

# Role and Importance of Diversity Marketing in Australian Organizations

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## **Annotation**

This research was conducted to understand the importance of diversity marketing, Furthermore it also evaluates how Australian organization have been implementing strategies aligned to target audiences and how beneficial it has been in the past, The study also factored in how much of an impact diversity marketing has on the organizations as well.

Data collection method was based on secondary methods. The method of research, philosophy, approach and strategy were devised to cater to the objective at hand. The findings came to be that Australian organizations do find diversity marketing beneficial as it researches and gathers information on different communities and ethnic groups, and their culture and perceptions. Based on this insight the organization can accordingly market and promote products and services catering to such, going as far as to change taglines to suit the different demographics. It helps in catering to larger audiences in Australia. Furthermore, it helps in fine tuning marketing strategies to align themselves with means of targeting the consumers in their target market better thus receiving a better return on investment. However, it is important to carry out more research and development with concern to diversity marketing to understand the strategies and how it impacts the operations of an organization.

## **Keywords**

Australian organizations, Competitive advantage, Diversity marketing, Marketing strategies, Target audience

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## **1. Introduction**

Diversity marketing is a marketing paradigm, which sees marketing as a way to connect with the different individuals in the market (Djordjevic, 2019). As society has progressed, companies have learned that not everyone can be chalked up as the same and that every person has different life experiences it can be because of different religion, culture as well as belief (Krishnan, Gowrishankar, & Kanagaraj, 2017). Diversity marketing is important for the organization it is because this helps the business to attach and to connect through every people in the society by using channels of communication.

In this research study, the benefits of Diversity Marketing have been selected. It is because diversity marketing helps organizations increase brand awareness and increase brand reputation among the customers. In Australia, diversity marketing allows the organization to create and identify new challenges as well as opportunities in understanding the diverse cultural group in the similar marketplace. Therefore, in Australia, companies also use this strategy to connect with the audiences in diverse countries as well as regions (Omar & M. A., 2018).

The research report describes the research question, literature review that is different perception of the authors will be investigated, methods used in the study, the findings from the research and discussion for future study will be presented.

## **2. Research Question**

The aim of the study is to understand the role and importance of diversity marketing and the strategies that an Australian organization carries out when using diversity marketing in order to connect to a large number of audiences. It is because diversity marketing allows the organization to reach large number of audiences and to maintain good relationship.

The research is conducted to answer the following questions.

- What are the role and importance of diversity marketing in Australia?
- What are the strategies that organizations in Australia adopt for carrying out diversity marketing?
- What is the influence of diversity marketing on the efficiency and outcomes of Australia organizations?

This research is important because it provides the opportunity and capability of other organizations in Australia to develop the policies and framework so that it can gain the competitive advantage and increase efficiency in the organization. Through understanding the significance of diversity marketing, organizations can diversify their operations and can link and connect more with the target audience so that customers remain attracted and more are encouraged. Therefore, the key themes of the research are diversity marketing and organizational effectiveness in Australia. This research is conducted as not content has been investigated to examine the diversity marketing application in Australia.

### **3. Hypothesis**

A hypothesis is considered the explanation, which is made by the researchers because of limited investigation. This approach supports the researchers to examine the research further. Therefore, this is based on the assumption, which is further proved through selecting appropriate methods and techniques.

#### **3.1. Null Hypothesis**

Diversity marketing is not important for the organization in Australia

#### **3.2. Alternative Hypothesis**

Diversity marketing is more significant for the Australian organization

#### **3.3. Null Hypothesis**

There is no significant influence of diversity marketing towards the effectiveness of companies in Australia.

#### **3.4. Alternative Hypothesis**

There is significant impact between the diversity marketing and organization efficiency in Australia

## **4. Literature Review**

Diversity marketing refers to marketing that an organization carries out towards different community groups, to understand the diverse needs and perceptions of the people in different groups (Bassell & Lambert, 2018). Based on analysis of the study, it is found that diversity marketing helps organizations in Australia increase awareness so that product information will be delivered to the audience. This is carried out in hopes of increasing product loyalty among such customers.

Diversity marketing also supports organizations in connecting with the different perceptions, ethics and culture of the community (Patrick & Hee, 2018). The study reveals that in Australia diversity marketing is used to target the young generation and to increase their buying behavior patterns. The researchers describes that diversity marketing can help organizations solve issues and challenges related to the cultural diversity and several other ethical issues and problems.

Organizations will receive important information and significance towards achieving the objectives by building good rapport within the market (Hadida, Heide, & Bell, 2019). The objective of the research is to examine the significance of diversity marketing in organizations as a majority of organizations in Australia expands through diversity marketing.

Data gathering is done through primary method, which is getting the opinions and ideas of the respondents through surveys. From the analysis, it is revealed that diversity marketing allows organizations to build goodwill by developing strategies according to culture and philosophies of the society (Omar & M. A., 2018). The research revealed that diversity marketing could change the mindset of the target audience so that an organization has more power to persuade their target market and society (Pater & Cristea, 2018). This can help organizations to increase their segmentation and targeting strategy as well as increase the efficiency in the society to get quality products according to their needs and perceptions.

A study by Vasconcelos (2017) was conducted to examine the strategies which organization adopts to maintain diversity marketing in the organization. These strategies

help the organization with effective management of diversity marketing. Through the investigation it was revealed that organization establish campaigns which reveal the team spirit and in which team will be of the diverse group and communities. Therefore, because of this diverse viewpoints, opinions and ideas for encouraging the target audience is taken into consideration. Researchers also found that with this strategy, organization focus on the needs of different community groups in Australia. The findings of the study revealed that organizations carry out marketing by focusing on specific group in which different target audience is taken into consideration (Yi, 2018). It reflects and focuses on the community by revealing the different needs and opinions of the society. This allows the organizations in Australia to adopt the several regulations about providing healthy and safe products to the consumers.

Researchers revealed that organization maintain insight in the organization because of investing more on the research and development. It is because through which organization can understand the needs and perception of multicultural consumers in efficient manner (Krishnan, Gowrishankar, & Kanagaraj, 2017). In Australia, understanding and investigating the demand of diverse consumers supports the organizations to conduct their operation in the competitive environment and to be sustainable in the long run. Researchers describe that diversity marketing helps organizations include the diverse groups and community in marketing strategies (Urciuoli, 2016). Therefore, this strategy can support the organization to make efficient decision in particular situations and circumstances so that diverse backgrounds and perspectives of the communities will be reflected in marketing particular goods and services by organizations in Australia.

The study revealed that each and every organization adopts different strategies and policies so that objective of an organization will be achieved through diversity marketing (Venaik & Midgley, 2019). The study was conducted to understand the policies used by organizations. The information gathering was done through secondary method, that is, existing literature is reviewed for collecting the information. From the analysis, it is found that Australia organizations adopt strategies through which organization does the marketing of products and features that are offered to different audiences by focusing



on the culture and ethics of different target audience in Australia (Eng & Dholakia, 2019). Researches also revealed that Australia organizations use inclusive language to connect with the large number of audience and to create and develop content that is culturally and ethically appropriate for the targeted audience (Szczepańska & Nadeem, 2016). In Australia, it supports organizations to leverage more influencers and to communicate with more audiences and customers. Researchers also describe that organizations empower more customers by creating content by focusing on specific groups in target community/society.

Another study conducted to understand the association among the diversity marketing and organizational efficiency. The data collection was done using interview methods, that is, taking the opinions of the respondents (Bassell & Friedman, 2016). The findings of the study revealed that diversity marketing leads in increasing the connection of the organization through which it can understand the behavior of diverse people. Therefore, through this, organizations can involve more customers can increase loyalty among them to raise their encouragement towards the organization. Diversity marketing supports organizations to understand the needs and preferences of the consumers (Alexandrescu & Milandru, 2018). Through analysis, researchers revealed that in Australia organizations allow customers to fill feedback forms so that they can give their opinions about the product and services. Therefore, the studies demonstrate that there is direct and positive association among the diversity marketing as well as output of the organization.

The purpose of this research study is to investigate the effect of diversity marketing with the organizational effectiveness (Midavaine, Dolfma, & Aalbers, 2016). The information gathering was done through surveys from respondents. Through the analysis, it is found that diversity marketing provided efficient results to the organization. It is due to overall promotion and values dependent on digital marketing. Researchers demonstrated that there is the link between the marketing as well as values and philosophies of the audience. Therefore, organization gets productive results by connecting through a diverse audience (Roberson, Holmes IV, & Perry, 2017). Another study was carried out where the data collection was done through developing the questionnaire and by taking

surveys from the respondents (Rao, Lakshmi, Sahyaja, & Dimple, 2018). The findings of the study describes that diversity marketing provides better results through which organizations in Australia gain competitive advantage. Researchers describe that diversity marketing support driving and raising outcomes of organization. Researchers also demonstrate that 50% of the profits will be generating because of carrying out promotions and encouraging the majority of the diverse audience in the similar market. Therefore, digital marketing is a supportive factor in encouraging same audience in the different marketplace in which organization is targeting.

## 5. Method

It is the approach and strategies, which provide the route to researchers to perform the study, therefore through this the objective of conducting the research will be, achieved (Pater & Cristea, 2018). In this study, different methodologies were used so that the appropriate technique is selected for collecting and analyzing the data.

### 5.1. Research Design

Research design supports researchers to use adequate methods of data collection as well as analysis (Djordjevic, 2019). In this research study, “*Descriptive and Exploratory design*” is used. It is selected as it reveals complete themes and factors while collecting the data, therefore in the study insight into why diversity marketing is important and its influence on Australia organizations is discussed. It is an important step in selecting the approach through which the overall collected data will be analyzed.

### 5.2. Research Philosophy

In this methodology, the research describes the associated facts, philosophies and approaches through which the outcomes of the research will be accomplished (Midavaine, Dolfsma, & Aalbers, 2016). In the research, “*interpretivism philosophy*” is adopted as through this the other relevant aspects are kept on focus. The importance of diversity marketing and strategies is studied through this philosophy, which will support in providing the answer to the research question.

### 5.3. Research Approach

Research approach is the strategy which is mainly focus on the assumption and through which the researchers can segment the methodologies while investigating the benefits of each technique (Hadida, Heide, & Bell, 2019). This can help in providing complete information about the suitable methods of conducting the research. For conducting the research, an “*inductive approach*” is used by the researchers. It is through this that accurate and complete information about diversity marketing is revealed. Therefore, this also support sin making the research successful by focusing on the other relevant concepts which Australian organizations can adopt to make the diversity marketing successful.

#### **5.4. Research Strategy**

The overall strategy makes the research reliable as researchers can get a guideline and policy to be used so that the objective and aim of performing the study will be accomplished (Vasconcelos, 2017). In the present research, descriptive research design is used and secondary method is kept on the focus. The complete data is collected through secondary method and methodologies are chosen accordingly to reveal the reliability and accuracy of collected data on diversity marketing. In the present study, qualitative approach is used to get the appropriate views of the different authors regarding the significance of diversity marketing and their effects on organizational efficiency.

## **6. Data Collection and Analysis**

The collection and analysis of the data is important as inaccurate information and technique provide inappropriate results and outcomes (Roberson, Holmes IV, & Perry, 2017). In the present research, the information is collected using secondary method, that is, through finding the opinions of different authors. The literature review method was also chosen, therefore analyzing the data qualitative approach is used, that is, critical review method is used so that authors findings is described in critically manner by demonstrating the major themes such as application of diversity marketing and productivity of the companies in Australia.

## **7. Findings**

From the above literature reviewed, it was revealed that diversity marketing is one of the new marketing strategies used by organizations in Australia as it can connect with a large number of different audiences (Bassell & Lambert, 2018). Diversity marketing focuses on the values, philosophies as well as ethics of different target audiences. The literature also describe that diversity marketing supports organization to earn more revenue and it is due to the reason that this strategy associates values and culture of the audience with the product and services offered by the organization for promotion (Krishnan, Gowrishankar, & Kanagaraj, 2017). Researchers also describe that this type of marketing allows organizations to support real approaches.

The studies also revealed that for effective management of diversity marketing organizations must focus more on research and development (Alexandrescu & Milandru, 2018). The organizations must also develop appropriate content to encourage and motivate the multicultural audience within the organizations. For this, organizations in Australia develop different taglines according the culture of the audience. The literature also demonstrates that there is a positive relationship with diversity marketing and maintaining efficiency in the organization (Urciuoli, 2016). Diversity marketing supports Australian organizations to expand in international market and to diversify their operations according the preferences of the consumers.

## **8. Discussion**

The findings of the literature describe that diversity marketing supports organizations to offer new products according to the values of the customers (Patrick & Hee, 2018). Through this, the loyalty among the customers can be cemented as well as to help in increasing sales. The secondary method is used to get the accurate data and information about the organizations in Australia. The study also does not reveal the degree of impact diversity marketing has on the operations and outcomes of the organization.

For the further studies, researchers can focus on performing the research by investigating the amount of influence diversity marketing has on the organizational productivity. In future, research can be performed by primary method; this can support the researchers to reveal the present opinions of the respondents about the new type of marketing strategy in Australia. Therefore, researchers can also involve the organization of Australia, through this researchers can get the information about the ratio of influence diversity marketing have on the functioning of the organization.

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