

Midocean University

Faculty of Management

Management College / Project Management



“The impact of market orientation and digital marketing strategies on sales performance in the Industrial Marketing Department in the Kingdom of Bahrain”

Abbas Ahmed Abbas Altaraifi

ID - 2021200264

Graduation Project – 1

Faculty of Management – Midocean University

Supervisor

Dr. Mona Mustafa Elashry

Faculty member – Faculty of Management – Midocean University

1st Semester-2024

Table of Contents

Introduction:.....	2
Research Problem:	3
Research Gaps:.....	3
Problem Statement:	4
Research Significance:	4

Introduction:

The Kingdom of Bahrain, located in the Arabian Gulf, has witnessed rapid economic growth and industrial development in recent decades. Thanks to its strategic location and business-friendly environment, Bahrain has attracted significant investments, especially in the industrial sector. Against this backdrop, the Industrial Marketing Department plays a pivotal role in facilitating the growth and competitiveness of industrial enterprises in the country. Market orientation and digital marketing strategies have emerged as critical determinants of the success of companies operating in today's highly competitive and dynamic landscape. Market orientation refers to an organization's focus on understanding and meeting the needs and wants of its target market through effective marketing strategies. On the other hand, digital marketing strategies include a set of online tactics aimed at enhancing brand visibility, interacting with customers, and increasing sales through digital channels such as websites, social media, email, and search engines. Understanding the impact of market trends and digital marketing strategies on sales performance is essential for industrial companies in Bahrain to stay ahead in the market and achieve sustainable growth. This study aims to explore how these factors affect sales performance within the context of an industrial marketing department in the Kingdom of Bahrain. To understand the importance of this research, it is necessary to clarify some basic concepts and terminology:

1. **Market orientation:** Market orientation emphasizes the importance of aligning organizational activities with customer needs and market dynamics. It involves gathering market information, analyzing customer preferences, and adapting marketing strategies accordingly to create superior value for customers (Seonisu-Salo et al., 2018).
2. **Digital Marketing Strategies:** Digital marketing strategies include a wide range of tactics and techniques used to promote products or services through digital channels. This includes search engine optimization (SEO), social media marketing, content marketing, email marketing, and online advertising, among others (Chang et al., 2018).
3. **Sales Performance:** Sales performance refers to the effectiveness and efficiency of a company's sales efforts in achieving its goals. This can be measured through various metrics such as revenue generated, sales growth, market share, customer acquisition, and customer retention rates (Wang & Miao, 2015).

Several studies have examined the relationship between market orientation, digital marketing strategies, and sales performance, providing valuable insights into this dynamic interplay. For instance, Seonisu-Salo, Karamo, and Viljamaa (2018) investigated firm performance among internationalized SMEs, highlighting the interplay of market orientation, marketing capability, and digitalization. Similarly, Wang and Miao (2015) explored the effects of sales force market orientation on creativity, innovation implementation, and sales performance. Moreover, Chang, Wang, and Arnett (2018) discussed the role of brand orientation in enhancing firm performance in business-to-business marketing. These studies, among others, contribute to our understanding of how market orientation and digital marketing strategies influence sales performance in various organizational contexts.

By delving into the interplay between market orientation, digital marketing strategies, and sales performance, this research aims to provide valuable insights to industrial companies in Bahrain to improve their marketing efforts and enhance their competitive position in the market.

Research Problem:

The industrial Sector in the Kingdom of Bahrain is going through quick change energized by mechanical headways and changing business sector elements. In this developing scene, organizations inside the Industrial Advertising Division face the test of augmenting their business execution to stay serious and reasonable. Be that as it may, notwithstanding the developing significance of market direction and computerized promoting methodologies, there is an absence of exhaustive comprehension in regards to their effect on deals execution explicitly inside the setting of the Industrial Showcasing Division in Bahrain.

Research Gaps:

1. **Theoretical Gap:** While existing writing recognizes the meaning of market direction and computerized promoting systems in improving hierarchical execution, there is a shortage of examination that centers explicitly around their suggestions for deals execution inside the industrial area, especially in Bahrain. Existing speculations often sum up discoveries across various ventures and geographic districts, neglecting to catch the subtleties and specificities of the industrial market in Bahrain.

2. **Empirical Gap:** Notwithstanding the hypothetical acknowledgment of the significance of market direction and computerized advertising systems, observational proof in regards to their genuine impact on deals execution inside the setting of the Industrial Promoting Division in Bahrain is restricted. There is a striking shortfall of studies that deliberately break down the connection between these factors and give observational experiences customized to the extraordinary qualities and difficulties of the industrial area in Bahrain.

Tending to these holes is essential for progressing both hypothetical comprehension and viable information in the field of industrial promoting. By examining the exchange between market direction, computerized showcasing techniques, and deals execution in the particular setting of Bahrain's industrial area, this examination plans to fill these hypothetical and observational holes and add to a more nuanced comprehension of successful promoting rehearses in the industrial space.

Problem Statement:

The main research question that this study seeks to address is:

"What is the impact of market orientation and digital marketing strategies on sales performance within the Industrial Marketing Department in the Kingdom of Bahrain?"

Research Significance:

This research is significant for various stakeholders:

1. **Academic Community:**

- It advances theoretical understanding in marketing, particularly in emerging economies like Bahrain.
- It contributes to developing frameworks capturing industrial marketing dynamics in Bahrain.

2. Industrial Practitioners:

- Offers strategic guidance for refining marketing strategies and optimizing sales performance.
- Provides a competitive advantage by enhancing market reach and customer satisfaction.
- Assists in resource allocation for maximum marketing expenditure returns.

3. Policymakers:

- Supports economic growth by informing policies promoting market-oriented and digital marketing practices.
- Aids in formulating sector-specific policies to enhance competitiveness and align with national development goals.

4. Overall Economy of Bahrain:

- Promotes sustainable economic development by creating jobs and attracting investment.
- Enhances Bahrain's reputation as a business-friendly hub for industrial excellence, fostering economic prosperity.

Reference

1. Seonisu-Salo, S., Karamo, S. V., & Viljamaa, A. (2018). Firm performance among internationalized SMEs: The interplay of market orientation, marketing capability and digitalization. *Administrative Review*.
2. Cacciolatti, L., & Lee, S. H. (2016). The relationship between marketing capabilities and firm performance: The moderating role of market orientation, marketing strategy and organisational power. *Journal of Business Research*.
3. Wang, G., & Miao, C. F. (2015). Effects of sales force market orientation on creativity, innovation implementation, and sales performance. *Journal of Business Research*.
4. Chang, Y., Wang, X., & Arnett, D. B. (2018). Enhancing firm performance: The role of brand orientation in business-to-business marketing. *Industrial Marketing Management*.
5. Tajeddini, K., & Ratten, V. (2020). The moderating effect of brand orientation on inter-firm market orientation and performance. *Journal of Strategic Marketing*.
6. Fang, S. R., Chang, E., & Chou, C. H. (2014). Internal market orientation, market capabilities and learning orientation. *European Journal of Marketing*.
7. Amin, M., & Rusamy, A. M. (2016). The effect of market orientation as a mediating variable in the relationship between entrepreneurial orientation and SMEs performance. *Nankai Business Review*.
8. DeJonghe, O., & Tambanis, A. (2018). The associations among market orientation, technology orientation, entrepreneurial orientation and organizational performance. *Research Journal of International Business*.
9. Salo, J. (2017). Social media research in the industrial marketing field: Review of literature and future research directions. *Industrial Marketing Management*.
10. Singh, R., & Venugopal, P. (2015). The impact of salesperson customer orientation on sales performance via mediating mechanism. *Journal of Business & Industrial Marketing*.

11. Frösén, J., Luoma, J., & Jaakkola, M. (2016). What counts versus what can be counted: The complex interplay of market orientation and marketing performance measurement. *Marketing*.
12. Gruber-Muecke, T., & Hofer, K. M. (2015). Market orientation, entrepreneurial orientation and performance in emerging markets. *Journal of Emerging Markets*.
13. Mathews, S., Bianchi, C., Perks, K. J., & Healy, M. (2016). Internet marketing capabilities and international market growth. *International Business Review*.
14. Yu, Q., Yan, D. E., Barnes, B. R., & Huang, Y. A. (2019). Enhancing firm performance through internal market orientation and employee organizational commitment. *The International Journal of Management Science*.
15. Sutapa, S., & Mulyana, M. (2017). The role of market orientation, creativity and innovation in creating competitive advantages and creative industry performance. *Jurnal Dinamika Manajemen*.
16. DeJonghe, O., & Tambanis, A. (2018). The impact of market orientation and innovation on the