An Analysis of Competitive Marketing Strategies in Resource-Rich Post-Soviet-Dominated Markets

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A substantial body of literature deals with the challenges of marketing in the transition economies of Eastern Europe. However, minimal attention has been paid to the post-Soviet economies of the Caucasus and Central Asia –most studies in this region to date have dealt primarily with macro-economic and political issues (Meyer and Peng 2005). Yet, these formerly peripheral transition economies are gaining relevance due to their strategic location and their natural resources, wielding considerable economic power.

This study centers on the competitive marketing landscape in Mongolia and Kazakhstan, two large countries that are very different culturally, but that are representative of the Caucasus/Central Asia region. The two countries spent decades under communism, with Kazakhstan a former Soviet Socialist Republic, and with Mongolia, a former Soviet satellite. The study addresses issues ranging from price competition and non-price promotions, to local and foreign-country positioning strategies of local brands. The data for this study was collected using from over 200 owners or marketing managers of local small and medium enterprises and international businesses involved in marketing decisions in the two countries.