gabbianelli and Pencarelli (2019), building local relationships constitutes the most important initiative in order to facilitate entry into local markets in order to expand horizontally and spread in this market, given that local relationships in markets would contribute to enhancing expansion by identifying the nature of the market and the companies deployed in it. The process of building relationships takes place by supporting the professional marketing consultant by strengthening the relationship with relevant entities in the market and interacting with various parties, including competitors (Al-Duwailah & Hashem, 2019).

2.2.4 Present strategic directions

Strategic direction is the sum of the various planning processes carried out by a professional marketing consultant and presented to international companies in order to facilitate entry into the local market. Strategic direction processes include market analysis and a statement of the goals to be achieved by entering the local market, in addition to horizontal expansion frameworks, in order to determine the company's readiness for easy entry (Grant, 2024).

2.3 Emergence of International Companies in Local Markets

According to Dzwigol et al. (2020), the emergence of international companies within local markets is considered to be an economic phenomenon; the idea of international companies entering local markets stems from the primary goal, which is horizontal expansion, not vertical expansion. Organizations aspire to achieve their marketing and organizational goals by entering local markets and reaching various regions and economic markets (Shenkar et al., 2021). In addition, entry into local markets by international companies is considered an economic goal first and foremost, in which the organization aspires to keep pace with globalization and enhance opportunities for global economic integration, not just a local one (Tolstoy et al., 2021).

The entry of international companies into local markets is considered a great investment opportunity through which companies expand their business and provide opportunities to benefit from their services and products to other markets (Bazaluk et al., 2020). International companies that enter local markets are considered to have multiple resources and capabilities, given that they have complex and huge financial and technical resources. They also continue to develop their products and services to keep pace with global market requirements (Paul, 2020).

Li and Fleury (2020) confirm the same idea, pointing out that companies that enter local markets are usually distinguished by their experience and knowledge. They study the market and understand its finer details in order to know their target audience and the nature of the marketing channels that are most appropriate for this market. On the other hand, Kumar et al. (2020) confirmed that international companies that aspire to enter local markets usually have strong brands originally from their home country, and thus, they are known internationally and receive a great welcome to enter local markets. This enhances the strength of the brand and its market value.

Wu and Deng (2020) believe that entering local markets requires not only strong technology and development in manufacturing techniques but also that the company must have innovative marketing capabilities capable of invading the desired market and spreading in a studied manner. Nuruzzaman et al. (2020) argued that entering a local market cannot be random or according to normal marketing controls and strategies but rather be based on well-thought-out marketing strategies. This starts from the local market it intends to enter, all the way to the target audience and the nature of the desires and needs of customers in it, so that societal customs and traditions must be taken into consideration.

2.4 International Companies in Local Markets: The Kuwaiti Scene

Today, the Kuwaiti markets are considered among the markets of the Gulf Cooperation Council countries that enjoy a high purchasing power, in addition to the technological openness and technical development that the country is witnessing to a great extent. The Kuwaiti market has witnessed many international companies entering the local Kuwaiti market due to the important strategic location of the State of Kuwait and the economic prosperity that the country has witnessed recently (Buhamdi et al., 2023). Among the international companies that have been able to take a distinguished position in the Kuwaiti market are (Pleshko & Abdulrahman, 2020; Barnawi, 2022):

- The famous McDonald's restaurant chain is very popular among residents.
- Starbucks Café for cold and hot drinks and has branches in various Kuwaiti regions.
- The clothing brand Zara is widely popular due to its trendy fashion.
- Honda Company, which provides many models of cars and motorcycles.
- Apple is a well-known company in the technological field and has great demand among Kuwaitis.
- Nike brand, which is preferred by most Kuwaiti youth.
- Coca-Cola is known in soft drinks and is widely accepted by consumers.

3 Methods and Materials

3.1 Methodological Approach

Adopting the quantitative methodology was key to realizing the main hypothesis of current research. This methodology helps identify a larger sample size that can facilitate the generalization of results.

3.2 Tool of Study

A survey was used in this research; the survey was built on a Likert 5-point scale (1 strongly disagree – 5 Strongly agree). It consisted of two main sections; the first took into perspective the demographics of the study sample. The other section presented statements that are related to research constructs (understanding local market, develop a local marketing strategy, building local relationships, strategic direction). Making sure that the survey was valid required arbitration from specialists in the field. We sought the arbitration of (4) specialists in the field, after the arbitration process, the survey consisted of (28) statements, as appeared in Table 1. It is worth mentioning that the questionnaire was built through the aid of previous studies including Alon et al., (2020); Plaey (2021); Gillespie and Swan (2021); Aaker and Mooran (2023).

Table 1: Survey Contents

Construct	# of Statements
Professional Marketing Consultancy	
understanding local market	5
develop a local marketing strategy	5
building local relationships	5
strategic direction	5
International Companies Empowerment	8
Total	28

3.3 Population and Sampling

The population of the current research consisted of all presidents of business development executives, presidents of business development, executive vice presidents of business development, and executive vice presidents of marketing. A convenient sample of (207) presidents of business development executives, presidents of business development, executive vice presidents of business development, and executive vice presidents of marketing within Kuwaiti marketing organizations have responded to an online self-administered survey. A copy of the survey was translated to Arabic and uploaded online through Survey Monkey to gather primary data. The survey was kept online for almost five weeks (from 1st Novemebr 2023 to 6th December 2023). After withdrawing primary data from the website, the researcher noticed that (150) surveys were properly filled and valid for statistical processing. This indicated a response rate of (72%) as statistically accepted.

3.4 Statistical Processing

Statistical Package for Social Sciences SPSS v. 26th was used as the main statistical tool to deal with collected primary data. Cronbach's Alpha was used in order to test the reliability and consistency of the study tool. As

Table 2 indicated, the survey was reliable and consistent as all variables scored an alpha that was higher than 0.70.

Table 2: Alpha Value

Variable	α
Understanding local market	0.871
Develop a local marketing strategy	0.794
Building local relationships	0.768
Strategic direction	0.794
International Companies Empowerment	0.922

The statistical tests included multiple and linear regression, Cronbach's Alpha, mean and standard deviation, frequency, and percentages.

3.5 Underpinning Theory

Current research was based on marketing entry theory. This theory is based on the idea of the need to focus on the totality of strategies and challenges that the organization may be exposed to before entering a specific new local market. The theory presents different ideas in the field of markets and the factors that would influence different organizations if they wish to enter a new market, based on professional theories in the marketing field (Qi et al., 2020).

4 Results and Discussion

4.1 Demographic Statistics

As Table 3 indicates, the majority of respondents were males, forming (68.7%) of the total sample. The majority of respondents held an MA degree (62%). Also, statistics indicated that most of the sample had experience of 6-9 years in the field, forming (32.7%) of the total sample.

Table 3: Demographics

	f	%
Gender		
Male	103	68.7
Female	47	31.3
Qualification		
BA	13	8.7
MA	93	62.0
PhD	44	29.3
Experience		
2-5	29	19.3
6-9	49	32.7
10-13	46	30.7
+14	26	17.3
Total	150	100.0

4.2 Questionnaire Statistics

Mean (μ) and standard deviation (σ) were used in order to test how the study sample received statements from the survey. As Table 4 below indicates, sample individuals responded positively to survey statements as they all scored a mean that was higher than the mean of the scale of 3.00. The highest variable scored a mean of 3.78/5.00, which was "understanding the local market," compared to the lowest variable, which scored 3.39/5.00, which was "developing a local marketing strategy".

Table 4: Understanding local market Analysis

Statement	μ	σ
A professional marketing consultant focuses on understanding the market better	4.147	1.019
A professional marketing consultant bases his decisions on existing experience and knowledge	3.653	1.158
A professional marketing consultant understands the cultures and customs of different local markets	3.740	1.006
A professional marketing consultant is able to identify challenges and opportunities in the local market	3.727	1.003
A professional marketing consultant can identify areas of expansion in local markets in a professional manner	3.647	1.044
Understanding local market	3.783	.851

Table 4 gave results of analyzing the first variable of (understanding local market), understanding the local market is a main issue when gaining power in a local market. The research confirmed that studying and understanding the market and its orientation helps international brands gain experience and knowledge in the market and identify the best ways to enter it. Such results agreed with Li and Fleury (2020), who argued that entering new markets requires understanding and analyzing them in order to comprehend the cultures and customs and be ready to identify challenges and opportunities in the local market.

Table 5: Developing a Local Marketing Strategy analysis

Statement	μ	σ
The professional marketing consultant combines international companies with local markets in an expanded strategy	3.067	1.262
A professional marketing consultant analyzes the competitiveness in local markets and works to understand the gaps in them	3.400	1.198
A professional marketing consultant is able to determine the target audience of clients based on local market movements	3.573	1.095
The professional marketing consultant contributes to developing an effective marketing message that reaches the target audience	2.960	1.164
A professional marketing consultant identifies the actual competition channels and chooses the most appropriate marketing tools	3.967	1.102
Develop a local marketing strategy	3.393	.863

Table 5 above saw that the idea of developing a marketing strategy plays a role in increasing the comprehension of marketing by international companies. This can take place through analyzing the competitiveness in local markets and understanding the gaps in them. In addition to that, developing a strategy for marketing through a professional marketing consultant helps to determine the target audience of clients based on local market movements. This was agreed on by Vissak et al. (2020), who noted that a professional marketing consultant contributes to developing an effective marketing message that reaches the target audience through the most appropriate marketing tools.

Table 6: Building local Relationships Analysis

Statement	μ	σ
A professional marketing consultant can build strong local relationships for partnership goals	3.933	.967
A professional marketing consultant relies on creating a strong network of local relationships, specifically local partners	3.467	1.213
A professional marketing consultant directs marketing efforts more towards local companies in order to enhance competition	3.453	1.168
The professional marketing consultant always aspires to build a strong client base through his various relationships	3.427	1.025
A professional marketing consultant directs relationships towards sales, distribution and various partnerships	3.987	1.062
Building local relationships	3.653	.786

Table 6 indicated that working on developing local relationships when entering a local market is considered to be a smart move. This can only take place through the guidance of a professional local marketing consultant as they can relate to strong local relationships for partnership goals in addition to relying on a strong network of local relationships, specifically local partners. This was agreed on by Malizia et al. (2020), who stated that going local when entering a local market can direct marketing efforts toward local companies in order to enhance competition, in addition to the ability to direct sales, distribution, and various partnerships.

Table 7: Strategic direction analysis

Statement	μ	σ
A professional marketing consultant is a strategic advisor to the company	3.800	.927
A professional marketing consultant provides guidance according to market changes and different situations	2.893	1.063
A professional marketing consultant appreciates different market trends	3.613	.968
A professional marketing consultant can catch market gaps and weaknesses and exploit them to his advantage	3.520	1.122
A professional marketing consultant is able to achieve success in local markets	3.587	1.082
Strategic direction	3.483	.766

As according to table 7 above, it was seen that an international company seeking to enter a local market must depend on a local marketing consultant to advise them on a strategic direction for their marketing strategies

Coefficients								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	R	R Square
		B	Std. Error	Beta				
1	(Constant)	1.309	.255		5.137	.000	.627 ^a	.393
	Understanding local market	.644	.066	.627	9.794	.000		
H1: Understanding local markets is able to empower international companies in local markets								
Coefficients								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	R	R Square
		B	Std. Error	Beta				
1	(Constant)	1.454	.217		6.692	.000	.667 ^a	.444
	Develop a local marketing strategy	.675	.062	.667	10.882	.000		
H2: Developing local marketing strategy is able to empower international companies in local markets								
Coefficients								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	R	R Square
		B	Std. Error	Beta				
1	(Constant)	.603	.216		2.787	.006	.774 ^a	.598
	Building local relationships	.860	.058	.774	14.849	.000		
H3: Building local relationships is able to empower international companies in local markets								
Coefficients								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	R	R Square
		B	Std. Error	Beta				
1	(Constant)	1.164	.254		4.576	.000	.650 ^a	.422
	Strategic direction	.741	.071	.650	10.393	.000		
H4: Strategic orientation is able to empower international companies in local markets								

4.5 Argument

Current research hypothesized that professional marketing consultancy is able to empower international companies in local markets. In order to highlight the validity of this hypothesis, quantitative methodology was utilized, and a survey as an instrument was self-administered by (150) individuals of presidents of business development executives, presidents of business development, executive vice president of business development and executive vice president of marketing. Depending on SPSS results of analysis indicated that acceptance of what the research hypothesized and argued that professional marketing consultancy can serve in empowering international companies to enter local markets through focusing on (Understanding local market, Develop a local marketing strategy, Building local relationships, Strategic direction). This meant that adopting a professional marketing consultancy by international companies could empower them to enter local markets and gain the needed competencies to have a share of the local market as a whole.

According to analysis, professional marketing consultants are critically important for helping international companies to succeed in local markets in Kuwait. Companies that hire these consultants get the advantage of professional services and informed understanding of the Kuwait market. In essence, it enables the international firms to enhance their marketing mix strategies to suit the prerogative of the specific market and customers. Marketing consultants can play a significant role in offering information on market entry techniques, branding and communication techniques to organizations, helping the Kuwaiti firms to have a breakthrough and to compete properly in the Kuwaiti market. International firms can benefit greatly from the authors' knowledge of the specific consumer behavior and culture, which would, in turn, assist the firms in aligning their strategies on brand promotion, customer relations, and business success. Furthermore, it is convenient for international companies to receive professional recommendations from marketing consultants concerning their change, local competitors, and possible market developments in Kuwait. These consultants can help in a designing of a more localized marketing communication strategy, suitable products and appropriate pricing strategies which will be acceptable to Kuwaiti consumers. Through the use of offices of marketing consultants, the international companies get to learn the culture and trends of the Kuwaiti market and in the process form the right working relations with the people to secure their right market position in the region. In this context, international companies hope to empower their operations in Kuwait, promote more extensive market share, brand recognition, and long-term development in Kuwait.

5 Conclusion and Recommendations

The study proved that professional marketing is capable of giving great power to international companies once they enter local markets. By looking at the analysis and discussing the results, it can be said that professional marketing provides the company with the ability to penetrate the local market by relying on the analysis of the data it has. Professional marketing also enables international companies, when they enter local markets, to exploit the various marketing opportunities available and strengthen relationships with customers and local merchants.

Based on that, study recommended the following:

- Building relationships with the local people, understanding their needs and wants, and modifying products and appeals are necessary. For even greater advancement in empowerment, it is suggested that market trends and consumer behaviors be monitored even more constantly.
- Firms need to devote their efforts to developing campaigns that are very specific to different countries, constructing meaningful relationships with local opinion leaders, and applying knowledge about different cultures to appeal to customers. Local human capital and resources can also point to a more effective installation of these strategies.
- Specific strategies that international companies can apply include networking, corporate social responsibility and forming partners with reputable local bodies. Continuous communication and listening to stakeholders in local markets can still foster the power of companies in local markets.
- Drawing lessons from this experience here are some benefits that international companies can accrue: Building long-term relationships, undertaking community projects as well as showing relevance for local cultures and practices. Paid a significant emphasis on anti-oppression and appropriate business conduct of both organizations and individuals we can achieve long-term empowerment and success in local markets with an emphasis on the mutual benefits of partnerships.

5.1 Theoretical and Practical Implications

The current research is expected to have both theoretical and practical implications. From a theoretical perspective, the research may enhance the current literature on challenges and opportunities accompanying entering new markets, especially for international companies. From a practical perspective, the current study may lead investors and marketers towards choosing the best and most accurate strategies to enter a new local market. These strategies may help marketers and owners of international companies to reach a smooth and easy entry to a new local market with the least risks possible. In addition, the study found that professional marketing based on knowledge and experience is capable of meeting the various marketing needs of the local market and enhancing the mechanism of understanding the needs and desires of local markets. This leads to a professional and correct presence of international companies in local markets and improves the level of competitiveness between various companies. It also achieves long-term sustainability and reduces dependency on foreign markets, in addition to its ability to strengthen the local economy by empowering international companies in local markets.

5.2 Limitation of Study

The current study was limited to presidents of business development executives, presidents of business development, executive vice presidents of business development, and executive vice presidents of marketing. There were no financial information/reports or statements involved in the development of the current study. The author would like to note the scarcity of related studies gathered between flywheel marketing and green products, even though the main idea of the connection is important and apparent

5.3 Future Suggestions

Based on the results and conclusion, current research suggested investigating the influence of Big Data Analytics (BDA) on international companies' efforts to enter local markets within the MENA region.

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