

## **Perceived Importance of Defensive Marketing Strategies Before and After Competitor Entry: Does Nationality Matter?**

Peter Yannopoulos\*

*We study how people perceive the importance of defensive marketing strategies before and after competitive entry into the market. In particular, we examine how business students of different nationalities would react, before and after competitor entry, using several defensive marketing strategies. A number of students enrolled in the business program of a major Canadian University participated in this simulation. Participants were asked to indicate the importance of various defensive marketing strategies for responding to before and after competitor entry. Participants were of different nationalities – Canadian, Chinese, and Indian. MANOVA and ANOVA analyses were used to analyze differences in responses among the different groups. The results show that there are significant differences between Indian, Chinese and Canadian respondents.*

**Field of Research:** Mental models, Defensive marketing strategies, Competitor entry