

PRINCIPLES OF MARKETING

UNIT – I

2 - 27

Marketing management and marketing strategy: meaning – functions – characteristics – marketing planning – features – importance – benefits – process – activities.

<https://youtu.be/kn85gnK17Lk>

<https://youtu.be/9BTcR4qXA3k>

<https://youtu.be/R8SBse29iqQ>

UNIT – II

28-47

Managing products and pricing: product – features – classification – product life cycle – new product planning process – pricing – importance – objectives – factors – types.

<https://www.youtube.com/watch?v=4JvrLGOVKtw>

<https://www.youtube.com/watch?v=nbi4lAgeIE0>

https://www.youtube.com/watch?v=TKin_kAZkKU

<https://www.youtube.com/watch?v=UA7VRWpcE2I>

UNIT – III

48 -67

Communication decisions: promotional mix – purpose and importance of promotion – sales promotion – objectives – reasons and advantages – advertising – objectives – benefits – functions.

<https://www.youtube.com/watch?v=-hkJaN3PI-E>

https://www.youtube.com/watch?v=RcGyvmi4j_I

<https://www.youtube.com/watch?v=IRqYeHxVILQ>

UNIT – IV

68-81

Market targeting and positioning: selection – selection the market segment – product positioning – product differentiation – qualities of a successful positioning.

<https://www.youtube.com/watch?v=GkIDgdb5FV8>

<https://www.youtube.com/watch?v=0srjdRDh99Y>

<https://www.youtube.com/watch?v=PdE3cJZnHAU>

UNIT – V

82-98

Marketing research and information system – market research – scope – objectives – advantages – types – users – mis – importance – benefits – requisites

https://www.youtube.com/watch?v=KDF305ZY_Yc

<https://www.youtube.com/watch?v=3KBiMQAuZ94>

<https://www.youtube.com/watch?v=Wbiszcl28b0>

UNIT-I

Marketing: Definition, Scope, Importance, Role



Marketing is a tricky topic to define and frame in. The Marketing studies or field has rapidly moved and reached a very high level but still defining it into some fixed variables is just impossible. Marketing is defined as the process responsible for identifying, anticipating, and satisfying customer requirements profitably.

Marketing is part of the management process responsible for identifying, anticipating, and **satisfying customer requirements profitably**.

Let's try to understand the definition of marketing and also get a sense of its importance, reach, and radius in business, corporations, organizations, and your life.

Meaning of Marketing

Modern marketing has two different meanings in the minds of people who use the term.

One meaning of marketing conjures up the terms "selling, influencing, persuading" thought by many persons and always viewed and discussed as a business activity. They mistakenly think of marketing only as selling and promotion tasks, but only two of several marketing functions.

Unfortunately, the other meaning of marketing is weaker in the public minds; it is the concept of sensitively "serving and satisfying human needs."

Here, we shall accept the second meaning since a company's success depends to a great extent on identifying consumer needs, developing good products, and pricing, distributing, and promoting them effectively, which this meaning focuses on.

Now the question may come to your mind, is that why we have accepted the latter meaning. We are sure that you will be able to get the answer automatically as we

proceed with our discussion in this lesson.

Marketing is still misunderstood by many marketing professionals, even in the developed world. The activities of marketing are obvious to everyone.

Some of the company functions, which are obviously marketing activities, include selling, market research, advertising, etc. All of these have been around for a long.

The word marketing, which describes the above as part of one operational function (marketing), is relatively recent in its modern usage.

Marketing is a comparatively new field. The formal study of 'exchange processes and relationships' – which is called marketing – started in the 1920s. To give you a clearer idea about marketing, let us take a look at the historical process.

The need for marketing evolved as a historical process. In the early stages of civilization, each person produced whatever he needed for himself.

Later came the age of specialization, and each person made a set of one item and then exchanged the excess with the others for items that he needed. This was the barter stage.

From there, civilization moved to the local market stage, where people brought their produce to a particular spot – and exchanged goods there.

In remote villages of a 3rd world country, local bazaars are the meeting points where commodities are exchanged on certain days of the week. In more advanced communities, the temporary bazaar has evolved into a permanent feature with stalls and shops.

Later still, a need for money economy arose. The person who made the bullock cart could not exchange this one piece for the different items that he needed from different people.

There had to be a common denominator – and so a medium of exchange developed. This medium was beads at one time, cows at another – and many other items, until now we use money as a medium of exchange.

With the Industrial Revolution, which gave a fillip to the means of production of goods, the speed of selling could not keep pace with the speed of manufacture. Large quantities of stock started piling up.

And a solution had to be found.

Thus arose the need for marketing;

knowing what the customer wants before planning to make it, offering products which the customer wants to buy, not produce which we find convenient to manufacture;

organizing a distribution system which matches customer's habits – not the habits of our industry; and

taking production and distribution decisions based on the feedback from the marketplace.

One can be successful in marketing by giving the customer what they want at the right price and making it available at the right place and in the right quantity. Marketing is a planned selling effort. It helps to increase the pace of selling in tune with the speed of manufacture.

Contemporary literature describes marketing variously as 'a function,' 'an orientation,' 'an approach or attitude,' 'philosophy of business,' and 'a technique or discipline.' In fact, it is all of these.

The American Marketing Association defines marketing as 'those activities which direct the flow of goods and services, from production to consumption.'

Marketing is also defined as 'the set of human activities directed at facilitating and consummating exchanges.'

Marketing is the management function which organizes and directs all those business activities involved in assessing and converting customer purchasing power into effective demand for a specific product or service, and in moving the product or service to the final consumer or user to achieve the profit target or other objectives set by a company.

In practice, this usually entails the following tasks :

Developing and implementing advertising and sales promotion plans.

Maintaining the personal selling effort at a high level of performance and cost-efficiency.

Providing the planned degree of service to customers.

Identifying opportunities in the market and producing sales forecasts as a basis for production planning.

Ensuring that the physical distribution of goods meets the needs of company

strategy.

Initiating and coordinating new-product innovation and developments.

Developing a profitable product range, ensuring that the product mix is optimum to achieve corporate objectives.

Reviewing product pricing and initiating necessary changes. Of course, these tasks' relative importance differs from business to business, depending on its size, complexity, and the nature of market conditions within which it operates.

On the other hand, Philip Kotler defines marketing as "a social and managerial process by which individuals and groups obtain what they need and want through creating and exchanging products and value with others." This is a more comprehensive definition, and we will follow this definition throughout our discussion.

In essence, marketing covers all those activities involved in providing customer satisfaction and making a profit for the manufacturer who uses available resources to the maximum.

Marketing STARTS with the customer – what HE wants to have and ENDS with the customer – giving him what HE wants.

Marketing Definition

The AMA (American Marketing Association) is a prestigious and influential organization in the USA and the international arena.

The definition of marketing in 1964 was; "The process of planning and executing the conception, pricing, promotion, and distribution of goods, services, and ideas to create exchanges that satisfy individual and organizational objectives."

It was until AMA approved and punished another in 2004;

Marketing is an organizational function and a set of processes for creating, communicating, and delivering value to customers and managing customer relationships in ways that benefit the organization and its stakeholders.

In October 2007, they published a new one;

Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large.

The three definitions are not that different, but there is a significant difference between

them. I like to call them the generation gap.

The first definition of AMA “create exchanges that satisfy individual and organizational objectives” indicates that marketing is there for creating exchanges for the involved parties to serve their purpose.

They forgot about you and me; the customer’s benefit or value. They also somehow put a boundary to the marketing functions; “process of planning and executing the conception, pricing, promotion, and distribution of goods, services, and ideas.”

In the second definition, they include us-the customers’ value but “in ways that benefit the organization and its stakeholders.” Here they showed the Extend of the marketing activities; “function and a set of processes for creating, communicating, and delivering value.”

The third definition of marketing by AMA is to be the most precise one of the closet on. Well, they put values of customers and society at equals to the organization’s objectives. They also put it in front and regarded it as the main force behind the marketing activities. See, the third change comes very quickly.

And it is rightly so. Businesses have found out that customers are the only reason for the success, not the large capital or the product/service they produce. For some of them, it had to be found in a hard way.

We can say that marketing is all about delivering customer value, and the businesses should be too. Businesses in trying to get customers’ attention and marketing include all those activates.

The marketing guru of Silicon Valley, Regis McKenna, defined marketing concisely and outrageously;

Marketing is everything.

A bold statement from Regis McKenna’s but take a look again, and it’s very true. Marketing functions are not fixed on just products, pricing, promotion, and distribution. It is all the activates that affect how your customer perceives your company.

So in that sense, everything is marketing. Marketing is for understanding what the customer needs, and then to provide it requires marketing to go beyond the marketing department.

And at the end, we are defining marketing like this-

Every action of an organization; either orbits around, depends on, forced by the activities that marketing makes to communicate with customers to indicate product's or service's value.

Marketing's universal functions are buying, selling, transporting, sorting, standardization and grading, financing, risk-taking, and market information.

Selling: The selling function involves promoting the product. It includes the use of personal selling, advertising, and other mass-selling methods.

Transportation: The transporting function is the movement of goods from one place to another.

Sorting: The sorting function involves holding goods until customers need it.

Standardization and Grading: The standardization and grading involve sorting products according to size and quality. This makes buying and selling easier because it reduces the need for inspection and sampling.

Financing: The financing provides the necessary cash and credit to produce, transport, store, promote, sell, and buy products.

Risk-Taking: It involves bearing the uncertainties that are part of the marketing process. A firm can never be sure that customers will want to buy its products can also be damaged, stolen, or outdated.

Who Performs Marketing Functions?

Marketing functions are all part of the marketing process and must be done by someone.

None of them eliminated. In a planned economy, some of the functions may be performed by government agencies. Others may be left to individual producers and consumers.

In a marketing directed economy, marketing functions are performed by producers, consumers, and a variety of marketing specialists.

Scope of Marketing

The definition of marketing stated earlier suggests that the scope of marketing is extensive. Marketing involves determining needs and wants, demand, and produce products to satisfy them through exchange processes.

Under the expanded notion of marketing, individuals, social organizations, political parties, educational institutions, charities, and many other organizations are engaged in marketing. We will now look at the broad dimensions of marketing and the business dimensions of marketing to understand what marketing encompasses.

Marketing from a General Perspective

Traditionally, marketing is regarded as an activity performed by business organizations. However, marketing can also be performed by other types of organizations and even by individuals. For example, a political party uses marketing when it persuades voters to vote for its candidate.

University graduates can use marketing principles to maximize the effectiveness of their search for a job. Against this backdrop, there exists a wide variety for marketers, what they are marketing, and what are their potential markets.

In addition to a wide variety of items generally considered as goods and services, ideas, persons, places, and organizations are also marketed.

In this general perspective, markets cover more than the direct consumers of products. For example, in addition to its students, a public university's market comprises government agencies who provide funds, citizens living around the university affected by university activities, and alumni who support various university programs.

A company's markets include government agencies, environmentalists, and shareholders. Thus, any individual or group with whom a person or organization has an existing or potential exchange relationship can be regarded as a market.

Marketing can occur when one social unit (person or organization) strives to exchange value with another social unit. Thus, the essence of marketing is a transaction or exchange. In this broad sense, marketing consists of activities designed to generate and facilitate exchanges intended to satisfy human needs or wants.

Marketing from the Business Perspective

In a society, organizations and individuals are involved in and exposed to various marketing activities. These organizations may or may not be profit-oriented, although they may face some marketing problems.

However, the popular notion of marketing does not provide a conceptual framework for practical purposes. Marketing should be visualized as a whole to get maximum return

out of the investments in marketing activities.

So, we need to define marketing from a business viewpoint that will guide managers in business and nonprofit organizations in carrying out their marketing tasks.

Our definition of marketing – applicable in a business or a nonprofit organization – is as follows: Marketing is a total system of business activities designed to plan, price, promote and distribute want-satisfying products to target markets to achieve organizational objectives.

This definition has the following significant implications:

The entire system of business activities should be customer-oriented. Customers' wants must be recognized and satisfied.

Marketing should start with an idea about a want-satisfying product and should not end until the customers' wants are completely satisfied, which may be some time after the exchange is made.

Importance of Marketing

It is important to study marketing for several reasons. Marketing stimulates demand, costs a large part of sales, employs people, supports industries, affects all consumers, and plays a major role in daily lives.

Since marketing stimulates demand, marketing's fundamental task is to generate consumer interest for goods and services. Increased consumer interest in goods and services increases demand and increases the Gross National Product (GNP) of a country.

A large portion of sales revenue goes to cover marketing costs. These costs should not be mistaken as marketing profits, nor should it be assumed that the elimination of marketing activities would lower prices. Amount spent to cover various marketing costs is justified because marketing performs very important functions to bring goods and services from producer to consumer who is separated from each other.

A sizable portion of a country's civilian labor force is engaged in marketing activities. This includes people employed in the retailing, wholesaling, transportation, warehousing, communications industries, and those involved with marketing and activities for manufacturing, financial, service, agricultural, mining, and other industries.

In the USA, for instance, about 17 million people work in retailing, 6 million in wholesaling, and 4 million in transportation. And projections indicate that future employment in marketing will remain strong.¹⁵

Some industries run on the support of marketing activities, such as advertising and marketing research. Total annual U.S. advertising expenditures exceed \$ 100 billion. Many agencies, including Young & Rubicam, J. Walter Thompson, McCann-Erickson and Ogilvy & Mather, have worldwide billings of \$1 billion or more. Approximately \$1.8 billion is spent yearly in the United States on marketing research.

People are consumers of various goods and services produced in society.

Knowledge of marketing makes consumers better informed, more selective, and more efficient. Consumers can establish effective channels of communication with organizations and can get complaints resolved more easily and favorably.

An understudying of the role of marketing lead the consumers toward forming consumer groups. These consumer groups often have a significant influence on the activities of marketers.

Marketing has a strong influence on the beliefs and lifestyles of the members of society. Marketing has often been blamed for developing materialistic attitudes, fads, product obsolescence, a reliance on gadgets, conspicuous consumption, superficial product differences, and wasting resources.

Marketers counter these allegations by saying that they merely respond to people's desires and make the best goods and services they can at the price people will pay.

Marketing plays an important role in improving quality of life.

For example, marketers encourage companies to make safer products such as low-nicotine cigarettes. Marketers create public service messages on energy conservation, cures for diseases, alcohol abuse, and other public interest issues. They also help new goods, ideas, and services to be accepted and assimilated by people.

Knowledge of marketing is also valuable for those not directly involved with marketing.

For example, marketing principles can be utilized by doctors, lawyers, management consultants, financial analysts, research and development personnel, economists, statisticians, city planners, nonprofit institutions, and others.

Each of these professions and organizations requires an understanding and

satisfaction of the patient, client, consumer, taxpayer, or contributor needs. And many of them are new undertaking marketing research, advertising, and so on.

Role of Marketing in Economic Development

The main purpose of markets and intermediaries is to make the exchange easier and allow greater production, consumption, and other activities, including recreation. An effective marketing system is necessary for economic development. Improved marketing may be the key to growth in less-developed nations. Without an effective marketing system, the less developed nations may not escape the “vicious circle of poverty.”

Many people in these nations can't leave their subsistence way of life to produce for the market because there are no buyers for what they produce. And there are no buyers because everyone else is producing for their own needs.

As a result, distribution systems and intermediaries do not develop.

Breaking this vicious circle of poverty may require major changes in the marketing systems that are typical in less- developed nations. Without an effective marketing system, people can't leave their subsistence way of life.

Marketing means delivering the goods and services that customers want and need. It means getting products to them at the right time, in the right place, and at a price they're willing to pay.

So, effective marketing is needed to link producers and consumers.

Marketing Role in Strategic Planning

Marketing plays an important role in strategic planning in the sense that consumers' needs and the company's ability to satisfy them to guide the company mission and objectives

Most company strategic planning deals with marketing variables such as market share, market development, and growth. In most cases, it is very difficult to isolate strategic planning from marketing planning.

Virtually, strategic planning is often referred to as strategic marketing planning. Marketing plays a key role in the company's strategic planning in several ways.

First, marketing provides a guiding philosophy- the marketing concept that suggests that company strategy should revolve around serving important consumer

groups' needs.

Second, marketing provides inputs to strategic planners by identifying attractive market opportunities and assessing the firm's potential to take advantage of them.

Finally, within individual business units, marketing designs strategies for reaching the unit's objectives.

Marketing and the Other Business Functions

Opinions vary about the role of marketing in a company. One view is that marketing bears equal importance to any other function. Another view is that marketing is the most important of all the functions of a company.

To quote Peter Drucker, "The business aims to create customers." The marketing department defines its mission, products, and markets and direct other functions performed to ensure customer satisfaction.

Astute marketers are inclined to put the customer at the center of the company. They believe that a company must attract and hold customers for being successful.

Promises must be made to attract the customers, and they can be retained by providing satisfaction. Marketing offers the promise and ensures its delivery.

Marketing plays a coordinating role in helping ensure that all departments work together to ensure consumer satisfaction.

Conflicts between departments regarding marketing issues can happen.

Business functions differ in their objectives and activities. Production is concerned with suppliers, finance is interested in stockholders and sound investment, and marketing focuses on products, pricing, promotion, and distribution.

All the different functions of a company must be carried out harmoniously to generate value for consumers.

But in reality, this is not always the case, and conflicts between the departments are rare.

The marketing department operates from the consumer's standpoint. But to ensure consumer satisfaction, it wants other departments to work in a way not considered comfortable.

Marketing activities can increase purchasing costs, disrupt production schedules, increase inventories, and create budgetary problems. In practice, other departments

may be unwilling to be subservient to the marketing department.

Thus, marketing management can best support consumer satisfaction by working to understand the company's other departments.

Marketing managers must work closely with managers of other functions to develop a system of functional plans. The different departments can work together to accomplish the company's overall strategic objectives.

Impact of Marketing – Marketing is Exciting and Dynamic.

It would help if you realized that marketing is exciting, fascinating, stimulating, and always dynamic. Numerous activities are involved in it, not only advertising, selling, publicity, and public relations. Great marketing achievements may be experienced by companies one year to meet equally sizable defeats the following year.

Every organization's ability to survive is affected by marketing. Knowledge of marketing principles, concepts, and theories helps marketers cope with today's dynamic, complex environment in which major and unpredictable changes often occur, and this is an ongoing process.

Marketing accounts for a large part of everyone's budget. You will be surprised to know that marketing costs are estimated to comprise 50 percent or more sales. On average, fifty paise out of every taka spent to go to cover costs arising from such activities as marketing research, branding, packaging, transportation, warehousing, merchandising, advertising, personal selling, and public relations publicity.

Marketing also influences our quality of life. Increased consumer awareness about such issues as energy conservation, nutrition, and physical fitness and safer products contribute to the well-being of society of which we are apart. Marketing, in achieving these desirable ends, plays a significant role.

Because of its diversity and the numerous challenges, rewarding career opportunities exist in marketing. No business discipline has many different career possibilities as marketing.

It is known from different studies that approximately one out of three jobs is directly or closely related to marketing. The types of organizations with entry-level positions in marketing include, among others, business firms such as manufacturers, service firms, wholesalers, retailers, advertising agencies, consulting firms, and private and public

nonprofit organizations such as hospitals, the performing arts, charities, special interest groups, and government agencies.

Conclusion – Marketing touches all of us every day in every sphere of our lives.

Marketing means working with markets to bring about exchanges for the purpose of satisfying human needs and wants. We can also put it in this way: marketing is a total of business activities designed to plan, price, promote, and distribute want-satisfying products to target markets to achieve organizational objectives. Marketing, therefore, serves to satisfy the objectives of both the parties – market and the marketer.

Marketing touches all of us every day in every sphere of our lives. How it influences us is important from a marketing perspective. Marketers face different demand states of their products. Each of the demand states calls for different marketing activities that a marketer should be aware of.

Societal Marketing Concept: Definition, Advantages, Examples

Societal marketing concept holds that a company should make good marketing decisions by considering consumer’s wants, the company’s requirements, and society’s



[iEduNote](#)

long-term interests.

5 Marketing Concepts: Marketing Management Philosophies

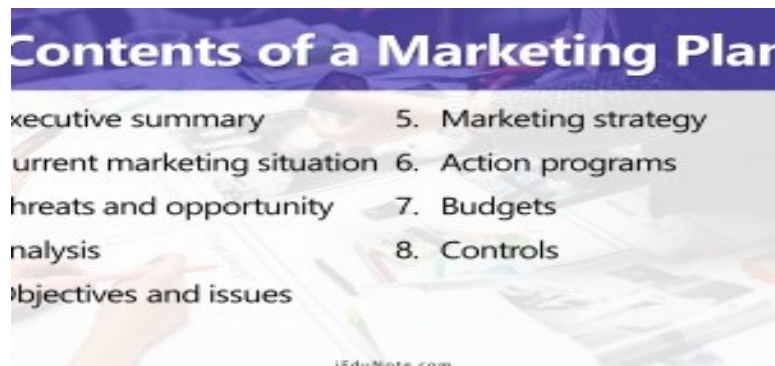
5 marketing concepts helps organizations plans, design strategies and execute their marketing strategies to get target consumers.



5 Core Customer and Marketplace Concepts

The 5 core concepts of customer and marketplace allow you to understand and examine the customer, marketplace, and why it behaves in various situations. 5 core customer and marketplace concepts are; (1) needs, wants, and demands, (2) market offerings such as products, services, and experiences, (3) value, satisfaction, and quality (4) exchange, transactions, and relationships,...

Market Oriented Strategic Planning



Marketing Plan: Contents of a Marketing Plan

Undertaking actions based on a marketing plan can place a company better than its competitors. Preparing the plan requires a few sequential steps, which should be followed for a better plan to follow. A marketing plan should contain, among others, an executive summary, statement of the current marketing situation, analysis of the



opportunities and issues,...

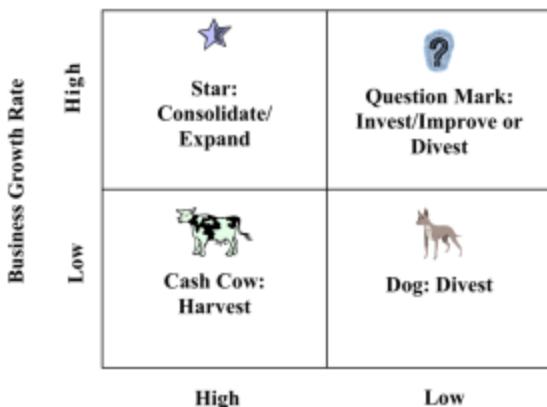
Marketing Process: 5 Steps of Marketing Process

Marketing is how companies create value for customers and build strong customer relationships to capture value from customers in return. 5 step process of the marketing framework wherein value is created for customers and marketers capture value from customers in return. Understanding The Marketplace And Customer Needs And Wants. Designing A Customer-Driven Marketing Strategy. Constructing...



Market Oriented Strategic Planning

A marketer must seek ways of maintaining a balance between his objectives, skills, and resources, and the dynamic environment. Strategic planning helps him to achieve this. Therefore, knowledge of strategic planning, implementation, and control is necessary for a marketer to survive in the changing environment. What is Market-Oriented Strategic Planning? Market-Oriented Strategic Planning is the...



BCG Matrix: Definition, Chart, Explanation With Examples

BCG stands for Boston Consulting Group; also called 'Growth/Share Matrix/ BCG Matrix'; developed by Boston Consulting Group, a world-renowned management consulting firm located in the USA. It is a useful tool for analyzing a diversified company's business portfolio. In the BCG matrix, SBU(Strategic Business Unit) is a unit of the company that



has a separate mission...

Strategic Planning Gap

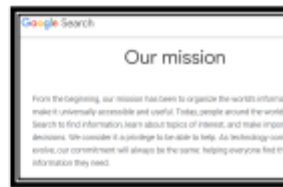
A company can project total sales and profits through plans for existing businesses. The projected sales sometimes are less than what management desires. Management usually develops or acquires new businesses to fill up such a gap. This gap is usually arisen out of the strategic planning gap between future desired sales and projected

Mission Statement

Mission Definition

Mission should define the organization line/lines of business, identify its products and services, and specify the markets it serves at present and near future.

Mission Example



EduNote.com

sales. How...

Mission Meaning: Ideal Contents of a Mission Statement

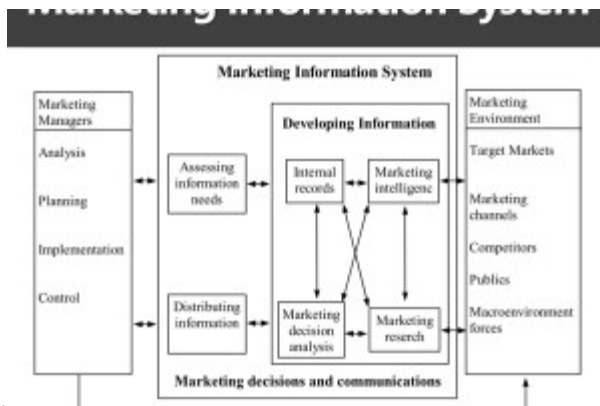
Mission should define the organization line/lines of business, identify its products and services, and specify the markets it serves at present and the near future.

Managing Marketing Information



Marketing Information: Sources, Need for Marketing Information

Modern marketing is a much more exact science than it was. In the past, marketing was essentially an art – depending almost entirely on the intuition and judgment of the entrepreneur who was an all-around expert in marketing, production, and finance. Of course, the market environment was much less complex. The number of competitors



and...

Marketing Information System (MIS): Meaning, Tasks, Components

As the need for information grew, so did the need for more sophisticated means of collecting and processing data. No longer is a random, haphazard accumulation of bits and pieces of data satisfactory. To fulfill this need, a Marketing Information System (MIS) emerged as a critical component of the marketing process. More broadly-based



and complex...

Marketing Intelligence System

A marketing intelligence system is a set of procedures and sources used by managers to obtain their everyday information about pertinent developments in the marketing environment. It means that this is a mechanism used by executives to gather data on the developments taking place in the environment – commercial, technological,

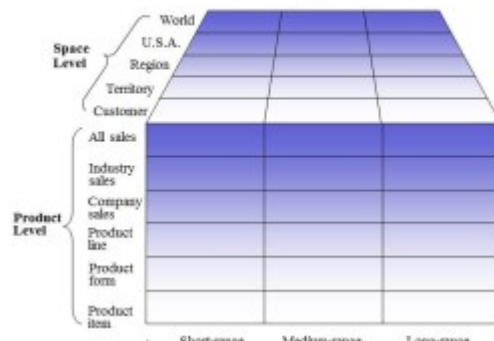


legal/political, and so on –...

Marketing Research Process

Most marketing managers delegate the detailed design and implementation of research projects to specialists either within or outside their organizations. The principal reason for such delegation is that most marketing managers do not have the time or the expertise to engage in market research activities. They must, to a greater or lesser

... Types of Demand Measurement (x 3)



extent, depend on...

Market Demand Estimation

The marketing opportunities of a company are basically identified by conducting marketing research. After the research identifies opportunities, target markets should be selected very carefully, evaluating the identified opportunities. To begin with, the size, growth, and profit potential of each of the opportunities must be measured and forecasted by the management. Several departments in the...



Sales Forecasting

Sales forecasting is the process of selecting and targeting specific market segments, and identifying which sub-markets are both viable and attractive requires the sales forecast or estimating future demand. Without a sales forecast, the marketing executive could not determine what sales volume to expect, how much to produce, and how much money and effort to...

Analyzing Competitors



Analyzing Competition: Industry Concept & Market Concept of Competition

Competition is a powerful influence in determining the extent and nature of a firm's marketing activities. Very few firms operate in a market environment all by themselves. Most companies face competition from at least one other business, and usually from several. Broadly speaking, all firms compete with each other for the buying power of consumers....

4 Types of Competitors

No company can expect to operate in a market without having competition. Companies

thus face competition. A company can face four categories of competition. It should be prepared with strategies to attack immediate and potential competitors. Identifying competitors to attack is vital for a company to survive in this age of extreme competition. 4 Types...

4 Steps of Designing Competitive Intelligence System

How do you gather information on your competitive environment? The answer lies in the design of a competitive intelligence system. If you collect information using a competitive intelligence system, you cannot be inundated with useless and irrelevant information. The system's design should be such that it helps you save money and provide timely and accurate...

Steps in Customer Value Analysis

If a company has a sound competitive intelligence system put in place and work, it is easier for the company to devise strategies to deal with competitors. Because the information provided by the said system will help the company decide which competitors should be attacked and which to be avoided, managers usually go for customer...

Market Differentiation

Differentiation: 5 Differentiating Variables

As a practical matter, all sellers' offerings are differentiated from those of their competition. Differentiation may be based upon certain characteristics of the product itself. It may also exist concerning the conditions surrounding its sale. A company's product may also be differentiated by the images of its personnel and the type of distribution channel it...

Product Differentiation

Product differentiation is the path chosen by most brand leaders in any industry. Cellulose tape became known as 'Sellotape,' and the vacuum cleaners are referred to as 'Hoovers' is a great credit to the originators. They become natural first choice brands against which all competitors are judged. Maturing markets mean increased competition for market share...

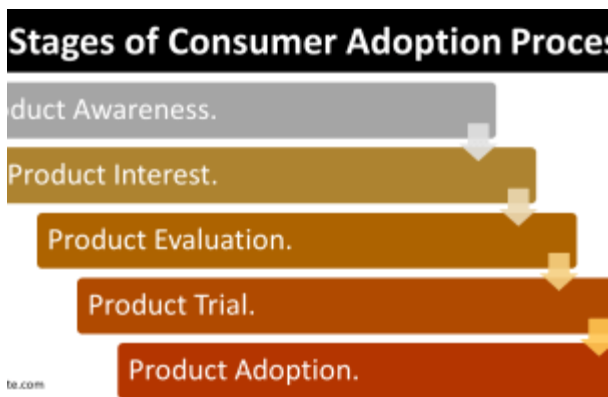
Market Positioning: Definition, Strategies, Importance, Errors

Marketing positioning is the process of developing a marketing mix that puts the product in a unique position to the targeted segments for attracting potential buyers. Marketing positioning involves arranging for a product to occupy a clear, distinctive, and desirable place relative to competing products in the minds of target consumers, which is accomplished through...

New Product Development

New Product Development: Definition, Process

Getting the product right is the single most important activity of marketing. If the product is not what the market wants, no amount of price adjustment, dependable delivery, or brilliant promotion will encourage consumers to buy it – or at least, not more than once, and very few companies produce products which are ‘once-in-a-lifetime’



buys....
te.com

5 Stages of Consumer Adoption Process (Buyer Decision Process for New Products)

It is interesting how consumers learn about products for the first time and decide whether to adopt them. The adoption process for a new product is the mental process through which an individual passes from first learning about an innovation to final adoption” and adoption as the decision by an individual to become a regular...



5 Types of Adopters: Innovators, Early Adopters, Early Majority, Late Majority, Laggards.

Different people try new products at varying speeds. For each product, we find consumption pioneers and early adopters. Other consumers adopt new products much later. People can be classified into 5 adopter categories. Consumers pass through five stages in the process of adopting a new product. Innovators. Early Adopters. Early Majority. Late Majority. Laggards. Let's...

Product Life Cycle Strategies

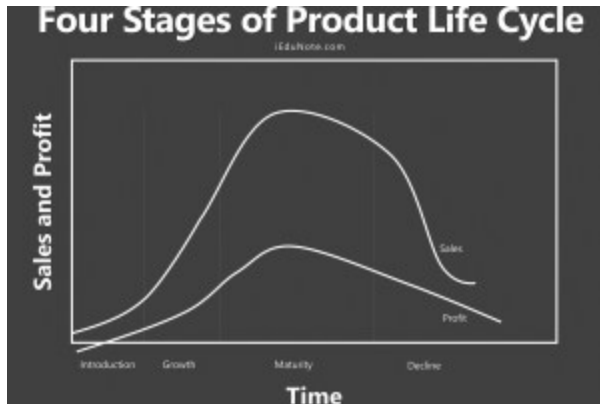


Market Evolution: Definition, Stages of Market Evolution

Evolution, in dictionary term, means the process of growth. In other words, evolution is the theory that sees in the history of all things – a development or gradual advance from a simple and rudimentary condition to one that is more complex and of higher character. Thus, market evolution means the development or gradual advance...

Dynamics of Attribute Competition: How To Identify and Measure Market Acceptability of Products' New Attributes

You know that very few firms operate in a market environment all by themselves. Most companies face competition from at least one or other business, and usually from several. Thus, competitive forces make substitutes available for almost every product or service on the market. No matter what new attribute you add to your product to...



Product Life Cycle: 4 PLC Stages and Marketing Strategies of PLC

The product life cycle is a series of stages progressing from the product's initial entry to its ultimate withdrawal from the market. Contemporary marketers try to plan for the life of the product before it is ever introduced. They try to maximize profits over the entire period. It is on the market, not just in...

Marketing Strategies



Market Leader Strategies

You may find industries dominated by only one firm. The largest share of the market is occupied by the said firm and is known as the market leader. The other firms operating in the said market enjoy only a relatively small portion of the total market. They are always under pressure by the leader because...



Market Challenger Strategies

Market challengers are the firms trying to catch the leader's position and fighting hard to increase their market shares. They are called challengers because they throw direct challenges to the leader by penetrating his market domain. The challenging firms that fail to penetrate the leader's areas become market followers. Therefore, it is evident that some...

Market Niche Strategies

What is Market Niche Strategy? A niche is a small market whose needs are not being well-served by the existing products. A niche may be identified by dividing a segment into sub-segments or defining a group with a different set of characteristics, which may look for a special combination of benefits of attributes in the...

Product Lines

What is Product?

Product is considered to be one of the most critical elements of the marketing mix. Distribution, promotion, and pricing strategies depend very heavily upon what the product is, its attributes, and its function. There are many misconceptions about what a product is. Therefore, attention must be directed to defining a product and the product mix....

Types of Products (Consumer Products and Industrial Products)

Marketers consider goods primarily in terms of whom they are being targeted. They classify goods based on whether they are consumer goods or industrial goods.

Generally, products are classified into two types; Consumer Products (convenience products, shopping products, specialty products, unsought products). Industrial Products (capital goods, raw materials, component parts, major equipment, accessory equipment, operating...

Levels of Product

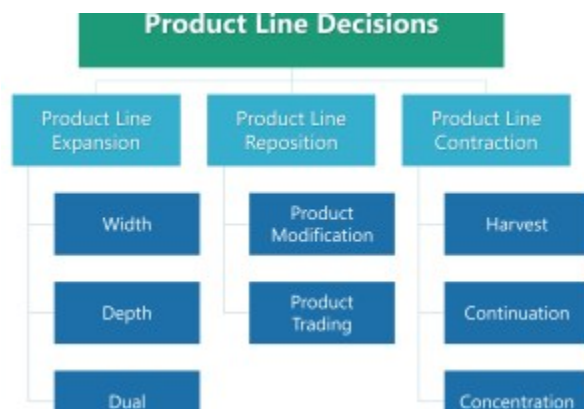
A particular product has 5 levels (core benefit, generic product, expected level, augmented product, potential product). When a buyer buys a product, he buys a package, not only the tangible product. With a soap, you purchase, for example, the soap itself, an image, and a number of interrelated satisfactions. Marketers should,



therefore, need to think...

Product Mix Decisions

A product mix is all of the product lines that the company sells in the marketplace, and not those still in the development or testing stages. For example, a company's product mix may be constituted of cosmetics, toiletries, and medicine. Again, each line may have a subline, such as cosmetics may be broken down into...



Product Line Decisions

Product Line Decisions means a company offers similar products to solve a whole

range of similar problems that target customers have. To understand Product Line Decisions simply, we can look at a smartphone manufacturer, like Samsung and Apple. They are known to customers as smartphone makers, but they are more than that. Both Samsung and...

Individual Product Decisions

For developing marketing plans and strategies, a marketer needs to make individual product decisions. These answers what decisions a marketer has to make before developing and marketing individual products? Individual product decisions start with setting the right product attributes. To make the product stand out from the competition, branding needs to be done properly. Packaging...

Pricing Strategies



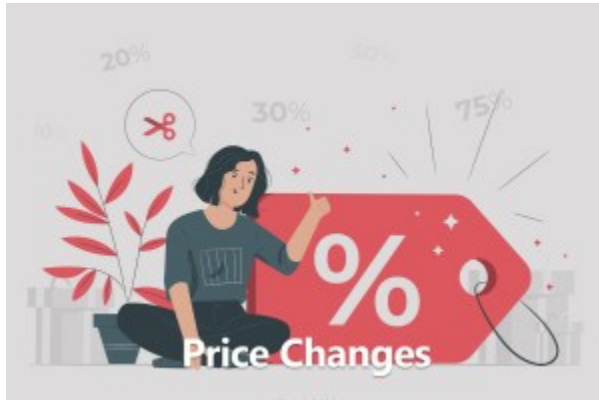
Price: Meaning, Role, Steps of Price Setting Process

Price is the sacrifice made by the consumers to get an item. They are very sensitive to what they sacrifice for a product. In price setting, marketers should consider consumers' ability to pay, the demand for the product that exists, the cost involved in producing the item, and the costs, prices, and offers of their...



Price Adaptation Strategies

What is Price Adaptation? Prices set by a company do not always remain the same. Over time, the original price established for almost any product will have to be adjusted. The marketing executive will find it necessary to change the product's price several times during the course of its life cycle. They are changed or...



Price Changes: Initiation & Reactions of Price Changes

In a dynamic business world, price administration cannot end with the setting of an initial price. Changing marketplace conditions often require the organization to cut or increase prices to stop making changes. Companies often face situations where they may need to reduce or increase their prices even after developing pricing strategies and structures. In this...

Marketing Communication



Marketing Communication

Once a product has been created and a price determined for it, the marketing focus switches to promotion or communication. However, good a product, it will seldom sell itself. Knowledge about the product must be communicated to potential customers, either through word of mouth, advertising, or some form of display. Therefore, marketers do not restrict...

Evaluating Marketing Activities



Marketing Organization: Meaning, Purpose, Role, Organizing Marketing Unit

The structure and relationships of marketing personnel, including lines of authority and responsibility that connect and coordinate individuals, strongly affect marketing activities. People in the organization carry out activities of marketing. Marketing management, therefore, cannot take place except within a specific organizational setting. The organizational setting is termed as 'marketing's home.' Thus an



understanding of...

Marketing Evaluating and Controlling

Marketing is a complex activity. It involves many options, it requires coordination

among many functions and tasks, and it must respond to changes in customers and competitors. These factors make planning difficult and often make the achievement of a marketing strategy or program even more problematic. Without good control and



evaluation procedures, even the best...

Types of Marketing Control

Two major types of marketing control are common. The first is the control of day-to-day operations; thus, implementation control involves ongoing activities and uses the organization's regular accounting and reporting procedures to analyze marketing plans and actions. Primarily, implementation control seeks to answer the question, 'Are we doing things right?' Strategic control involves major strategic...



Marketing Implementation: Definition, Aspects

Marketing implementation defines as the process that turns marketing plans into action assignments and ensures that such assignments are executed to accomplish the plan's

stated objectives. No marketing program will succeed if it is not implemented properly. To implement, the marketing executive must; obtain the support of all the people and institutions who will be...

Social Responsibility of Marketing



Social Criticisms of Marketing

The social environment is one of the most difficult tasks to monitor because changes in values and attitudes, and lifestyles are not easily measured in reassuringly quantifiable ways. The social environment comprises the structure and dynamics of individuals and groups and the issues with which they are concerned. Business firms operate in various settings of...