

MARKETING & Management

UNIT-1

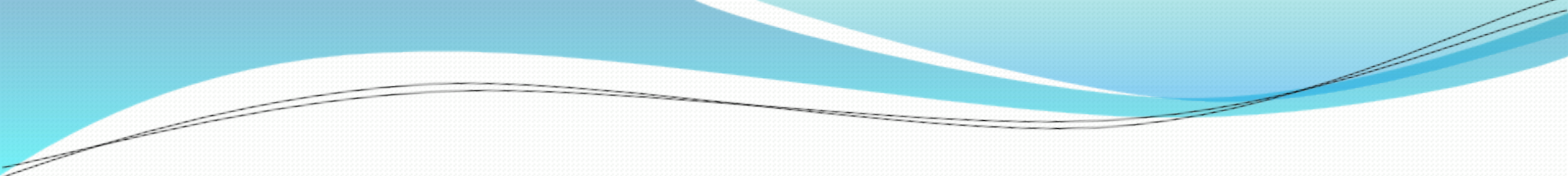
Basic feature or objective of marketing is to satisfy the needs of customer.

Nature Of Marketing

1. Marketing is Science or An Art.
2. Marketing is Goal Oriented.
3. Marketing is Systematic Process.
4. Marketing is Customer Oriented.
5. Marketing is Generating the Element of Business.
6. Exchange is the Essence of Marketing.
7. Marketing Starts and Finish with the Customers.

Scope Of Marketing

- To Study the Consumer Behaviour
- Product Planning and Development
- Branding
- Packaging
- Channels of Distribution
- Pricing Policy
- After Sales Services

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- ✓ When Brand name is Registered it is Called *Trade Mark.*
 - ✓ When Any Company Sales the Product Above the Competitors it is Called *Premium Policy.*
 - ✓ When Any Product is Selled at High Price i.e Called *Sceaming Product.*

Concept of Marketing

- 1. Production Concept** (*Convert input, Raw Materials, Machines) to output (Product.)*)
- 2. Product Concept** (*Effective Product.*)
- 3. Selling Concept**
- 4. Societal Concept** (*Green Marketing, Social Responsibility.*)

Types of Marketing

Marketing

1. **ONLINE**

2. **OFFLINE**

3. **Word Of Mouth**

1. Online Marketing Include the Search

∅ *Social Media Mark.*

∅ *Email Marketing.*

∅ *You Tube.*

2. Offline Marketing

∅ *Radio.*

∅ *Television.*

∅ *Holding.*

∅ *Pamphlet*

∅ *Print Media.*

§ Tele Marketing

—Telephone Marketing Message.

3. Word of Mouth

—Exp —Maggie

1-Person To Person Spread.

- **Marketing Myphiya**

2- Theodorelevitt :

No Need of Customer only Selling Attitude.

v Process of Marketing

Understand the
Marketing
Customer Need.



Design
Customer
Derived.



Four Piece of Marketing

- Ø Abstract
- Ø Intrigued
- Ø Marketing
- Ø Programme



Build Relationship with
Customer Needs and
Want. (*Make Relationship
with the Customer, they provide
Calendar & n diaries on New
Year.*)



Capture Value
From Customer in
Return

S —Segmentation

T —Targeting (Focus on particular Product)

P —Positioning

✓ **MC. CARTHY**

“Price of Marketing is also known as Marketing ”

1. Product
2. Price
3. Place
4. Promotion

Marketing challenges in Globalized Economic era

1. Cultural Factor
2. Social Factor
3. Political Factor
4. Legal Factor
5. Economical Factor
6. Tariff and Non Tariff Barriess (Taxes)
7. Foreign exchange Barriess (Export and Import)
8. Understanding customer want across
9. Different sectors
10. Role of Technology

Reasons for Growing global Market

1. Saturation in the Home Market
2. Competition
3. Excess Capacity
4. Financial Reason
5. Geographical Diversification
6. Expansion of Business

✓ Buying Motives

It Means the reason why the Consumer purchased the goods motives means selling, drive and emotions which make the buyers to react in the form of decision. _____

✓ Participants in Buying Motives

- 1) Initiator
- 2) Influencer
- 3) Decider
- 4) Buyer
- 5) User

✓ Stages in Buying Motives

1. Need
2. Information Search
3. Evaluation Behavior (Number of Options select the best)
4. Purchase Decision (Before Buying)
5. Post Purchase feeling (After Buying Satisfied or Not)

✓ Factors affecting Consumer Behavior

1. Cultural

- a) Culture
- b) Sub Culture
- c) Social Class (Depend on class upper , lower ,middle)

2. Social

- a) References group (Belong to Exchange)
- b) Family Lifecycle
- c) Role / Status (Depend on Working)

3. Psychological

- a) Motivation (To tell Positive things)
- b) Perception (View Towards Something)
- c) Learning (Past Experience)
- d) Belief (Trust)
- e) Attitude (Tendency)

✓ **Personal**

- a) Age
- b) Lifestyle
- c) Personality
- d) Occupation
- e) Economic Status

✓ **Stages In Adoption Process**

- 1.** Awareness (Aware About the Products)
- 2.** Interest
- 3.** Evaluation
- 4.** Trial
- 5.** Satisfaction or Dissatisfaction

✓ **Rate Of Adoption**

1. Innovation
2. Early Adoption
3. Early majority
4. Late majority
5. Laggards (Second Hand Products)

✓ **Types of Consumer Buying Decision**

- 1- Complex Buying Decisions
- 2- Dissonance Reducing Buying Decision
- 3- Habitual Buying Decision
- 4- Variety Seeking

✓ **Complex Buying Decision:**

When consumer is highly involved with the purchase and when they are significant difference between the brand.

Nature of this is that the product is expensive and the consumer is highly involved.

✓ **Dissonance Reducing Buying Decision:**

When consumer is highly involved with the expensive the frequent but slightly differences between the brand.

✓ Habitual Buying Decision:

When consumer is low involved with little significant of the Brand. (Example: Salt)

✓ Variety Seeking:

Low involvement of consumer but significant brand difference. (Example: toffee, biscuits)

✓ Business Market:

✓ Major types of Buying Situation:

- ∅ Basically there are three types of Buying Situation:
 - a. Straight Rebuy
 - b. Modified Task (Buyer Want Customized)
 - c. New Task

✓ Modified Task:

- ∅ If the buyer wants to modify in product specification in term of variety, term & condition and price to.

✓ New Task:

- ∅ If the Buyer completely change the Supplier.

√ Model of Business Buying Behavior:

1) The Environment

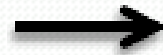
<u>Marketing Stimuli</u>	<u>Other Stimuli</u>
<ol style="list-style-type: none">1. Purchase2. Price3. Place4. Promotion	<ol style="list-style-type: none">1. Economic2. Political3. Technology4. Cultural

2) Buying Organization

3) Buying Response

Buying Center

Buying decision Process



Buying Response

1. Product Choice
2. Service Choice
3. Supplies Choice
4. Term & Condition
5. Quantity Required
6. Delivery Time

✓ Participants in Business Buying Process:

1. **Users** (term of production **INPUT** → **Output**)
2. **Influencer** (information about field)
3. **Buyer**
4. **Decider** (approve the supplier)
5. **Gate Keeper**

• **Influencer:**

∅ They Provide Information for Product.

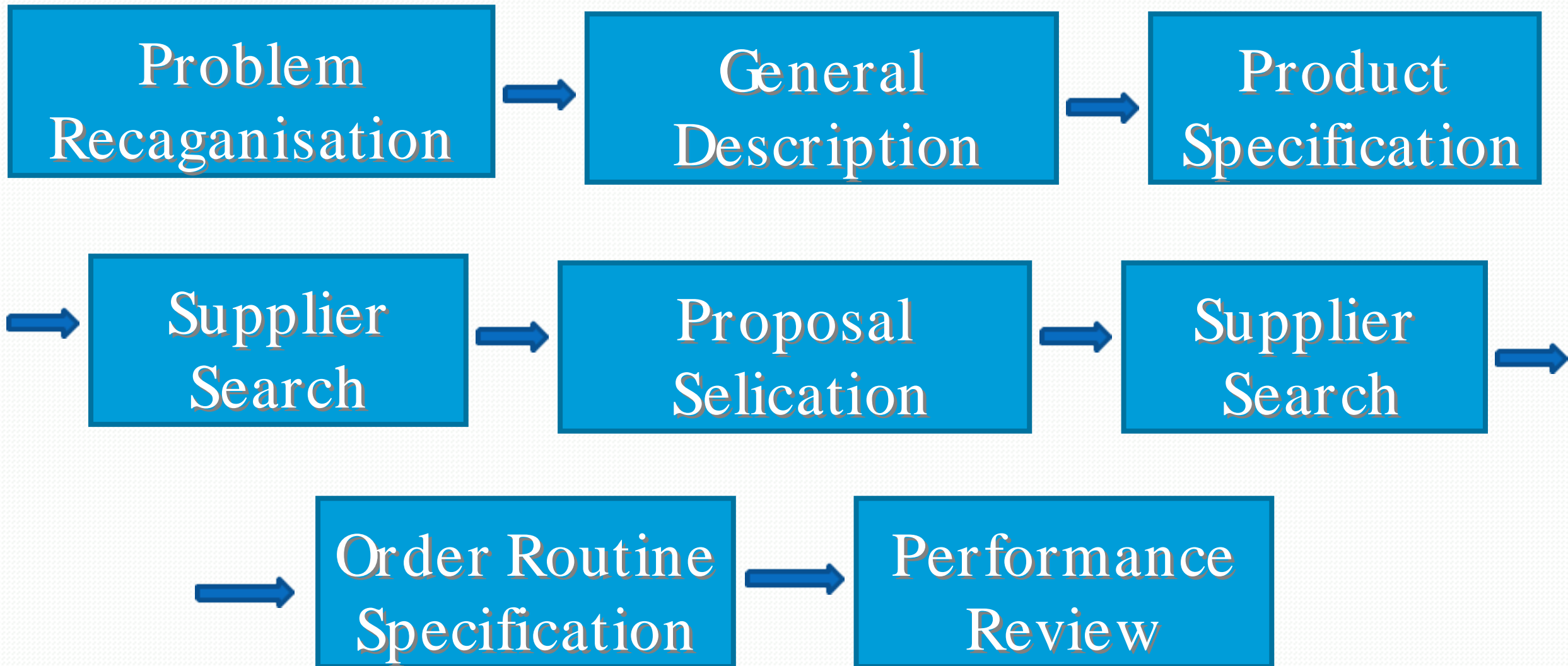
• **Buyer:**

∅ Professional buyer who select the supplier to buy the Product.

• **Gate Keeper:**

∅ Role is Flow Of Information from inside to Outside.

Business Buying Process:



THANK YOU