

# INTRODUCTION OF MARKETING DESIGN

Dr. M. Govindaraj  
Dr. Mukesh Kumar Yadav

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**BOOKS ARCADE**

KRISHNA NAGAR, DELHI

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## CHAPTER 1

### AN INTRODUCTION OF MARKETING AND ITS DESIGN

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Dr. M. Govindaraj, Associate Professor  
Department of Marketing, CMS Business School, JAIN Deemed to-be University, Bangalore, India  
Email Id- dr.govindarajm@cms.ac.in

#### **ABSTRACT:**

Marketing is a crucial aspect of any business that involves identifying, satisfying, and retaining customers through the creation and communication of value. Effective marketing requires a well-designed strategy that takes into account the unique needs and preferences of the target audience. Design plays a critical role in marketing, as it influences the way customers perceive a brand and its products or services. This abstract explores the relationship between marketing and design and how businesses can leverage design to create compelling marketing campaigns that resonate with their target audience. It highlights the importance of developing a strong brand identity, creating visually appealing marketing materials, and incorporating user experience design principles to enhance customer engagement and loyalty.

#### **KEYWORDS:**

Brand, Mass Prestige, Marketing, Marketing Design, Market.

#### **INTRODUCTION**

Selling or advertising are the most common interpretations of marketing. It is accurate to say that they are a part of the advertising process. Yet, marketing encompasses a great deal more than selling and promoting. In actuality, marketing encompasses an array of interconnected activities, and decisions made in one area have an impact on some of those made in other areas. To emphasize the number of actions that are involved in marketing, think of all the bicycles are peddled with various degree of vigor by bicycle riders in India. The purpose of the preponderance of bicycles is to transport the user from one location to another. Nonetheless, there are many different models from which a rider may choose. They come in a variety of sizes, with both female and male-specific frames, as well as with and without gears. Racing bikes have thin tires, whereas trekking bikes have wide, knobby tires. Clowns want only one wheel to make balance more fascinating; children want more gears to make balancing simpler. Bicycle construction and sales are harder to achieve by the range of designs and features. A company like Atlas Cycles or Hero Cycles should take the steps described below before and after choosing to create bicycles.

- i. Determine if buyers of bicycles need additional or different models by analysing their wants.
- ii. Determine which company will strive to meet each customer's desire by anticipating the sorts of bicycles they will want, including handlebar styles, wheel types, weights, and materials.
- iii. Compute the number of bicycles these individuals will purchase and ride over the course of the next several years.



- iv. Estimate the precise time these folks will wish to purchase bicycles.
- v. Work out how to deliver the company's bicycles to these riders and where they will be in India.
- vi. Calculate how much people are willing to pay for their bicycles and determine if the company can turn a profit at that pricing.
- vii. Choose the advertising strategies that would best inform prospective buyers about the company's bicycles.
- viii. Estimate the number of competing firms, the volume of bicycles they will make, the types of bicycles they will produce, and the pricing they will charge.

Figure out how to provide warranty service if a customer has a problem after buying the bicycle[1]. The industrial process that actually produces items or renders services is not included in the insight into the characteristics. Instead, they are a component of a bigger process called marketing that gives production the direction it needs and ensuring the correct goods and offerings are created and reach customers. First, you must appreciate what a "market" is in order to properly understand the notion of marketing.

### Market

The name "market" stems from the Roman word "Marcatus" which meaning "a location where commerce is performed." A layperson views a market as a location where buyers and sellers negotiate and close purchases face-to-face. Perreault and McCarthy describe a market as a collection of prospective buyers who have analogous requirements or desires and are prepared to trade something out of value with vendors that provide a broad range of goods and/or services to meet those needs or wants. Naturally, some haggling will be expected. This may be done in-person in a real-world site (like a farmer's market). Alternately, it may be done surreptitiously by using a convoluted network that connects middleman, distant buyers, and sellers. There are various markets that deal with goods and/or services guess it depends on what is involved, such as:

- i. **Consumer Market:** Customers in this market are able to buy whatsoever they need or want for their own use or for the benefit of their families. Two segments of this market may be distinguished: the consumer goods market that moves quickly segment, where consumers buy items like toothpaste, biscuits, face cream, etc., and the services component, which includes things like internet and conveyance. Another is the durables market, where customers may purchase things with a longer lifespan, such as automobiles, washing machines, motorcyclists, as well as services, such as insurance coverage and certificates of deposit with banks and non-banking banking institutions.
- ii. **Industrial/Business Market:** Industrial and commercial buyers in this real economy buy items such as raw materials (iron ore, coke, crude oil, etc.), components (windcreens, tyres, picture tubes, microprocessors, etc.), finished products (packaging machines, generators, etc.), computer equipment (computers, pens, paper, etc.), and maintenance and repair supplies (grease, lubricating oil, broom etc.). As a consequence of outsourcing, industrial purchasers now require an increasing variety of services from the suppliers of these services, such as financial solutions, security services, advertisement, legal services, etc.

- iii. **Government Market:** The majority of nations' central/federal, state or governmental organizations are the major consumer of goods and services. The current regime is also the largest provider of goods and amenities to the populace, particularly in a dynamic nation like India where the Central Government, State Governments, and municipal governments offer services like roads, police, sewage and treatment, and water provision, respectively[2].
- iv. **Global Market:** The digital revolution and WTO's attempts to reduce tariff and non-tariff barriers have sped up the world's transformation to a borderless society. To maintain and grow their earnings and revenue, goods makers and service providers are relocating to other nations. Even if there are more large multinationals from wealthy nations (AT & T, McDonald's, Ford Motors, IBM, Sony, Citi Bank, etc.), developing nation businesses have also grown more noticeable abroad. The ultimate winners are the customer who get top-notch goods and services at reasonable costs.
- v. **Non-profit Market:** On the one hand, society is evolving in all aspects, but on the other, the difficulties it is dealing with are also multiplying. Most individuals don't worry about these problems for a number of reasons, including lack of knowledge, lack of time, selfishness, etc. Hence, non-profit organizations became created to fill the need. These groups work to raise awareness of a certain cause or nonprofit organization among the general public and seek both financial and non-financial support. Examples of Organizations working to protect the environment are Narmada BachaoAndolan, ChipkoAndolan to protect the trees in the Himalayan region, and some others. In order to fund a cause or a charity like an old age home, a free dispensary, a free education, a home for the poor, etc., these non-profit organization primarily depend on financial contributions from people, institutions, and governments.

These are the main marketplaces in the nation. There may also be various marketplaces that cater to a particular need or want of customers and marketers, such as the grain market (anajmandi), vegetable and fruit market (SubziMandi), fish market, governmental market made up of political parties and voters, etc.[3].

## Marketing

Several writers presented a variety of definitions for marketing. The following are a few definitions:

- i. The development of the provision of a better quality of life.
- ii. Marketing is the procedure used to try to persuade customers to engage in voluntary exchange transactions with a marketer.
- iii. The process of marketing entails identifying and converting customer requirements and desires into goods and services, generating demand for these goods and services, and then afterwards increasing this demand.
- iv. Marketing is the commercial process that involves matching items with markets and transferring ownership.
- v. Marketing is the practice of conducting commercial operations that control the flow of products and services from manufacturers or suppliers to customers or end users.

- vi. Marketing is a social process that enables people and groups to freely exchange valuable goods and services with one another in order to meet their needs and desires.
- vii. Marketing is the practice of actions intended to achieve an organization's goals by foreseeing customer or client wants and managing the flow of need-satisfying products and services from producers to customers or clients.

Let's take a look at the last definition and try to interpret it[4], [5].

**i. Applies to profit and non-profit organizations:**

Both for-profit and nonprofit businesses fall under this classification. For the majority of businesses, profit is the main goal. Yet, other kinds of groups could seek out additional supporters, funding, or agreement with a concept. Individual consumers, business establishments, nonprofit groups, government agencies, or even countries worldwide may be customers or clients. Although the majority of consumers and clients have to pay for the goods and products they get, others may be able to do so for free or at a discounted rate thanks to governmental or private assistance.

**ii. More than just persuading customers:**

Contrary to what most people believe, marketing encompasses more than simply selling and promoting. In actuality, the goal of marketing is to pinpoint customers' demands and adequately address them so that the product almost "sells itself." Regardless whether or not the product is a tangible object, a service, or even a concept, this is true. Customers require less persuasion if the promotional campaign as a whole has been successful. They will be ready when you buy them. And if they are happy with the product after devouring it, they will return for more.

**iii. Begins with customer needs:**

Potential client demands, not the production system, should be the starting point for marketing. Marketing should take steps to anticipate customer needs before trying to decide what products and services to create, including decisions affecting product design and packaging, prices or fees, credit and collection policies, use of middlemen, transportation and storage facilities, advertising and sales policies, and after-sale, installation, customer experience, warranty, and presumably even disposal policies.

**iv. Does not do it alone:**

It implies that management should aim to coordinate these processes by assessing client expectations and giving guidance to operational, accounting, and financing decisions, as well as research and development activities. Customers' needs and aspirations can never be fully met by marketing on its own. It cannot be absent air. In order for marketing to succeed, other organic molecules must work together[6].

**v. Builds a relationship with the customer:**

Marketing aims to recognize and fulfil the wants and needs of customers. It attempts to build a connection with the consumer rather than having its efforts conclude with a single transaction. Therefore, that further sales will follow in the future because when consumer has the same need or a comparable need that the business should satisfy. Both the business and the associations with clients from the long-term connection.

## Scope of Marketing

Creating, promoting, and distributing products and services to customers and companies are the conventional definitions of marketing.

In actuality, evidence of effectiveness ten different categories of things, covering things, services, experiences, events, people, places, and properties as well as organizations, information, and ideas.

Effective marketing strategies may be implemented to promote these organizations.

### i. Goods

A good is anything physical that may be sold to fulfil a need or a desire. Most nations focus the majority of their manufacturing and marketing efforts on physical products. Fast-moving consumer products (shampoo, bread, ketchup, cigarettes, newspapers, etc.) and consumer durables (television, gas appliances, fans, etc.) are created and consumed in significant amounts each year in emerging nations like India[7].

### ii. Services

The proportion of services in the gross domestic product rises as economies grow. For instance, in the USA, 79% of all professions and 74% of GDP are in the service sector. Any performance that one party may provide to some other and that is fundamentally conceptual and does not result in ownership of anything is referred to as a service. Its creation may or may not be associated to a tangible good. In addition to professional like attorneys, physicians, and professors, services also encompass the work of hotels, airlines, banks, insurance agencies, and transportation businesses, etc. A wide variety of items and services make up different market offers. The interpretation of a pure service would include a psychiatrist talking to a patient or watching a movie in a theatre; a landline or mobile call bolstered by a significant investment in infrastructure and machinery; and at a more concrete level, a fast-food restaurant where the customer consumes both a great right and a service.

### iii. Experiences

By mixing several services may build, arrange, and sell experiences by combining a variety of services and products. For instance, zoos, museums, and water parks all provide experiences that are not typical of daily life. There is a market for a variety of experiences, like travelling on Palace on Wheels, climbing Mount Everest or Kanchenjunga, river rafting, seeing the moon, taking the Trans-Siberian Railway through five time zones, etc.

### iv. Events

The Olympics, company anniversaries, sporting events (Samsung Cup India Pakistan Cricket Series), live entertainment (Lata Mangeshkar Live Concert, Jagjit Singh Live Concert), corporate events (International Book Fair at Pragati Maidan, Automobile fair), graduation parties (Filmfare Awards, Screen Awards), beauty pageants (Miss World, Miss Universe, Miss India, Miss Chandigarh), model spot checks, and other time-based, theme-based, or special events are all supported by marketers (Gladrags Mega Model). Event planners are people with a separate career that organize and arrange events. Event management businesses are developing in India, and when they organised the World Cricket Cup (Hero Cup) and Miss World in Bangalore, they received praise from every corner of the globe. The greatest democracy in the world's election of

members to the upper chamber is organized by our election commission. Another prominent aspect is the staging of the ArdhKumbh and Maha Kumbh in various years in Hardwar, Ujjain, Nasik, etc.

#### **v. Persons**

Celebrity advertising has emerged to be a significant industry. In the past, someone wishing for renown would pay a press director to bury articles in periodicals. The majority of cricket players nowadays, like Sachin Tendulkar, SauravGanguly, Rahul Dravid, etc., enlist the aid of celebrity marketer in order to reap the most rewards. Even Star Plus TV station increased its attention on Amitabh Bachhan to promote Kaun Banega Crorepati, which helped both Star Plus and Amitabh Bachhan's fortunes turn around. It is the strength of personality; even in the 14th Lok Sabha election, the BJP's electoral strategy is centred on Mr. Atal Bihari Vajpayee. Shiv Khera is occupied with expanding his business and educating people on how to accomplish various goals via books and speeches[8].

#### **vi. Places**

Cities, states, regions, and even countries engage in active competition to entice tourists, factories, corporate headquarters, and new people. China and India are aggressively vying for the business of global corporations looking for a manufacturing centre. The promotion of Bangalore, Hyderabad, and Gurgaon as software development hubs. Bangalore is known as India's software capital, while Hyderabad is quickly becoming the country's biotechnology sector centre. Call centres are choosing between Gurgaon and Noida as their new locations. Kerala, Himachal Pradesh, Uttaranchal Pradesh, and Rajasthan actively market themselves to attract both domestic and international visitors. India is quickly establishing itself as a nation that can provide top-notch medical care at affordable prices because to its cost-effectiveness, the ability of Indian physicians to compete internationally, and the use of traditional medicines. Bihar has a great potential to become the ideal destination for Buddhists if it is developed correctly.

#### **vii. Properties**

Properties are theoretical rights to ownership of financial shares and debt as well as actual property (real estate). instruments. Property sales and purchases need marketing efforts. Property dealers throughout India assist buyers and sellers of residential, commercial, and plots of land. Several companies in India, like Ansal and Sahara Group, construct and promote their homes as well as businesses. Securities are bought and sold by brokers and sub-brokers on behalf of retail and institutional purchasers.

#### **viii. Organizations**

Companies actively attempt to leave an outstanding, positive impression on the subconscious of their audiences. Reliance Infocomm, which aims to provide communication at reduced prices, and DhirubhaiAmbani Entrepreneur Programme, which company / organisation among Indians, both run billboards. Businesses may benefit greatly from partnering with social issues. By referencing their NAAC scores in marketing and important items, universities and institutions are looking to enhance their reputation in so they can successfully compete for the students who choose them.

### **ix. Information**

It is possible to create and sell that information as a product. In essence, this is what educational establishments like schools, colleges, and universities create and sell to communities, households, and students. The majority of nonfiction books and encyclopedias sell information. Health-related knowledge can be discovered in magazines like *Fitness and Muscle*, while business-related knowledge is accessible in *Business India*, *Business Today*, and *Business World*. *Outlook Traveler* offers details on important domestic and foreign international tourism. Many periodicals with a focus on cars, architecture and interior design, computers, home theater systems, television shows, etc., are available to meet the knowledge demands of the public. We purchase CDs and browse websites to get knowledge. In actuality, one of the main industries in society is the creation, packaging, and dissemination of information. Professional research organizations are being used by more and more organizations to get the data they want.

### **x. Ideas**

Filmmakers, marketing professionals, and those in advertising are always searching for an inspiration or an idea that will help to immortalize them as well as their work. Idea refers to a societal concern or problem that has the potential to affect many people's lives. To draw attention to the situation of desperate refugees and to get their justice, the *Narmada Bachao Andolan* was started. Amitabh Bachhan's endorsement of the *Pulse Polio Vaccination Drive* and Aishwarya Rai's promise to give her eyes within a week of her death provided both initiatives a huge boost. Several governmental and non-governmental groups are working to raise awareness of a topic or problem that has the potential to both directly and indirectly change the lives of many people. For instance, the traffic police warn against drinking and driving, and the federal and state governments warn against using plastic bags for transporting goods[9].

## **DISCUSSION**

Marketing and design are two interdependent fields that work together to create a compelling and effective marketing strategy. The goal of marketing is to create value for customers by meeting their needs and desires, while design helps to communicate that value in a visually appealing and engaging way. In this discussion, we will explore the role of design in marketing and its impact on customer perception and loyalty. Design is an essential aspect of marketing, as it helps businesses to establish a strong brand identity that resonates with their target audience. A well-designed brand identity includes elements such as logos, color schemes, typography, and messaging that convey the company's values and personality. This identity should be consistent across all marketing materials, including websites, social media, and print ads, to create a cohesive and recognizable brand. In addition to brand identity, design also plays a critical role in creating visually appealing marketing materials that attract and retain customers. This includes product packaging, website design, and advertising campaigns. The design should be engaging, easy to navigate, and visually appealing to enhance the user experience and encourage customer engagement. One of the most important aspects of design in marketing is user experience (UX) design. UX design is a process that involves creating a seamless and enjoyable experience for customers when interacting with a company's products or services. This includes designing user interfaces that are easy to navigate, incorporating intuitive design elements, and optimizing website and mobile app performance. Design can also influence customer loyalty and perception of a brand. A well-designed marketing campaign can create a positive emotional connection with customers, making them more likely to trust and remain loyal to a brand. On the other hand, poor

design can have the opposite effect, making customers perceive a brand as unprofessional or untrustworthy. [10].

## CONCLUSION

In today's competitive business environment, marketing and design have become two essential components for any company that wants to remain relevant and profitable. Design plays a critical role in marketing by creating a visually appealing, engaging, and seamless user experience that can establish a strong brand identity and enhance customer loyalty. A well-designed marketing strategy must be centered around the target audience's needs and preferences, with a focus on creating a compelling brand identity and visually appealing marketing materials. It should also incorporate UX design principles to create an intuitive and enjoyable user experience. In conclusion, the relationship between marketing and design is a critical one, with each influencing the other in creating effective and engaging marketing campaigns. Businesses that prioritize design in their marketing strategies are more likely to create a positive emotional connection with customers, leading to increased loyalty, trust, and profitability.

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## CHAPTER 2

# AN OVERVIEW OF THE MARKETING MANAGEMENT AND ITS ENVIRONMENT

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Dr. Sangeeta Devanathan, Associate Professor  
Department of Marketing, CMS Business School, JAIN Deemed to-be University, Bangalore, India  
Email Id- sangeta.d@cms.ac.in

### ABSTRACT:

In order to succeed, marketing management entails establishing and executing strategic marketing strategies, procedures, and activities that are in line with broader organizational objectives. It also involves monitoring KPIs and improving internal operations. The challenge of creating the best organizational structures for sales promotion has gone unaddressed in the marketing literature.

This issue needs urgent and critical research. There are several suggested connections between the data produced by the market environment and a marketing department's organization's capacity to analyse this data. Future both theoretical and empirical work is given insights and chances.

### KEYWORDS:

Business, Information Technology, Marketing, Management, Organization.

### INTRODUCTION

The concepts of marketing process and marketing management quickly piqued the attention of both scholars and practitioners, marking a significant shift in the advancement of advertising ideas and practices in the late 1950s. Decision-making in individual issue areas, such as selecting the optimal product lines, pricing, distribution services, and so on, was classified as marketing management. Marketing mix also referred to the observation and assessment of the fundamental relationships among such judgments. This focus on decision-making caused interest in issues connected to the management of the firm of marketing departments to decline. The individuals who presumably carry out decision-making activities and their potential formal and informal interactions became largely neglected. There are, at best, a few references to "organizational charts" of the conventional kind, i.e., those that solely outline authority and responsibilities connections.

The adoption of titles like marketing manager or political appointee is a result of this concern in making decision rather than organizational issues. The management literature was rife with anthropomorphism, at least in a manner similar to that which underlying the conventional economic philosophy of the corporation. The entrepreneur determines on the amount to be produced, the labor and materials to be purchased, the pricing, and other considerations. It's time to clarify what "making a choice" really means. Making a choice includes drawing a conclusion from a collection of assumptions, to paraphrase Herbert Simon. But who then gives the decision-maker the unfounded assumptions that are pertinent to the issue at hand? Who carries out the decision in the ways that the decision maker intended? What kind of both official and informal partnerships enable individuals to provide pertinent information or ways to carry out a decision?



These inquiries reveal that strategic planning entails more than a simple "choice," a reality that promotional literature often overlooks.

A series of actions or individuals that have an impact on a choice, its execution, and its implications must continually digest information as the decision-making process progresses through phases. What is the ideal organizational setup for people and activities to handle the information suggested by the following tasks, must we ask ourselves?

- i. The dissemination of knowledge that makes it easier to identify and categorise a marketing issue;
- ii. Finding information pertinent to the issue a marketing manager is facing;
- iii. Storing the data in a location where a marketing manager may access it;
- iv. The evaluation of the facts obtained to provide the best marketing choice;
- v. The decision's implementation;
- vi. The monitoring of the decision's implementation's implications, both foreseen and unexpected?

Consider the procedure for locating "relevant information" for updating the packaging of an established product or launching a new brand as an example. Different staff members in an organization could or need to be able to locate such information. This clearly encompasses the marketing research team, the sales team, the advertising team, and the goods or company managers under the marketing division. The accounting teams, long-range strategic planning and forecasting teams, as well as outside the company, commercial entities, dealers, consulting firms, and even suppliers, may or should also contribute to this task. The problem in this instance is the development of a management structure that can locate pertinent information[1], [2].

There cannot be optimal marketing decisions without an optimal organization of people and activities, excluding the case of luck for all the tasks listed above. This is because the latter at least increases the likelihood of identifying pertinent information, both within the firm and in its environment. The creation of an ideal structure of people and activities for processing the information represented by tasks 1-6 above cannot and does not come from traditional organizational charts of a company and its marketing department. There are two causes for this.

Firstly, it was already noted, conventional charts primarily show information flows related to power and responsibility. All other different channels are referred to as informal; these flows are referred to be formal. As a result, any groups of individuals or activities suggested by so-called informal flows as well as the distributed communication processes are left organizationally vague. For instance, in a conventional chart, a brand manager who oversees "profit" technically reports to the product group manager or the vice president in charge of marketing. Nevertheless, in practice, a brand manager's work entails a significant amount of information sharing with a broad spectrum of people, including those from development and research, engineering, manufacturing, and, of course, sales managers. To provide the best possible architecture for these interactions, precise representations of these interactions are required. For contrast, an assembly line's activities cannot be optimized by describing them in terms of a conventional organizational chart! Only PERT and comparable tools may be used to optimize the behavior of the whole assembly line because they accurately depict the information flows and exchanges taking place in the line.

The second reason why organizational charts can't realistically simulate how information is processed by various activities and individuals is associated to the first. A decision tree, or the appropriate structure of tasks required for issue resolution, is how the organizational chart is sometimes described in literature. According to this perspective, the vice president of marketing's challenge is printing more money. Decisions over product lines, sales force, means of distribution, advertisement, marketing research, and other issues often divided into smaller issues. Then, each subproblem is further divided into sub-subproblems. Again, there are many inter-person connections that are yet unclear. As an example, the "marketing research subproblem" really calls for connections with the sales team and even financial department without going "up to" the vice president in the charge of marketing! By definition, using an organizational chart as the "optimal" decision tree's architecture excludes humans. People are only recruited and taught to match the decision tree's nodes after the decision tree has been selected, producing the conventional organizational chart[3].

Because of the challenging problems encountered in successfully implementing and implementing the conceptions of marketing mix and marketing management, the management literature has not explicitly addressed the study of forms of organization of people or activities. Yet, there was not much, if any, energy left over to investigate other issues. Basic disciplines are unable to contribute to the study of interactions between people or activities, even if some energies had been available. During the 1950s, the promises of variety of social settings and small-group dynamics had not been fulfilled. The dominant theories concentrated heavily on studying the person as well as his or her learning, motivation, intellect, and other traits. Only in the latter part of the 1960s did theories and models start to take off, focussing on the organisation as a whole as the unit of observation and evaluation.

### **Processing Environmental Information and Organizing a Marketing Department**

While it is not a novel idea to claim that the environment has an effect on organizational life, little is discovered about this connection. Commencing at least with Darwin and continuing up to and including Ashby, there are specialties that have specifically taken into account how the environment affects the structure of a variety of creatures. There are also current movements in social sciences such as sociology and psychology to investigate how the environment affects how human groups are structured. Among these breakthroughs, the so-called contingency theories that are now being developed are well suited to investigate if and how environmental accounting may change the structure of a marketing department.

Most contingency theories begin with the presumption that any kind of organization may be anticipated to establish internal structures that are in accordance with the demands of the environment. These theories' development follows the requisite methodological trajectories: they endeavor to comprehend the words "environment" and "internal organizational structure" and make any assumptions about their potential connections. A few examples from the bibliography should help illustrate the kind of investigation that is relevant to the research of marketing department organization.

There are several methods to examine the word environment. For instance, Lawrence and Lorsch argue that the ecosystem's level of uncertainty relative to an organization is its most crucial characteristic. They contend that a firm's inner part has to be more differentiating the more unpredictable the marketplace is. Homogeneity and permanence are Thompson's two alternative causes of environmental uncertainties. Simple organizational structures are required in an

ecosystem that is relatively homogenous and stable. Therefore, companies which operate in highly unpredictable and varied environment must create intricate structural features.

As is well known, providing dimension for a notion is merely the first step in explaining it. Duncan, for instance, proposes a set of markers for the stability and homogeneity aspects. Duncan notes one of the signs of homogeneity that should be of significant relevance to us: the quantity of potential clients, suppliers, and rival businesses. Duncan offers the variation that occurs in such values as a measure of stability. Since Weber's time, social scientists have been interested in the concept of corporate structure. Hierarchy, simple-complex, and differentiated-integrated are only a few examples of conceptual and empirical classifications that have been used. Nevertheless, in our view, the definition of the word "organisation culture" has not always been methodical, including the selection of the term's components, indicators for each characteristic, and measuring tools for each indication[4].

We are first concerned with determining the accuracy of market knowledge for a marketing manager when it comes to symptoms of the certainty-uncertainty dimension. For instance, the degree of brand awareness and the level of other vendors' competition are both indirectly correlated with the accuracy of sales statistics. Second, the time-span usefulness of market knowledge is likewise interesting and autonomous of its trustworthiness. This intelligence may vary quickly or slowly over time, guess it depends on its interest, and a marketing manager's response may or may not be appropriate. Likewise, market information that is unreliable and disseminated quickly causes high uncertainty; high certainty, on the other extreme, arises in the reverse situation.

The amount of information is managed by the homogeneity-heterogeneity dimension. This has multiple alternative indications that may be built. First, the amount of information is inversely correlated with the variety of information sources. Second, the total amount of data that any source may produce and/or demand from the company is intrinsically linked to quantity. Hence, heterogeneity happens when there is a lot of information, but homogeneity happens the other way through. This explanation of the trading environment is, on the one hand, one way that research in contingency theories has been interpreted. On the other hand, it is intimately linked to Ashby's basic ideas about "variety" and the entropy that correspond to it. Little environmental variety, put simply, is when the environment produces information that is uniform and definite. On the other hand, massive environmental variety happens when the environment produces enormous quantities of data and intelligence that is of unclear quality.

### **Explicating the Organization of a Marketing Department**

A marketing division that wants to analyse environmental data is best constituted in a manner that acknowledges the diversity of the environment. In plenty of other words, environmental heterogeneity necessitates variation in the structure of the advertising department, according to Ashby's "law of required variety." For instance: A marketing department must be structured to handle the wide range of intermediaries and different clients it encounters, each of which contributes a significant amount of information. According to the textbook on product/brand management, the marketing group "forms itself by reproducing itself," i.e., by forming and designating various subgroups of people and activities, each of which processes the data generated by multiple dealer and end-user groups. The degree and type of diversity in the surrounding and the degree of and type of variety in the corporate structure of an advertising department are thought to be directly related. Very few situation theorists have been tasked with

explaining the kind and degree of variation in forms of organization so far. We have so far discussed administrative diversity in terms of the centralization-decentralization dimension and have operationalized this characteristic further in two different ways. Let's differentiate between horizontal and vertical federalization in one situation. In the alternative scenario, a notion of diffuseness across groups of people/activities is presented, following some empirical as well as theoretical research.[5].

		Environment	
		Homogeneous	Heterogeneous
Environment	Certain	Centralization (1)	? (2)
	Uncertain	? (3)	Decentralization (4)

**Figure 1: Represented the Possible Relationship between the Environmental Information and the Structure of the Marketing Department**

There are further issues, both theoretical and practical, given the virtually complete lack of scientific expertise in and understanding about building the most effective organizational structures for marketing departments. Each query raises difficult directions for something like the growth of our perception of the ideal structure for a marketing department to analyze environmental data. These investigations have produced a variety of insights and provided additional avenues for investigation for next work. Parameters were measured of the Market Environment That Are "Relevant": Objective vs. Perceived Attributes The creation of external environmental measurements that are significant to the creation of the best management systems for marketing people is one of the main avenues for future researches.

We contend that only the managers' views of the environmental may be relevant. There are two categories of protection of the environment: objective and perceived. Goal-oriented metrics An economy's development and the creation of regulatory frameworks for the marketplaces are clearly related. The numerous business censuses, from explore the possibility to manufacturers, wholesaling, and retailing, are among those that are most common. In particular with respect to being used by private sector companies (for example, in forecasting), national authorities also use national income accounting statistics to gauge market environments. These statistics are utilized for everything from war efforts to taxation, business cycle, and competition policy and implementation. Measures of the competitive landscape created by input/output analysis may be informative to both the public as well as the private sectors[6], [7].

In order to investigate issues of interest to economic principles, such as the existence of market equilibria, federal agencies have used the research hypotheses of market structures from perfect competition to monopoly and their empirical measures. These constructs have also been used by federal agencies in the writing of legislation, regulation, and legal precedent in antitrust cases. The market structure components would propose properties of the trading environment that may be important to marketing managers' decision-making, such as cross exogenous variables and response functions involving various marketing decision factors, with either a focus on differentiation.

Definitions of the trading environment have been created in marketing literature and are applicable to several issues. Just to highlight a few, consider the traditional division between products for consumers and those for industries as well as the division of consumer goods into conveniences, shopping, and specialized items. In general, this range of opinions on a firm's market environment has resulted in approaches that might enhance numerous marketing choices. Nevertheless, neither expressly nor subconsciously do these indicators provide guidelines for building the organizational structure that underpins decision-making. In the sense that the existence of market heterogeneity implies distinctions, not only in decisions concerning pricing, product development, etc., but also in the organisation of marketing departments, such as the creation of brand/product management, the consumer behaviour and effective segmentation literature does inherently contain suggestions [8], [9].

### **DISCUSSION**

The exception of the consumer-behavior and market-segmentation literature, all the measures of market environment mentioned above are objective in origin. This severely limits their usefulness in designing an organization. To illustrate, the data generated by the censuses, National Income Accounting, and input/output analysis are based on the definitions adopted by the Standard Industrial Classification (SIC). But the SIC criteria refer to the chemical and physical attributes of the products (inputs) purchased by firms and the production technologies employed by them.

Unfortunately, input attributes and types of technologies are not necessarily perceived as relevant by marketing people for organizing marketing departments. Similarly, the measures of the market structures are also objective. Here, too, the number of firms in a market, their relative and absolute sizes, the amount of product differentiation in the market, and so on, are not necessarily perceived as being relevant for the purpose of designing a marketing department. Furthermore, the notion of the market is not defined in industrial organization; in fact, applications of this branch of economics in antitrust legislation tend to use SIC criteria to define the market operationally! Perceived Measures[10].

### **CONCLUSION**

On their face values, these findings are somewhat unexpected. For instance, if we were to look at the case of Kaiser using the traditional criterion of product homogeneity, it is unclear why Kaiser's managers perceive uncertainty in the market information. Yet we can speculate that from the subjective point of view of a decision maker, product homogeneity implies low brand loyalty and thus the necessity of facing the uncertainty of competition by relying on pricing to obtain sales. Also surprising may be the fact that the managers of Hewlett-Packard perceive low uncertainty-after all, the high degree of technological changes in the electronics industry should create an atmosphere of uncertainty. Three points should be noted. First, perceptions of uncertainty and heterogeneity are negatively related. Future research may be directed to this negative relationship. Our speculation is that, whenever it is possible, marketers may reduce uncertainty by recognizing heterogeneity in the market information and by organizing the marketing department to cope with this heterogeneity. For instance, the adoption of a brand-management organization not only makes it possible to understand the different market segments, but also to reduce the uncertainty in the aggregate information sent by these segments. This recognition and adaptation should find its expression by appropriate designs of the marketing department.

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## CHAPTER 3

### AN ELABORATION OF MARKETING DESIGN AND ITS IMPORTANCE

Dr. Sharat Kumar, Associate Professor  
 Department of Marketing, CMS Business School, JAIN Deemed to-be University, Bangalore, India  
 Email Id- sharat.kumar@cms.ac.in

#### ABSTRACT:

Whenever you go, you'll see marketing design, one of the most well-known and significant categories of graphic design. In-depth discussion of its uses, applications, and advantages will be provided in this post, along with some advice on how to enhance your marketing design. Everything in branding and marketing is visual design. For better or worse, viewers' perceptions of your firm may be influenced by the initial impression that your brand's visual component leaves on them. Marketing, art directors, content and copywriters, and designers all contribute to the complicated and multidimensional process of marketing on a daily basis. No matter how wonderful an idea may be, it will probably fail if it doesn't look attractive.

#### KEYWORDS:

Brand, Mass Prestige, Marketing, Marketing Design, Market

#### INTRODUCTION

The overall goals of a marketing activity are integrated to visual design principles via marketing design. It entails both the construction of a recognizable visual identity that will draw in prospective customers and the application of that brand by the marketing team via the usage of resources that are internally consistent. Marketing design should be a key part of a company's marketing strategy since great design is one of the best ways to get the attention of the audience you are targeting. Warm pictures stimulate repeat purchases, therefore a design team's production of advertisement graphics is crucial to a successful customer experience.

#### Nature of the Marketing

Marketing is focused on both consumers and competitors. The accompanying Figure 1 makes the customer and competitor orientations clear.

		Minor	Competitor Emphasis	Major
Customer Emphasis	Minor	Self-centred	Competitor Oriented	
	Major	Customer Oriented	Market driven	

**Figure 1: Represented the Relation between the consumer and competitor orientations**

- a. A self-centered business doesn't care around its customers or rivals. Monopoly conditions allow for something like the existence of this kind of corporation. These businesses probably won't survive in the cutthroat environment for too long.

- b.** Businesses that are internationally focused primarily pay attention to what their rivals are currently accomplishing and what they are expected to do in the near future. The businesses also might be proactive or reactive. The firm that is reactive will imitate the behavior of rivals. For instance, if a rival lowers the price of a product or service, the sensitive, competition-oriented enterprise will do the same. The proactive firm, on the other hand, will make an effort to foresee what its main rival will do.
- c.** Customers should be satisfied at all costs, according to customer-oriented businesses. These organizations get feedback from consumers, enhance their product or service according to what their requirements are, and then make money by keeping their clients happy. The major issue is that individuals don't take into account what their adversaries are doing, which might inevitably backfire.
- d.** Market-driven businesses are interested with both clients and rivals. These businesses courses and training with consumers to learn approximately their levels of satisfaction and potential needs before attempting to provide goods and services that are preferable than those of their rivals. These companies have a greater probability to succeed than other organizations in the current climate of stiff competition.

Since a lot of factors are always shifting, marketing is a form of continuous. For instance, the company's offerings must vary as a result of shifting factors involving the marketing process, consumer needs, rival activity, etc.

Due to changes regarding one of the many factors, businesses can be forced to adapt their products, prices, locations, or campaigns. For instance, Indian manufacturers must somehow lower their prices or raise their quality to competing with global firms[1].

The long-term goal of marketing is to maximize shareholder value via satisfied customers. This is true since a contented consumer will return to the business for the same or a different demand. A pleased client is also the corporation's finest advertising since he will tell his family and close friends about the company's goods and services, which has more trustworthiness than any other type of marketing communication.

All marketing choices are interconnected to one another since marketing is an integrated activity. Making one choice would always result in making another. For instance, if a business decides to make available a product for a small number of clients, the product's pricing will be high, it will be disseminated exclusively, and the advertising plan will revolve on the medium the primary audience prefers. Thus, choices on the subsequent phases will be improvisational if a firm selects the first step[2].

Marketing is the core functional area of modern-day organizations and is the driving force behind every organisation. Marketing provides the vital input for corporate planning which in turn dictates the plans for other functional areas. Marketing is interlinked with other functional area soft he organisation. Marketing people collects the information regarding (customer's requirements and pass it to) there search and development and engineering people who'll turn the customer requirements into the productorservice features. The finance and accounts people help in obtaining the money for the development to new product and also helps in arriving at the final price decision. The human resource department provides the necessary man power for carrying out various activities not only in the marketing area but also in the other functional areas.



## Types of Marketing Design

Whichever kind of created assets a business intends to use in its marketing campaigns, they must be consistent with the brand identity design as a whole, which is a set of standards and aesthetic principles that the content marketing team employs to engage with consumers. The following are some of the most typical content kinds used by designers to express brand identity:

### i. Email marketing:

When a client or prospective consumer opens an email from each other, you need to make sure the email's contents stimulate engagement. The use of excellent design may draw readers in. Study up on email marketing.

### ii. Landing page and website design:

Consumers will leave cluttered or overcrowded landing pages soon. They may be directed from the landing page to your online shop or mailing list sign-up page, however, through thoughtful and deliberate site design.

### iii. Miscellaneous digital ads:

You need exceptionally important promotional design for promotional collaborations with other firms' webpages or standard banner advertisements to appeal to customers rather than frustrate them with intrusive pictures. Discover how to achieve maximum digital advertising.

### iv. Print advertising and marketing:

A designer must modify your brand's visual language to accommodate anything that uses your logo in the real world, irrespective of whether it's a hoodie or a billboard.

### v. Social media assets:

In order to get people to stop scrolling as well as look at your material if your business is active on social media, it should have a pleasing appearance. Your social media marketing plan should setting a positive example visual branding and graphic design.

## Benefits of Marketing Design for Businesses

A strong and simple aesthetic is required for a marketing effort. Investing in a thorough design strategy can reward you in the following ways:

### i. Memorable design sticks in consumers' minds:

Customers are more likely to think about you when making their next transaction or contemplating an internet provider if they have a great and engaging brand experience. Graphic design may aid in marketing strategy since customers are more inclined to gravitate toward a brand they are experienced with.

### ii. Make an emotional connection through visual storytelling:

Repeat business comes from interested customers. By employing design techniques to influence people's emotions, you may strengthen their sense of ownership over the accomplishments of your company.

### iii. **Marketing design is what sells a product:**

Although copy is crucial, if you don't integrate it with aesthetically compelling design, your target audience couldn't even pay attention to overall message.

### **Marketing Design Tips**

The key to successful marketing design is now being adaptive while remaining your uniformity and consistency.

#### i. **Follow your core design principles:**

Maintaining a consistent visual element is simpler when your design ideas are codified. A style manual that stipulates the fonts, hues, and analysis and implementation that should be used by engineers should be used by your company.

#### ii. **Keep your messaging in mind at all times**

The most important aspect of your architecture is the message that it conveys, whether it be for workloads in a production process like logo design or more commonplace social assets. If a commodity doesn't convey the message of your company, even if it looks fantastic, it won't fulfill its intended purpose.

#### iii. **Stay on top of changes in the market and in your audience**

Although your advertising should be constant, it additionally must evolve as you strive to target various customers or make changes to stay in the spotlight. Reexamine your brand's goals and prospective market on a regular schedule.

### **Marketing Design Basics**

Marketing design, put simply, is the methodical creation of visual assets for use in branding, advertising, and other advertising undertakings with the end objective of enhancing a brand's perceptions, exposure, and eventually, economic success. Graphic designers that specialized in marketing design cooperate with marketing specialists to create visual content and design parameters. In addition to a predetermined set of rules and criteria that shape a brand identity, they base their goods on design principles. Designers frequently concentrate on branding itself, while other sometimes they are generally associated with creating a form of material used to advertise to certain audiences. By using consistent message and visual language, marketing design aims to draw customers while also reinforcing the brand identity. This is accomplished through the development of various marketing materials and initiatives, which we will go over in even more depth in the chapter below:

#### i. **Marketing Design Fields**

It's difficult to just speak to marketing design as such when, as we previously discussed, it has touched so many diverse industries and vocations. From marketing agency to technology companies to small enterprises, diverse graphic artists that specialize in promotion work in various organizations and sectors[3].

#### ii. **Branding design**

While it is a distinct field of study, branding design is a component of marketing design. The goal of branding design is to assist shoppers establish an opinion of a firm's brand by

envisioning, creating, and enforcing a creative vision for that company, product, or service. Graphic designers that specialized in branding do extensive study on the purposes, values, and stories of organizations as well as on the most emerging advancements and rivals. They later develop ideas and visual identification systems, designing early logos as they go. Logos, brand marks, colors, typography, iconography, photographic use, packaging, and other elements of the system are all covered by branding identity rules. The value of trademark design cannot be overstated since it forms the foundation for any marketing initiative, advertisement, lead development project, and other potential marketing resource that a business may utilize in the future.

### **iii. Print advertising**

Print marketing may seem less important in the digital age than it was in the 20th century, but reconsider. Print design is still prevalent, although in diverse formats, in magazines, brochures, catalogues, billboards, stickers, promotional totes, and notebooks. The majority of print advertising designers work for marketing agencies and design studios; they are seldom employed directly by businesses. They produce eye-catching, printing-optimized graphics as part of their daily job. The necessary measurements and ratios must be created, the proper colors must be used because digital and ink don't seem precisely same, and the printer's colors, materials, and textures must be understood. Print advertising designers create posters, billboards, stickers, brochures, flyers, magazines, newspapers, and even decals for buses and whole buildings[4], [5].

### **iv. Digital Marketing**

Another industry that depends heavily on aesthetics and requires graphic designers to handle a significant quantity of imaginative work is digital marketing. The typical web user has a focus and concentration of about eight seconds. Advertising and other promotional strategies must seem exceptionally snappy and distinctive to stand out in the enormous sea of information and media. As you can see, the design of digital marketing is significant in this field. And it may be divided into a number of different groups, of which we will emphasize on the most significant.

### **v. Social Media Marketing**

Social media is probably the first item that comes to mind when anyone think about internet marketing since it is what the majority of the population utilise to see and consume their daily dosage of advertisements. Graphic designers that work on developing visualizations for promotional strategies on social media platforms must always stay apprised of developments and experiment a lot with colours, shapes, and fonts that will capture the eye. Social media is a very exciting and ever-changing playground. However, social media tendencies shift frequently, and people's attention spans are sadly becoming shorter every year, making it challenging for designers to produce graphics that are appropriate of the company, captivating, contemporary, and contemporary. Feed pictures, advertising, stories, in-stream keyframe animation, thumbnails, covers, dynamic ads, etc. are examples of advertising on social media designs. After that, marketers post these images on applications and websites like Facebook, Instagram, LinkedIn, YouTube, TikTok, and others.

### **vi. Digital Display Advertising**

Ads that appear on search engines, in publications, and on programs are something you probably already know about and maybe detest. Yet since it is repetitious but hardly ever inventive,

advertising in search engines is often irritating. That doesn't meet the criteria for being memorable and distinctive. Graphic designers often create and enhance graphics for search engine placement as advertising. The above visuals typically require that they contain a lot of information while still looking beautiful. Because to the many size and style choices, these commercials are often used for pay-per-click advertisement and in-article banners, thus they frequently need to have a great deal of in-depth knowledge of the marketplace.

#### **vii. Lead Generation**

Since lead generation marketing more often requires the development of landing pages and multimedia instructional platforms like polls, quizzes, research, e-books, and live-updated infographics from customer content, it frequently necessitates the use of more advanced and powerful design tools and web design expertise. The explicit objective of these marketing campaigns is to gather consented-to personally identifiable information from individuals for future marketing usage. Because of this, they must be straightforward, succinct, well designed, faithful to the brand, while offering an excellent user experience. Graphic designers that create direct marketing graphics have a difficult challenge on their hands since people won't engage in your marketing if the landing page or form is not clear and simple to use.

#### **viii. Content Marketing**

Without a question, the writing itself constitutes the single most significant component of effective marketing strategy. What makes a good blog are the writer's abilities, SEO optimization, and satisfying the readers' search objectives. But keep in mind the impact of data visualizations and visual storytelling. In content marketing, graphic designers must provide a consistent art direction for the blog using the brand colors and use other illustrations that will improve the subject matter understanding and narrative. Also, because newspapers usually need to move swiftly, they often have to develop graphics quickly and under duress[6].

#### **ix. Email Marketing**

Contrary to popular belief, email marketing continues to be here to stay despite improvements in social media segmentation and advertising as well as the mandatory GDPR regulations. It goes without saying that excellent text and outstanding offers are the basis of each effective email campaign, nevertheless without the correct banners to quickly and effectively transmit the message, an email campaign will inevitably collapse.

#### **x. Web Design**

One may argue that online presence has more to do with customers' satisfaction and sales than marketing since it is a commercial organization in and of itself. Yet take into account the fact that a blog is crucial for a company without the need of a physical storefront. Customers learn about just the company there, it's a part of the experience, and it's the main venue for showcasing their brand identity. Due to this, website designs are undoubtedly a component of a brand's marketing plan. The visual aspect of a website is designed by web designers, including the home page, user reviews, interactive guides, blogs, buttons, and background images. They must appreciate the branding identity, the requirements of the target audience, and current web design trends through this whole approach[7].

## xi. Product Design

The process of conceiving, producing, refining, and optimizing products that address specific customers' problems is known as product design. It is equivalent to UI design, UX design, and prototyping, but it incorporates design, business analytics, and marketing. The tale of Slack is a terrific demonstration of product marketing: they created an offering that wasn't necessary created for an existing market, so they built a market from nothing. They discovered that communication may be problematic for remote teams, whether there are not enough or too many platforms available. Although being on the approach of becoming a completely independent field from graphic design, product designers nonetheless subscribe to the essential concepts and ideas of design[8], [9].

## DISCUSSION

It is important for improving standard of living. Marketing continually discovers the needs and wants-fulfilling products and offerings that might encourage individuals to put forth more effort to generate money that can be used to purchase the desired goods and services. People are more prepared to spend greater amounts on goods or services that reduce physical exertion than they are to use their financial resources. Marketing will thus aid in enhancing consumers' standards of life by indirectly enhancing their earning capacity. Both directly and indirectly, marketing creates opportunity for lucrative employment. Directly, marketing creates positions for employees in a variety of settings, including advertising agencies, corporate sales forces, distributor sales forces, public relations companies, etc. Sales promotion is indirectly in charge of selling the goods and services that the business manufactures. Customers will repeatedly request an organization's goods or services if they can be gratified with them, which will support the company's production operations. Marketing therefore indirectly creates jobs in plenty of other functional fields like finance, manufacturing, technological advancement, human resource management, etc.[10].

## CONCLUSION

In conclusion, marketing design plays a crucial role in the success of any business. It is the visual representation of a brand that communicates its message, values, and offerings to the target audience. Marketing design helps businesses stand out from the competition, build brand recognition, and establish a strong brand identity. It includes various elements such as logo design, website design, packaging design, advertising design, and more. Effective marketing design is essential for creating a positive impression on potential customers and improving their engagement with the brand. It can help businesses generate leads, increase conversions, and drive revenue growth. In today's digital age, where visual content dominates the online space, businesses must invest in high-quality marketing design to stay relevant and competitive. Marketing design is a vital aspect of any business's marketing strategy, and businesses that neglect it risk being left behind. By prioritizing marketing design, businesses can create a strong brand identity, build customer trust, and drive business growth.

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## CHAPTER 4

### AN OVERVIEW OF THE CORE CONCEPT OF THE MARKETING

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Dr. Krishna Koppa, Associate Professor  
Department of Marketing, CMS Business School, JAIN Deemed to-be University, Bangalore, India  
Email Id- krishnakoppa@cms.ac.in

#### ABSTRACT:

Marketing is the process of identifying, anticipating, and satisfying customer needs and wants through the creation, promotion, and distribution of goods and services. It involves understanding the target audience, developing a marketing mix, and creating effective communication strategies to reach and persuade potential customers. The core concept of marketing is to create value for customers while achieving organizational objectives, such as profitability and market share. This value creation process involves analyzing the market, developing a competitive positioning, and delivering a unique and compelling value proposition. Marketing plays a critical role in driving business growth and creating long-term customer relationships.

#### KEYWORDS:

Customer, Marketing, Organization, Product, Profit.

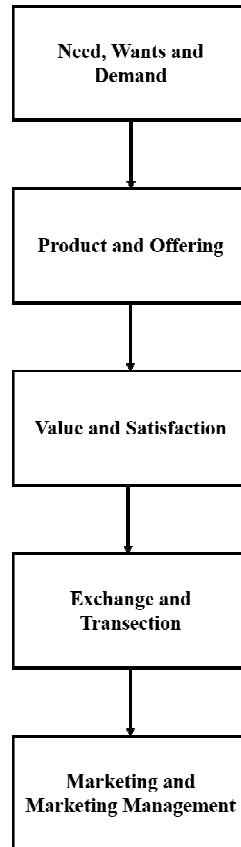
#### INTRODUCTION

According to the marketing notion, understanding target audiences' requirements and desires and addressing them more effectively and efficiently than rivals is the key to accomplishing corporate objectives. The focus of the marketing idea is on selling pleasure rather than just a product. Marketing's goal is to maximise revenues via customer happiness, not by increasing lucrative sales volume. All marketing initiatives revolve around the customer, who serves as the pivot. So, it is crucial for business owners to identify their target market, build a relationship with them, ascertain their wants, and provide them with the products and services that will satisfy those demands. Consumers serve as the main focus of an organization's marketing efforts since they pay the business in exchange for receiving products and services. Many words, such as client, traveller, subscriber, reader, visitor, and student, may be used to characterise customers. The language may suggest certain things about the connection between a business and its clients. For example, the terms "patient" and "passenger" suggest a caring relationship, "customer safety" and "client" suggest a continuing obligation to ensure the safety of the client, respectively. The fundamental idea of marketing is a social and management process through which people or organisations get what they need or desire by producing, providing, and trading valuable goods with one another. By defining a few of its fundamental ideas, such as those shown in Figure 1, it is possible to comprehend marketing more fully.

#### Needs, Wants and Demands

The marketer must make an effort to comprehend the requirements, desires, and expectations of the target market. Needs are the essential needs of people. To exist, people need access to food, clean water, fresh air, clothes, and shelter. Moreover, people have significant requirements for

entertainment, education, and leisure. When these needs are focused on a particular item that may meet the need, they turn into desires. A hungry Indian requests rice, chapati's vegetables, and dal. In Mauritius, a person is in need of food but would choose a mango, rice, lentils, and beans. One's culture influences their wants[1], [2].



**Figure 1: Illustrated the Core Concepts of Marketing.**

Demands are precise product wishes accompanied by financial means. Just a select few have the capacity and desire to purchase the large, lovely properties that the majority want. Businesses must gauge how many consumers would really be capable of and willing to buy their goods in addition to how many would just desire it. The argument that "marketers construct needs" or "marketers encourage people to purchase items they don't want" is often made is clarified by these contrasts. Needs do not originate because of marketers. Entrepreneurs affect desires along with other sociocultural norms. The notion that a Mercedes will fulfil a person's demand for social status may be propagated by marketers. Yet they don't generate this desire for social standing.

### **Product or Offering**

Products are used by people to accomplish their needs and desires. Any item that may fulfil a need or demand is a product. The main categories of foundational offers were stated previously: commodities, services, experiences, events, people, locations, properties, organizations, information, and ideas.



An item from a reputable source is known as a brand. People frequently connect a brand name like McDonald's with several elements, including hamburgers, fun, kids, quick food, and the Golden Arches. The brand image is composed of these connections. All organizations work to develop brand strength, or a powerful, positive brand image[3].

### **Value and Satisfaction**

If the product or service offers the intended customer value and satisfaction, it will be a success. The buyer selects one offering over another based on which is seen to give the best value. Value is defined as the ratio of what the client receives to what he provides. The client receives advantages and bears expenses. Both practical and emotional advantages are present. The expenses come in the form of money, time, energy, and mental expenses. Value is therefore provided by:

$$\text{Value} = \text{Benefit/Cost}$$

The marketer can increase the value of the customer offering in several ways:

- i. Raise benefits
- ii. Reduce costs
- iii. Raise benefits and reduce costs
- iv. Raise benefits by more than the raise in costs
- v. Lower benefits by less than the reduction in costs

### **Exchange Transactions and Relationships**

When individuals choose to appease their needs and desires via exchanges, marketing happens. Trade is the process of getting what you want from someone by giving them something else in exchange. One of the diverse manner's individuals might acquire a desired thing is via exchange. For instance, those in need of food may go killing animals, fishing, or fruit picking. They would steal food from others or beg for it. Lastly, they may provide nourishment in exchange for cash, another item, or a service.

Exchange offers multiple advantages as a way to meet demands. It's not necessary for people to exploit someone else or rely on contributions. Also, they must be capable to produce all of their own needs. People would focus on producing the goods they are competent at producing while transferring them for goods produced by those that they need. As a result, trading enables a community to generate substantially more than it otherwise might under any other system.

The fundamental principle of advertisement is exchange. Many characteristics must be met for an interchange to occur. Naturally, there must be participation from at least two sides, and each partner must provide the other something of value. Also, both participants must wish to work together and each must have the option to either accept or reject the other's offer. Ultimately, both participants need to be able to deliver and converse.

Simply put, these criteria allow for trade. Whether an interchange truly occurs relies on the parties reaching a settlement. If they concur, then we must infer that they were both better off as a result of the deal, or at the very least, they weren't worse off. Everyone had the opportunity to

accept or reject the offer, after all. In this sense, trading develops value in a similar way to how employment does. It provides additional consumption options or opportunity for consumers[4], [5].

A transaction is the measurement standard for marketing, but exchange is its central idea. Two parties exchange values as part of a transaction. We must be able to state in a negotiation that one party provides X to another party and receives Fin in return. For instance, you may pay £300 to a merchant for a television set or £90 each night to a hotel for a room. While not all transactions include money, this one is a typical financial one. You may barter with a neighbor for their used television set in exchange for trading your old refrigerator.

As when an individual hunts, fishes, or harvests fruit, the individual may self-produce the good or service. To get a goods, the individual may employ force, as in a holdup or burglary. The people may beg, much like a homeless person who requests food. Perhaps the individual might trade what they want for something they have in return for a good, a service, or money. The fundamental idea of marketing is exchange, which is getting a desired product from another individual in exchange for something else. Five requirements must be met for exchange potential to exist:

- i. There are at least two parties.
- ii. Each party has something that might be of value to the other party.
- iii. Each party is capable of communication and delivery.
- iv. Each party is free to accept or reject the exchange offer.
- v. Each party believes it is appropriate or desirable to deal with the other party.

The ability of the two sides to come to arrangements that will leave them both better off or at least not worse off than before determines if trade really occurs. Due to the fact that commerce often benefits both sides, it benefits the economy. Rather than being an event, communication is a process. If there are two parties involved and they are talking about coming to an agreement, it is an exchange.

We refer to a transaction as concluding after an arrangement has been made. A transaction is a value exchange across two or more parties in which A provides B with X and B provides C with Y. Arun pays Ramesh Rs. 4000 to purchase a television from Ramesh. This is a typical financial settlement. Yet, exchanges do not include money as a transferred good. A barter deal is transferring one item or service for another, as when barrister Vijay draughts a will for psychiatrist Satish in exchange for a physical checkup.

A transaction has multiple facets, including at least two items of value, predetermined terms, an agreed-upon locality, and a time and place for the agreement. Typically, a legal framework is in place to encourage and enforce adherence on the portion of the parties to the transaction. Without either a law governing contracts, individuals would view business dealings with some scepticism, meaning nobody would win. A transfer is not a transaction. A transfers X to B without receiving anything of value in return. Contributions include financial aid, charity donations, and gifts. The idea of trade may also be used to comprehend collected over a period. The transferrer often anticipates something in return given their gift, such as appreciation or a change in the recipient's conduct. Professional fund raisers reward contributors with gifts such

thank-you cards, donor publications, and event invites. The definition of marketing has been widened by marketers to encompass that both research of transaction behavior and the study of transferring behavior[6].

In its broadest definition, marketing attempts to enhance another party's behavior. Businesses want customers, politicians want elections, churches want active members, and social-action organizations want people to accept a cause with enthusiasm. Actions made to elicit take a positive from a core demographic are referred to as marketing. Retailers examine what each side anticipates from the trade in order to carry out effective operations. By depicting the two characters and the requirements and offers flowing between them, simple transaction scenario may be mapped.

### **Marketing and Marketing Management**

Marketing is a social process that enables individuals to manufacture, sell, and freely exchange expensive products and services with one another in order to fulfil their needs and desires. Marketing can sometimes be defined in management terms as "the art of selling items." Some are shocked to learn that selling is not the most crucial component of marketing, however. The selling portion of marketing is only the tip. Leading management philosopher Peter Drucker says it like this:

One might suppose that selling will always be important in some capacity. Yet, marketing's objective is to completely remove the need for selling. Marketing's goal is to know and comprehend the consumer so well that the service or product suits him and sells itself. The ideal outcome of marketing is a consumer who is prepared to make a commitment. The only thing left to do should be to make the good or service accessible. These firms were overwhelmed with orders when Sony created the Walkman, Nintendo created a better video game, and Toyota unveiled the Lexus automobile because they had created the "correct" product based on rigorous market research.

The American Marketing Association offers the following definition:

- i. Marketing (management) is the method of organizing and carrying out the ideation, pricing, marketing, and dissemination of concepts, products, and services in order to generate transactions that meet both personal and organizational objectives.
- ii. Dealing with exchange procedures necessitates considerable effort and expertise. When at least one party to a potential deal considers how to get the required answers from the other parties, marketing management has occurred. Our definition of marketing management is really the art and science of identifying target markets and obtaining, retaining, and expanding customers bases via the creation, provision, and transmission of greater customer value.

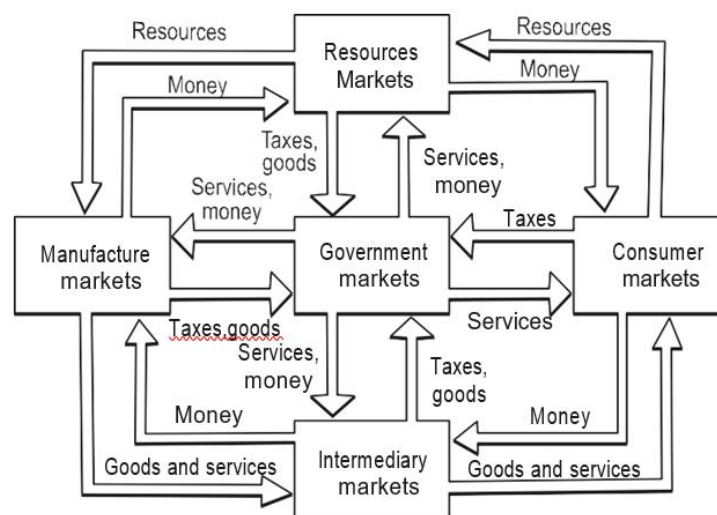
In addition to these fundamental assumptions, there are other ideas that might be helpful when comprehending marketing. The following are these ideas:

### **Target Markets and Segmentation**

Seldom can a marketer provide for the requirements of every customer. Different people have different tastes in soft drinks, hotels, restaurant, cars, colleges, and movies. As a result, market segmentation is where marketers start. They discover and profile varied customer groups who

could have different product preferences or marketing requirements. By looking at buyer demographic, psychographic, and behavioral variations, market segments may be found. The company then determines which market divisions provide the most opportunity for customers whose needs it can best serve. The company creates a market offering for each target market it has determined on. The item is advertised in the target customers' eyes as providing a key advantage. For instance, Volvo creates its vehicles with purchasers in mind who place a high priority on automobiles. Thus, Volvo presents its automobile as the safest one a buyer can purchase[7].

A "market" used to refer to a physical location where consumers and vendors met to trade products. Nowadays, economists define a market as a group of both buyers and sellers who deal in a certain commodity or product class, such as the housing market or the grain market. Yet, according to entrepreneurs, the market and the industry are mainly composed of the buyers and the sellers, respectively. The interaction between the market and the industry is shown in Figure 1. Four flows link buyers and sellers. The market takes donations, information on attitudes, and sales data from the providers in exchange for their products, services, and advertising. The outside loop depicts the dissemination of information, while the inner loop depicts the financial transaction for products and services. Markets are an application in various used by businesspeople to refer to different client segments. They discuss consumer market, demographic markets, the youth market, geographical markets, need markets, the diet-seeking market, and the Indian market. Or they broaden the idea to include tremendous growth potential, such the labour, donor, and voter markets. Markets abound in response to the changes and Figure 2 displays the connections between the five fundamental markets. Manufacturers purchase resources on resource markets for raw materials, labour, and money, transform them into commodities and services, and would then sell the completed items to middlemen who ultimately sell them to consumer. Consumers earn money by selling their labour and use it to make purchases of goods and services. In order to offer public services, the government needs tax funds to purchase items from the resource, manufacturer, and intermediaries markets. Each nation's economy and the global economy are composed of intricately interwoven market systems that are connected via trading agreements [8].



**Figure 2: Represented the Structure flow of the Marden Economy.**

These days, we can tell a market place by a market's speed. The market is actual, like going shopping in a store, whereas the marketplace is virtual, like purchasing online. Several commentators predict that more consumers will start making purchases outside of the market[9].

## **DISCUSSION**

Marketing is a core concept that involves a set of activities that businesses and organizations undertake to create, communicate, deliver, and exchange products or services that have value for customers, clients, partners, and society as a whole. At its core, marketing is about understanding the needs and wants of customers and developing products and services that meet those needs in a profitable way. Marketing includes a range of activities, such as market research, product development, pricing strategies, advertising, promotion, and distribution. It involves understanding customer behavior, demographics, and preferences, as well as the competitive landscape, industry trends, and regulatory environment. The goal of marketing is to create a competitive advantage for a business or organization by building strong customer relationships and delivering value to the customer.

This can be achieved through effective branding, communication, and customer service. A successful marketing strategy should aim to increase sales, improve profitability, and build a strong brand reputation. One of the most important concepts in marketing is the marketing mix, which consists of four elements: product, price, place, and promotion. These elements are interdependent and must work together to create an effective marketing strategy. For example, the product must be designed to meet the needs and wants of the target market, and the price must be set at a level that customers are willing to pay.

The product must also be distributed through the right channels and promoted effectively to reach the target audience. Marketing also plays an important role in society by helping to create jobs, promote innovation, and drive economic growth. Marketing can also have a positive impact on society by promoting social and environmental responsibility, ethical business practices, and consumer education. Marketing is a core concept that plays a critical role in the success of businesses and organizations. It involves understanding customer needs and preferences, developing products and services that meet those needs, and communicating the value of those products and services to the target market. Effective marketing can create a competitive advantage, drive sales and profitability, and contribute to the growth and well-being of society [10].

## **CONCLUSION**

To summarize, the core concept of marketing is about creating value for customers and delivering that value in a profitable way. It involves understanding customer needs and preferences, developing products and services that meet those needs, and effectively communicating the value of those products and services to the target market. The marketing mix, which includes product, price, place, and promotion, is an essential tool for creating an effective marketing strategy. Marketing plays an important role in creating jobs, promoting innovation, driving economic growth, and promoting social and environmental responsibility. In today's dynamic and competitive business environment, a strong marketing strategy is critical for the success of any organization. By focusing on the needs and wants of customers and delivering value to them, businesses can build strong customer relationships, increase sales and profitability, and create a strong brand reputation.

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## CHAPTER 5

### AN OVERVIEW OF THE ASPECTS OF THE MARKETING CONCEPTS

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Dr. Anitha Nallasivam, Professor

Department of Marketing, CMS Business School, JAIN Deemed to-be University, Bangalore, India

Email Id- Dr.anithnallasivam@cms.ac.in

#### ABSTRACT:

The idea of marketing is a rather contemporary one in business. This idea was created after the 1950s. The marketing idea places an emphasis on achieving the company's goal via the satisfaction of customer' requirements and desires. Every economic organization's marketing goal cannot be met unless products are produced in keeping with customer demands and wishes. So, the company's primary objective is to pinpoint target markets' requirements and desires in order to satisfy clients more effectively and more inexpensively than rivals. To achieve this, the goal of all promotional campaigns should be to achieve customer satisfaction. Although the fulfilment of client demands is emphasized in marketing strategy, generating profit via the use of a coordinated and integrated marketing approach is the ultimate objective. Customers that are happy with both the business show loyalty and often purchase its items and this aids in achieving organization purpose.

#### KEYWORDS:

Advertisement, Customers, Demand, Marketing, Profit.

#### INTRODUCTION

The marketing concept is a business philosophy that focuses on analyzing the needs of customers and making decisions that better satisfy those needs than the competition. This philosophy has been widely adopted by most firms today. However, it was not always the case, as Adam Smith in his book Wealth of Nations in 1776 only considered the needs of producers in meeting the needs of consumers. In modern times, buyers dominate most markets, and businesses have to work hard to attract consumers. Therefore, businesses have recognized the importance of marketing, and the acceptance of the marketing concept has become crucial. The key aspects of the marketing concept are understanding customer needs, creating products or services that satisfy those needs, and delivering them more effectively than the competition. Ultimately, the purpose of a business is to create a customer, and the marketing concept recognizes this as the only valid definition of business purpose:

1. **Creation of demand:** With a variety of strategies, marketing aims to generate demand. The producers first discover what the consumers want, and then they manufacture things to meet those demands. Sales of products and services are made systematically in order to meet client demands.
2. **Customer Orientation:** Creating goods and services that satisfy customers requires engaging in a variety of business activities.
3. **Integrated Marketing:** On the side of management, the client orientation alone is insufficient. To be successful, it must be supported by a maintain optimal inside the

nation. Coordination of the business's many divisions, including administration, purchasing, and research and development, is the duty of the marketing department.

4. **Profitable sales volume through customer satisfaction:** By gratifying clients' demands, advertisement aims to achieve long-term objectives of profitability, prosperity, and stability. All of a company's fundamental operations are intended to satisfy customer requirements while still generating respectable profits. Hence, the consumer is at the center of modern marketing from start to finish.

### **Marketing versus Selling**

The fundamental distinction between advertising and marketing is how each approaches business. The selling idea employs an inside-out viewpoint. In order to generate successful sales, it demands for starting at the factory, concentrating on the current product line of the business. The marketing scheme adopts an outside-in approach. It begins with a clearly defined audience, focuses on the demands of the customer, prepares out all the actions that will have a significant impact on the customer, and generates revenues by ensuring the delight of the customer[1], [2].

### **Relationships and Networks**

Relationship marketing seems to be a broader concept that includes transaction marketing. Relationship marketing seeks to build long-lasting relationships with consumers, suppliers, and distribution of important parties in order to gain and keep their long-term business and preference. Entrepreneurs do this by consistently offering and delivering to the other parties' high-quality goods and services at reasonable costs. Marketing concept strengthens the bonds between the parties on an economic, technically, and social level. Time and procedure expenses are reduced. The most effective interactions become regular rather than being debated every time.

The creation of a distinctive corporate product known as a marketing network is the ultimate goal of customer engagement. The corporation and its supplemental stakeholders' customers, workers, suppliers, transporters, retailers, ad agencies, university professors, and other parties with whom it has developed mutually beneficial economic ties comprise a marketing network. In place of corporations competing against one another, companies with marketing networks are increasingly doing so, with the company with the best network succeeding. The guiding idea is simple and clear: Create a strong relationship building network with important stakeholders, and income will follow:

### **Marketing Channels**

Three different types of marketing channels are used by the marketer to reach a target market. To convey and receive notifications from target customers, the marketer employs communication channels. A few of them include the Internet, CDs, audiotapes, radio, television, newspapers, magazines, billboards, posters, and leaflets. In conjunction to this, a variety of other media, comprising clothes, shop design, and eye movements, may also send messages. E-mail and toll-free lines are two conversation methods that marketers are increasingly using to balance out the more widespread monologue channels[3].

To show or distribute the physical products or service(s) to the customer or user, the marketer needs channels of distribution. In addition to service distribution channels, there are warehouse



and distribution channels. The numerous trade channels, such as manufacturers, wholesalers, and retailers, as well as storage facilities and automotive components are all included. Also, the marketer does business with potential consumers via selling channels. Together with distributors and retailers, there are also banks and insurance companies that help with transaction processing as selling channels. Choosing the ideal combination of information, distribution, and selling methods for their services is obviously a design problem facing advertisers.

### Supply Chain

The supply chain depicts a lengthier conduit that stretches from building ingredients to components to finished goods that are transported to ultimate customers, while promotional tools link the marketer to the prospective purchasers. The beginning of the supply chain for women's handbags includes hides, tanning, cutting, processing, and the promotional strategies that distribute goods to consumers. A value delivery system is embodied by the supply chain. Just a portion of the overall value generated by the supply chain is realized by each firm. A company's goal when absorbing rivals or moving upstream or downstream is to increase its ownership of the value of the supply chain[4], [5].

### Competition

Competition covers any alternative and alternative option that a customer can consider when making decisions. We may further extend the picture by classifying rivalry into four categories that correspond to the degree of substitutability of the products:

- i. **Brand competition:** A business views its rivals as other businesses which offer the same clients with comparable goods and services at following subsections present. Tata Indica, Santro, and other producers of midrange automobiles may be seen as Maruti Zen's main rivals. It wouldn't consider Mahindra Scorpio or Maybach to be opponents.
- ii. **Industry competition:** A business views its rivals as other organizations that manufacture a comparable good or class of goods. Maruti Zen would still see itself as in direct competition against all the other automakers.
- iii. **Form competition:** A business views its rivals as the other businesses that produce goods and supply comparable services. Maruti Zen would find itself in competition with manufactures of motorbikes, bicycles, and trucks in added to other automakers.
- iv. **Generic competition:** A business views its rivals as just another businesses vying for the same consumers dollars. Maruti Zen would view itself throughout competition with businesses whose market high-end goods and services, international travel, and manufacturer residences.

### Marketing Environment

One of the forces influencing the marketer's environment is competition. The specific environment and the wide environment make up the marketing environment. The proximate actors involved with producing, distributing, and marketing the offering are included in the task context. The corporation, suppliers, producers, dealers, and target consumers are the key stakeholders. The supplier category consists of both material suppliers and service providers, including market research companies, ad firms, financial institutions, insurance providers, and

businesses that deal with transport and telecommunications. Agents, brokers, company representatives, and other people who make it easier to discover and sell to clients are included alongside dealerships and distributors. The general atmosphere is made up of six elements: the social-cultural environment, the political-legal environment, the focus on the implementation, and the natural environment. These settings feature characteristics that have the ability to significantly influence the task environment's actors. Traders and investors must closely monitor the shifts and trends in these environment and promptly modify their advertising strategies as warranted[6].

### **Evolution of Marketing**

Marketing was not necessary in the past when needs and wishes could be met via barter trading. The amounts of each commodity that must be transferred between two parties that are interested in one another's items are easily negotiated. There was no need for commercialization even throughout the Industrial Revolution, when the demand for various items was far higher than the supply. Producers were, in reality, concentrated on the production elements. With the development of industrial technology and the escalating level of competition, marketing has grown into a greater priority across all functional domains. Understanding how businesses see the market can allow you to more thoroughly appreciate how marketing has evolved.

### **Company Orientations toward the Marketplace**

Marketing management is the deliberate commitment to accomplish desired exchange results with customer segments, according to our interpretation. So what marketing strategy ought to be followed by a business? What proportional weights should the organization's, buyers', and society's interests receive? These interests clash often. It is unquestionable that marketing efforts should be carried out in accordance with a thoughtful marketing philosophy that is profitable, efficient, and socially responsible. The production idea, line with the implementation, selling concept, promotion strategy, and social marketing concept are five conflicting conceptions, albeit, by which the firms carry out marketing initiatives.

### **The Production Concept**

One of the first lead to business is the production theory. In keeping with the production theory, shoppers like readily accessible and reasonable pricing goods. Production-oriented corporate executives prioritise enhancing production efficiency, cutting costs, and mass marketing. They presume that accessibility and affordability of commodities are what customers are most preoccupied about. In poor nations, where purchasers are more focused on getting the commodity than on its characteristics, this viewpoint makes sense. Also, a corporation would utilise it to increase its market share. The production idea is also used by certain service firms. Assembly-line methods are used to structure a lot different medical and dental clinics, as well as certain government agencies like licence bureaus and unemployment offices. While this organizational culture can handle several cases every hour, it is sensitive to accusations of impersonal and inadequate service[7], [8].

### **The Product Concept**

The product idea serves as a model for all other firms. According to the product idea, buyers will favour the goods that have the highest level of performance, quality, or novel characteristics. At successful businesses, managers prioritise creating top-notch product and continuously

enhancing them. They think that consumers value well-made items and are able to gauge their value and effectiveness. Nevertheless, these managers can get too enamoured with their product and fail to see what the market really demands. The "better-mousetrap" fallacy, when management believe that a better mousetrap might draw customers to its door, may occur. Product-focused businesses often solicit little to no client feedback whenever designing their goods. They have faith in the abilities of their engineers to produce creative goods. They often skip browsing at other companies' goods. "How can the people know what sort of automobile they want unless they see what is available?" a General Motors spokesperson once said. The new vehicle would indeed be created by GM's engineers and designers. Manufacturing would then produce it. The price would be established by the finance division. Ultimately, the marketing and sales teams would endeavour to close the deal. It makes more sense why the automobile needed such a tough sell. GM now asks consumers what they look for in an automobile and incorporates marketing professionals from the very beginning of design[9].

Product concepts may produce marketing myopia. Railroad authorities ignored the expanding competition from airlines, buses, trucks, and cars while they believed that passengers preferred trains to other modes of transportation. It occurred in America and is probably going to occur in India as well, where middle-class families are preferring to own their own cars. Manufacturers of pocket calculators ignored the problem posed by portable electronics in the mistaken belief that engineers desired display rules. The post office, clothing shops, and colleges will believe they are presenting the people with the best possible product and wondering why their sales are declining. Some corporations stare into mirrors much too often when they're supposed to be gazing out the window.

### **The Selling Concept**

Another typical corporate approach is the selling notion. According to the selling notion, companies and customers won't often purchase enough of an organization's goods if left alone. So, the company has to make a strong effort at marketing and promoting. According to this theory, customers often exhibit resistance to or inertia towards making purchases and must be persuaded to do so. It also presupposes that the business has a wide array of efficient marketing and selling techniques to encourage additional purchases.

The selling approach is used most aggressively when marketing unanticipated commodities, such as insurance and other items that purchasers often do not consider purchasing. These sectors have mastered a number of sales strategies to track down prospects and convince them of the merits of their offerings. Fundraisers, college admissions offices, and political parties all use the selling principle while raising money for nonprofit organizations. Voters are fiercely "sold" on a candidate by a political party. From early in the morning until late at night, the candidate visits polling stations, shaking hands, kissing newborns, greeting contributors, and giving speeches. Posters, mailings, radio and television advertisements, and more all cost a fortune.

The candidate's weaknesses are kept a secret from the public since the goal is to close the deal rather than care about customer happiness after the sale. The newly elected politician keeps adopting a sales-focused attitude. In order to convince the public to support the candidate the party wants, there is minimal research done into what the people wants and a lot of selling. When there is overcapacity, the majority of businesses use the selling idea. Instead of producing what the market demands, their goal is to sell what they produce. Production capacity in contemporary industrial economies has reached a level where the majority of marketplaces are buyer markets,

where buyers are predominating and suppliers compete for clients. TV advertisements, print ads, direct mail, and sales calls are constantly being thrown at potential customers. Someone is attempting to sell something wherever you look[10].

As a consequence, the general public often associates marketing with advertising and pressure selling. Hard selling-based marketing, however, has significant dangers. It is based on the idea that consumers who are persuaded to purchase a product will like it, and that if they don't, they won't criticize it or complain to consumer advocacy groups, will get over their disappointment, and will purchase it again. These are illogical presumptions. According to one research, unhappy consumers may disparage the product to ten or more of their friends; negative rumors spread quickly.

### **DISCUSSION**

Marketing is much wider than selling, and much more dynamic. In fact, there is a fundamental difference between the two. Selling revolves around the needs and interests of the seller; marketing revolves around the needs and interests of the buyer. Selling starts with the existing products of the corporation and views business as a task of somehow promoting these products. Marketing on the contrary starts with the customers present and potential and views business as a task of meeting the needs of the customers by producing and supplying those products and services that would meet such needs.

Selling seeks profits by 'pushing' the products on the buyers. Marketing too, seeks profits, but not through aggressive pushing of products, but by meeting the needs of customers and by creating value satisfactions for them. In other words, marketing calls upon the corporation to choose products, prices and methods of distribution and promotion, which will meet the needs of the customers. It does not unwisely limit its role to persuading the customers to accept what the corporation already has or what it can offer readily[11].

### **CONCLUSION**

In conclusion, the marketing concept is a customer-oriented approach that involves understanding the needs and wants of customers and delivering products or services that satisfy those needs. There are several key aspects of the marketing concept, including customer focus, integrated marketing, customer relationships, and profitability. Customer focus involves putting the customer at the center of all marketing activities, understanding their needs, wants, and preferences, and developing products and services that meet those needs. Integrated marketing involves coordinating all marketing activities, such as advertising, promotion, and public relations, to create a consistent and unified message that resonates with customers. Customer relationships are an essential aspect of the marketing concept, as they help build long-term loyalty and repeat business. Companies must focus on building strong relationships with their customers by delivering quality products, providing excellent customer service, and engaging in regular communication. Finally, profitability is a critical aspect of the marketing concept, as companies must generate revenue and profits to sustain their operations and continue to invest in research and development. By focusing on customer needs and building strong relationships, companies can achieve profitability while also delivering value to their customers. Overall, the marketing concept is a vital approach to marketing that helps companies meet the needs of their customers while achieving their business goals.

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## CHAPTER 6

### AN OVERVIEW OF THE SELLING CONCEPTS IN MARKETING

Dr. Hemanth Kumar. S, Assistant Professor  
 Department of General Management, CMS Business School, JAIN Deemed to-be University, Bangalore, India  
 Email Id- dr.hemanth\_kumar@cms.ac.in

#### ABSTRACT:

The selling concept is a marketing philosophy that focuses on selling products and services through aggressive sales techniques and high-pressure tactics. This approach assumes that customers will not buy a product or service unless it is actively promoted and pushed by the sales force. The selling concept relies heavily on advertising and personal selling to generate customer interest and create demand for products or services. This abstract provides an overview of the selling concept in marketing, including its key principles, benefits, drawbacks, and how it differs from other marketing philosophies. Ultimately, the selling concept emphasizes the importance of persuading customers to buy a product or service, rather than focusing on understanding their needs and wants and delivering products that meet those needs.

#### KEYWORDS:

Selling, Marketing, Organizations, Products, Profit.

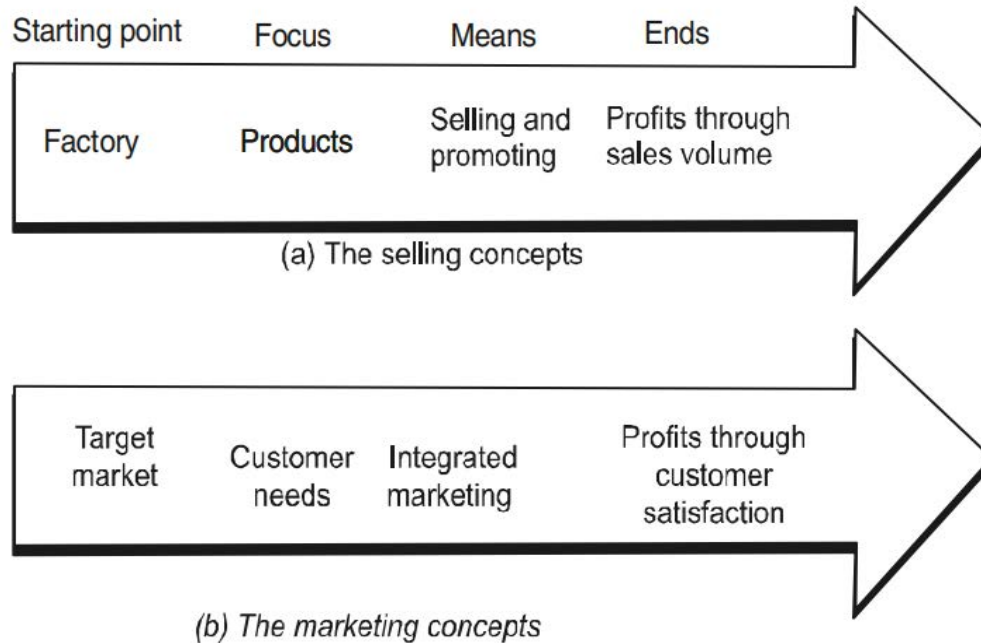
#### INTRODUCTION

The three business orientation we just reviewed are contested by the marketing notion, a business philosophy. Around the middle of the 1950s, its core principles came into focus. According to the marketing notion, a company's ability to create, produce, and communicate customer value to its selected target markets more effectively than rivals is the key to attaining its organizational objectives. Harvard professor Theodore Levitt made the following insightful comparison between the principles of selling and marketing: Marketing focuses on the demands of the consumer, whereas selling promotes the interests of the seller. Marketing is concerned with meeting the demands of the consumer via the commodity and the whole network of things related with manufacturing, distributing, and ultimately consuming it. Selling is obsessed with the seller's desire to turn his goods into cash.

Target market, customer demands, marketing communication, and profitability are the four pillars that support the marketing idea. These are seen in Figure 1, where a selling orientation is contrasted with them. The selling idea adopts an inside-out viewpoint. To generate lucrative sales, it begins in the production, focuses on already-available items, and utilizes aggressive selling and promotion. The marketing idea adopts an outside-in approach. It begins with a well-defined market, concentrates on customers' demands, plans all operations that will have an impact on consumers, and makes money by gratifying consumers.

1. **Target Market** Companies do best when they choose their target market(s) carefully and prepare tailored marketing programs. Palmolive is offering different types of soaps depending on the different types of skins.

2. **Customer Needs** A company can define its target market but fail to understand correctly the customers' needs. Understanding customer needs and wants is not always simple. Some customers have needs of which they are not fully conscious. Or they cannot articulate these needs. Or they use words that require some interpretation.



**Figure 1: Represented the Four Pillars of Marketing Concepts.**

Consider the customer who says he wants an inexpensive car. The marketer must probe further. We can distinguish among five types of needs:

- i. Stated needs (the customer wants an inexpensive car),
- ii. Real needs (the customer wants a car whose operating cost, not its initial price, is low),
- iii. Unstated needs (the customer expects good services from the dealer),
- iv. Delight needs (the customer would like the dealer to include a gift of a Indian road atlas.
- v. Secret needs (the customer wants to be seen by friends as a savvy consumer). Responding only to the stated need may shortchange the customer. Consider a woman who enters a hardware store and asks for a sealant to seal glass window panes. This customer is stating a solution, not a need. The salesperson might suggest that tape would provide a better solution. The customer may appreciate that the salesperson met her need, not her stated solution[1], [2].

It is necessary to establish a line between creative marketing, anticipative marketing, and responsive marketing. A responsive marketer discovers a need and satisfies it. An anticipative marketer considers potential future demands that consumers may have. A forward-thinking advertiser anticipates potential future client demands. A creative marketer finds solutions that

clients did not request but to which they excitedly react. Consumers are infamously short on foresight, according to Hamel and Prahalad, so organizations must do more than just ask them what they want. How many of us were asking for cellular phones, fax machines, and copiers at parent's house ten or fifteen years ago? How about 24-hour discount brokerage accounts? How about compact disc players? How about cars with on-board navigation systems? How about handheld global satellite positioning receivers? How about MTB or the Home Shopping Network?

Sony is a prime example of a creative marketer since it has developed a number of profitable new goods that consumer never requested or even imagined were conceivable, such as Walkmans, VCRs, video cameras, CDs, and so forth. Sony goes beyond customer-led marketing; it is a business that influences the market, not merely one that is driven by the market. We don't service markets; we create markets, said the show's creator, Akio Morita. Why is ensuring the satisfaction of your target audience so crucial? Due to the fact that both younger customers and existing customers contribute to a company's revenues throughout each quarter. According to one assessment, retaining an old client might cost five times as much as acquiring a new one. To get the new client to reach the same level of profitability as the departed customer might cost sixteen times as much. Thus, client retention seems to be more crucial than attracting new customers.[3].

### **Integrated Marketing**

Integrated marketing is the outcome of all firm departments cooperating to serve the interests of the client. Sadly, not every employee has the skills and drive to serve the consumer. A salesperson is "always defending the consumer and not thinking about the company's benefit," a complaint from an engineer previously read. He continued by criticizing clients for "asking for too much." The coordination issue is best shown by the following example:

"A major European airline's vice president of marketing seeks to enhance traffic share for the company. His plan is to increase consumer happiness by lowering prices, offering better meals, cleaner rooms, and better-trained cabin employees. Yet, he lacks any power over these issues. The maintenance department utilizes cleaning services to keep cleaning expenses down, the catering department picks food that reduces food prices, the human resources department recruits individuals without considering whether or not they are naturally nice, and the finance department determines the rates. The vice president of marketing is hindered in developing an integrated marketing mix since these divisions often approach things from a cost or production point of view.

On two levels, integrated marketing is conducted. Initially, coordination between the many marketing tasks is required, including sales forces, advertising, customer support, product management, and marketing research. Very often, product managers are blamed by the sales force for "too high" pricing or sales objectives, or the advertising director and brand manager cannot agree on a marketing strategy. From the perspective of the client, each of these marketing activities has to be synchronized[4].

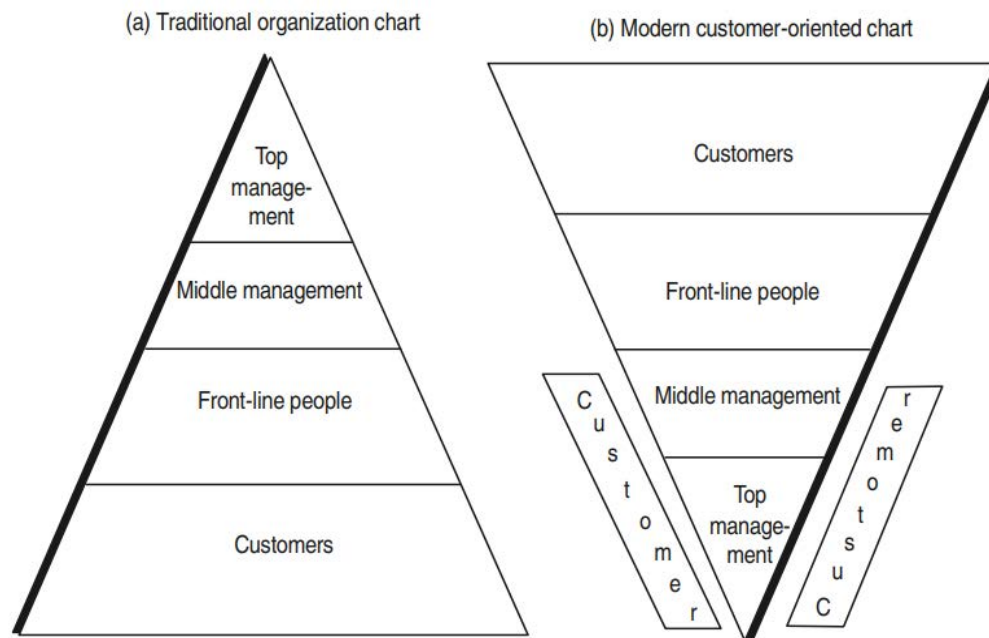
The other departments must likewise "think customer," and they must embrace marketing. Marketing is simply too vital to be left to the marketing department alone, according to David Packard of Hewlett-Packard. Marketing is more of a corporate philosophy than it is a department. Xerox goes so far as to explain how each position impacts the client in its job



description. If a prospective client enters a clean, efficient plant, Xerox factory managers are aware that this may help sell them. Accountants at Xerox are aware of the impact billing accuracy and call-return timeliness have on client perceptions.

The corporation uses both internal and external marketing to promote cooperation amongst all divisions. External marketing is advertising that targets clients outside of the business. Hiring, educating, and inspiring competent staff members who are eager to provide excellent customer service is the responsibility of internal marketing. Internal marketing really has to come first, before external marketing. It is absurd to guarantee superior service before the company's team is prepared to provide it.

The traditional organizational structure shown in Figure 2(a), which is a pyramid with the president at the top, management in the middle, and front-line employees and customers at the bottom, is no longer relevant in the eyes of managers who think that the customer is the company's only real "profit centre." The figure is inverted by master marketing firms, as seen in Figure 2. (b). Customers come first, followed by front-line staff who greet, assist, and please customers; middle managers who support front-line staff so they can provide excellent customer service; and top management whose responsibility it is to choose and support competent middle managers. To demonstrate that all of the company's management must be actively engaged in getting to know, meet, and serve consumers, we put customers down the sides.[5], [6].



**Figure 2: Illustrated the Traditional and Modern Customer Oriented Chart Profitability.**

Helping companies accomplish their goals is the marketing concept's ultimate goal. For commercial businesses, making a profit is the main goal; for nonprofit and public organisations, it is survival and raising enough money to carry out worthwhile activities. Private businesses should strive to provide higher customer value rather than pursue profits in and of itself. By surpassing its rivals in meeting client wants, a business gains money. Sadly, there are too few. Procter & Gamble, Hindustan Lever Limited, Maruti Suzuki, Hero Honda, Sony, and Nirma are

just a few of the businesses that stand out as master marketers. These businesses put the consumer first and are structured to adapt quickly to their changing demands. All of them have staffed marketing divisions, and they all agree that the client is king in terms of production, financing, research and development, people, and buying. The majority of businesses do not adopt the marketing idea unless forced to do so by external factors. They are compelled to adopt the marketing idea by a number of developments:

**i. Sales Decline:**

When sales fall, companies panic and look for answers. Today, newspapers are experiencing declining circulation as more people rely on radio, TV and the internet for their news. Some publishers now realize that they know little about why people read newspapers. These publishers are commissioning consumer research and attempting to redesign newspapers to be contemporary, relevant, and interesting to readers. They are also starting Web pages[7].

**ii. Slow Growth**

Slow sales growth leads some companies to search for new markets. They realize they need marketing skill to identify and select new opportunities.

**iii. Changing Buying Patterns**

Many companies operate in markets characterized by rapidly changing customer wants. These companies need more marketing know how if they are to track buyers' changing values.

**iv. Increasing Competition**

Complacent companies may suddenly be attacked by powerful competitors. AT&T was a regulated, marketing-naive telephone company until the 1970s, when the government began allowing other companies to sell telecommunications equipment. AT&T plunged into the marketing waters and hired the best marketers it could find to help it compete. Companies in deregulated industries all find it necessary to build up marketing expertise. Otherwise, they'll be out of the business.

**v. Increasing Marketing Expenditures**

Businesses can discover that their spending on marketing research, advertising, sales promotion, and customer service is subpar. After that, management determines it's time to do a thorough marketing audit in order to enhance its marketing[8]. Three obstacles must be overcome for a corporation to transition to a marketing-oriented mindset: coordinated opposition, sluggish learning, and quick forgetting. A greater marketing function, according to certain corporate departments often manufacturing, finance, and R&D, poses a danger to their influence inside the corporation. The marketing role is first considered one of many equally significant roles in a check-and-balance relationship. Marketers claim that their role is more significant since there isn't enough demand. Other supporters go even farther and assert that marketing serves as the primary purpose of the business since there would be no business without clients. By placing the client, not marketing, at the core of the business, enlightened marketers help to explain the situation.

They promote a customer-oriented philosophy in which all departments collaborate to address, service, and fulfil the needs of the client. According to some marketers, marketing would

continue to have a dominant position if client demands are to be accurately identified and effectively met. In fields like legal offices, schools, deregulated businesses, and government bodies, where marketing is being used for the first time, resistance is particularly intense. Nonetheless, despite opposition, many businesses are able to integrate marketing principles into business operations.

The firm president creates a marketing department, hires marketing professionals, sends key management to marketing seminars, significantly raises the marketing expenses, and implements marketing planning and oversight systems. Yet even with these measures, learning proceeds gradually. Even once marketing has been implemented, management must overcome a propensity to overlook fundamental ideas, particularly after success. For instance, several American businesses entered the European market in the 1950s and 1960s anticipating great success because to their best and most beautiful and effective marketing strategies. Several of them failed even though they neglected the fundamental marketing axiom: Understand your target demographic and how to appeal to it[9].

### **DISCUSSION**

The selling concept is a traditional approach to marketing that focuses on aggressive sales techniques and the promotion of goods or services. This concept assumes that consumers will not purchase enough of the product on their own, so companies must employ a range of selling and promotional techniques to encourage consumers to buy their products. The selling concept is often used in industries where competition is high and products are not necessarily unique. Companies may use this approach to create a sense of urgency around their products or services, encouraging consumers to make a purchase quickly. However, the selling concept is often criticized for its focus on short-term gains rather than long-term relationships with customers. Companies that rely too heavily on selling techniques may create a negative image for themselves in the minds of consumers, who may feel that they are being pressured or manipulated into making a purchase.

To overcome these limitations, companies must adopt a more customer-centric approach to marketing. This approach involves understanding the needs and wants of consumers and developing products or services that meet those needs. By creating value for customers, companies can build long-term relationships that are based on trust and mutual benefit. In summary, the selling concept can be effective in certain situations, but companies must be careful not to rely too heavily on aggressive sales techniques. A more customer-centric approach is often more effective in building long-term relationships with customers and creating sustainable growth for the business. [10].

### **CONCLUSION**

In conclusion, the selling concept is a traditional marketing approach that focuses on aggressive sales techniques and promotional strategies to encourage consumers to buy products or services. While this approach can be effective in certain situations, it may also create a negative image for the company and may not lead to long-term customer relationships. A more customer-centric approach that focuses on understanding the needs and wants of customers and creating value for them is often more effective in building long-term relationships and sustainable growth for the business. Therefore, companies must balance the use of selling techniques with a customer-centric approach to marketing to achieve the best results.

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## CHAPTER 7

### AN OVERVIEW OF DIFFERENT PERSPECTIVES ON THE MARKET AND MARKETING STRATEGIES

Dr. R. Satish Kumar, Professor

Department of Marketing, CMS Business School, JAIN Deemed to-be University, Bangalore, India

Email Id- dr.satishkumar@cms.ac.in

#### ABSTRACT:

Marketing strategies pursued by firms are aimed at obtaining a sustainable competitive advantage over competitors. This paper examines various perspectives on the market and marketing strategies. It provides an overview of the traditional marketing approach, which focuses on the four Ps (product, price, place, and promotion) and the importance of understanding customer needs and wants. Additionally, the paper explores newer marketing paradigms, such as relationship marketing, experiential marketing, and customer-centric marketing, which prioritize building long-term relationships with customers, creating memorable experiences, and tailoring marketing efforts to meet individual customer needs. The paper also discusses the role of technology and data analytics in marketing, as well as the importance of social responsibility and ethical considerations in developing marketing strategies. Through these different perspectives, the paper provides a comprehensive understanding of the diverse approaches to marketing and how businesses can use these strategies to effectively reach and engage their target audiences.

#### KEYWORDS:

Marketing Management, Market, Product, Planning, Selling.

#### INTRODUCTION

Planning, carrying out, and controlling a marketing and sales activities are all steps in the process of marketing management. Given the changing environment in which marketers operate, it is extra important. The marketing possibilities that companies have rely on how society's expectations are evolving. Customers' expectations are growing more sophisticated and discerning. Market development has brought up new opportunities as well as the difficulty of new competitors. Environmental issues and region depend are posing new problems for marketers even in their native regions. For instance, growing environmental consciousness among consumer has raised demand for ecologically friendly items. On the other hand, dangerous items could have been hurt by government laws as well as public demand.

According to Philip Kotler, marketing is a social and administrative activity that enables individuals and institutions to satisfy their needs and desires by producing and trading goods and value with other people. Marketing is the anticipation, control, and fulfilment of demands via the exchange process, according to Evans & Berman. "Marketing is the act of preparing and carrying out the creation, pricing, marketing, and distribution of ideas, commodities, and services to produce interactions that meet individual and corporate objectives," according to the American Marketing Association. Marketing is an approach that involves:

- i. Identifying Needs of the people;

- ii. Making Products Accordingly;
- iii. Offering them through an Exchange Process

### Key Marketing Activities

According to the Figure 1, there is 5 key marketing Activities and all are elaborate below:

- i. **Consumer Analysis:** It is examination and evaluation of consumer characteristics needs and purchase processes.
- ii. **Product Planning:** It involves development and maintenance of products, product assortments, product positions, brands, packaging options and deletion of old products.
- iii. **Promotion Planning:** It is combination of advertising, publicity, personal selling, and sales promotion to drive sales revenue.
- iv. **Price Planning:** Outlines price ranges and levels, pricing techniques, purchase terms, price adjustments and the use of price as an active and passive factor.
- v. **Distribution Planning:** Establishment of channel relations, physical distribution, inventory management, warehousing, transportation, allocation of goods and wholesaling[1].



**Figure 1: Represented the Key Marketing Activities.**

### Different Orientations

Nowadays, it's more crucial than ever to please customers. The management must understand that they cannot please every client, thus they must use target marketing to carefully choose their customers. Marketing is not only about marketing your product; rather, it is a mix of goods and services made available to the public in order to meet the needs of the intended audience. Three elements of the market-led approach are shown in Figure 2:

- i. Consumer orientation,
- ii. Competitor orientation,
- iii. Inter-functional co-ordination.



**Figure 2: Represented the Market-led Organization**

The first two include gathering market intelligence throughout the whole firm about present and future client demands and making this data accessible to all departments. In order to consistently provide higher value, client orientation also entails tracking consumer information. Coordination of resources throughout the whole company in response to consumers is referred to as inter-functional co-ordination. The organization's ability to share and respond to market information depends in large part on interdepartmental connectivity. According to the Chartered Institute of Marketing (CIM), marketing is the management process for determining, foreseeing, and meeting consumers' demands while making a profit[2], [3].

### **Customer Orientation**

Consumers are drawn to a variety of goods and services, and if their requirements and desires are satisfied, they will continue to buy that specific good and service with loyalty. Here, word-of-mouth is really important. If customers are happy, they will not only use the same business (such as a hotel, cruise line, travel agency, restaurant, etc.) again, but they will also rave about it to their friends, family, and coworkers. If the clients are happy, the business will undoubtedly make money. The majority of hospitality managers in today's environment place a greater emphasis on earnings than on client happiness. This management style does not benefit the clients since it results in fewer repeat clients and poor advertising for the business. The management need to recognise that if the clients are happy, then earnings will come in naturally. Sales for the company are generated by both new and recurring clients. Bringing in new consumers usually costs more than keeping some existing ones. As a result, client happiness equals customer retention. a contented client:

- i. Buys again
- ii. Talks favorably to other about the company
- iii. Pays less attention to competing brands
- iv. Buys other products from the same company

According to the societal marketing concept, it is the responsibility of the organization to ascertain the needs, wants, and interests of product offerings and to satisfy those needs and wants more successfully and profitably than rivals while preserving or improving both the consumer and societal well-being. Marketers are urged by the societal marketing idea to include social and ethical factors into their marketing strategies. They have to strike a balance between the sometimes at odds criteria of profitability of the company, customer happiness, and public interest. Yet by embracing and putting the social marketing notion into practice, a lot of businesses have seen significant increases in sales and profits[4].

### **Competitor Orientation**

According to conventional economic theory, businesses should maximize shareholder wealth. But today's managers do not have profit maximization as their top priority. Instead, they usually choose strategies that will help them outperform their rivals, a strategy we call having competitor-oriented goals. Since it is difficult to predict total profit in the future owing to market changes and because a focus on profits may result in a short-term orientation at the cost of long-term concerns, managers do not choose to concentrate on profit maximization. Coke and Pepsi are two examples. There was a period when Coke lowered its price, which caused Pepsi to do the same. To outperform their competition, each corporation sets its sights on the competition. Such competitor-oriented goals may be easier to see than profit-maximizing ones since they utilize the performance of another company as a reference point.

### **Inter Functional Coordination**

By the start of the 1990s, inter-functional communication was defined. All firm operations are synchronized, and this improves business performance. Market orientation is linked to cross-functional collaboration. It is a fundamental aspect of market orientation. Without inter-functional cooperation, market orientation cannot be used. At the functional level of the organizational, the marketing department of a company is often seen as being of the crucial relevance. As it directs the operations of other company departments, the information that the marketing people provides with the whole organization is seen as essential. For instance, a marketing department may conclude via marketing research that customers wanted a new kind of product or a new way to use an old product. In light of this, the marketing division should advise the scientific and technological division to develop a prototype of a goods or services centered on changing customer demands.

Also, the manufacturing of the product would subsequently be started by the production division, although the marketing division would concentrate on its advertising, distribution, pricing, etc. Also, the financial accounting information of a company would be considered in order to get the proper money for the product's development, manufacture, and marketing. Should an organization follow the marketing orientation, inter-departmental disputes may arise. Installation, maintenance, and service of new capital stock that may be required to produce a new product



may be contested by production. The needed capital investment may be opposed by finance since it can compromise the organization's capacity to maintain an adequate cash flow.

A rising number of businesses across the many industries struggle with the confluence of high variety and constant technological changes/modifications in an attempt to better meet diverse client demands. This complicates the synchronization of the priorities of Sales, Production Planning, and Engineering and involves planning, designing, buying, and production methods. [5].

### **Customer Orientation vs Competitor Orientation**

Customer is king is a well-known phrase in the marketing and service sectors, although it is seldom used in its most complete form. This is because of the fierce rivalry that exists in the market, which prevents marketers from putting consumers at the heart of their company plan. They prioritise their competition above their consumers since they do not see them as their first priority. Marketers are torn between deciding whether the company's primary focus should be towards its customers or its competition. Since businesses exist exclusively to serve consumers, the whole marketing philosophy dictates that they should be more customer-focused than competitor-focused. The goal of business, according to Peter Drucker, is to attract consumers. The demands and pleasure of the client come first in a company that values them.

Three elements of market orientation have been identified in academic literature. Interventional coordination, competitor orientation, and customer orientation. The company devotes its resources to customer orientation in order to learn more about the wants and behaviors of its clients. When a company is competitively oriented, it focuses its resources on learning about the actions and attitudes of its rivals. Following the information obtained from either of these orientations, the company's plans will be determined.

A targeted marketing effort is produced as a consequence of the clear, in-depth knowledge of consumers that customer orientation provides businesses. Research has shown that companies perform better and have happier customers when they are customer-oriented. Yet, closer examination reveals that a focus on the needs of the consumer may be harmful. It's possible that the marketers won't notice changes brought about by rivals if they simply concentrate on the clients. Some opponents contend that consumers may prevent businesses from innovating because they may not be able to express their demands or expectations in a clear manner. Consumers are often averse to change, and as a result, businesses seldom experiment with new ideas for fear that the public may not embrace the change.

The companies that introduce items that are already on the market in an effort to compete with their rivals are accused of having a competitor-oriented mindset. Firms are often forced to invest in customer knowledge or improved needs anticipation when they place too much emphasis on competitors. Too many resources will be used for competing activities, which might limit funding for ground-breaking technologies. Companies that prioritise competition are more receptive to shifting market trends. There is less likelihood of laziness in marketing efforts since their actions are more guided by those of the competition[6].

Companies need to be aware that these different views are mutually exclusive. If a company chooses one of the two orientations, they will have to give up something. The best choice is to equally distribute both orientations. It is simple to argue that businesses should be both

customer- and competitor-oriented, but with limited human and financial resources, it will be a challenge for companies to achieve the ideal combination.

Businesses must recognize and assess the circumstances under which they operate in order to decide whether to select a customer or rival. Both internal and external influences will determine the company's direction. For instance, companies like Zappos.com are entirely centered around helping their customers. The company has a strong focus on serving its customers, and the client is at the forefront of how the business is organized. In businesses that are expanding quickly, competitor orientation is preferred. Businesses in areas with rapid growth should spend in gathering more competition data so they may create new products more affordably. In increasingly turbulent markets, customer orientation is preferred. Businesses that concentrate on their clients may swiftly adapt their advertising strategies to suit quickly changing consumer requirements while marketplaces are rapidly changing. Also, businesses that operate in complicated marketplaces need concentrate on investing in their consumers rather than their rivals. The top management's point of view ultimately determines whether to focus on customer or competitors. The decision is crucial because the management have a limited amount of funds to devote to either of these strategies. If companies concentrate on the following principles, they may establish a balance between all these perspectives.[7].

- i. Spend money on a reliable market information system for the marketing division. The focus will be on accumulating and disseminating information, whether the method is within or outside the organization. When a system is in place, an organization may choose the kind of intelligence that should be acquired based on the market context.
- ii. Improve the communication inside the company. If an organization is bureaucratic, market orientation often fails. Thus, companies must make sure that crucial market information is immediately transmitted to all relevant levels.

### **Marketing Philosophies**

The marketing notion and ideology is one of the most fundamental marketing philosophies while also being one of the simplest concepts in the field. The consumer and his or her pleasure are at the very heart of everything. According to the marketing idea and philosophy, a company should make an effort to achieve both its objectives and the demands and requirements of its clients. To put it simply, "the consumer is king." The following are some examples of marketing philosophies: Figure 3.

The marketing concept's implications for management are crucial. It is not a function of the marketing division and is not committed to that division alone. Instead, the whole organization accepts it. It is a concept or method of doing business that permeates all of the management ranks, from the top to the bottom, including all organizational divisions. The requirements, desires, and pleasure of the consumer should always come first for employees and leaders. An illustration of the marketing idea is just the slogan "satisfaction guaranteed" from Wal-Mart. The customer always comes first, regardless of whether the Wal-Mart employee is really an accountant or a cashier[8].

Despite how uncomplicated the theory may seem, it is relatively new in the development of marketing thinking. Yet it comes at the endpoint of a line of centuries-old corporate theories. The history and development of the marketing idea and philosophy are first researched at to have a

better grasp of the thinking process that led to it. The marketing idea, philosophy, and some common misunderstandings are then presented. Different ideas serve as a guide for sellers as they carry out their marketing initiatives. For instance, sellers may just concentrate on producing and attempt to lower their manufacturing cost or concentrate on enhancing the product's quality. They might also focus more on marketing and selling. As a result, many ideas have formed to aid firms in improving their brand awareness[9].



**Figure 3: Illustrated the Marketing Philosophies.**

### DISCUSSION

The market is a complex system that involves the interactions between buyers and sellers, as well as the forces that shape their behavior. Understanding these dynamics is essential for developing effective marketing strategies that can help businesses succeed in the marketplace. One perspective on the market is that it is a constantly evolving entity that is shaped by various external factors, such as technology, economic trends, and consumer behavior. As such, businesses need to stay abreast of these changes and adapt their marketing strategies accordingly. For example, the rise of e-commerce has fundamentally changed the way that many consumers shop, and businesses that have failed to adapt to this trend have struggled to remain competitive.

Another perspective on the market is that it is a highly competitive arena in which businesses are constantly vying for the attention and loyalty of consumers. In this context, marketing strategies need to be carefully crafted to differentiate a company's products or services from those of its competitors. This might involve emphasizing unique features or benefits, leveraging customer testimonials, or creating a distinctive brand image. Ultimately, successful marketing strategies require a deep understanding of both the market and the target audience. This can involve conducting market research, analyzing consumer behavior, and developing targeted messaging that resonates with the needs and desires of potential customers. By staying attuned to the evolving dynamics of the market and adapting their marketing strategies accordingly, businesses can position themselves for long-term success. [10].

## CONCLUSION

In conclusion, the market is a complex and dynamic system that is constantly evolving. To succeed in this environment, businesses must develop marketing strategies that are informed by a deep understanding of both the market and the target audience. This may involve adapting to changing external factors, differentiating products and services from competitors, and leveraging customer insights to develop targeted messaging. Ultimately, by staying attuned to the needs and desires of consumers and adapting to changing market dynamics, businesses can position themselves for long-term success. That is why it became too obvious that the mass production of goods which is the heart and soul of production concept can no longer work because of too many me too products. Therefore, the focus slightly shifted from Production concept to Customization concept where each and every product is manufactured and delivered according the tastes and choices of the customer. Dell is considered to be the pioneer of this field. When analyzing this process, we can see that since practice makes perfect, workers can carry out the repetitive tasks with great speed and dexterity. Steps can be noted and automated. Employees on the conveyor belt don't need to move around finding tools. However, the downside is that boredom sets in as the job is monotonous and recurring. Members of staff and consumers alike may not feel a sense of pride as identical commodities are being produced.

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## CHAPTER 8

### AN OVERVIEW OF THE IMPACT OF THE PRODUCT IN MARKETING

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Dr. Anantha Subramanya Iyer, Associate Professor  
 Department of Marketing, CMS Business School, JAIN Deemed to-be University, Bangalore, India  
 Email Id- asi@cms.ac.in

#### ABSTRACT:

The impact of the product in marketing refers to how the product influences the success of marketing efforts. The product is one of the four P's of marketing (product, price, place, and promotion), and it plays a crucial role in determining the success of marketing campaigns. A well-designed product that meets the needs and wants of the target market can lead to increased sales, customer loyalty, and brand recognition. On the other hand, a poorly designed product can result in a failed marketing campaign, negative customer feedback, and decreased sales. This abstract explores the various ways in which the product impacts marketing, including product design, product positioning, branding, and product development. Additionally, it discusses the importance of conducting market research and understanding customer needs to ensure that the product aligns with the marketing goals and objectives.

#### KEYWORDS:

Customer, Marketing, Organization, Product, Profit.

#### INTRODUCTION

The word "product" refers to the services or commodities that a company or nonprofit institution provides to potential consumers or clients. The gift might be a material item like a vehicle, a service like an insurance contract, or an abstract concept like the value of eye donation after death. Product a product, service, or concept that provides a variety of concrete and metaphysical qualities to appeal to marketing customers, who are susceptible to market control and manipulation. Customers often anticipate more from a company than a straightforward, physical product, thus marketing management's job is to give a comprehensive offering a "whole product" that includes both the essential products or service and any additional "extras."

For instance, a D.T.C. may provide rides or conveyance as its primary product, but its whole assortment of offerings should also include cordial customer care, punctual bus service, and guidance on the best public transport. A variety of product strategy choices led to the merchandise the client obtains throughout the exchange procedure. Making ensuring a product has the qualities and features consumers desire takes careful planning and development. Making the "correct" product selections also means selecting a brand name, creating a packaging, creating suitable warranties and premium services, and making other choices. You'll discover that each of the three elements that make up the advertising mix must be taken into account while formulating product strategy. The appeal of the technology platform is enhanced by the price, marketing, and advertising[1].

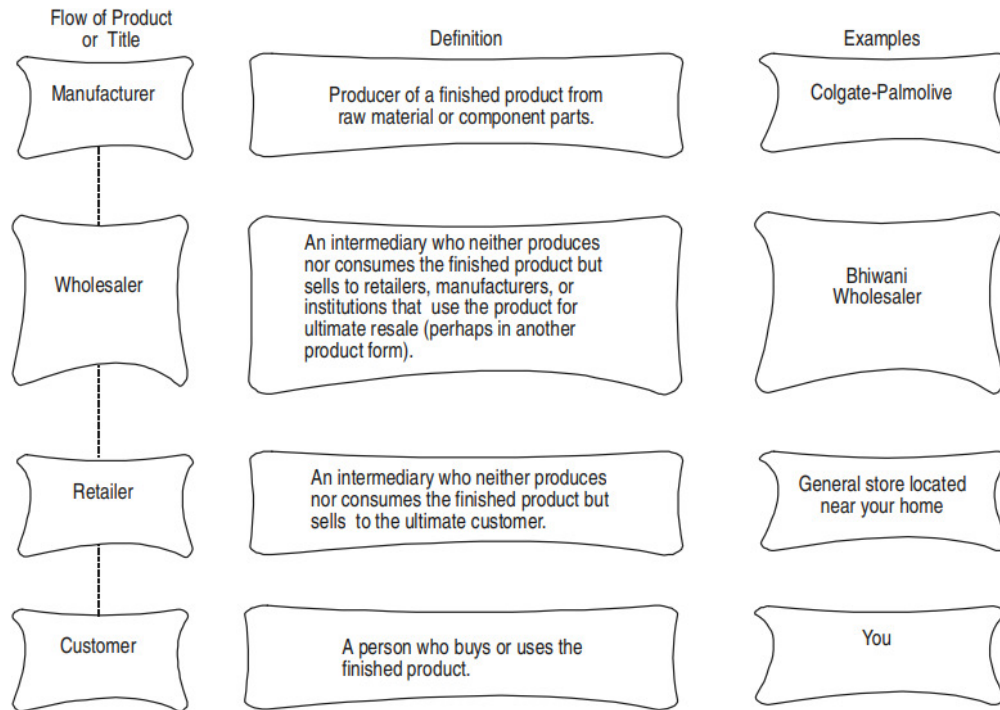
#### Distribution Element

In order to ensure that items are supplied at the appropriate position, place-related activities, also characterized as distribution, require bridging this same physical gap between clients and sellers.

To position things depending on when and where customers want them, judgements are made about how fast and in what condition they reach this same client. Physical distribution centers include storage, handling of commodities, transporting, and similar tasks. Making choices concerning the organization and scope of distribution comprises picking wholesalers, retailers, or establishing an online-only business. In accordance with the examples provided thus far, marketing is a practice used by all businesses. Yet, not every institution has the tools or technical institutes to control every aspect of the distribution of goods. As a result, businesses may emphasize on tasks where they have a distinct edge and depend on wholesalers, retailers, and a variety of other experts to improve the distribution process. One organization that finds it effective to use independent bottlers and merchants to convey its goods to the final consumers is the Pepsi-Cola Company, which specializes in the manufacture and commercialization of soft drinks [2].s

A product's whole marketing organization chain from manufacture to consumption is referred to as a channel of distribution. Its goal is to enable the product's ownership and/or custody to be transferred. A simple distribution chain is shown in Figure 1 and includes a manufacturer, wholesaler, retailer, and final customer. Each of these four conducts a negotiation involving the physical good's transportation and/or a transfer of property of that item. Look at Figure 1 and think about these definitions:

- i.** A manufacturer is an organization that identifies a customer requirement and creates a product using labor, raw materials, or components to answer that need.
- ii.** A wholesaler is a manufacturer that acts as a middleman between a manufacturer and a retailer to facilitate this same transfer of goods or the exchange of title to those goods, or a company that sells goods to manufacturers or organizations that sometimes resell the goods in some other capacity as a different kind of wholesaler. Wholesalers don't create or make use of the completed good.
- iii.** A retailer is a business that sells products to the last customer after purchasing them from a producer or wholesaler. Retailers don't make or use the goods they sell.
- iv.** The person who purchases or consumes the commodity for domestic use is the ultimate consumer.
- v.** A product or title's real distribution pathway may be substantially simpler or much more convoluted than the one shown. For instance, a computers firm like Dell may let clients place requests for its goods online before transporting the items to the consumer's doorstep.
- vi.** Numerous professionals who perform specific facilitating tasks for manufacturers, wholesalers, or retailers are omitted from the distribution channel. For instance, a truck or the railway tracks that transports a merchandise from Bangalore to New Delhi, or an advertising company like Mudra that develops the advertising message and chooses the best media. These experts, or collaborators, are appointed because they are more able than production companies to carry out a certain advertising strategy in a fundamental marketing channel. They are not, however, one of the companies that fall within our definition of a medium of distribution.



**Figure 1: Illustrated the basic channel of distribution consisting of the manufacturer**

It's crucial to understand that even among businesses providing precisely comparable items, distribution strategies differ greatly. For instance, Amway relies on sales reps to sell directly to customers as their main method of distribution; by contrast, Gillette and Colgate Palmolive, who offer comparable products, rely on extensive relationships with wholesalers and retailers. Moreover, a single firm could use several distribution strategies throughout the globe[3].

### Impact of Promotion

Marketers must interact with customers. By using promotion, marketers may "speak" to both current and future consumers. Promotion may be used to spread information about a company, a product, or another component of the marketing process, such the new bargain price being provided during a sale. Promotion is, in a nutshell, marketing communication. Promotion may take the form of advertising, personal selling, publicity, or sales promotion. All are means of communication that inform, recall, or convince, yet each has certain advantages. Advertising that refers to "ThandaMatlab Coca-Cola" or "Chhotta Coke," for instance, makes us think of past encounters with a well-known cola. Another option is for an IBM sales agent to make a personal pitch while giving a sales presentation. In this case, the goal of the personal pitch is to demonstrate how IBM's expertise with the Internet and its server-based computing systems can help businesses find answers.

All marketing is communication with the goal of educating, reminding, or influencing prospective customers. Depending on their marketing goals, various businesses place a varying emphasis on certain types of promotional communication. For instance, although some businesses promote significantly, others hardly do so. The promotional mix of a company is its unique arrangement of integrated communication instruments.

## Impact of Price

The amount of money or other actual revenue exchanged for something determines its price. In other respects, the transaction for a thing is the price. The primary method of payment buying goods by customers is cash or credit, but sometimes when a traded item or service is used instead. In non-profit organizations, value may be stated in terms of contributed goods, votes, or volunteer time and effort.

Marketers need to choose the most competitive rates for their goods. To achieve this, they must establish a product's value, or what buyers will pay for it. The marketer understands what amount to charge after the worth of a thing is determined. But prices are prone to quick changes because purchasers' assessments of a product's usefulness shift over time. Economists claim that prices are always "on trial." Setting fair rates and paying close attention on the competitive market are essentials to successful pricing strategies and judgements[4].

## The Art of Blending the Elements

A manager choosing a market strategy may be compared to a chef putting up a feast. Everyone accepts that there isn't just one ideal method for combining components. It is conceivable to use other combinations, and the outcome will still be acceptable. Like to cooking, there is no set recipe for a great balance of elements in marketing. The marketing mix varies from business to business and scenario to situation. The overwhelming majority of advertising practitioners agree that combining these factors requires creativity. For instance, Hero Honda's Splendor and Kawasaki Bajaj's "Eliminator" have quite different marketing mix methods, despite the fact that both companies are successful at selling bikes. Marketing strategies for many other items, such the Godrej GE washing machine and Cadbury Chocolates, exhibit significant variances. The creation, use, and adjustment of a marketing mix are creative activities, which is why the subject of marketing contains such a wide range of strategies.

Several professionals assert that marketing is or may become a science. In fact, several aspects of marketing are scientific in nature, such as the collection and analysis of data by marketing professionals but, the truth remains that there are no tried-and-true marketing strategies. Even common issues have distinctive features that call for original solutions. Those who have become accustomed to solving arithmetic or accounting issues and coming up with a single "correct" solution may find this lack of certainty annoying but, marketing is unique. It must be dynamic in its interaction only with continuously shifting environment, continually adapting its strategies to the market's evolving requirements. The marketing mix for any product has to be evaluated closely and changed as the seasons change and new issues arise.[5].

## Strategies for the Different Stages of the Product Life Cycle Introduction

There is no pressure to make money now. To raise awareness and expand the product's market, the product is marketed. The following are the effects on the marketing mix and strategy:

- i. Product branding, quality standards, and intellectual property protection, including trademark and patent acquisition, are developed.
- ii. Price may be high skim to recoup development expenditures or low penetration to gain market share quickly.
- iii. Dissemination is restricted until customers express interest in the offering.



- iv. Promoting to innovators and early adopters is the fourth strategy. In order to increase product awareness and inform prospective customers about the product, marketing communications are used.

### **Growth**

Offerings that are very similar to one another draw competitors to the market. The company aims to expand market share and develop brand preference during the expansion stage[6], [7].

- i. Product quality is maintained, and new features and assistance options may be offered.
- ii. Price is kept the same since there is minimal competition and rising demand for the product.
- iii. When demand rises and consumers accept the product, other distribution channels are introduced.
- iv. Promoting is done with a wider audience in mind.

### **Maturity**

Products that make through the preceding phases often stay in this phase the longest. As a product reaches a certain age, the rapid sales growth slows. Competitors with identical products can emerge. At now, protecting market share while increasing profitability is the main goal.

- i. Different products might be improved to set itself apart from rival products.
- ii. Lower prices might ensue from the growing competition.
- iii. Distribution accelerates, and rewards can be provided to increase preference over rival items.
- iv. Product difference is accentuated via promotion.

### **Decline**

At now, the market is experiencing a dip. For instance, more cutting-edge items are released or customer preferences have evolved. There is a significant price reduction and a large number of items are taken off the market. Cutting costs and marketing expenditures may boost profits. The business has numerous alternatives when sales drop:

- i. Maintain the product and, if possible, revitalize it by giving it new features and applications.
- ii. Harvest the product, cut expenses, and keep selling it, maybe to a devoted niche market.
- iii. Stop selling the product and liquidate any remaining stock or sell it to a different company that will keep selling it.

Companies may alter how consumers perceive their goods by creatively repositioning them. They have the ability to bring goods back to the growth phase after they have struggled in the mature phase of their life cycles. Moreover, they could be able to advance their new items right into the growth phase in certain circumstances.[8], [9].

## DISCUSSION

The impact of a product in marketing is a critical factor that can determine the success or failure of a business. A product with a positive impact can increase customer loyalty, generate sales, and establish a brand in the market. Conversely, a product with a negative impact can harm a business's reputation, drive away customers, and lead to financial losses. One of the primary ways a product can have a positive impact is by meeting or exceeding customer expectations. This means delivering on promises made in marketing campaigns, providing high-quality products that are reliable and durable, and offering excellent customer service. Another way a product can have a positive impact is by addressing a specific need or problem in the market. When a product solves a problem or fulfills a need, it can create a loyal customer base and establish a brand as a go-to solution for that particular issue. In addition to meeting customer needs, a product can also have a positive impact by creating a strong emotional connection with customers.

This can be achieved through effective branding, messaging, and packaging that resonates with the target audience. However, a product can also have a negative impact if it fails to meet customer expectations or creates problems for customers. Negative impacts can arise from issues such as poor quality, faulty design, and inadequate customer support. In addition, a product that is marketed in a misleading or deceptive way can also have a negative impact on a business's reputation. The impact of a product in marketing is a crucial factor that businesses must consider when developing and promoting their products. By creating products that meet customer needs, deliver on promises, and establish strong emotional connections, businesses can generate positive impacts and achieve success in the market[10].

## CONCLUSION

In conclusion, the impact of a product in marketing is a vital consideration for businesses as it can have a significant impact on their success or failure. A product that meets or exceeds customer expectations, solves a particular need, and creates a strong emotional connection can generate positive impacts such as increased sales, customer loyalty, and brand recognition. Conversely, a product that fails to meet customer needs, creates problems for customers, or is marketed in a misleading or deceptive way can harm a business's reputation, drive away customers, and lead to financial losses. Therefore, businesses must focus on creating products that deliver value to their customers and prioritize customer satisfaction to achieve positive impacts and long-term success in the market. For instance, it can state that the price for the good would change when a specific level of market dominance is attained. Instead, the strategy may describe the minimum number of units of the item that must be sold by, say, six months after the product is released, and it may also describe what should happen if the target is not met. It should be reminded once again that the business strategy is a communication tool. For this reason, the sequence in which the activities in a marketing plan's outline are successfully delivered may alter somewhat from how it appears in the outline.

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## CHAPTER 9

### AN OVERVIEW OF THE STRATEGIC MARKETING PLANNING

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Dr. Raja Sankaran, Associate Professor

Department of Marketing, CMS Business School, JAIN Deemed to-be University, Bangalore, India

Email Id- dr.raja\_sankaran@cms.ac.in

#### **ABSTRACT:**

Strategic marketing planning is an essential process that enables businesses to identify and target their ideal customers, optimize their marketing mix, and ultimately achieve their business objectives. The process involves a thorough analysis of the market environment, competitors, and customer behavior, as well as the development of a comprehensive marketing strategy that includes segmentation, targeting, positioning, and a mix of promotional tactics. Effective strategic marketing planning helps businesses stay ahead of the competition, build brand awareness, and achieve long-term growth and success. This abstract provides a brief overview of the key components and benefits of strategic marketing planning.

#### **KEYWORDS:**

Fund Management, Marketing, Market, Planning, Profit.

#### **INTRODUCTION**

The concept of accountability for a company's future and expansion is strategic planning. Strategic planning may be seen as a number of decisions and activities that result in powerful tactics which promote the company's development objectives. The procedure entails a personal self by the firm, which includes a review of the industries it works in and the atmosphere in which it does business.

#### **Rapid Changes in Environment Necessitate a Strategic Perspective**

It is not overstatement to remark that the dynamic business climate makes strategic planning a crucial responsibility for the company. If the environment remains mostly constant, things will be more straightforward for the business to foresee and manage since it can continue to use its current strategy, organizational structures, goods, and markets. Yet in reality, this is not the case. The atmosphere and all of its components are developing rapidly right now in particular. In reality, just about everything that outside of the firm's boundaries is evolving quickly, which creates a break with the past. The today's events are wholly unrelated to the firm's previous experience. The business ship is steered through strategic planning through choppy and dangerous environmental conditions.

#### **Strategic Planning Provides the Direction to the Corporation and Indicates**

A corporate organization must travel with the use of a comprehensive strategy because it cannot afford to make trips carelessly. The corporate map is provided through strategic planning. It guarantees that the company will continue to go in the correct path. It serves as a safeguard against hazards and unpredictability, as well as a buffer against expensive missteps and sudden vulnerability. It provides a vision for the management, ensuring that future decisions on issues

like product-market choices and resources are made in a thorough and deliberate manner. So, via this procedure, the shareholder's focus is determined. In addition to acting as a guide to potential business alternatives, strategic planning also acts as a corporate defensive system that prevents a corporation from making expensive errors.

### **Enables Long-term Decisions Concerning the Firm**

The crucial facets of governance practices, from the corporation's objective and ideology to the choice of companies and tactics, are sketched out via strategic planning. A company can determine its goal, the kind of companies it will pursue, and the customers it will service via strategic planning. It also determines its growth aim and creates its approaches through strategic planning. In other words, the strategy implementation process is used to make all major choices that have a significant impact on a firm.

A strategy is something that is unable to be pulled from thin air and applied to a situation. A corporation must go through the strategy development procedure in order to create effective plans. It has to undertake a lot of research. It must put the corporation's aspirations front and center, pinpoint its key strengths and competitive advantages, and choose which businesses it should remain in, leave, and join. The exact tactics to be using must then be decided[1].

### **Ensures Optimum Utilization of Resources**

The resources that each company organization typically has access to are constrained. Certainly, the company would make the best and most innovative use of its resources. Such usage is ensured through strategic planning. It provides a framework for making investment choices. It facilitates the focused deployment of resources to key areas, i.e., those with the most potential.

### **Prepares the Firm to Face the Future**

Strategic planning involves more than just formulating predictions about the future. Moreover, it gets an organization ready for the future. Even better, it helps the firm design the future. Its primary responsibility is to shape the mega environments in the corporation's direction by interacting with them then instead of passively observing people or letting them take over. Strategic planning also helps a firm acquire the benefit of a lead time for all its crucial decisions and actions, as it helps the firm anticipate trends[2], [3].

### **Helps Acquire Relevant Competitive Advantages**

The responsibility of strategic planning involves offering a company with the necessary comparative advantages in its struggle for survival and prosperity. The demand for competitive advantage is becoming more and more urgent as competition becomes fiercer. They also result through strategic planning. The responsibility of strategic planning involves offering a company with the necessary comparative advantages in its struggle for survival and prosperity. The demand for competitive advantage is becoming more and more urgent as competition becomes fiercer. They also result through strategic planning. Many aspects that are governed by senior management and other factors that marketing controls make the circumstances in which marketing functions. It is beneficial to have a comprehensive process for strategic planning to coordinate various aspects and provide orientation for decision-making. Such a process, according to marketers, has two fundamental parts: a strategic business strategy and a corporate branding plan.

**Table 1: Nature, Importance and Scope of Strategic Planning**

<ul style="list-style-type: none"> <li>• Serves as a road map for the corporation.</li> <li>• Lays down the growth objectives of the firm and also provides the strategies need for achieving them.</li> <li>• Serves as a hedge against uncertainty arising from environmental turbulence.</li> <li>• Ensures that the firm remains a prepared organisation.</li> <li>• Helps the firm understand trends in advance and provides the benefit of a lead time for taking crucial decisions and actions.</li> <li>• Helps avoid haphazard response to environment.</li> <li>• Provides the best possible fit between the firm and the external environment.</li> </ul>	<ul style="list-style-type: none"> <li>• Ensures that the firm's businesses, products and markets are chosen wisely.</li> <li>• Ensures best utilisation of the firm' resources among the product-market opportunities.</li> <li>• Helps build competitive advantages and core competencies.</li> <li>• Prepares the firm to not only face the future but even to shape the future in its favour; helps the firm influence its mega environs in its favour to the extent possible.</li> <li>• Draws from both institution and logic.</li> </ul>
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A strategic business plan "guides the allocation of resources and effort and specifies the general direction a corporation will take within its selected environment. Moreover, it offers the reasoning that unifies and leads in the same direction the viewpoints of operational departments and functional departments. It has:

- i. A focus on the outside world,
- ii. A method for developing strategies;
- iii. Techniques for evaluating strategic options and circumstances;
- iv. A resolve to do action.

A strategic marketing strategy explains the marketing initiatives to be taken, the justification for them, who is in charge of implementing them, when and where they will be finished, and how they will be coordinated. As a result, a marketing strategy is implemented in the framework of a company's larger strategic plan[4].

We start our discussion of both advertising and strategic planning early in this book for a number of reasons. One, strategic planning provides a clear direction and improves knowledge about the advertising mix, customer analysis, and related variables. It is a hierarchical procedure that progresses from corporate policies to particular marketing choices. Two, a strategic plan guarantees that the objectives of each division are connected with the corporate objectives. Three: It is suggested for various functional domains to coordinate their activities. Four, strategic planning assists an organization to evaluate its advantages and disadvantages as well as risks and opportunities related to the environment. Five, a list of potential further actions or action combination is provided. Sixth, a framework for distributing capital is established. Seventh, the importance of performance evaluation is clear.

### **Marketing's Role in Strategic Planning**

Beginning with a specific market study and a determination of a company's capacity to meet consumer wants, one makes a contribution to operational planning and execution. Analyzing consumption pattern, rivalry, and the competitive environment in industrial economies are all

part of this. Together with senior management, marketing plays an essential role in defining the company's goals in relation to satisfying client needs. Financial objectives are seen as outcomes and rewards as opposed to the primary aim of company in a market-oriented understanding of the strategic planning process. This Chapter covers a complete quality strategy planning strategy, several types of strategic plans, the connections between sales promotion and other functional areas, the strategic planning process, and demonstrations of how strategic marketing plans may indeed be created and implemented[5].

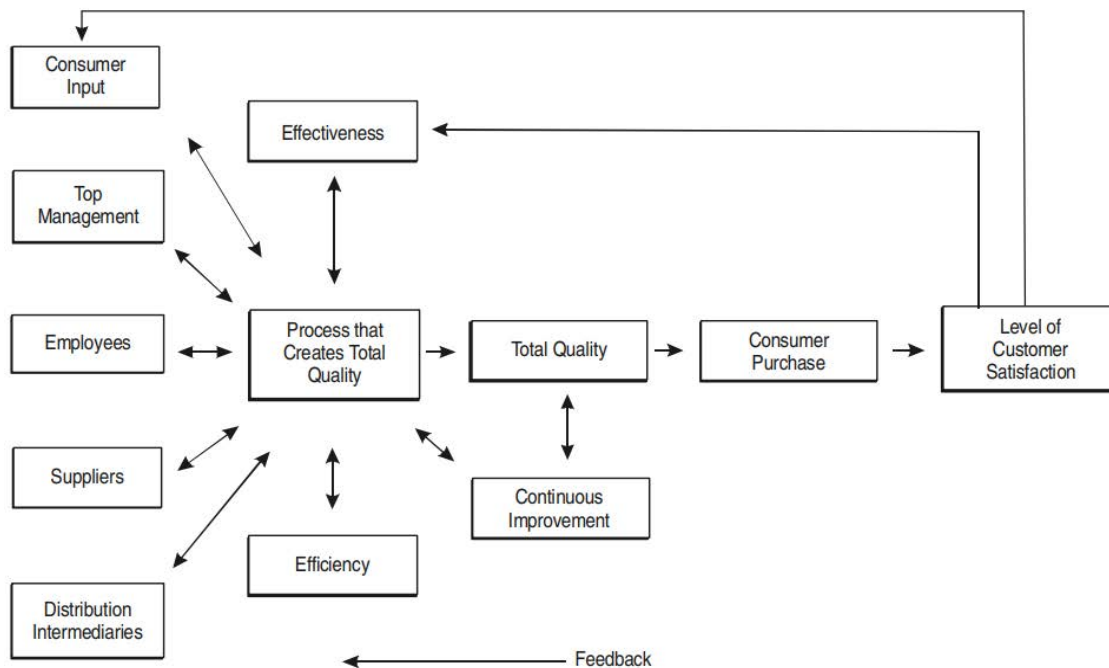
### A Total Quality Approach to Strategic Planning

Each company, big or little, local or multinational, focused on manufacturing or services, should embrace a whole management strategy when developing strategic goals. Complete quality is an output- and process-related concept that encourages businesses to fully achieve customer satisfaction in a timely, cost-effective way. A whole quality program requires the following elements for success: a commitment from senior management; a focus on continual improvement; and backing from staff, suppliers, and network intermediaries:

- i. **Process-related philosophy:** The creation, manufacturing, marketing, and delivery of an item or service for the customers are all components of total quality. A company has an edge over other organizations if it can provide the same item or service at a lesser price while maintaining high quality.
- ii. **Output-related philosophy:** The value of a thing or service is developed by process-related activities, but the customer may typically only assess the overall value of the final item that he or she purchases. Many shoppers are more preoccupied with what they purchase than with how it was developed.
- iii. **Customer satisfaction:** A product's or service's overall performance is determined by how well it serves the consumer's demands. As the discrepancy between a person's anticipation of product functionality and what actually happens affects that person's overall happiness, customer experience is a crucial component.
- iv. **Effectiveness:** For a marketer, this refers to how successfully certain marketing efforts, such introducing new product features, are accepted by customers.
- v. **Efficiency:** To a marketer, this refers to the expenses associated with different marketing initiatives. When a business manages expenses while providing customers with the right standard of quality, it is efficient.
- vi. **Customer focus:** From a complete quality perspective, a company views the customer as a partner with whom it should consult while it develops, produces, promotes, and provides an item or service.
- vii. **Top management commitment:** Company directors must be passionate about guaranteeing that corners are not made in an effort to be more efficient as well as to making a whole quality program function. "Total quality" gets embedded as part of the company environment in the top businesses.
- viii. **Continuous improvement:** Ongoing quality improvement is important since, in most circumstances, the entire quality of today will be tomorrow's inferior quality. The dynamics of the market, as well as emerging technological breakthroughs and movements in the global marketplace, will affect a complacent company.

- ix. **Employee support and involvement:** Employees must "buy into" a complete successful implementation for it to be successful. Internal communication in the whole quality process is increased through empowering workers, which also ensures that customer issues are swiftly handled and resolved in the consumer's favor.
- x. **Supplier and distributor support and involvement:** Support and participation from distributors and suppliers: Suppliers and resellers have a major effect on general quality since they are involved in its production. They must "buy into" the firm's overall quality initiatives as well[6].

A successful overall quality program's operation is shown in Figure 1. The participants in a complete quality programme, who collectively produce total quality, are shown on the left. The parties communicate with one another as well as with the process. The efficacy and efficiency of an item or service are affected by this process, and those aspects are taken into account throughout the process. The end result of the procedure is overall quality. Regular process and overall quality improvements are made. A buyer will buy something if they believe it has a higher overall quality. Customer satisfaction happens when a product or service is enjoyed by the consumer. There is an impact arrow since one indicator of effectiveness is customer satisfaction. Last but not least, customer satisfaction is a comment that influences their future contribution into the process. Since the consumer occurs three times in consumer input, consumer purchase, and customer satisfaction the consumer is clearly the main subject of the study[7].



**Figure 1: Illustrated the keys to a Successful Total Quality Program.**

The complete quality control process sometimes experiences a breakdown that may be challenging to address. For instance, a lot of businesses have had issues with their websites, such as high traffic levels that overburden the system, inefficient inventory and shipment management, excessively lengthy wait times for email responses, etc. These issues need time- and money-consuming fixes[8].



## DISCUSSION

Strategic plans may be categorized into categories depending on their length, scope, and manner of creation. They vary from short-term, specialized, department-generated items to long-term, all-encompassing items produced by management. Plans might be short-term, medium-term, or long-term in nature. Many companies rely on a mix of: Plans with a short- or medium-term horizon tend to be more operational and highly detailed. Canon, a manufacturer of cameras, machines, and optical goods based in Japan, states that for 30 years after the start of the company, it concentrated on growing its picture business. We utilized camera-related inventions as a foundation for expanding into other companies over the next 30 years. We have expanded our businesses throughout the course of our history while paying nearly attention to the demands of the moment.

Multimedia has been identified as the critical component that will enable us to participate in a network society which is continually evolving as we aim for the next stage of progress. We are actively pursuing a leadership position in the communications and data industries, two crucial future areas, in accordance with the digitalization and integration of goods from input to final product devices. Strategic plans might also differ in their scope. A company may have individual business strategies for each of its key goods, a single, coordinated marketing strategy covering all of its products, or a comprehensive business plan featuring a section on marketing. Consumer electronics producers often use separate marketing plans for each product category; service providers frequently use a single, consolidated marketing strategy; and makers of manufactured sectors sometimes use a comprehensive company plan[9], [10].

## CONCLUSION

Finally, plans may be developed using a top-down, bottom-up, or hybrid strategy. Goals, budgets, projections, schedules, and marketing mixes are established with input from salesperson, product managers, advertising professionals, and other marketing departments in bottom-up planning. Plans from the bottom up are practical and boost morale. Yet, when integrating a company-wide strategy, it could be challenging to coordinate middle plans and to take into account strong assumptions about the same notion.

Top-down planning, which is centrally directed by senior management, addresses the flaws in bottom-up plans. A top-down strategy may set a consistent course for marketing by making complicated assumptions about the competition or other outside variables. Lower-level managers' opinions are not often sought after, which might affect morale. If top executives establish the overarching objectives and policies while marketing staff develops the strategies for carrying out marketing operations, a hybrid of the two techniques may be employed. You can't have a viable plan imposed down from the top, as one company's CEO famously said. Middle managers must be given more authority. They oversee the goals that our company wants to achieve. The ability to share the direction and have a set of supporting organizational mechanisms comes from both. So, the thing that makes us and our middle managers strategic thinkers is actual work, not preaching.

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## CHAPTER 10

### AN ANALYSIS OF STRENGTHENING RELATIONSHIPS BETWEEN MARKETING AND OTHER FUNCTIONAL AREAS

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Dr. Vishal Soodan, Assistant Professor

Department of Marketing, CMS Business School, JAIN Deemed to-be University, Bangalore, India

Email Id- dr.vishalsoodan@cms.ac.in

#### **ABSTRACT:**

The success of any organization depends on the effectiveness of collaboration among its functional areas. Marketing is a vital functional area that interacts with almost all other areas of an organization, including finance, operations, human resources, and information technology. However, there are often communication gaps and misunderstandings that hinder effective collaboration between marketing and other functional areas. To overcome these barriers, this paper proposes several strategies to strengthen relationships between marketing and other functional areas. These strategies include building trust through open communication, involving all stakeholders in decision-making, and aligning goals and objectives across functional areas. By implementing these strategies, organizations can create a culture of collaboration that promotes innovation, enhances performance, and ultimately leads to long-term success.

#### **KEYWORDS:**

Accounting, Business Relationship, Customers, Marketing, Management.

#### **INTRODUCTION**

Strategic planning for a corporation must take into account the unique requirements of communications and other operational environments. Due to the various orientations of each location, as illustrated in Table 1, this is not always easy. Marketers could look seeking customized goods, adaptable spending limits, irregular transactions, a variety of product varieties, frequent purchases, newly developed items motivated by customers, employee pay incentives, and aggressive tactics against rivals. The pursuit of mass production (production), stable budgets (finance), routine transactions (accounting), limited models (engineering), infrequent orders (purchasing), technologically advanced product developments (research and development), remedied employee compensation (personnel), and inaction against rivals may be at odds with this (legal). It is the duty of senior executives to ensure that all functional areas recognize the value of a balanced argument in business decision-making and participate in decision-making. Even though there will always be a certain tension between departments, conflict can be minimized by promoting interventional contact, hiring staff with both technical and marketing expertise, creating multifunctional task forces, committee meetings, and programs, establishing goals for each department that take into account the goals of other departments, and encouraging interventional contact[1], [2].

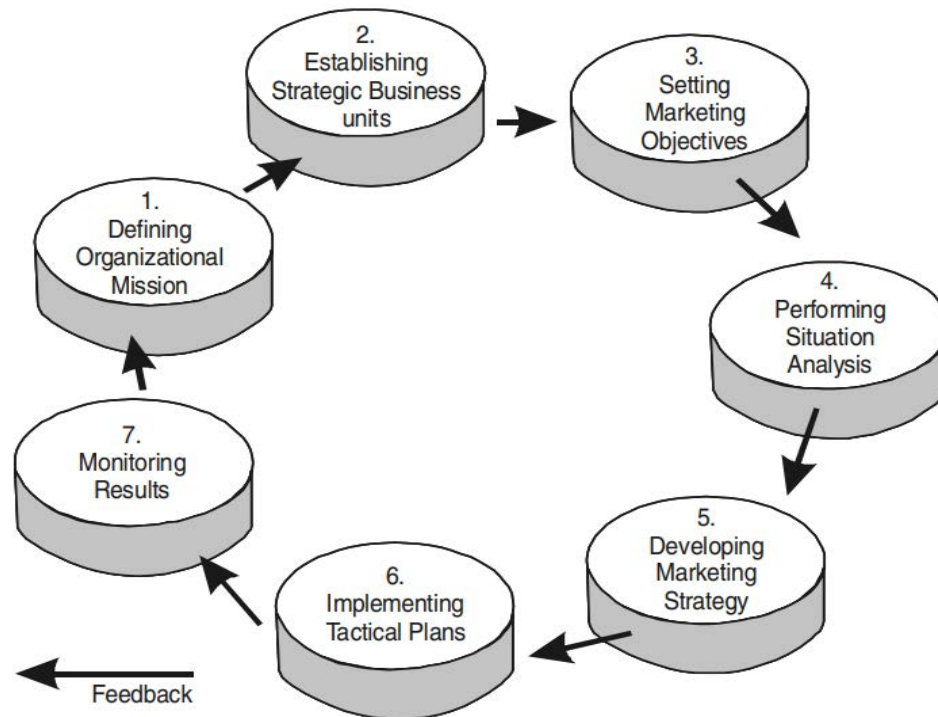
#### **The Strategic Planning Process**

The seven interconnected elements of the process of strategic planning are: defining the field of international business; creating strategic business units; setting marketing goals; undertaking

scenario analysis; developing a marketing strategy; putting tactics into implementation; and evaluating outcomes. The process calls for both company's strategic planning and strategic promotional strategies, therefore top firm executives and communicators should participate on it. In Figure 1, it is shown.

**Table 1: Represented the Orientations of Different Functional Areas**

Functional Area	Major Strategic Orientation
Marketing	To attract and retain a loyal group of consumers through a unique combination of product, distribution, promotion, and price factors.
Production	To utilize full plant capacity, hold down per-unit production costs, and maximize quality control.
Finance	To operate within established budgets, focus on profitable items, control customer credit, and minimize loan costs for the company.
Accounting	To standardize reports, detail costs fully, and routinize transactions.
Engineering	To develop and adhere to exact product specifications, limit models and options, and concentrate on quality improvements.
Purchasing	To acquire items via large, uniform orders at low prices and maintain low inventories.
Research and Development	To seek technological break throughs, improvements in product quality, and recognition for innovations.
Personnel	To hire, motivate, supervise, and compensate employees in an efficient manner.
Legal	To ensure that a strategy is defensible against challenges from the government, competitors, channel members, and consumers.



**Figure 1: Represented the Strategic planning Process**

This technique applies to both small and big businesses, industrial and consumer businesses, businesses based on products and services, businesses operating domestically and abroad, and organizations with a profit- or non-profit-making mission. Depending on the kind of corporation,

planning at each stage of the process may vary, but utilizing a thorough strategic plan is advantageous for every business. The following parts go through the procedures in strategic planning.

### Defining Organizational Mission

An organization's purpose is its long-term commitment towards a particular industry and market niche. Based on the organization strategic, current management choices, resources, unique competencies, and environmental circumstances, it "describes the breadth of the firm and its able to dominate focus and values" [3]. A company's purpose might just be stated in terms of the clientele it serves, the goods and amenities it provides, the tasks it does, and/or the technology it uses. Compared to the business line of idea, it is more extensive. And it is taken into consideration implicitly anytime a company searches out new clientele as well as drops an existing one, releases a new product, item, or service category, dismisses an old one, buys another business or sells one, or performs additional marketing-related activities. a tiny inventive toy creator leasing its innovations to an outside firm that makes, transports, and promotes them, or changing its technical concentration. a wholesaler building retail locations, dealing in less marketing campaigns. a phone maker giving cellular phones better attention. Too much diversification may help an organization to lose focus.

The Coca-Cola Company's objective is to continuously increase shareowner value. In order to fulfil this objective, we must provide value to every one of the groups we represent, including our customers, resellers, bottlers, and communities. The Firm develops value by trying to implement a comprehensive strategy underpinned by six central tenets:

- i. Consumer demand drives everything we do.
- ii. Brand Coca-Cola is the core of our business.

We will provide customers with a large variety of the nonalcoholic ready-to-drink drinks they wish to enjoy all day long.

- i. We will be the best marketers in the world.
- ii. We will think and act locally.
- iii. We'll act as a role model for businesses. Our strategy's main goals are to boost volume, raise our market share of nonalcoholic ready-to-drink beverage sales globally, maximize our long-term cash flows, and provide economic value through raising economic profit.

### Examples of Mission Statements

- i. **Unilever:** According to William Hasketh Lever, the company's goals are to make cleanliness a norm, reduce the amount of labor that women must do, promote health, and help people look good so that their lives are more joyful.
- ii. **Merck:** Merck's mission is to prolong and enhance human life.
- iii. **McKinsey & Co:** To assist businesses, governments, and other organizations in becoming more successful. Cadbury India: To establish a dominant national presence in the food and beverage industry while also taking the lead in the candy market.

- iv. **Tata Information Systems:** To establish itself as the most reputable and successful IT firm in India.
- v. **Reliance Industries:** To expand in plenty of other growing areas, such as infrastructure, while also becoming a key participant in the global market over the forecast period.
- vi. **Mukund Steel:** Mukund Steel has specifically articulated its goal. a business that has seen massive expansion. expansion on a management level. a change in character. a business that embraces success, mobility, and inner strength with a positive attitude. But always with that warm sense of humanity, and most importantly, with pride in the person we are. They serve as the backbone of our business and never cease to surprise and excite us[4].

### Establishing Strategic Business Units

A company might create company's strategic divisions after deciding on its objective. Each strategic business unit (SBU) in a corporation is a stand-alone division, product line, or product bureau with a focused market and a manager who is fully accountable for incorporating all activities into a strategy. Depending on the institution's aim, an SBU may encompass all items that possess comparable physicochemical properties or products purchased for the same purpose by consumers. All SBUs have had the following characteristics:

- i. A specific target markets.
- ii. Its own senior marketing executive.
- iii. Control over its resources.
- iv. Its own marketing strategy.
- v. Clear-cut competitors.
- vi. Distinct differential advantages.

Businesses may pick the company units with the highest profits potential and devote the resources necessary for their development thanks to the SBU idea. For instance, at General Electric, each SBU must possess a distinct goal, distinguishable rivals, and all of its key business operations manufacturing, finance, and marketing under the manager's authority. Units that are underperforming targets are continuously assessed and, if required, combined with other units, sold, or shut down. The ideal number of SBUs is determined by a company's business objective, available resources, and senior management's willingness to distribute responsibility. A small or niche organization may have only one SBU, whereas a diverse company may have up to 100 or more[5].

### Setting Marketing Objectives

A company requires broad sales objectives as well as SBU-specific objectives. Goals are often stated including both qualitative and quantitative words, such as image, degree of creativity and ingenuity, industry leading position, etc. Examples of quantitative phrases are rupee sales, proportion of total profit increase, market share, etc. Although though as the objectives of small companies are sometimes less aspirational than those of their bigger competitors, they are

nonetheless crucial. The company needs objectives in order to keep itself focused and to track its level of achievement or failure.

### **Exhibit Corporate Objectives-Example of Reliance Industries**

Reliance Industries has laid out the following corporate goals for the period of 1997 to 2002, considering both the possibilities appearing in the environment as well as its own development objectives, strengths, and position in comparison:

- i. Shareholder value of Reliance would be doubled by the year 2002.
- ii. Sales revenue would reach Rs 20,000 crore by the year 2002.
- iii. In petrochemicals, production capacity would be raised by 50 per cent from 6 million tons to 9.3 million tons.
- iv. In Earnings Per Share and Return on Net worth 20 percent Compounded Annual Growth Rate.
- v. Dividend of around 25 per cent would be paid out every year.
- vi. The company will be choosing the 'best in class' technologies in all its businesses; emphasis would be on gaining strength in advanced process control and computer integrated manufacturing.
- vii. There will be substantial investment towards enhancing the expertise of staff. The company will set up a Management Development Centre.
- viii. Best of attention will be given to community health, safety and environmental protection, consistent with the company's position as a signatory to the Global Voluntary Responsible Care Initiative.

### **Performing Situation Analysis**

An organization should determine its internal strengths (S) and weaknesses (W) as well as objectives. in other words (O) and threats (T) via scenario analysis, sometimes referred to as SWOT analysis (T). An examination of the current situation aims to provide a response. What direction is it moving in? Solutions are found through analyzing the business's strengths and weaknesses in relation to rivals, looking for opportunities and threats in the environment, evaluating the firm's capacity to seize chances and mitigate or avoid dangers, and foreseeing rivals' reactions to corporate strategy. Situation analyses should be performed at every stage of a company's existence. Think about this instance.

What other products other running shoes and equipment would Nike's consumers need? The firm realized the demand for customized sunglasses and watches for runners when it began responding to that query a few years ago. It then created a lightweight wearable MP3 music player and a speed-and-distance metre that links the timepiece to the shoes. Nike's "equipment business" generates \$400 million annually and is expanding quickly. While experiencing tough circumstances a few years ago, GE's Power Systems division posed a similar inquiry on a much broader, industrial scale and realized that its major electric utility clients were keen to purchase a broad variety of consultancy and maintenance services. This turned out to be more than a nice source of extra income since the margins on all of those services are far better than those on

Power Systems' main goods, turbines and transformers. While this tactic is helpful at any time, a depression often gives people the drive to put it into action[6], [7].

This is an example of a SWOT analysis for an accounting department: Strengths: knowledgeable about personal income tax, a prestigious location, seasoned associates, and reputation/image. Restriction in resources and dependency on the senior partner are weaknesses. Possibilities include unused office space, computers, staff, extensive promotional plans with non-competing businesses, fee-based seminars, and taxation policies. Risks include the need to comprehend new laws thoroughly, technology that provides the ability to file taxes on one's own, IRS rules that make filing taxes quicker, and competition from small markets like online lawyers and accountants[8].

## **DISCUSSION**

Marketing is a critical function in any business organization as it plays a vital role in promoting and selling products and services to customers. However, to achieve its goals effectively, marketing must collaborate closely with other functional areas within the organization. The success of a business largely depends on the relationships between marketing and other functional areas such as sales, finance, operations, and human resources. Strengthening relationships between marketing and other functional areas is critical for the success of any business. Marketing must collaborate effectively with other departments such as sales, finance, operations, and human resources to achieve its goals. To improve these relationships, it is essential to encourage collaboration, improve communication, and develop a shared vision that everyone can work towards. Mutual respect and appreciation for each other's contributions must be fostered, and data and insights must be shared to make more informed decisions. Investing in training and development and celebrating successes together can also help to build a sense of unity and teamwork between marketing and other functional areas. By taking these steps, marketing can align with other departments, leading to better decision-making and increased overall success[9], [10].

## **CONCLUSION**

In conclusion, building strong relationships between marketing and other functional areas is vital for the success of any business organization. By collaborating effectively, sharing data and insights, and fostering mutual respect, marketing can align with other departments such as sales, finance, operations, and human resources to achieve common goals. Developing a shared vision and investing in training and development can also help to build a sense of unity and teamwork, leading to better decision-making and increased overall success. It is essential to prioritize building these relationships to ensure that marketing can play its critical role in promoting and selling products and services to customers effectively.

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## CHAPTER 11

### AN INTRODUCTION TO THE BOSTON CONSULTING GROUP MATRIX

Dr. Trupti Dandekar Humnekar, Associate Professor  
 Department of Marketing, CMS Business School, JAIN Deemed to-be University, Bangalore, India  
 Email Id- dr.truptidandekar@cms.ac.in

#### ABSTRACT:

The Boston Consulting Group (BCG) matrix is a strategic management tool used to analyze a company's portfolio of products or business units. The matrix evaluates a business unit's market growth rate and relative market share to determine its position within the overall portfolio. The four categories of business units identified in the matrix are cash cows, stars, question marks, and dogs. Cash cows have high market share in a low-growth market and generate significant cash flow, while stars have high market share in a high-growth market and require significant investment. Question marks have low market share in a high-growth market and require careful consideration regarding investment, while dogs have low market share in a low-growth market and generate limited cash flow. The BCG matrix can help organizations make strategic decisions about their portfolio of products or business units, such as investing in or divesting from specific units.

#### KEYWORDS:

Boston Matrix, Industry Growth, Marketing, Management, Market Analysis.

#### INTRODUCTION

A company may categorize each SBU according to its market share in comparison to its main rivals and its yearly industry growth using the Boston Consulting Group matrix. A company can determine whether SBUs are superior to rivals and if the markets in which it competes are expanding, stabilizing, or contracting. The matrix emphasizes these SBUs, along with their respective methods, as seen in Figure 1: star, cash cow, question mark, and dog.

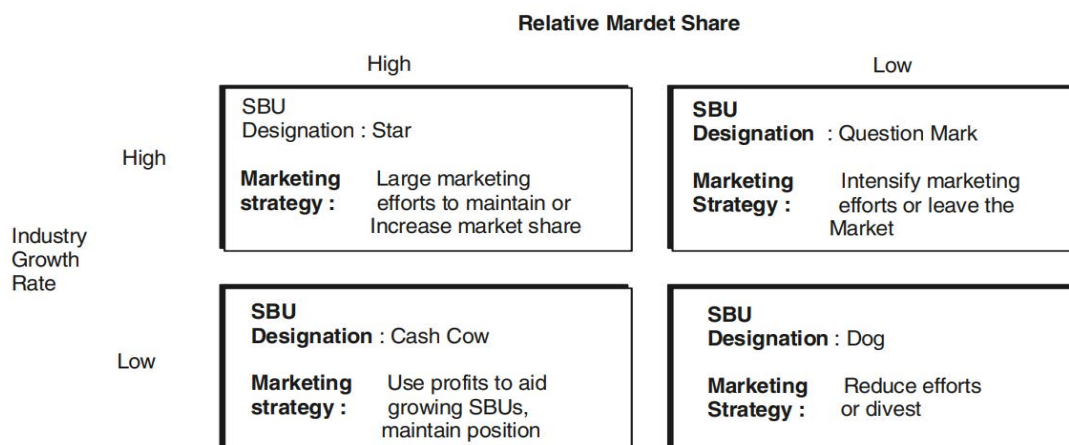


Figure 1: Represented the Boston Consulting Group Matrix

The assumption is that the higher an SBU's market share, the better its long-run marketplace position because of rather low per-unit costs and high profitability. This is due to economies of scale larger firms can automate or standardize production, service tasks, distribution, promotion, and so on, experience as operations are repeated, a firm becomes more effective, and better bargaining power. At the same time, the industry growth rate indicates a firm's need to invest. A high growth rate means a big investment will be needed to maintain or expand the firm's position in a growing market. A star is a leading SBU high market share in an expanding industry (high growth). The main goal is to sustain differential advantages despite rising competition. It can generate substantial profits but needs financing to grow. Market share can be kept or increased by intensive advertising, product introductions, greater distribution, and/or price reductions. As industry growth slows, a star becomes a cash cow.

A prominent SBU with a large market share in a sluggish or maturing sector is known as a cash cow. Customers are often loyal to it, making it difficult for rivals to win them over. A cash cow generates more cash profit than is required to maintain its market share due to relatively consistent revenues and low costs associated with product development and similar expenses. Earnings help other business units of the corporation expand. Marketing is focused on repurchase-inducing commercials, occasional price reductions, maintaining distribution networks, and providing new designs or possibilities. An SBU with a question mark is one that has made little headway, has a low market share, and has seen rapid expansion. Consumer support is poor, differentiating advantages are slim, and rivals are in the lead. Faced with fierce competition, improvement requires a significant marketing expenditure. A company must choose whether to increase promotion.

When a local or regional firm seeks to expand its market, new market groups are formed as a result of changes in consumer life styles and demography, and creative applications are found for an established product, market development is successful. A company looks for new markets or new product applications to increase sales of its current items. It may expand into new areas, appeal to demographics that it is currently underserved in, and reposition current products. The use of novel distribution techniques is possible, and marketing activities are more detailed. When an SBU has a core of powerful brands and a substantial market following, product development is successful. To cater to current markets, a company creates new or updated items. It promotes enduring items to devoted consumers while emphasizing new models, higher quality, and other little advances directly tied to them[1], [2].

Conventional distribution techniques are employed, and marketing emphasizes that the new product is produced by a reputable company. A company uses diversification to avoid becoming too reliant on a single SBU or product line. The company starts working on new items for new markets. These goods could be novel to the market or just the firm. Both the distribution and promotion orientations depart from the way the company typically operates. This is how United Parcel Service UPS may be applied to the product/market opportunity matrix. marketing encroachment the biggest package delivery company in the world is UPS. There is a lot of TV and magazine advertising. In use at the moment is the phrase "Moving at the Speed of Business." By automatically picking up consumers every day, it serves 1.8 million people.

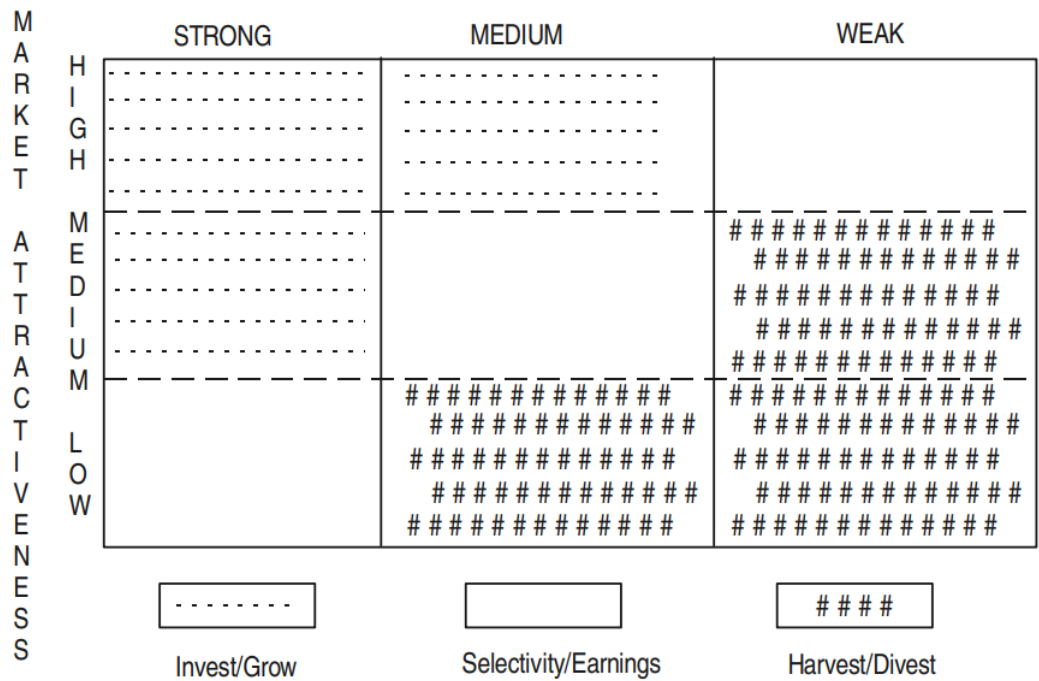
- i. **Market development:** While customer usage of delivery services is often far smaller when compared to the United States, it is increasing its business internationally. UPS International was active in 40 countries in 1990; now, it is operational in more than

200. The company's site provides specific material for 112 countries and is distributed in 15 languages and dialects.

- ii. **Diversification:** UPS Professional Services is a worldwide management advisory group that provides strategic business solutions through cutting-edge technologies, financial analysis, and logistics. UPS Business Communications Services is an E-commerce, process improvement, and telecommunications consulting group. UPS Worldwide Logistics is a subsidiary that provides inventory system, facilities planning, site location, and other services.

**General Electric Business Screen**

According on industry analysis and corporate business strengths, the Mitsubishi Electric business screen divides SBUs and products into categories. Compared to the Massachusetts Consulting Group's matrix or the product/market opportunity matrix, it employs more variables. Market size and growth, competitiveness, technical advancements, and the social and legal context are all variables that contribute to industry competition. Differential disadvantages, market share, patent protection, management efficiency, pricing control, and economies of scale are indications of a company's business strengths. An SBU may have high, medium, or low company's strengths and weaknesses as well as high, medium, or low profitability of an industry, and it would be represented on the screen in Figure 2 as such.



**Figure 2: Illustrated the General Electric Business Screen**

Green SBUs indicate opportunities for investment and development. They are doing well and work in renowned sectors. These resemble the Boston Consulting Group matrix's stars. High revenues are envisaged and enough marketing resources are in place. The pursuit of advancements, expansions of product lines, product and image promotions, a focus on distribution, and substantial pricing margins.

Yellow SBUs indicate selectivity and income regions. They are not as well positioned as investment or development studios. An SBU might be poor in an attractive business, ok in a moderately attractive industry, or great in a weak industry (as a cash cow) (as a question mark). A business seeks to retain the profitability and effectiveness of its cash cows while using promotions to preserve distribution support and customer loyalty. With question marks, a company must choose whether to enhance marketing spending, emphasize on a certain market niche, buy another corporation in the sector, or cut down on business units. The medium/medium SBU has an opportunity to target underdeveloped markets and make strategic investments.

Harvest divest regions are symbolized by SBUs in red. In the value-added activities by Boston Consulting Group, they resemble dogs. A company may reduce its advertising budgets, focus on a couple of products rather than a whole brand extension, divest, or shut down the SBU. When investments are low, profits are achieved. The foundations of the management screen are used by Bausch & Lomb. The company is expanding its incumbent eye care companies and looking for new business prospects in the global primary healthcare market: The ReNu and Boston brands are among those that are manufactured by the company, which is a market leader in eye drops and lens care products. The company manufactures ocular surgical tools, prescription pills, and over-the-counter remedies in addition to eye care items. With acquisitions and additional financing for R&D, the corporation has boosted these activities. Bausch & Lomb sold its Charles Rover Laboratories canine research company, its Miracle Ear hearing protection business, and its Ray-Ban brand of eyewear in so that it could focus on and enhance its core business[3].”

### The Porter Generic Strategy Model

Two essential marketing planning components are highlighted by the Porter Generic Strategy Model: Comparative Scope (wide or limited target) and Competitive Advantage (lower cost or distinctiveness). Figure 3 shows how the model identifies four essential tactics of cost leadership, distinctiveness, and focus.

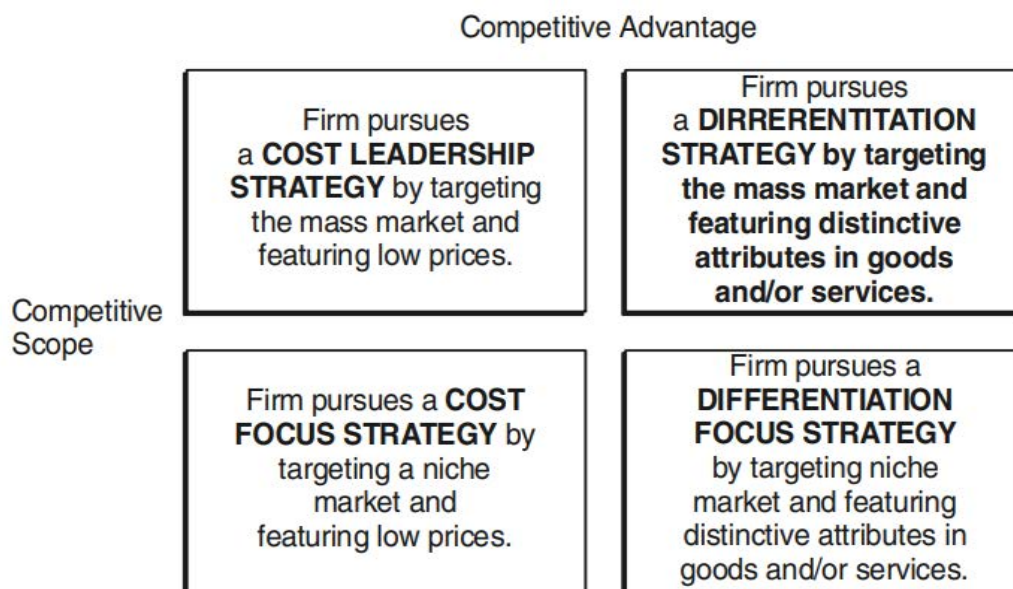


Figure 3: Illustrated the Porter Generic Strategy Model

An SBU that implements a cost-leadership approach targets a wide market and provides products or services in significant quantities. A company might have cheap pricing and lower per-unit expenses because of economies of scale. Because of this, it has larger profit margins than rivals, reacts better to cost increases, and/or draws in budget-conscious customers.

An SBU uses a differentiation strategy to target a broad market by providing products or services that are seen to be particularly unique. While the products or services have a wide appeal, buyers still see them as special because of their characteristics, availability, dependability, etc.; pricing is less significant. Hutch, LG, and Motorola Mobile Phones are a few companies that use distinction[4], [5].

By using cheap pricing or a distinctive product, an SBU, which might be a tiny company, targets a certain market sector. It may reduce costs by focusing on a small number of important items that are targeted at certain customers (cost focus) or by building a niche brand and servicing a market that is underserved by rivals (differentiation focus). HBO movie channel, Star Sports, ESPN (Sports Channel), and color plus ready-to-wear clothing are a few examples.

### **Evaluation of strategic Planning Approaches**

The aforementioned techniques to strategic planning are often used, at least informally. Many businesses evaluate alternative market prospects, know which items are stars, cash cows, question marks, and dogs, understand their sectors, are aware of the performance-affecting elements, and are aware that they may target either wide or specific consumer bases. Officially, bigger businesses are more likely to adopt strategic planning models, which are tailored to the requirements of the particular businesses using them.

The main advantages of the methodologies are that they enable a company to analyze all SBUs and merchandise, research the effects of different strategies, identify opportunities to seize and intimidations to avoid, computing and storage marketing and other available resources, concentrate on significantly higher serum advantages, analyze the performance to set goals, and identify principles for improvement. It is necessary to research the trends and operations of rivals.

The approaches' changes or adjustments are that they might be difficult to use, especially for small businesses, the possibility of being overly simple and leave out important details, that they might be arbitrary in how they define SBUs and evaluate candidates using metrics like proportion of the market, and that they might not be applicable to all businesses. SBU may be cash-generating and successful, but staff planners then instead of line managers often employ them, and they may overestimate market share and inadequately account for external factors like the economy. These methods seem to be solely useful for planning. They do not take the role of managers making pragmatic judgements based on careful analysis of each circumstance and personalized marketing plans for each SBU.

### **Implementing Tactical Plans**

A tactical plan outlines the immediate steps a company will take to adopt a certain marketing strategy. A strategy is now operationalized at this point. Three essential components make up a tactical plan: jobs with deadlines and resource allocation[6]. The individual jobs that make up the marketing mix may vary from a combination of above-average pricing, poor quality, high service, low distribution intensity, and personal selling focus to a combination of inadequate

quality, low service, high distribution intensity, and cheap prices. Based on its market segment and strategic focus, each SBU would have a unique marketing mix. Each SBU's specific mix components must be coordinated, and confrontations across SBUs must be kept to a minimum.

Being the first to sell a product, releasing it when the publicize is most receptive, or promptly responding to a competitor's move to catch it off guard are all examples of proper timing time frame. A enterprise must strike a balance between its goal to be a market leader with unmistakable competitive advantages and its concern about just the risk associated with being innovative. Limited time marketing possibilities arise; thus, the company must take reaction when they do.

Order processing or order generation is accomplished through marketing investments. Order input, computer file management, and goods handling are expenses associated with documenting and handling orders. Subject to a certain degree of service, this same objective is to reduce those expenses. Revenues are generated through order-generating expenses like marketing and individual selling. It can be detrimental to sales and profitability to reduce them. A company should make sales projections for a selection of cost levels and marketing function combinations. Seldom does maximum profit occur at the lowest possible level of order generating expenses[7], [8].

Tactical decisions differ strategic decisions in several key ways:

- i. They are less complex and more structured.
- ii. They have a much shorter time horizon.
- iii. They require a considerably lower resource commitment.
- iv. They are enacted and adjusted more often.

## DISCUSSION

The Boston Consulting Group (BCG) Matrix is a widely used strategic management tool that helps companies to analyze their portfolio of business units or products. It was developed by the Boston Consulting Group in the 1970s, and since then, it has become a popular framework for analyzing business performance and making investment decisions. The BCG matrix classifies business units or products into four categories based on two dimensions: market growth rate and relative market share. Market growth rate is the rate at which the overall market is growing, while relative market share is the company's market share compared to its competitors. The four categories are firstly Stars which is high market share and high market growth rate, second is Cash cows which is high market share and low market growth rate, third is Question marks which is low market share and high market growth rate and last one is Dogs which is low market share and low market growth rate. Each category has its own characteristics and requires a different strategic approach. Stars have high potential for growth and profitability, and therefore require investment to maintain their position. Cash cows generate significant cash flow but have limited growth potential, so they require minimal investment. Question marks have the potential to become stars, but they require careful investment to achieve growth. Finally, dogs have limited growth potential and generate low profits, so they may need to be divested or managed for cash flow. One of the advantages of the BCG matrix is its simplicity and ease of use. It provides a quick and clear overview of a company's business portfolio and can help identify

areas for investment or divestment. However, some criticisms of the matrix include its narrow focus on only two dimensions and its lack of consideration for external factors such as competition and technological change. Overall, the BCG matrix remains a useful tool for strategic analysis and decision-making, but it should be used in conjunction with other tools and frameworks for a more comprehensive analysis of a company's business portfolio [9], [10].”

## CONCLUSION

In conclusion, the Boston Consulting Group (BCG) Matrix is a valuable tool for analyzing a company's business portfolio and making strategic decisions about investment and divestment. Its simple and easy-to-understand format helps companies quickly identify areas for growth and profitability. However, it is important to use the BCG matrix in conjunction with other tools and frameworks to get a more comprehensive analysis of a company's business portfolio. Additionally, it is important to consider external factors such as competition and technological change when making strategic decisions. Overall, the BCG matrix is a useful tool for strategic management, but it should not be the only tool used for analysis and decision-making.

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## CHAPTER 12

### AN ANALYSIS OF VALUE DELIVERY SEQUENCE AND ITS PLANNING PROCESS

Dr. Kalavathy, Associate Professor  
Department of Marketing, CMS Business School, JAIN Deemed to-be University, Bangalore, India  
Email Id- dr.kalavathy@cms.ac.in

#### ABSTRACT:

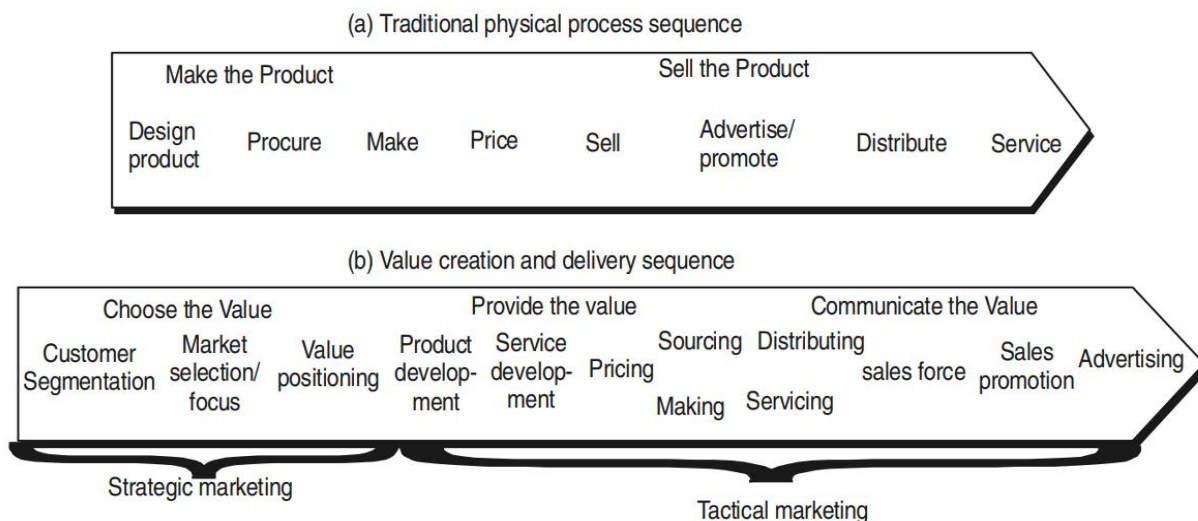
Value-Delivery involves everything necessary to ensure every paying customer is a happy customer: order processing, inventory management, delivery/fulfillment, troubleshooting, customer support, etc. Without Value-Delivery, you don't have a business. This is a three-stage process. The stages in this process are choosing the Value, Providing the Value, Communicating the Value. For example, if a customer is willing to pay up to \$10 for a product and its price is \$7, buying that product nets a customer's worth of value. Normally, customers will buy the good or service that provides the most value for them.

#### KEYWORDS:

Marketing, Management, Market Analysis, Planning, Value Delivery.

#### INTRODUCTION

This assumption forms the basis of the new perspective on business operations, which starts the planning process with marketing. Companies view themselves as components of the value generating and delivery cycle shown in Figure 1 rather than placing a strong emphasis on the creation and sale of goods. There are three sections to this sequence.



**Figure 1: Illustrated the Two views of the Value-Delivery**

Before starting the manufacturing of any product, marketing must do some "homework" in the first step, which will be selecting the value. The marketing team must divide the market based on

segments, choose the right market segment, and establish the value positioning of the product. The bedrock of strategic marketing is the categorization, targeting, and positioning (STP) formula. The second part is offering the value once the company today has selected it. The actual product must be created and delivered, its features and services must be specified, and a dollar amount must be decided. At this stage of tactical marketing, particular product features, costs, and marketing are developed. The third phase's duty should be to convey the value. Here, further tactical marketing is used to tell the market about the product by means of the sales force, sales promotion, advertisements, and other promotional techniques. prior to the creation of a product, throughout its development, and after it is released, the marketing process continues. By spreading the following ideas, the Japanese have advanced this viewpoint further:

- i. **Zero customer feedback time:** Customer feedback should be continuously collected after purchase to learn how to improve the product and its marketing.
- ii. **Zero product-improvement time:** The company should evaluate all the customers' and employees' improvement ideas and introduce the most valued and feasible improvements as soon as possible.
- iii. **Zero purchasing time:** The company should receive the required parts and supplies continuously through just-in-time arrangements with suppliers. By lowering its inventories, the company can reduce its costs.
- iv. **Zero setup time:** The company should be able to manufacture any of its products as soon as they are ordered, without facing high setup time or costs.
- v. **Zero defects:** The products should be of high quality and free of flaws.

### Steps in the Planning Process

Marketing, whether at the company, divisional, company, or product level, follows a marketing process to execute their responsibilities. Product managers develop a marketing strategy for essential commodities, lines, or brands whilst also working within the framework of something like the plans established by the levels above them.

- i. The marketing method involves assessing marketing opportunity, investigating and choosing targeted customers, creating marketing strategies, developing and conducting marketing campaigns, and overseeing marketing efforts. Here, we'll use the following options to demonstrate each step:

"Zeus, Inc. (name concealed) is engaged in an array of sectors, including the film, camera, and specialty chemicals. SBUs are the way the firm is set up. Management of the corporation is debating what to do with its own Atlas camera business. Atlas currently manufactures an array of 35 mm cameras. Standard camera sales are subject to intense rivalry. This company's growth-share matrix shows that it is turning into a paltry cash cow. Atlas's marketing team being asked by Zeus' corporate management to come up with a potent turnaround strategy. A compelling marketing approach needs to be created, sold to corporate management, and then performed and controlled.

The topics that follow are relevant to marketing strategy at all levels of organizational. We shall look at the characteristics of a particular marketing strategy created to promote a product line later on in this chapter.

## Analyzing Market Opportunities

With its market expertise and key competencies, Atlas's initial step is to determine its possible long-term prospects. Of course, Atlas is able to develop regular film cameras with improved functionality. It may also think about creating a range of digital or video cameras. Instead, Atlas may create a range of binoculars and observatories using its primary expertise in optics[1], [2]. Atlas has to maintain a dependable marketing studies and data system to assess its varied prospects. For determining customers' requirements and behavior as well as market size, marketing study is a crucial instrument. The marketing team has the ability to conduct focus groups, telephone, postal, and in-person surveys, as well as secondary source research. Atlas will have a greater understanding of the scale of each growing market after examining the information collected.

Significant data about the marketing process is gathered through marketing research. All the participants who have an impact on Atlas's capacity to develop and promote cameras suppliers, clients of commission agents, and rivals—make up the company's micro-environment. Atlas's sales and revenues are impacted by a variety of demographic, socioeconomic, physical, technical, political-legal, and social-cultural influences. Measuring commercial potential and predicting future demand are crucial components any monitoring and data collecting.

Atlas must comprehend the customer groups. How many families intend to purchase cameras, it must know? Who purchases, and why do they? What are they seeking in terms of costs and features? What store do they go to? What do people think about various brands? Moreover, Atlas provides cameras to commercial markets including big businesses, specialised businesses, merchants, and governmental organisations. The choices are made by purchasing representatives or committees. Atlas has to have a thorough grasp of how businesses make purchases. It requires a sales team that is skilled in outlining the advantages of the products. Atlas must also closely monitor its rivals in order to foresee their actions and take swift, decisive action when necessary. It could wish to make some unexpected actions, for which it must consider how its rivals would react. Atlas is prepared to choose target markets after it has examined its market potential. According to contemporary marketing theory, the market should be divided into key market categories, with each group being evaluated before being targeted for the company's greatest potential customers.

## Developing Marketing Strategies

Let's say Atlas chooses to build a positioning strategy and concentrate on the consumer market. Should Atlas market its webcams as the "Cadillac" brand, providing a better camera at a pricier price with top-notch customer service and effective advertising? Should it create a basic, inexpensive camera geared at more thrifty buyers? Or should it create a camera with a middle price and middling quality? Atlas must start new-product production, testing, and launching after it determines its product positioning. At various phases of the new product development process, different decision instruments and controls are required[3].

After launch, the product's strategy will need to be adjusted for the introduction, growth, maturity, and decline phases of the product life cycle. In addition, the firm's position in the market—leader, contender, follower, or nicher will affect the approach decision. Last but not least, strategy will need to account for shifting global opportunities and challenges.

## Planning Marketing Programs

Marketing managers must make essential choices about marketing budgets, marketing mix, and marketing prioritization in order to translate business strategy into marketing programmers. Initially, Atlas must figure out the number of marketing spending necessary to meet its marketing goals. Businesses often allocate a portion of their target amount as their marketing expenses. In an effort to increase its market share, a certain organization may invest more money than is typical as a percentage of its sales. Second, the business must decide on the best way to allocate the overall marketing expenses among the several marketing mix components product, pricing, and promotional.

The distribution of the advertising costs to the different items, distributors, promotion platforms, and distribution centres must also be decided by marketers. How much money should Atlas need to sustain its two or three camera lines? Which sales channels should I use? Using trade magazines against direct mail advertising? The outputs (goods and services, which illustrates how sales will be impacted by the amount of money invested in each application, is used by marketing managers to determine these decisions. The company's physical offering to the market, which comprises the product's quality, design, features, branding, and packaging, is the most important marketing instrument. Atlas may provide a range of services, including lease, delivery, maintenance, and training, as a component of its merchandise line. In the extremely competitive worldwide market, such support services could give companies a competitive edge.

Price is a crucial marketing mix ingredient. Discounts, allowances, wholesale and retail pricing, and credit conditions must all be decided by Atlas. The cost should be reasonable given the perceived usefulness of the offer. If not, customers will switch to rivals' offerings. The many actions the business takes to ensure that the item is available and accessible to its target market are referred to as place. To effectively serve its target market, Atlas must locate, develop, and connect with a variety of marketing facilitators. That must comprehend the many categories comprising merchants, wholesalers, and physical distribution companies, as well as how they operate. All the actions an organization engages in to sell and contact with its target audience are referred to as promotion. Salespeople need to be hired, trained, and inspired by Atlas. It should put up interaction and promotion plans that include direct and online marketing, public relations, sales promotion, and advertising.

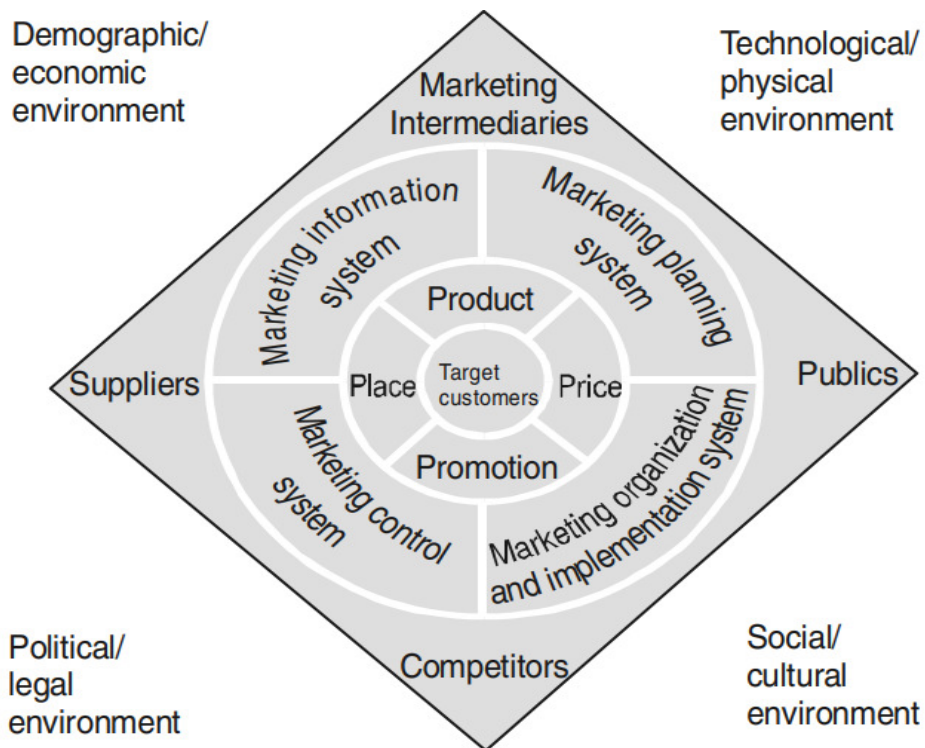
## Managing the Marketing Effort

The marketing process is completed by coordinating the marketing resources, putting the marketing strategy into action, and monitoring its success. The business must create a marketing department that can carry out the marketing strategy. In a small business, one person could handle all marketing-related duties. Salespeople, sales managers, marketing researchers, advertising staff, product and brand managers, market-segment managers, and customer service representatives are just a few of the marketing experts employed by large organizations like Atlas.

A marketing vice president often oversees three duties for marketing departments. Coordinating the efforts of every member of the marketing team comes first. Working closely with the other functional vice presidents is the second job. The third is choosing, training, managing, inspiring, and assessing marketing staff since the business requires input and control while marketing strategies are executed due to surprises and disappointments. Figure 2 provides a comprehensive

overview of the marketing process and the external factors influencing the company's marketing strategy. There are three different kinds of marketing controls[4], [5].

- i. Annual-plan administration involves making sure the business is meeting its present sales, profit, and other objectives. Management must first set clear objectives for each quarter and month. Second, management must consider how well it is doing in the market. Finally, management has to identify the root reasons of any significant performance discrepancies. Fourth, management must decide the corrective measures to take to narrow the performance and goal gaps.
- ii. Measuring the real profitability of items, client groups, trade channels, and order volumes is the duty of profitability control. That is not an easy process. Rarely is a company's accounting system set up to track the actual profitability of various marketing entities and activities. Analysis of the marketing profitability quantifies the profitability of various marketing initiatives. Studies on marketing efficiency look for ways to carry out different marketing operations more effectively.
- iii. Strategic control involves determining if the company's marketing plan is suitable for the current state of the market. Each organization has to regularly examine its marketing performance using a control instrument known as the marketing audit due to the marketing environment's fast changes.



**Figure 2: Illustrated the Factors Influencing Company Marketing Strategy.**

### Contents of the Marketing Plan

- i. **Executive Summary and Table of Content:**The major objectives and suggestions of the marketing strategy should be briefly outlined in the introduction. The executive

- summary enables senior management to understand the main points of the strategy. The executive summary should be followed by a table of contents[6].
- ii. **Current Marketing Situation:**This section provides pertinent background information about the market, rivals, sales, costs, profits, distribution, and the macroenvironment. The information is taken from a product fact book that the product manager keeps up to date.
  - iii. **Opportunity and Issue Analysis:**The product manager then goes on to list the main opportunities, risks, strengths, and problems that the product line is now experiencing after briefly describing the current marketing environment.
  - iv. **Objectives:**The product manager must choose the plan's financial and marketing goals after summarising the difficulties.
  - v. **Marketing Strategy:**Now, the product manager describes the overall marketing strategy, or "game plan," that will be used to achieve the plan's goals. The product manager consults with the buying and production staff as they build the plan to ensure that they can get enough materials and manufacture enough units to reach the desired sales volume levels. In order to get enough support from the sales team and enough funding for advertising and marketing, the product manager must also speak with the sales manager and the financial officer.
  - vi. **Action Programs:**The broad marketing strategies that will be used to accomplish the corporate goals must be specified in the marketing strategy. The following questions need more explanation of each component of the marketing strategy: What will happen? Will it be finished when? Who will execute it? What will the price be?
  - vii. **Projected profit-and-loss statement:**The product manager may create a supporting budget using action plans. This budget's revenue section displays the anticipated sales volume in units and the average price. The manufacturing, physical distribution, and marketing costs are divided down into smaller categories on the expenditure side. Projected profit is the difference between revenues and sales. The budget, once approved, serves as the foundation for creating plans and schedules for the acquisition of materials, scheduling of production, hiring of personnel, and marketing activities[7], [8].
  - viii. **Controls:**The controls for the plan's monitoring are described in the marketing plan's last section. Usually, the objectives and spending plan are specified for each month or quarter. Each time, senior management may evaluate the findings. Contingency plans are included in several control areas. A contingency plan lays out the actions management would take in the event of certain unfavorable developments, such price wars or strikes.

## DISCUSSION

Value delivery sequence is a process that helps organizations deliver value to their customers in the most efficient and effective way possible. It is a sequence of activities that begins with the identification of customer needs and ends with the delivery of a product or service that meets those needs. The planning process for value delivery sequence involves several key steps. The

first step in the planning process is to identify the customer's needs. This involves understanding the customer's goals, preferences, and expectations. It may involve conducting market research, analyzing customer feedback, or observing customer behavior. The more information an organization has about its customers, the better equipped it is to deliver value that meets their needs. The second step is to identify the value proposition. This involves defining what the organization will offer its customers that sets it apart from competitors. The value proposition should be compelling and align with the customer's needs. The third step is to define the value stream. This involves mapping out the sequence of activities required to deliver the value proposition. It includes identifying the processes, resources, and capabilities needed to deliver the value. The fourth step is to identify areas for improvement. This involves analyzing the value stream to identify areas where improvements can be made. This may involve eliminating waste, improving efficiency, or reducing costs. The final step is to implement the improvements. This involves making changes to the value stream to improve the delivery of value to customers. It may involve reorganizing processes, investing in new technology, or developing new capabilities. Overall, the value delivery sequence and its planning process are critical for organizations to deliver value to their customers. By identifying customer needs, defining a compelling value proposition, mapping out the value stream, identifying areas for improvement, and implementing changes, organizations can ensure they are delivering the most value possible.[9], [10].

### CONCLUSION

VSM is a great tool for figuring out how to make delivery chains with complicated operations better. A thorough picture and knowledge of the whole process may be created using VSM if it is a very complicated one, or it can be as narrowly focused on a particular section of the process to meet certain goals. It's crucial to keep in mind that based on your aims and objectives, the mapping exercise's start and endpoints, or fenceposts, might change. Also, you'll discover that a single business may have a variety of value streams.

Value stream maps may be made for each distinct item or service offered by any kind of company. But in this discussion, we'll concentrate on VSM as it applies to feature development for corporate software solutions using a condensed waterfall approach so you can better grasp how to use this in the real world. Software features will be referred to as the "product" being created in this process.

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## CHAPTER 13

### AN ANALYSIS OF MARKETING ENVIRONMENT

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Dr. Mukesh Kumar Yadav, Assistant Professor,  
School of Agricultural Sciences, Jaipur National University, Jaipur, India,  
Email Id-mukeshyadav@jnujaipur.ac.in

#### **ABSTRACT:**

A strategic analytical method that aids in identifying internal and external environmental aspects that have an impact on an organization's capacity to function effectively is referred to as "marketing environmental analysis." Organizational structure, culture, and policies are developed by managers to provide workers with clear rules. Detect threats: Researching your marketing environment makes you aware of any possible dangers that might have an impact on your marketing efforts. A market leader, for instance, can broaden their product line to compete with your business. To effectively advertise a product or service, the four Ps are the main factors that must be carefully examined and put into practice. Product, price, location, and promotion make up this list. The marketing mix is another name for the four Ps.

#### **KEYWORDS:**

Business Management, Market, Opportunities, Product Analysis, Profit.

#### **INTRODUCTION**

The foundation of marketing management is understanding the marketing environment. Environment is important in marketing, and the key to marketing is ensuring that the environment and the company are the proper match utilizing the marketing mix as the instrument. The company has to understand the direction the environment is taking, what patterns are appearing therein, and how it should react to these changes. The only way the company can deal with these problems is through assessing the surroundings. The ultimate goal of environment analysis is to support the corporation's strategic reaction to changes in environmental conditions. According to environmental realities, the company must develop substitute initiatives and strategies. Only with a thorough examination of the surroundings is this feasible. By emphasizing possibilities, it facilitates strategic reaction and aids in the firm's pursuit of its goals. It helps in evaluating these prospects' attractiveness and profitability position and aids in creating a shortlist of those that are relevant to the organization and that it may pursue. The primary goal of a marketing internal and external factors is to:

- i. Observing and assessing the pertinent occurrences and patterns in the environment in order to gauge where the environment is going.
- ii. To identify the opportunities and hazards concealed in the environmental events and trends; to determine which events and trends are beneficial from the perspective of the company and which are unfavourable.
- iii. To predict what the environment and each component of the environment will be like in the future.

- iv. to evaluate the range of potential prospects and choose those that may have a positive influence on the company.
- v. To assist in ensuring the crucial alignment of the business unit's environment and product market strategies; to assist the business unit in responding with appropriate product market strategies; and to facilitate the development of a marketing strategy in a manner consistent with environmental trends and opportunities.

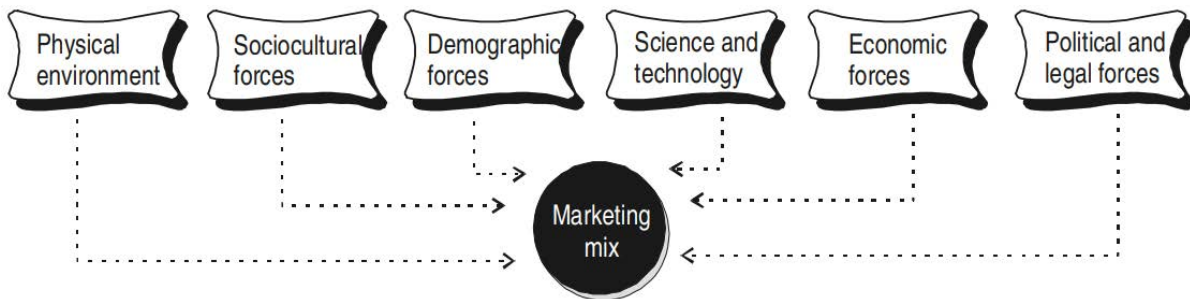
The marketing environment can be divided into two parts:

- i. The Macro-environment
- ii. The Micro-environment

### The Microenvironment

Macroenvironment: The broad sociocultural dynamics that influence the marketing efforts of any company and NGO. The macroenvironment is made up of the physical environment, sociocultural influences, demographic and economic variables, scientific and technological knowledge, and political and legal considerations. The macroenvironment and the microenvironment are two subcategories of the environment, regardless of whether it is the home environment, a foreign environment, or the global environment that is being considered. The macroenvironment is made up of the large socioeconomic dynamics that affect any business and nonprofit marketing. Yet, a microenvironment made up of a company's clients and the financial institutions that affect its marketing strategies has a more direct impact on every business[1], [2].

Macroenvironment Influences on the Marketing Mix



**Figure 1: Illustrated the Macroenvironment Influences on the Marketing Mix.**

The external structure, sociocultural factors, demographic forces, technological and scientific knowledge, economic forces, and political and legal forces make up the macroenvironment.

### The Physical Environment

1. **Physical environment:** Natural resources and other elements of the physical environment that have an impact on marketing efforts. The examination of the macro environment must take into account factors such as the nation's overall endowment in natural resources, ecology, climate, etc. These things make up the natural world.
2. **Natural resources:** Commercial organisations rely on them. The effectiveness of the enterprises is influenced by how well-endowed the nation or area under consideration is with these resources. One significant component of these resources is raw materials, and

businesses are worried about their availability. They need to know whether any essential raw materials will be in short supply, and they also need to understand the patterns affecting their pricing. In addition to raw resources, they are worried about energy's cost and availability. Each commercial enterprise should be particularly concerned about rising energy prices. A region's marketing efforts may be directly and significantly impacted by the availability of natural resources. Petroleum-rich regions, for instance, could focus on producing and selling fuel oil, kerosene, benzene naphtha, paraffin, and other goods made from this resource.

3. **Climate:** Another element of the natural environment that a business enterprise is interested in is the climate. Businesses that produce goods with climate-dependent demand as well as businesses that rely on raw materials with climate-dependent demand will be especially worried by this element. These businesses must do in-depth climate research before selecting the best sites for production and marketing. Several elements of the natural environment have an impact on marketing as well. Climate is one example. It is simple to see why more winter apparel is marketed in Himachal Pradesh than in Tamil Nadu or why more umbrellas are sold in rainy Meghalaya than in Rajasthan's arid landscape. The timing of marketing initiatives is significantly influenced by the climate. In India, for example, the sweltering hot months of June through September account for more than 65% of total soft drink sales. To account for such environmental variations, marketers modify their techniques[3].
4. **Ecology:** Firms are also concerned with ecology. In modern times, all societies are very much concerned about ecology, especially about issues like environmental pollution, protection of wild life and ocean wealth. And, governments are becoming active bargainers in environmental issues. Business firms will have to know the nature and dimensions of environmental regulations and to what extent these factors will affect their business prospects. They also need to know the role of environmental activists in the region.

Ecological issues are a concern for businesses as well. All civilizations nowadays are greatly concerned about ecology, particularly with regards to concerns like environmental pollution, the preservation of wildlife, and the value of the ocean. Also, governments are increasingly involved in environmental negotiations. Business enterprises will need to understand the nature, scope, and impact of environmental restrictions on their future commercial prospects. They should also be aware of the function that environmental activists play in the area[4], [5].

### **Socio-cultural Forces**

Each community has a culture that governs daily activities. The term "culture" is used in the context of marketing to describe societal institutions, attitudes, beliefs, and behaviours rather than traditional music, art, and literature. Culture encompasses all a person learns as a part of a community, but it excludes the fundamental motivations that individuals are born with. Mankind has shaped culture. Rather of being natural, it is learnt. For instance, although the urge to eat is a basic human need, individuals learn the specifics of when, when, and how to eat as well as whether to season their meal with ketchup or curdled goat's milk. Corresponding to this, it is a cultural phenomena that many European women are unconstrained by conventional norms but few Saudi women are. Cultural differences may also be seen in the material objects and the symbolic meanings attached to them[6].

## Values and Beliefs

A social value communicates a culture's common ideals about preferred methods of behaviour and represents the objectives that society sees as significant. Social values represent beliefs about what is desirable, correct, and good as well as what is undesired, wrong, and terrible. For instance, we learn through individuals around us that lying and stealing are unacceptable. The majority of Americans hold the following societal principles to be true:

- i. **Freedom:** A key component of American society is the individual's right to do as they wish.
- ii. **Achievement and Success:** Earning riches and respect via sincere efforts is highly prized. Such success raises one's level of living and enhances one's quality of life.
- iii. **Work Ethic:** The significance of always working is highlighted. Lazy people are seen as such.
- iv. **Equality:** Human equality, particularly equal opportunity, is held in high respect by the majority of Americans, who typically treat one another as equals.
- v. **Patriotism/nationalism:** Americans are pleased to be citizens of the "greatest country in the world" and of the democratic tradition and accomplishments of their nation.
- vi. **Individual responsibility and self-fulfillment:** Individual development and self-fulfillment: Americans place a high importance on personal growth and taking ownership of their accomplishments. The American Army's motto, "Be all that you can be," perfectly encapsulates the importance of personal development.

A belief is a conviction in a physical or social phenomenon's reality or its features. For instance, a person can think that eating a lot of fat causes cancer or that chocolate causes pimples. Whether a belief is true or false has little impact on how someone behaves. It is the responsibility of the marketer to "read" the social environment and represent the values and beliefs of the local culture in a marketing plan. Even the most absurd ideas may have an impact on how people act and what they purchase. A marketer may, for instance, take into account signs that American women's perceptions on the value of jobs may be shifting. According to research, many women feel that the stress brought on by their various responsibilities as a wife, mother, professional woman, nurse, and chauffeur is too much. Societal attitudes are shifting in favour of family, emotional well-being, and downplaying the importance of employment. American women will continue to work in the twenty-first century, but they will be more interested in leisure activities and spending more time with their families. Spending more on items that provide imagination, romance, comedy, and enjoyment may increase as a consequence of these shifting societal values[7], [8].

## Values and beliefs vary from culture to culture

- i. **Social Class:** In a sociocultural milieu, social class is a key notion. Every civilization consists of several socioeconomic classes. The members of a social class are identified by their income, employment, place of residence, etc. Each class has its own rules for behaviour, way of life, etc.; they are referred to as class values or class

norms. The consuming habits and purchasing tendencies of the class members are significantly influenced by these ideals. Class values do change over time as a result of several circumstances. Moreover, such alterations should be studied as part of the research of sociocultural elements.

- ii. **Some facts on socio-cultural environment of India:** Let's continue with our previous discussion on India in order to get a better knowledge of the sociocultural environment's features. India is a religiously diverse country. Here, you may find representatives of almost all major global faiths. Throughout India, there are sizable populations of Hindus, Muslims, Sikhs, Christians, Zoroastrians, Buddhists, and Jains, to name just a few. India's population speaks a variety of languages. The linguistic situation is actually more diversified than the religious one, with 17 main languages. India is a nation with many different cultures. We now know that two components of culture are language and religion. Other factors include education and upbringing. Individuals are free to practise whichever religion, language, and culture they like. In this vast nation, several faiths, languages, and civilizations coexist and thrive[9].

It might be claimed that the locals are, on the whole, bound by tradition. Also, these customs vary from area to region and from group to group. Everything like marriage, family life, rituals, etc. reflect this. The importance placed on the institution of family must be highlighted in particular while discussing cultural aspects of Indian culture. Due to greater exposure to other lifestyles, the media's influence, growing industrialization and the resulting population movement, as well as the process of globalization, certain changes in culture have recently been seen.

**Changing position of women:** Women's shifting status: One example is how women's status in society is changing. In India, the status of women is undoubtedly changing quickly, particularly in the expanding middle class sector of the population. She has evolved from being a basic housewife to a member of the workforce with education, sharing household duties with the male. Since they may provide possibilities or hazards to the company, such changes are actually sought for in an environmental study.

### Demographics

the study of human population distribution, size, and composition in relation to societal elements like borders. The words "demography" and "demographics" both derive from the Greek word demos, which means "people." The study of the number, composition, for example, by age group or ethnic group, and distribution of the human population in relation to social variables like geographic limits may be referred to as demography. Every geographic market's population size, makeup, and dispersion will undoubtedly have an impact on marketing. Marketing managers are often concerned with demographic aspects[10].

## DISCUSSION

The phrase "marketing environmental assessments" refers to a strategic analytic technique that aids in locating internal and external environmental aspects that have an impact on how well a business functions. Organizational structure, culture, and policies are developed by managers to

provide workers with clear rules. The business's ability to succeed, however, depends on how it handles any potential environmental repercussions. Strategic marketers must consider both microeconomic and macroeconomic issues when making decisions based on their study of the marketing environment. This is due to the significant impact these influences have on the effectiveness of the marketing effort. Thus, a company's marketing environment pressures may have a significant impact on the performance of its branding, marketing strategy, and marketing initiatives[11].

## CONCLUSION

The firm may determine its strengths and weaknesses as well as the possibilities and challenges presented by the external environment by conducting a marketing environmental study. The six main factors that make up the external environment are: political-legal, economic, social, natural, and demographic. Making an unbiased evaluation of internal factors unique to the company, such as the customer, suppliers, middlemen, and competitors, is also implied by the environmental study. In light of recent changes, this unit sought to define a new Indian customer. In order to find commercial possibilities and overcome the problems facing their company, marketers need to grasp India's diversity, rising population, rural-urban split, demographic dividend, and other factors. Because of the economic reforms implemented in the nation since 1991, the majority of goods and services are found to be in buyers' marketplaces in India. Consumers gained power by having more options and stronger negotiating position. Among the new changes covered in this unit with appropriate real-world examples are the smartphone revolution, the quick uptake of digital technology, the fastest-growing app market in India, the increase of e-commerce, and the emergence of the services economy.

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## CHAPTER 14

### AN ANALYSIS OF ROLE SHIFTS AND THE EFFECTS OF THE MARKETING ENVIRONMENT

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Dr. Mukesh Kumar Yadav, Assistant Professor,  
School of Agricultural Sciences, Jaipur National University, Jaipur, India,  
Email Id-mukeshyadav@jnujaipur.ac.in

#### ABSTRACT:

All living things, including humans, need certain environments that are suited to their survival. They also sometimes modify their living arrangements to take into account the local temperature and weather conditions. In this aspect, businesses are hardly an exception. Every firm should determine and take into account the most favorable external and internal elements that will allow it to operate in the most lucrative way possible with the customer at its heart for growth, development, and sustainability.

#### KEYWORDS:

Accounting, Business Relationship, Customers, Marketing, Management.

#### INTRODUCTION

Outside of the company's four walls, marketing is done. As a result, it is even more essential to start complete research of the marketing environment in which a company works. which aims to spot changes, trends, opportunities, and potential threats? Environmental scanning is yet another name for this. In other words, a company's strengths and weaknesses as well as the possibilities and risks offered by the external environment may be identified by scanning the marketing environment. A company's internal capabilities and constraints are implied by the firm's strengths and shortcomings. You could assume that such analysis would just inform you of potential problems, but it is capable of much more. While the primary variables are out of your control as a marketer, environmental scanning would allow your business to analyze and update, as well as adapt and alter its choices in line with the unmet wants and shifting trends. By skipping environmental analysis, marketing companies lose out on several chances.

As a marketer, you have six externals to the company in their entirety macro elements to keep an eye on. Demographic, economic, sociocultural, natural, technical, and political and legal factors are among them. We will walk you through these important elements/forces that are crucial to growing the company generally and the marketing campaign specifically. These elements do interact with one another in the grand scheme of things. Let's use the following example to attempt to grasp the aforementioned assertion. The Union government's Department of Telecommunications, which offered basic telephony, was in charge of Indian telecommunications up until the 1990s. As the economy was opened up, the telecom industry has seen significant changes. Beginning with the advent of Liberalization, Privatization, and Globalization (LPG), new participants in the private sector of the telecom space entered the market with new brands of telecom goods and services. The Telecom Regulatory Authority of India (TRAI) has been established as the nation's regulator, and the Bharat Sanchar Nigam Limited (BSNL) has been established as a full-fledged business to face the competition head-on. As a consequence, there are more brand alternatives available to Indian consumers, mobile phones have descended into the ranks of ordinary goods, telecom service costs have dropped



precipitously, and the landline phone has been relegated to the status of a dinosaur in Indian business circles. This is an example of how the government-owned BSNL's position in the telecom business is deteriorating. Because of its heavy investment in landline phone technology, BSNL was unable to adapt to the significant changes that were occurring in the outside world.

Thus, it is crucial for advertising agencies to have the skills necessary to anticipate, comprehend, and respond to changes in the challenging environment via suitable marketing choices about product, price, placement, and promotion or the marketing communications mix. By the beginning of the second decade of the twenty-first century, it is clear that businesses began to face previously unheard-of challenges in marketing as a result of increased global competition, the technological revolution, volatile markets, and rising customer expectations for a better quality of life, as well as rising inflation, climate change, and a sudden health emergency brought on by the COVID-19 pandemic[1], [2].

Let's look at one of the difficulties described above, COVID-19, which although being imperceptible to the human eye had an impact on the whole cosmos. Regardless of caste, creed, religion, ethnicity, or anything else, the corona virus had an influence on our lives. So, one aspect of its existence is influencing and upsetting regular human life with dread and suffering. The virus-caused pandemic's flip side is a rise in digital consumption among consumers across all market segments, from online shopping to streaming entertainment. As a consequence, the importance of digital marketing has multiplied in order to connect with both potential and current clients. As a result, there are now more digital marketing campaigns and promotions being used to boost and accelerate sales.

According to the CRITEO study on the COVID-19 Effect on India, 40% of marketers ascribed the epidemic to their businesses' fast digital transformation. Despite revenue losses during the epidemic, one out of every two marketers boosted their digital marketing expenditures. 55% of marketers said they altered their marketing plans significantly during the epidemic. Also, they intended to increase their expenditures on advertising on retail websites and apps, sponsored video, and social media. This indicates that the epidemic forced a lot of marketing businesses to reconsider how they approached their marketing efforts.

In particular, this unit will concentrate on comprehending and analyzing the marketing environment in which the company works in the context of India. A department or arm of the organization's marketing information system (MIS) to be in place before environmental analysis can begin. Assessing the information requirements of managers, creating the necessary information, and promptly disseminating that information are the responsibilities of MIS. The MIS's outputs, or reports, may be categorized into periodic reports, triggered reports, demand reports, and specialized databases, among other categories. Data warehousing and data mining are ideas that have recently become more well-known in regard to handling, storing, discovering, and using information.

Companies often need knowledge to address a particular marketing issue. The necessary information is provided through reports and information on marketing research. In addition to using, it as input, marketing research also generates marketing information. It is explained towards the conclusion of this lesson how crucial marketing research is and how it relates to environmental analysis. We said at the outset that any firm, no matter how big or little, and regardless of the kind of business, should prudently scan and monitor the six macro factors/forces of the external environment, which are listed below:

The Macro Environment of Marketing includes the following:

- i. Demographic factors
- ii. Economic factors
- iii. Socio-cultural factors
- iv. Natural factors
- v. Technological factors
- vi. Political-legal factors

### **Demographic Environment**

The study of the population is called demography. The marketplaces consist of individuals. Because of this, marketers are curious in how the population is changing in terms of size and pace of growth in various regions, cities, towns, and rural areas. They are interested in learning about population age distribution, educational attainment, and housing trends. The demographic environment also includes factors like the makeup of the labour force, people's occupations, and religious backgrounds[3]. If the globe were a village of 100 people, it would be made up of the following demographics, which provide some fascinating macro views on the global demographics:

- i. 60 people would be Asian, 15 would be African, 11 would be European, nine would be South American, and five would be North American.
- ii. 12 people speak Chinese language, five speak Spanish/English, three speak Arabic/Hindi/Bengali/Portuguese, two Russian/Japanese, and the remaining 62 people speak different other languages.
- iii. 33 people would be Christians, 22 would be Muslims, 14 would be Hindus, seven would be Buddhists, 12 would be non-religious, and 12 would have faith in other religions.
- iv. 17 people would be illiterate, 26 people would be under 14 years of age, and eight people would be above 65. The number of males and females would be equal.
- v. 51 people live in urban areas and 49 in rural areas. 78 people would have access to electricity and 22 do not have. 13 people would not have access to safe drinking water.
- vi. 75 people would have cell phones, 30 would be active Internet users, and 22 would be owning or sharing a computer.
- vii. 48 people would live on less than \$2 US dollars per day. One out of two children would live in poverty.

India is, after China, the greatest market in the world from a marketing standpoint. By 2024, India is anticipated to overtake China as the world's most populated nation. More than 1.5 billion people are anticipated to live there by 2030; by 2050, India's population is projected to grow to 1.7 billion.

In terms of age distribution, more than 50% of the population of India is under 25. Indians are under 35 in two out of three cases. In 2020, the average age of an Indian was 29, compared to 37 for Chinese people and 48 for Japanese people[4].

More than 2,000 ethnic groups make up India. In India, there are more than 19,500 native languages. Throughout the nation, 10,000 or more people speak any one of 121 languages. India's 2021 life expectancy is 69.96 years.

### **An Example of India's Young Customers**

India has a relatively younger population compared to many countries. A survey on The Next Normal: The Rise of the Contactless Economy conducted by the Data Sciences Division of the advertising agency, Dentsu India in metros and cities in 2021 highlights some of the following:

- i. Seven out of 10 young consumers were ready to buy a less-known brand with a preference for local brands in categories of Fast-Moving Consumer Goods (FMCG), personal and home care, health products and apparel.
- ii. Millennial (aged 25-39 years) and Gen Z (aged 5-25 years) audiences lean towards local, socially and environmentally sustainable choices.
- iii. The young customers prefer products that use organic and ayurvedic ingredients in the personal care category.
- iv. A vast majority of them want to spend a higher amount on sanitisation and immunity products due to the impact of the COVID-19 pandemic.
- v. As a result, they prefer brands such as Dabur Chyawanprash, Revital, Patanjali, and Himalaya Vitamins.
- vi. Lockdowns and restrictions fuelled the online economy. For example, in the banking sector, about 60% of transactions of customers were fulfilled via virtual wallets, 23% via credit and debit cards and the rest via cash.
- vii. Digital payments platform Google Pay enjoys the lion's share of online payments, followed by Paytm.
- viii. Groceries and snacks witnessed a threefold rise in online deliveries. Food delivery is largely online.
- ix. Apparel, footwear and jewellery purchases are largely offline.

### **Economic Environment**

Marketers need to measure and manage their clients' buying power. People's spending habits and buying power are influenced by a variety of variables, including their income, savings, inflation, and access to credit, among others. The rapid economic growth seen between 1991 and 2011 and the significant decrease in poverty from 2005 to 2015 are credited to the economic changes implemented in 1991. Yet, the Indian economy was failing to provide the workers with sustainable means of subsistence. Table 1 provides a summary of some of the most significant changes to India's economic landscape from 1991 and 2021. Of India's 510 million workers, the great majority of them (7 out of 10) are employed in the unorganized, private sector. In India,

the agricultural industry supported 65% of the population's livelihood in 1991, but just 40% of people had access to it by 2021. From 43.2% in 1991 to 54.27% in 2021, services made up a larger percentage of the GDP[5], [6].

**Table 1: Illustrated the Major Changes in Indian Economy between 1991 and 2021.**

	1991	2021
	March	March
GDP in current prices (crore Rs)	5,86,212	1,18,74,000
Share of agriculture in GDP (%)	31.6	16.38
Share of services in GDP (%)	43.2	54.27
Share of industries in GDP (%)	25.2	29.35
Total foreign exchange reserves (billion \$)	5.8	592.89
Imports (crore Rs)	32,558	29,09,827
Exports (crore Rs)	43,198	21,51,771
Gross fiscal deficit (crore Rs)	44,632	18,48,655
Union government's loans (crore Rs)	4,27,397	1,14,39,492
No. of reporting banks	276	222
No. of bank branches	60,220	1,58,386
Savings in bank deposits (crore Rs)	56,902	43,50,746
Bank interest on deposits (%)	11-14	3-6
Stock market capitalisation (Rs lakh crore)	5.74	405.25

### COVID-19: Impact on the Indian Economy

The Indian economy was badly impacted by the coronavirus outbreak. The following examples show how COVID has a direct influence on the economy:

- i. Largest GDP contraction
- ii. Sharp rise in unemployment
- iii. Stress on supply chains
- iv. Decrease in government income
- v. The collapse of the tourism and hospitality industry
- vi. Reduced consumer activity

Large Indian corporations including Larsen & Toubro, Bharat Forge, Ultra Tech Cement, Grasim Industries, Aditya Birla Group, BHEL, and TATA Motors temporarily decreased their activities drastically as a consequence. According to India Today (April 30, 2021), the following five industries have been severely damaged by the second wave of COVID-19:

- i. **Hospitality Sector:** The hospitality industry comprises a wide range of establishments, including eateries, hostels, serviced apartments, bars, and pubs. There will be a significant increase in unemployment as a result.

- ii. **Tourism Sector:** The hospitality industry and the tourist sector are connected. Millions of Indians work in the tourism and travel industry, which accounts for nearly 7% of India's GDP and includes hotels, home stays, vacation rentals, motels, and other lodging facilities. This is likely to have a shocking effect on household incomes because it will increase unemployment rates[7].
- iii. **Aviation and Travel Sector:** In the first two waves, there was a 50% decrease in business for airlines, railroads, state transportation systems, and other private transport companies and organizations. They were afraid to leave their houses. The future of the travel and transportation industry does not appear promising unless customers get the confidence to choose such services.
- iv. **Automobile Sector:** As cars are luxury goods, customer attitude has a significant impact on how many cars are sold. The demand for non-essential goods decreased even more[8].
- v. **Real Estate and Construction Sector:** The real estate and construction industries were negatively impacted as a result of the exodus of migrant and guest workers from urban and suburban locations. Construction sites were functioning at around half their normal capacity. Due to the limitations put in place during the epidemic, contractors also experienced a scarcity of materials.

### DISCUSSION

Everything that your business must take into account while creating and presenting a new product is the marketing environment. Customers' shifting tastes, your competitors, the legal, political, and regulatory environment, your own resources and budget, current trends, and the state of the economy are just a few of the aspects that make up a marketing environment. All of these elements of the marketing environment have an impact on your marketing choices, or at least they ought to since they all have an impact on your prospects. A marketing strategy should be based on research that demonstrates changing customer preferences and developing market trends. Knowing and controlling consumer preferences is essential to corporate success. For instance, several major shops have chosen to create corporate Twitter accounts and launch Facebook stores in order to respond to customers' growing passion for social media. Several systems now let customers buy without ever leaving Facebook, eliminating the need for them to go to a retailer's primary website. Businesses that ignore important trends risk having lower sales than their rivals[9], [10].

### CONCLUSION

Your marketing plan clearly depends on your funding. It determines where and how much advertising you can afford to purchase. Yet access to less expensive social media channels aids small enterprises in overcoming this difficulty. The state of the general economy is another crucial element in the marketing environment. Your marketing choices are greatly influenced by the status of the economy. Your target market won't be willing to spend more for your goods if you're promoting in a bad economy. If the economy is weak, you should definitely emphasize in your advertising how the product saves your consumers money, is less expensive than those of your competitors, or is a good value since it lasts a long time. Your plan presumably will alter in a robust economy. In addition to being able to charge more, you'll be able to emphasize in your advertising how much fun or convenience your product brings to its users.

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## CHAPTER 15

### AN ANALYSIS OF THE SOCIO-CULTURAL ENVIRONMENT

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Dr. Mukesh Kumar Yadav, Assistant Professor,  
School of Agricultural Sciences, Jaipur National University, Jaipur, India,  
Email Id-mukeshyadav@jnujaipur.ac.in

#### ABSTRACT:

The institutions and other influences that shape a society's fundamental beliefs, perceptions, tastes, and actions make up the socio-cultural environment. Long-term socio-cultural influences often have an impact on a commercial firm's success. Since society changes constantly, new demands emerge and eventually make way for older ones. In order to satisfy the needs and demands of the target market, essential modifications must be made to the marketing strategy. All facets of consumer and buyer behaviour are influenced by social and cultural influences. The differences between these elements in various regions of the globe may be a key aspect in creating and implementing global marketing strategy. Despite the fact that social and cultural forces are often intertwined and it may be difficult to distinguish between them clearly, there are several ways in which they can be meaningfully separated.

#### KEYWORDS:

Business, Business Analysis, Cultural Environment, Marketing, Organization.

#### INTRODUCTION

The socio-cultural environment is made up of things like a society's culture, socioeconomic class, customs, beliefs, values, and way of life. Some of the cultural ideals that are deeply ingrained in Indian society. They're referred to as fundamental values. For instance, one of our basic values is that kids should have access to education. The fundamental principles are difficult to alter. The second-order values might vary. For instance, it is a subordinate value to think that kids should attend pricey schools in upscale neighborhoods for their education. With marketing activities, the marketers attempt to affect these secondary principles of their target clients to some level.

The idea of social class is crucial, and several social classes exist in every community. It depends on factors including the sort of income, where you live, your job, and other factors. Every socioeconomic class often displays a certain pattern of behaviour and way of life. We are all aware of how diverse India is in terms of its faiths, dialects, traditions, and customs. People's behaviours, eating and dressing habits, and preferences for different products and services, among other things, all reflect this diversity. Indian civilization is renowned for its strong family structure. Yet, due to the influence of media, more exposure to western lifestyles, popularity of new media (also known as social media), rising urbanisation, and the globalisation of the globe, there have been numerous changes in the cultural sphere in recent years. Major cultural upheavals or swings were caused by women's education, career prospects in developing sectors, the expansion of the services sector, and the ever-growing middle-class component. By doing an environmental study, the marketers keep an eye out for these cultural changes. They would be able to identify any marketing opportunities or risks that may harm their company.

Several Indian businesses attempted to attract clients despite the effects of globalisation, western lifestyles, and other reasons by cleverly using cultural or ethnic features. White clothing may have a blue tint thanks to Reckitt & Benckiser's Robin Blue liquid. Himalaya positions its personal care and healthcare products in accordance with the principles of Ayurveda, a conventional and complementary medical system. There are various variations of the Parachute hair oil brand, including "hot oil." Herbs in it generate heat when the oil is applied. The introduction of the Quaker Oats brand coincided with the urbanites' growing interest in health and fitness. Lifebuoy, a bath soap from Hindustan Unilever, has been repackaged with family themes. Whereas the Lux brand is linked to celebrities, the Hamam brand is centred on the family. The shifting socio-cultural environment offers several indicators for Indian marketers to seize commercial possibilities.

### **Natural Environment**

A study of the ecology, natural resources, and climatic conditions of the state or nation where the corporation works must also be included in the environmental analysis. Business environmentalism demands that environmental concerns be included into the company's strategic marketing. Environmental problems like this include:

- i. A firm's capacity to operate depends on the availability of raw resources.
- ii. Cost and raw material pricing structure.
- iii. Energy availability and price.
- iv. environmental degradation, animal preservation, and ocean life.
- v. Environmental laws and the function of environmentalists.
- vi. Climate change's effects on the company and ecological balance.

India is renowned for having abundant natural resources, including rivers, ocean richness, minerals, coal, iron, and coal. It also has a decent rainfall. Throughout the last century, the country's industrial output has increased more than 50-fold. About 77% of the industries contribute to water pollution, 15% to air pollution, and the remaining 8% to both air and water pollution, according to the Central Pollution Control Board (CPCB), which identified 17 categories of the most polluting industries that lead to environmental degradation and health hazards. A study in DownToEarth (June 6, 2019) claims that India's groundwater and surface water supplies are both under danger. Between 2011 and 2018, the number of grossly polluting industries (GPI) rose by 136%. Four states—Uttar Pradesh (1,079), Haryana (638), Andhra Pradesh (193), and Gujarat—accounted for almost 84% of GPIs (178). GPIs are industrial facilities that release into rivers more than one lakh gallons of effluent or dangerous chemicals. These consist of distilleries, sugar mills, textile factories, and pulp and paper mills[1].

The Kanpur city and the industrial enclaves in the catchments of the Ramganga and Kali tributaries are major sources of industrial pollution, according to the National Mission for Clean Ganga (NMCG). Tanneries in Kanpur, as well as distilleries, paper mills, and sugar mills in the Kosi, Ramganga, and Kali River catchments, are the main contributors. The sugar business is the main offender among them. A number of sugar mills in the area have been instructed to shut down until they adhere to all CPCB-specified pollution control standards. This is but one illustration of how crucial it is to conduct commercial operations in an ethical and legal manner.



## **Technological Environment**

No matter what area of life you choose to examine, such as personal, professional, or social life, the new and developing technology advances have had a significant impact. As we all know, technology has become the primary factor influencing the marketing landscape. The usage of new raw materials, industrial methods, and logistics have all been changed by technology. Information technology has a significant impact on commercial organizations and their end results as well. The way we as consumers enjoy entertainment, music, and our access to healthcare and education have all been altered by technology advancements[2].

### **Digital Technology: A Marketing tool**

Print, TV, and radio advertisements were historically the main ways that marketers used to communicate with their target audiences. We are all aware of how prevalent the Internet and email have recently become in marketing communications. In other words, the majority of marketers nowadays use digital and conventional media, such as emails, social media, and Google AdWords, with traditional media like newspaper ads, TV commercials, and outdoor advertising. With the help of cutting-edge technology like artificial intelligence (AI) and the internet of things (IoT), users can now manage products like the IBELL robotic Hoover cleaner via an app on a mobile device. Moreover, on-demand queries might be answered by voice assistants like Alexa. In the next years, the influence of digital technology on a company's marketing strategies will only increase. While doing an environmental scan, marketers should keep an eye on the following significant technical trends:

- i.** Artificial Learning and Machine Learning
- ii.** Robotic Process Automation (RPA)
- iii.** Edge Computing
- iv.** Quantum Computing
- v.** Virtual Reality and Augmented Reality
- vi.** Blockchain
- vii.** Internet of Things
- viii.** 5G
- ix.** Cyber Security

### **Political-Legal Environment**

Businesses act under the confines of the current political and legal climate of the state or nation in which they operate. The political structure of a nation has an impact on its economic climate. And not just that. In actuality, political choices affect the nation's sociocultural makeup and the adoption of new technology. The kind of governance the government uses, political stability, social and religious organisations, the media, special interest groups, and lobbying are a few of the elements that affect the political environment. Organizations in the marketing sector must be aware of and react to the legal environment that governs their sector. In general, the legal framework of any economy deals with matters pertaining to business, the environment,

competition, taxes, employee and consumer protection, product regulation, pricing, distribution, and marketing, and domestic industry protection[3].

According to a news article that appeared in Business Standard on December 31, 2019, India's economy had some difficulties in 2019. Banking and financial services were negatively impacted by soaring bad loans, the Non-Banking Financial Companies (NBFC) crisis, and a general credit crunch while industries including the automotive, real estate, and aviation saw a decrease in demand. The telecom industry also experienced a significant blow as a result of the government owing them Rs. 1.3 trillion as a result of the Supreme Court's ruling on adjusted gross income. This is a list of significant policy choices that had an impact on the Indian economy in 2019:

- i. **Corporate tax rate cut:** The government lowered the corporation tax rate from 30% to 22% for all businesses, and to 15% for new manufacturers, marking the largest fall in corporate taxes in 28 years.
- ii. **Rs.25,000-crore real estate fund:** The government authorized a fund of Rs. 25,000 crores for the real estate industry. This action is anticipated to help more than 1,600 housing projects that are in limbo be finished.
- iii. **Bank recapitalization:** In order to increase lending and enhance the liquidity environment, the government decided to inject Public Sector Banks (PSBs) with Rs. 70,000 crore in new capital.
- iv. **Changes in FDI rules:** The government permitted 100% foreign investment in contract manufacturing and coal mining. Also, the government loosened requirements for single-brand merchants' sourcing and authorised 26% foreign investment in digital media.
- v. **The PM-KISAN scheme:** As of December 2019, the government has distributed over Rs. 36,000 crore to 140 million beneficiaries under this programme.
- vi. **Merger of banks:** In order to revitalise the banking industry, the government decided to consolidate PSBs, reducing their number from 27 to 12. Ten PSBs will become four new organisations due to a government decision.
- vii. **Privatization of CPSEs:** The process of privatizing CPSEs was started by the government, which included selling off a number of CPSEs, including Air India. It established a record-breaking disinvestment goal of Rs. 1 trillion
- viii. **Angel tax exemption:** The government eliminated the angel tax for all qualified start-ups and their investors.
- ix. **Amendments to the IBC:** The government made significant adjustments to the Insolvency and Bankruptcy Code (IBC). It would make it possible to impose a tight 330-day time limit for the settlement of bankruptcy[4], [5].

### Micro Marketing Environment or Internal Environment

As a salesperson, you should identify the advantages and disadvantages of the environment by conducting an unbiased evaluation of internal/micro aspects unique to your firm or organization. Let's quickly go through the components of the task environment (internal or micro).

- i. **The consumer:** In the unit before, we spoke about the value of customers while outlining the marketing management principles. Each product or service's marketing failure stems from the company's incapacity to comprehend and seek insights into the requirements and desires of the client. Customers' tastes and preferences are continuously changing throughout time in the areas of entertainment, clothing, cosmetics, and personal care items. Businesses who put in the necessary work to research customer-related elements more thoroughly than their rivals will be more effective in attaining their marketing goals. They include things like determining the proper clients in terms of the demands that must be met, their purchasing power, their purchase habits, their brand switching habits, etc.

**Table 1: Illustrated the Points of Difference between Macro Environment and Micro Environment**

Point of difference	Macro-environment	Micro-environment
Meaning	External environment of an organization.	Inter environments of an organization.
Nature	Very complex.	Less complex to perceive.
The task of the marketer	Marketer interacts with, the elements prevailing outside the organization.	The marketer interacts with other functional areas of the organization.
Extent of control	Factors remain beyond the control of marketers.	Factors may be controlled to a large extent by a marketer.
Impact	It creates a huge impact on shaping marketing decisions.	Remains comparatively independent in shaping marketing decisions.
Function	Factors may create an opportunity or pose a threat to the marketing activities of an organization.	Factors reveal the capabilities of an organization to exploit the opportunities or to combat the threat through its marketing activities.

- i. **Suppliers:** The success of every firm is largely dependent on its suppliers. The duty of providing the company with the proper raw materials, at the proper pricing, and other inputs is crucial and directly affects how well a business markets itself. Due to the substantial consequences of any change in a supplier's business activities, firms must continuously monitor the supplier environment[6].

- ii. **Intermediaries:** There is no industry that can function without an intermediate or middleman. They act as intermediaries between suppliers and the marketing organization on the one side, and between the marketing organization and the ultimate consumers on the other.
- iii. **Competition:** Without considering industry-level rivalry, environmental analysis is lacking. Each sector is unique in terms of the number of businesses that are present, the kinds of goods they sell, entrance and exit obstacles, and government rules and laws that are exclusive to that industry. Analysis of the industry and competition provide the foundation for developing and implementing a strategy[7].

Table 1 may be useful for identifying the distinctions between the macro environment and the micro environment.

### DISCUSSION

Marketing should include demographics as a key component. The younger age groups, however, get much too much commercial attention in today's media. Due to the concentration in this region, the businesses they represent risk losing out on some of the wealthiest customer segments, including those who are over 45. Although it is crucial for a company to target a certain demographic market if it offers goods tailored to that group, the marketer must also take into account the size of other customer demographic categories as well as the location of the concentration of disposable money. For instance, a sizable percentage of those over 50 may be the ones that determine spending the most. Many variables in the context of the sociocultural environment influence marketing and lead to regular changes in marketing strategies. Here, we'll talk about a few of them that have a significant impact[8]–[10].

### CONCLUSION

The characteristics of the human population that are employed in marketing, government, or opinion research are included in demographics. In this respect, marketing researchers should normally have two goals: first, identify the segments or subgroups that exist within the general population; and second, provide a clear and comprehensive image of the traits that define a typical member of each of these segments. The most crucial demographics in marketing are age, gender, income level, profession, race, and ethnicity. These groups aid in the development of a marketing strategy. Let's use an example to illustrate the significance of the demographic profile. When it comes to Nokia mobile phones, the brand's marketing strategy is dependent on a number of variables, one of which is the average household income. Another element that tended to lead to the introduction of energy drinks for kids and teenagers was age. Some goods are gender-specific. Other goods are tailored to different family sizes. So, a marketer must take into account each of these elements while developing a winning marketing strategy.

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## CHAPTER 16

# AN ANALYSIS OF THE MARKETING STRUCTURE FOR U.S. POPULATION

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Dr. Mukesh Kumar Yadav, Assistant Professor,  
School of Agricultural Sciences, Jaipur National University, Jaipur, India,  
Email Id-mukeshyadav@jnujaipur.ac.in

### ABSTRACT:

A precise method of identifying an audience is known as demographic segmentation. It is based on information such as age, gender, marital status, family size, income, education, race, profession, nationality, and/or religion. It is one of the four primary categories of marketing segmentation, and is perhaps the most used approach. The population segment that is most likely to purchase or utilize a product is known as a market demography, and marketing efforts are thus focused on this group. This is often more complicated than focusing on a fundamental subset of the population, like women or the wealthy.

### KEYWORDS:

Brand, Mass Prestige, Marketing, Marketing Design, Market.

### INRODUCTION

The American population is undergoing ongoing change. Marketers must be aware of the changes taking place and the directions in which these changes are driving the population if they are to serve the requirements and desires of that people. As the twenty-first century started on January 1, 2000, the U.S. Bureau of the Census projected that there were 274 million people residing in the country. In 2011, it is expected that there will be 300 million people on the planet. In the United States, there are 14.6 births for every 1,000 people and 8.6 deaths. It is anticipated that the birth rate will continue to drop. The population is made up of around 48.8% men and 51.2 % women.

- i. **Migration:** In the United States, migration has always been a major demographic driver. The impacts of the general migration into the Sunbelt states as well as the movement of Cubans and Haitians into southern Florida have received a lot of attention. Yet migration into and out of the nation has existed for hundreds of years.
- ii. **Urbanization:** From the nineteenth century, the United States and, in fact, the whole globe, have been more urbanized. In the United States, certain metropolitan centers' growth has pushed nearby cities and their suburbs so closely together that they have, in essence, merged.

In reality, the 1990 census revealed that more than half of Americans reside in the 39 metropolitan areas (i.e., major cities and their surrounding suburbs) with populations more than million. Around 80 percent of the population now resides in the country's urban regions, up from 56 percent in 1950. The center cities have grown together with the metropolitan

regions in the United States. The widely reported "flight to the suburbs" of individuals looking to experience a mix of country and city living has been prompted by crowded circumstances, high crime rates, and other life discomforts, as well as by the large number of automobiles possessed by Americans. The population of metropolitan regions has remained consistent or perhaps increased as a result of expansion in suburban areas. Actually, the suburbs had the most pronounced expansion during the previous ten years. Many residents of these "second cities" go to the older metropolitan centers for employment or shopping instead of working close to home[1].

- iii. Age and Generations:** Age and Generations: The median age of the population was just 16 years old when the first U.S. census was performed in 1790. The median age now is 32.6 years. Thus, half of the population is older than 32.6 and the other half is younger.

Demographers refer to this as an age cohort, and it has a significant effect on a consumer's purchasing decisions. Teens spend a lot of money on things like movies, soft drinks, and fast food. Many elderly people spend a lot of money on travel and prescription medications. Marketers may predict future trends by understanding the population's age distribution.

In recent decades, the U.S. population has become older, and this trend is anticipated to continue. There are two causes behind the tendency. The ageing of the "baby boomers" is one, and the other is a decline in the mortality rate, which indicates that more people are living longer nowadays. The average life expectancy in the United States has risen to 76 years, and the population's over-65 demographic is expanding. Many of these elderly people do not conform to the image of an old man rocking back and forth while waiting for his Social Security cheque. They have enough money to enjoy sports, entertainment, foreign travel, and other activities they may have had to forgo while raising family, and they are healthy and active. According to some estimates, adults over 65 earn over half of all savings account interest. While all marketers should take this into account, bank marketers should pay special attention to it. The "greying of America" has had a similar strong impact on American marketing as the previous baby boom[2], [3].

- iv. Single-Person and Single-Parent Household:** Single-Person and Single-Parent Households: While making up one in every four homes, or 9% of all households, single-person households are rare. The existence of single-person homes shows that, contrary to popular belief, a household need not always be a family. A household is a group of related individuals living together, a single person, or multiple unconnected persons who share housing. Nowadays, the Census Bureau estimates that non-family households make up around 30% of all households.

The rise of single-person homes may be attributed to a number of factors. Never-married rates are higher than ever, and young singles are staying single for longer. Divorce occurs in a large proportion of couples. Due to women's higher life expectancies, widows make up a significant portion of the population; between 1980 and 1990, the number of families maintained by women without a spouse more than quadrupled. An elderly parent may live alone or in a retirement home that offers food services and other support.

Moreover, there are single-parent homes, which make up 27.3% of all households. Several of these are led by women who have either never married or recently divorced. Yet, the growth rate of male-headed single-parent families is 2.5 times that of female-headed ones. One parent household may behave differently when it comes to purchasing than two parent households. For instance, a teen may take on the job of the shopper and be in charge of cooking the majority of the meals.

- v. **Working Women:** The emergence of the contemporary career-focused woman represents a significant shift in American families. The age at which women start having children and the percentage of women who decide against having children at all have changed as a result of rising professional focus[4].

The labour force has expanded significantly during the previous ten years and will continue to do so. From 128 million employees in 1993 to at least 137 million in 1998, the labour force increased. In the year 2000, women made up 47% of the labour force. Both the husband and the woman work in more over 60% of married couple families, up from around 40% in 1960. Less than 20% of all homes in 2000 were expected to be "typical" husband-wife households, meaning that only one spouse had a job outside the home.

These improvements have resulted in clear changes in the marketplace: Several shops now stay open late at least one or two evenings a week. Several merchants provide catalogues or websites so that customers who are working may shop whenever it's convenient for them. Dinners made quickly in the microwave are frequent. Take-away food has become quite popular, whether it comes from a restaurant or the prepared foods area of a grocery store.

- vi. **Family and Household income:** Family and household income: According to the U.S. Bureau of the Census, a family is any group of two or more people who are living together and are related by blood, marriage, or adoption. In 1998, the median household income in the US was \$47,469, up from \$21,023 in 1980 and \$29,943 in 1990.

In 1998, 20% of American families made more than \$75,000 and 20% made less than \$16,200. The top 5% earned more than \$132,000 each year. College graduates headed more than two-thirds of all families with incomes above \$100,000. The average yearly salary of college graduates was almost twice as high as that of high school dropouts[5], [6].

The 20 percent of families with the highest incomes in 1998 made up about 50 percent of all households. The number of wealthy two-earner married couples has increased, which has contributed to the expansion of the upper-income category. Around 40% of the family's revenue comes from working women. This wealthy population has a large discretionary income, which affects the market for luxury products.

- vii. **A Multicultural Population:** A population that represents several distinct ethnic and racial groupings is referred to be multicultural and exists in the United States. Black Americans, Hispanics, Asians, Native Americans Indians, Eskimo, or members of other minority groups make up one in every five people who live in the United States.



According to data from the Census Bureau, Asian Americans made up around 4% of the population in 1998, while African Americans (Blacks) made up about 13%. There are around 34 million, 30 million, and 10 million members of these three minorities, respectively. The percentage of Native Americans in the population is less than 1%.

### **World Population**

More than 6 billion people live on the planet. This sum has significant marketing implications since markets are made up of individuals who are ready and able to trade anything of value for products and services. Yet, the exponential population expansion, especially in less developed nations, places a significant burden on marketing. For instance, the distribution of food is a marketing issue whose resolution may be essential to the life of our planet. Throughout the first ten years of the 21st century, it is anticipated that the global population would increase by at least 140 million people annually. It amounts to almost 16,000 new individuals per hour. In 2050, the world's population is expected to reach 8.9 billion, according to the UN. But, marketers must also be aware of the fact that population is dropping in certain parts of the globe, such as western Europe. For instance, Italians are getting married later, having babies later, and having fewer kids.

### **Some facts on the demographic environment of India**

If we use India as an example, the demographic environment may be distinguished by the facts listed below. India is the world's second-largest market, with a population of over one billion (as of the 2001 census). The population of India is increasing by 2% annually. Nowadays, people live longer than 62 years on average. While it is relatively low, the country's literacy rate has been rising. Now, it is around 65%. In 1951, the percentage was just 17%. Almost three and a half million engineers and scientists are among the nation's enormous pool of educated and qualified workers. Demographic aspects of the aforementioned kind must be thoroughly researched, and their significance in the firm's overall marketing environment must be assessed[7].

### **Science and Technology**

While the phrases are commonly used synonymously, science is the body of information about people and their environment, and technology is the practical application of that knowledge. Hence, although the revelation that vaccination helps prevent certain illnesses is a scientific finding, the question of how and when to deliver immunization is a technical one. Scientific and technical advancements may either revolutionize an industry or obliterate it, similar to other changes in the macroenvironment. It's simple to identify instances of businesses that suffered as a result of their failure to change with technology. Computers have rendered both the Remington manual and electric typewriters obsolete.

### **Digital Technology and the Internet: Changing Everything**

Technological advancements have the power to alter more than just how businesses are conducted in a given sector, as noted by historians and anthropologists. Large-scale technical advancements may, in fact, transform whole societies. For instance, the mechanical clock made it feasible to have set working hours. The development of the steam engine, railways, and mass manufacture of vehicles altered how people conceptualized distance, giving the terms near and distant new significance. People's perceptions of news and entertainment have altered as a result

of television. Digital convergence is a term that describes modern computer technology. The digitization of the labour output into the ones and zeros of computer language is a common technical connection that is tying almost all sectors of the economy, professions, and crafts together. Digital technology, particularly the Internet, has such a significant influence on society and marketing that it merits special consideration[8].

### **Economic Systems**

How a society will distribute its limited resources depends on its economic system. Historically, the three main economic systems in the world have been believed to be capitalism, socialism, and communism. The economies of the west may generally be categorised as modified capitalism systems. In such systems, local and international rivalry affects how supply and demand interact. In this sense, competition is often considered in terms of competitive market structures. The quantity of rival businesses in a particular economic sector and the share of the market that each competitor controls together determine the competitive structure of a market. Market structure affects pricing plans and puts up obstacles for rivals looking to join a market. Pure competition, monopolistic competition, oligopoly, and monopoly are the four fundamental forms of competitive market structures.

When there are no restrictions on competition, there is pure competition. The market comprises of several small, rival businesses and numerous consumers. This indicates that both the product's supply and demand are consistent. As a result, neither the buyers nor the sellers can influence the price. The commodity itself is homogeneous, meaning that every seller's offering is the same as every other seller's. The marketplaces for staple foods like rice and bananas are almost entirely competitive. This includes the current varieties of petrol and diesel that are sold by various businesses. The main feature of monopolistic competition is product differentiation—a large number of vendors producing comparable goods that are just slightly different from one another in terms of, say, technology, design, or style. Monopolistic competition-engaged businesses have sufficient sway over the market to exercise some control over their own pricing. A notable illustration of monopolistic competition is the fast-food sector[9].

The third form of market structure, oligopoly, is present when a limited number of vendors control the market. The commercial aviation sector, which is dominated by Boeing and Airbus Industries, is an example of oligopoly. A barrier to entry for new enterprises is that being established in an oligopoly like the commercial aviation sector sometimes requires a sizable financial expenditure. Yet rather than the size of the businesses involved, as determined by assets or sales volume, an oligopoly is distinguished by their dominance of the market, as shown by market share. In an oligopoly, each firm significantly affects the industry's product offering, pricing, and market structure. Yet, the businesses often do not compete on pricing. Monopolies are marketplaces with a single vendor, such a local phone company or an electric provider. In a market when there are no viable alternatives, there is a monopoly. In the US, antitrust law rigorously regulates monopolies.

### **The Business Cycle**

The business cycle is a reflection of cyclical changes in the overall economy. The numerous economic booms and busts have an impact on consumer spending and saving habits, inflation, unemployment, and the health of the economy, all of which have an impact on marketing activities. There are four stages in a business cycle:

- i. **Prosperity:** When the economy is in a state of prosperity, there is a high level of both consumer spending and company production.
- ii. **Recession:** The downward period during which there is a decline in consumer spending, company production, and employment.
- iii. **Depression:** The period of economic downturn when unemployment is at its peak, consumer spending is at its lowest, and company production has sharply decreased.
- iv. **Recovery:** When employment, consumer spending, and company production are on the upswing, this is the recovery period.

Marketing managers regularly monitor the economic climate because marketing activities, such as the successful launch of new goods, is heavily impacted by the business cycle. Sadly, it's not always simple to predict the economic cycle. The economy does not always experience predictable contractions and expansions, and the severity and length of the cycle's stages need not be equal. Also, not all of the world's economies are in the same stage of the economic cycle. Hence, activity in certain nations may not be correctly predicted by a single worldwide prediction. Marketing tactics used at a time of prosperity are quite different from those used during a time of despair. For instance, things with "frills" and "extras" tend to sell more successfully during prosperous times than they do when the economy is weak or contracting. Less consumer spending during times of depression or recession makes reduced prices a more important factor in purchase choices.

### DISCUSSION

Gross domestic product (GDP) and gross national product (GNP) are two popular metrics for assessing the state of a nation's economy (GNP). The value of all the products and services generated by labour and capital in a nation is measured by its GDP. The GNP counts all commodities and services generated by individuals or businesses inside a nation, wherever they may be. Profits produced by US businesses operating abroad are therefore included in GNP but not GDP. The United States includes the profits made by international businesses operating there. GDP, but not the United States. Both GDP and GNP serve as economic barometers of industrial activity. Which of these two measurements you choose depends on whether your goal is to understand American production abroad or inside our borders[10].

### CONCLUSION

An Economic Barometer is an intriguing indicator of a nation's prosperity. A millionaire from Hong Kong named Gordon Wu developed an index to show how disadvantaged nations are progressing towards prosperity. According to Wu's Economic Barometer, individuals start eating out as soon as their per capita income increases. The rapid expansion of American fast food outlets throughout Asia is due to this. People in poorer nations then purchase new clothing. The third action they do is to begin acquiring new appliances. They then purchase cars, apartments, and motorbikes. Traveling abroad is the sixth phase as the nation advances to greater prosperity.

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## CHAPTER 17

### AN ANALYSIS OF CHANGING MARKETING ENVIRONMENT FOR NEW CONSUMER

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Dr. Jitendra Suman, Assistant Professor,  
School of Agricultural Sciences, Jaipur National University, Jaipur, India,  
Email Id- jitendra.suman@jnujaipur.ac.in

#### ABSTRACT:

The marketing environment is constantly evolving, and with the emergence of new technologies and changing consumer behavior, companies must adapt their marketing strategies to remain competitive. This abstract explores the changing marketing environment for new consumers and how companies can tailor their marketing efforts to engage with these consumers effectively. Key topics discussed include the impact of social media on consumer behavior, the importance of personalized marketing, the rise of e-commerce, and the shift towards sustainable and socially responsible products. Additionally, the abstract provides insights into the latest trends in marketing and how companies can leverage these trends to create successful marketing campaigns that resonate with new consumers.

#### KEYWORDS:

Marketing Management, Market, Product, Planning, Selling.

#### INTRODUCTION

Without a solid understanding of the current trends in the Indian setting, an argument about the marketing environment would stay inadequate. While we have made some allusions to the Indian context when addressing environmental analysis so far, given the general goal of this Unit, we must first draw attention to some of the significant changes that are now occurring in the Indian marketing environment. India is an example of an extremely diverse nation, as we have covered. In addition to offering the businesses plenty of marketing chances, this variety in terms of geographical circumstances, demographic characteristics, economic situations, sociocultural variations, etc. would also provide the businesses with significant obstacles.

Although India may be broadly divided into urban and rural regions (often referred to as "Bharat"), these two segments of the market are not mutually exclusive. According to popular belief, urban India is very wealthy whereas rural India is less so. There is a misconception that India's metropolitan areas reflect the affluent class and its rural areas the destitute class. In truth, several studies have shown that there are both large populations of individuals in metropolitan areas who are struggling to make ends meet and populations in many rural areas of India that have a greater level of buying power. In other words, there are considerable variances both within urban India and within rural India. In a nutshell, we might infer that both rural and urban India are home to several Indias. This is a summary of India's demographic features:

- i. The second-largest nation in the world is India. Despite a dramatic fall over the last several years, the country's population is still expanding at a quicker pace than China. By 2026, when both nations would have roughly 1.46 billion citizens, India is

- anticipated to overtake China. India is anticipated to overtake China as the world's most populated nation after 2030. The COVID-19 epidemic has caused a delay in the national census scheduled for 2021.
- ii. India has 139.34 crore people as of July 1, 2021, according to projections from United Nations statistics. Every second a baby was born, and every three seconds someone died. India is home to one in every six persons on the planet. Mumbai, which has a population of 12.69 million, and Delhi, which has a population of 10.92 million each, are the two biggest cities in India. In all, India has more than 50 urban centres with a population of one million or more. Mumbai has a poverty rate that is four times higher than the national average and about half of its residents live in slums.
  - iii. More over 50% of people in India are under the age of 25. Those under the age of 35 made up one-third of the population. Indians were 29 years old on average in 2020, compared to 37 in China and 48 in Japan. In India, the proportion of children has been declining since it peaked more than ten years ago. The proportion of children in India under the age of 15 reached a high a little later in 2011 and is now in decline.
  - iv. Hinduism made up around 79.8% of the population; Islam made up 14.2%; other significant religious groups in India include Christians (2.3%) and Sikhs (1.7%). India's populace speaks a variety of languages to communicate with one another. The official languages of the Indian government are Hindi and English. With 41% of the population speaking it as a first language, Hindi is the most widely spoken language in India; the remaining 59% of people speak more than 30 distinct languages[1], [2].

### **Shift of sellers' markets into buyers' markets**

Customers in India used to have to wait a long time to get specific goods or services a few decades ago. As a result of the shortages of goods and services and the sellers' exploitation of a monopoly to their advantage, critics often decry the Indian economy as a "wait-list economy." Buyers suffer in sellers' marketplaces because their ability to negotiate is limited. But, since 1991, things have begun to change in the buyers' favor. In other words, the country's economic changes since 1991 have made a variety of goods and services available in the majority of the sectors. Consumers are no longer required to wait in line for goods. By having more options and stronger negotiating position, buyers gained influence.

### **Landline Phone connection to the Smartphone revolution:**

The use of a landline phone was formerly seen to be a luxury. In the 1980s, obtaining a telephone connection and maybe a computer import licence both took more than a year. The introduction of mobile phones led to significant changes in the telecom industry. Mobile phones reached the 100-million subscriber milestone in India in 2005, less than ten years after their first. Very few goods or services have such a significant rise in popularity over such a little period. Customers could not accept the fixed landline phone in this way, and it took more than 100 years for the number of landline connections to reach the first 10 million. It's interesting to note that in 2005, the number of landline phone connections surpassed 100 million, mostly as a result of government liberalisation initiatives. By 2008, India has surpassed the US to claim the second-highest number of mobile customers in the world with 260 million. Cheaper Internet rates, which

enabled e-commerce in India, and the entry of Chinese smart phones both contribute to the increased demand. Moreover, Reliance Jio's entry into the market in 2016 resulted in a drop in data pricing, which further accelerated demand and boosted sales for Smartphone adoption[3].

### **The rapid pace of digital adoption:**

India's rapid adoption of digital technology is fueled by a mix of supply (dropping bandwidth costs, affordable mobile devices, the quick deployment of 4G, and aggressive mobile technology navigation) and demand reasons (rising affluence, fast mobile technology adoption across demography). According to the World Economic Forum in 2019, this fast digital adoption is fueling a "mobilefirst" ecosystem with mobile at its core. The term "mobile-first approach" refers to the practise of creating an online experience specifically for mobile devices before building it for desktop web or any other platform. Digital adoption has the potential to cause a significant disruption in consumption, especially when combined with India's history of jugaad, or inexpensive innovation. A mobile phone is both a social facilitator and a very personal device. The Hindi term "jugaad" gained a place in the Oxford English dictionary, where it is defined as "A flexible approach to problem-solving that leverages limited resources in an inventive manner." You have access to all the data, costs, and connections right at your fingertips. It enables users to constantly keep in touch with the outside world. It has been observed that Indians spend far more time on their smartphones than with their loved ones or families.

### **The fastest-growing App market: The Indian Scene**

In terms of installations, India's app market is the largest in the world; by the turn of the year 2020, there were more than 28,450 Indian publishers on Google Play. Almost 19 billion mobile applications were reportedly downloaded by Indians in 2019, up from just over 6 billion in 2016. In India, 93% of all Internet minutes are used on mobile devices. You need be aware of the following factors to comprehend India's expanding mobile market:

- i.** The multi-purpose super-apps, like Truecaller, are attempting to increase their user base and maximize user engagement. The goal is to keep clients' attention while controlling their mobile device use.
- ii.** Mobile advertising spending for businesses now range between 45 and 55 percent, with an expected growth to above 65% by 2022. Video is a marketing medium used by four out of five companies.
- iii.** WhatsApp, YouTube, Instagram, Facebook, Truecaller, and Snapchat are some of the most widely used Android and iOS applications in India.
- iv.** India is expected to have 310 million active gamers by the end of 2021, representing a \$1 billion industry. Due to customers being kept inside due to the COVID-19 epidemic, this app vertical's popularity increased.
- v.** As a result of more users being unable to utilise the gym because of the epidemic, time spent on weight loss and fitness applications increased by 40%.
- vi.** By providing a variety of forms to appeal to a large audience, news apps in India have established a place for themselves. Inshorts, TOI, Dailyhunt, JioNews, and Knappily are a few of the most well-known news applications[4], [5].

## Growth of the E-commerce in India

In accordance with research released by EY-IVCA Trend Book 2021, the e-commerce market in India is predicted to reach \$99 billion by 2024. The main drivers of the expansion are anticipated to be groceries and fashion/apparel. By 2025, there will be 220 million internet buyers in India. By 2025, the government's Digital India initiative aims to create a trillion-dollar internet economy. According to estimates, 25% of the organised retail sector is made up of internet sales, and this percentage is likely to rise, particularly in Tier 2 and Tier 3 cities and towns. For local start-ups, this may be a sizable market to tap into.

In addition, the government has launched many programmes including Start-up India, Digital India, Skill India, Innovation Fund, and BharatNet that will help to expand the e-commerce industry. Also, the B2C (Business-to-Consumer) model has seen a considerable inflow of cash, especially to support the supply chain, international growth, acquisitions, and to provide cutting-edge product offerings to the market. When a firm offers a service or something directly to a customer, such business model is known as B2C. Examples include Netflix, Amazon, and eBay. Global companies are paying attention to and making significant investments in India's expanding B2C e-commerce market[6].

Together with other sector-specific e-commerce businesses, some of the top Indian e-commerce firms are Amazon India, Flipkart, IndiaMart, Myntra, Aliexpress, MI Store India, Samsung Online Shop, Reliance Digital, Snap Deal, and JioMart.

## Rise of Services Economy

By posing a simple question, it would be possible to comprehend the expanding significance of the services sector in the Indian economy. What percentage of the GDP was made up of the services sector in 1950–1951? It would probably be challenging to make the proper estimate. It was just 28.6% (industry contributed 14.3%; agriculture sector contributed 57.1%). At the time, the services sector's GDP contribution was barely half that of agriculture; nevertheless, by the middle of the 1960s, it had exceeded agriculture.

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You must have noticed that recent years have seen a significant shift in how consumers behave. People all around the nation changed their lifestyles as a result of the technical advancements that have been mentioned so far and the advent of various services.

The phenomenal expansion of the services industry in India is due to a number of factors. Here are just a few:

- i. Rising aspirations and rising incomes of customers across the demographics.
- ii. Expanding the size of the middle-class segment
- iii. Changing role of women



- iv. Cultural changes
- v. IT and media revolution
- vi. Conservation of natural resources
- vii. Increased consciousness of healthcare
- viii. Impact of liberalization and globalization
- ix. Targeting the 'Bottom of the pyramid'

### **Realizing Fortune at Bottom of the pyramid:**

Author and educator C.K. Prahalad and the underserved comprise the "Bottom of the Pyramid," which was created by Prahalad. Prahalad characterised the underprivileged as a source of opportunity. Bangladesh's microcredit market is an illustration of the Bottom of the Pyramid in South Asia. Microcredit and microfinance were invented and put into practice by social entrepreneur and economist Muhammad Yunus via the Grameen Bank. These loans are provided to business owners who are too impoverished to be eligible for standard bank loans. The work of Yunus and the Grameen Bank has shown that even the most impoverished people may strive to further their own development. The following two Indian examples, Aravind Eye Care System and Narayana Hrudayalaya Hospital, are discussed below to understand the concept of Bottom of the Pyramid. Yunus and the Grameen Bank were jointly awarded the Nobel Peace Prize "...for their efforts through microcredit to create economic and social development from bottom."

### **Aravind Model's Infinite Vision:**

The founder of Aravind Eye Hospital in Madurai, Dr. Venkataswamy, created a cross-subsidy business strategy that is unique to the healthcare sector. The money raised from paying patients is used to provide free medical care for the underprivileged. Dr. Venkataswamy recognised the potential for what is now one of the biggest eye care institutions in the world in an 11-bed facility staffed by four medical officers. This organisation has developed into a complex structure throughout the years that is committed to providing caring assistance for sight[9].

Aravind offers high-volume, excellent treatment that is both accessible and cheap as part of its objective to "reduce avoidable blindness." While 50% of its patients get treatments either for free or at significantly reduced costs, the organisation continues to be financially self-sufficient. Equity is given a top priority, ensuring that all patients, regardless of their financial situation, get the same high-quality treatment and service. The large patient volume, which carries with it the advantages of economies of scale, is an essential part of Aravind's business.

The assembly-line method used by Aravind increases production by 10. Aravind is the world's biggest supplier of eye care, doing over 4.5 lakh operations or treatments annually. Aravind has managed more than 6.5 million outpatient appointments and carried out more than 7.8 million operations since its start. Now, India and the rest of the globe look to the Aravind Eye Care System as a model.

Aravind's unique assembly-line approach increases productivity tenfold. Over 4.5 lakh eye surgeries or procedures are performed a year at Aravind, making it the largest eye care provider in the world. Since its inception, Aravind handled more than 6.5 million outpatient visits and performed more than 7.8 million surgeries. The Aravind Eye Care System now serves as a model for India, and the rest of the world.

### **Narayana Hrudayalaya's Heart for the Less-fortunate:**

Founded by Dr. Devi Shetty with the goal of providing people with access to cheap healthcare. The Hospital is often referred to be the most affordable healthcare provider in the whole world. Affordable healthcare and high-quality treatment do not mix. According to Dr. Devi Shetty, individuals who needed heart surgery should be pleased with government facilities while those who wanted better care could purchase private ones.

Dr. Shetty started looking for a business plan that would provide premium medical care at reasonable prices. In 2001, he started the hospital, which had 300 beds at the time. The hospital has expanded into a 31-hospital network by 2021, with 6,594 beds spread over 19 sites in India, 1,500 full-time physicians, and 15,000 staff members. The chain is becoming longer. Every day, 150 procedures are carried out, and 80,000 OPD patients get care. The majority of its patients come from areas with lower incomes. By every measure, the cost of heart surgery is much cheaper. The finances of NH have not been harmed by the emphasis on both cost and quality[10].

### **DISCUSSION**

As we indicated at the beginning of this chapter, marketing is now seen as a dynamic collection of processes that include both marketing specialists and several other workers inside a business, as opposed to a static set of the four Ps. Today's business practices are evolving, and marketing is adapting along with them. Companies can only exist because of social acceptance. Businesses will be punished or have their licenses revoked if they start to fail society.

One such is the crackdown on businesses in the subprime mortgage lending sector. These businesses produced and distributed loans (items) that could only be repaid in the best-case scenario, and when customers were unable to do so, the whole economy suffered. These types of scandals show how society reacts to unethical corporate activities. Yet unlike ethics, which just demands that you do no damage, social obligation mandates that you make an effort to better the status of others. Businesses are now being pushed to ever-higher standards of behavior as consumers expect them adopt a proactive approach to social responsibility[11].

### **CONCLUSION**

Sustainability is an illustration of social responsibility and entails adopting behaviors that preserve the resources of the planet. For instance, Coca-Cola collaborates with African governments to guarantee the availability of clean water for all customers as well as for the production of Coke goods in that area. The business further aims to involve American customers by providing ways for them to support clean water initiatives. Companies are currently not required to participate in these activities, but since they really represent the owners and workers who work for them, forward-thinking leaders are looking for methods to lessen the environmental effect of their organizations. You may have noticed that we often use the phrase "offering" instead of "product." This is due to service-dominant reasoning, a business strategy that acknowledges that customers want value regardless of the method of delivery, whether it via a physical good or an intangible service. Our functional approach to value, which includes producing, communicating, delivering, and exchanging value, is motivated by this focus on value.

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## CHAPTER 18

### AN ANALYSIS OF RESEARCH IN MARKETING STRATEGY

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Dr. Jitendra Suman, Assistant Professor,  
School of Agricultural Sciences, Jaipur National University, Jaipur, India,  
Email Id- jitendra.suman@jnujaipur.ac.in

#### **ABSTRACT:**

The notion of marketing strategy is at the core of the study of strategic marketing and is essential to the practice of marketing. Also, it is where many of the most urgent problems now facing CMOs and marketers are concentrated. The quantity and significance of unsolved marketing strategy questions and chances to have an influence on practice, however, are at an all-time high. We also discover many prospects for producing essential and highly relevant new marketing strategy knowledge. We provide a new research agenda to direct this kind of study and give academics the chance to create novel theories, demonstrate their applicability, and advance practice.

#### **KEYWORDS:**

Accounting, Business Relationship, Customers, Marketing, Management.

#### **INTRODUCTION**

The discipline of marketing is centred on creating and implementing marketing strategies. the best set of marketing strategies to drive outcomes given competing priorities and a variety of internal and external stakeholders; how to lead enterprise-wide initiatives; how to develop organisational structures that better enable development of marketing strategies that help navigate and adapt to changing customer and firm needs, and many other questions. Due to its importance in practice, marketing strategy is also a crucial component of business school curriculum, essential to how marketing theory explains corporate performance, and the subject of academic study. It is unclear how much of this research relates to marketing strategy, the primary construct within the field of strategic marketing, despite the fact that there has been an increase in research interest in the general field of strategic marketing, which refers to marketing-related phenomena and decisions that are significant to understanding the long-term performance of products/brands, SBUs, and firms.

Research pertinent to understanding these activities is essential in demonstrating the relevance of the academic discipline of marketing since designing and implementing marketing strategy is a fundamental component of what marketers do in practise. It's crucial to have a better grasp of the status of marketing strategy expertise in order to advance marketing theory. To establish an original marketing theory, it is necessary to first understand what ideas have been used in previous research and which parts of marketing strategy have gotten less attention. Insights for the creation of new approaches and techniques may also be found via systematic studies of the usage of various research approaches and methods in a certain area and how they have evolved over time. So, frequent reviews of research in a field are helpful in enhancing knowledge and

facilitating the formation of cumulative knowledge. Varadarajan & Jayachandran conducted the most recent comprehensive evaluation of the literature on marketing strategy. It is obvious that a lot has changed in the last twenty years in both the practise and research arenas, making the current study necessary and pertinent. So, this research performs a thorough analysis of the strategic marketing literature published since 1999 with the following three goals in mind:

- a) To provide a framework for evaluating the research being done on marketing strategy at the moment;
- b) To clarify and provide the "state of knowledge" in key areas of creating and implementing marketing strategies;
- c) To create a study agenda outlining the elements of marketing strategy that need further attention.

We follow Varadarjan's distinction by using "strategic marketing" as the term describing the general field of study and "marketing strategy" as the construct that is central in the field of strategic marketing, just as analogously "strategic management" is a field of study in which "corporate strategy" is a central construct. By addressing these objectives, this study makes a number of contributions to the field of strategic management. marketing expertise. First, we demonstrate that over the past nineteen years, the majority of the marketing strategy research that has been published in the top journals has been either focused on marketing tactics or marketing-related inputs, resources, and capabilities to marketing strategy and their performance outcomes both directly and under different external and internal environmental conditions, with relatively little research in the core domain of marketing strategy. This may not be a major issue if we had a thorough grasp of marketing strategy before to 1999 and no substantial adjustments had been made since then. Yet it is obvious that none of these circumstances is real. Since marketing strategy is the key concept in the field of strategic marketing and because in practise marketers spend most of their time working on marketing strategy-related activities, the relative lack of attention to marketing strategy during this time should be seen as a particularly significant gap in marketing knowledge[1], [2].

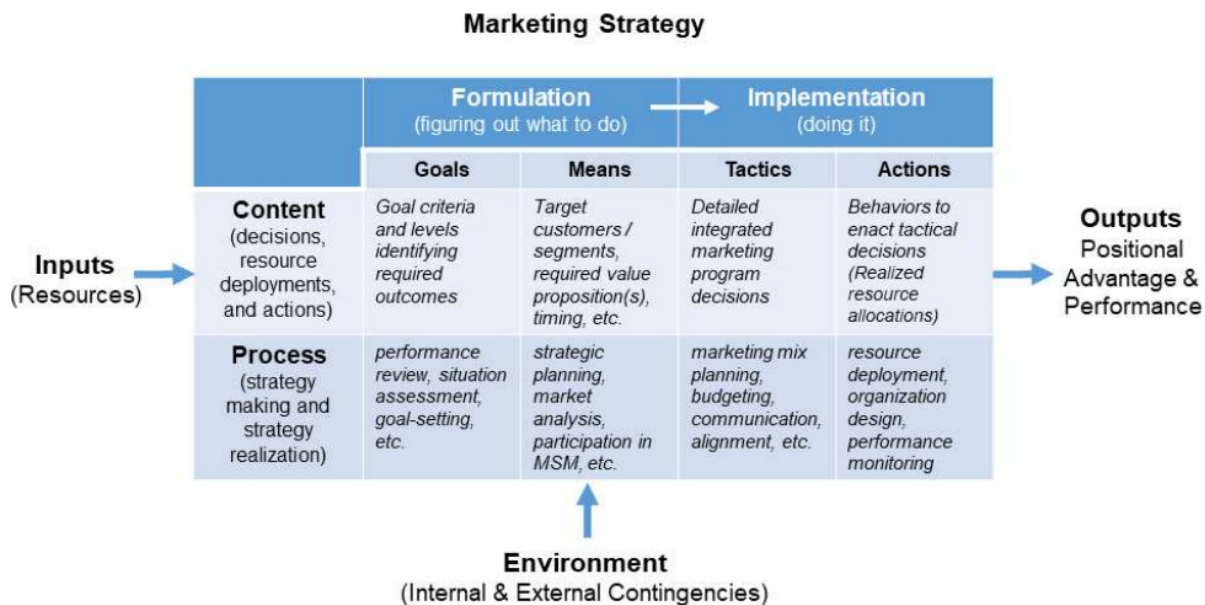
Then, we create a brand-new conception of marketing strategy by identifying four crucial sub-domains (i.e., content-formulation, content-implementation, process-formulation, process-implementation). In order to evaluate the status of the discipline, pinpoint important knowledge gaps, and guide future research, this offers a fresh paradigm. In this research, we utilise it as a lens to evaluate and calibrate which sub-domains and challenges of marketing strategy have gotten more or less attention within each domain. We demonstrate, for instance, that, despite the apparent strength of research in this area, the majority of studies in this sub-domain use marketing-mix models to examine relationships between specific aspects of a brand's or company's marketing strategy and performance outcomes while controlling for other aspects of the strategy. On the other hand, we see that relatively few studies of marketing strategy have concentrated on the methods employed to generate marketing strategy.

Lastly, we develop a new study agenda for next marketing strategy research based on these discoveries. An essential phase in the formation of cumulative knowledge in any subject is the synthesis of current knowledge within a field of study and the identification of research gaps. Such cumulative marketing strategy knowledge development is crucial because academic marketing strategy research is particularly important for demonstrating the value and validity of

academic research to working managers given how integral marketing strategy is to marketing practise. So, one of the lenses we employ to identify and rank a new research topic for marketing strategy is relevance to practice[3].

Establishing a domain's exterior borders and identifying key internal boundaries between sub-domains is a crucial initial step in analyzing research in any domain. To do this, we first reference Varadarajan's investigation of the conceptual domain and definition of marketing strategy, which states that "marketing strategy is an organization's integrated pattern of decisions that specify its crucial choices regarding products, markets, marketing activities, and marketing resources in the creation, communication, and/or delivery of products that offer value to customers in exchanges with the organization and thereby enable the organization." According to this formulation-implementation dichotomy perspective, goal-setting and marketing strategy development systems are employed as future-oriented decision-making frameworks to define desired goals, identify and select marketing strategy options that may enable these goals to be accomplished, and then operationalize the intended marketing strategy decisions to achieve the desired goals.

According to this viewpoint, developing a marketing strategy entails managers explicitly deciding "what" about objectives and the broad strategies for achieving them, such as the choice of the target market, the necessary value propositions, the desired positioning, the timing, etc (e.g., Kerin et al. 1990; Slater & Olson 2001). Instead, marketing strategy implementation focuses on "doing it" by turning these broad "what" choices into a set of specific and integrated marketing techniques, as well as the necessary activities and resource allocations to put those tactics into reality. Although strategy formulation and implementation have been consistently distinguished in the literature, research in the fields of marketing and strategic management also points to their interdependence, with marketing strategy implementation shaping and limiting decisions about its content over time[4], [5].



**Figure 1: Illustrated the Different Marketing Strategy**

A second "dichotomy" between strategy substance and strategy process is well-documented in the strategic management literature and to a lesser degree in the marketing literature. The needed sales-force incentive plan, the channel choice and merchandising platform design, the choice of marketing communication medium, etc. are examples of choices that fall under the category of marketing strategy content. In contrast, strategy process focuses on the organizational processes that lead to these decisions about marketing strategies (such as situation analysis, goal-setting, top-down vs. bottom-up strategic planning processes, comprehensiveness of planning, etc.), as well as those that are used to make and realise decisions about how they are implemented (e.g., marketing mix planning, budgeting, internal communication, organisation re-design, performance monitoring and control systems, etc.).

As shown in Figure 1, we utilise these two typical "dichotomies" as a framework to define the exterior limits of the marketing strategy domain and to identify significant sub-domains inside the marketing strategy construct. We may hone Varadarajan's (2010) first definition of marketing strategy by identifying these sub-domains inside the larger domain. As a result, we define marketing strategy as including the strategy decisions and actions (what) as well as the strategy-making and realisation processes (how) regarding a firm's desired goals over a future time period, and the means by which it intends to achieve them, including choosing target markets and customers; identifying necessary value propositions; and designing and enacting integrated marketing programmes to develop, deliver, and communicate the value offerings. Following the strategic management literature, marketing strategy has also been viewed from a "emergent" strategy perspective [6]. We use this definition of marketing strategy and the sub-domains it encompasses in the conceptual framework developed as a lens through which to view marketing strategy[6].

### **Review of Marketing Strategy Research**

We rejected tactical marketing papers that solely addressed one or two of the "4Ps" marketing program's components, such as price or advertising, without at least accounting for the other components. This is due to the fact that only studies that deal with (or at least control for) every area of the marketing programme can provide helpful strategic (as opposed to just tactical) insights. We also rejected articles that were simply methodological, such as research on brand-new techniques for segment identification and studies that concentrated on a specific employee's or consumer's attitudes and purchase intentions. Lastly, studies that looked at development and strategy at the industry level were left out of our evaluation.

Three knowledgeable scholars independently evaluated each published publication to decide if it should be classified as a marketing strategy document. Each study's inclusion or exclusion was justified using the four criteria listed above. Average inter-rater agreement was 96%, and all disagreements that remained were resolved by discussion. With this filtering procedure, 257 marketing strategy articles were still included in the review sample. The precise components of marketing strategy that each of these studies addressed as well as the conceptual and methodological aspects of each research were then further reviewed and classified[7].

### **Product Concept**

According to the product idea, buyers would choose items with greater quality, performance, and features over those with standard features. So, a business should concentrate on product creation

and spend money on ongoing product enhancements. Several industries, like electronics and mobile phones, may really benefit from the notion. While discussing product concepts, Apple and Google stand out from the competition. People like both brands because both of these firms have worked hard to develop goods that are feature-rich, inventive, and have a wide range of applications. Management that adheres to this idea focus on creating outstanding goods and continuously enhancing them. They think that consumers value well-made items and are capable of evaluating their value and effectiveness. These managers may fail to see what the market wants because they are so enamored with their product. Product ideas have the benefit of saving marketers the time and effort of doing in-depth market research on their target demographic. Marketing efforts that are well-planned and purpose-driven are not necessary for products that a marketer believes will sell themselves, which may save a business a lot of money. The product idea has been linked to a few issues, one of which being the possibility of marketing myopia. For instance, Kodak initially disregarded the difficulty of digital cameras because it believed that people needed photographic film rather than a tool to record and share experiences. Companies must thus critically consider innovations and features and only provide those that the client really wants. The requirements of the consumer should come first.

### **Selling Concept**

According to the selling concept, neither individuals nor businesses will purchase enough of an organization's goods unless a sales effort is made to convince them to. In order to succeed in marketing, firms should sell and promote their goods. Customers must generally be persuaded to purchase by turning an inactive need into a purchasing motivation via persuasive action and sales tactics. Customers generally exhibit aversion to purchase and need to be persuaded to do so[8]. Instead, then producing what the market demands, the goal is to sell what they produce. High dangers are involved with this marketing. Instead, then concentrating on building lucrative, long-term relationships with clients, it places more emphasis on generating sales transactions. This strategy may be used when dealing with unwanted items like life insurance, Hoover cleaners and firefighting gear, including fire extinguishers. These sectors are thought to have a robust sales force network. This idea applies to businesses that have excess capacity and whose primary objective is to sell what they create rather than what the consumer really wants. A motivated and well-trained sales team can sell any product, according to the selling philosophy. But businesses quickly realized that it is simpler to offer a product that the client wants than one that they do not. The selling age gave way to the marketing era of the marketing idea and philosophy as many businesses realized this.

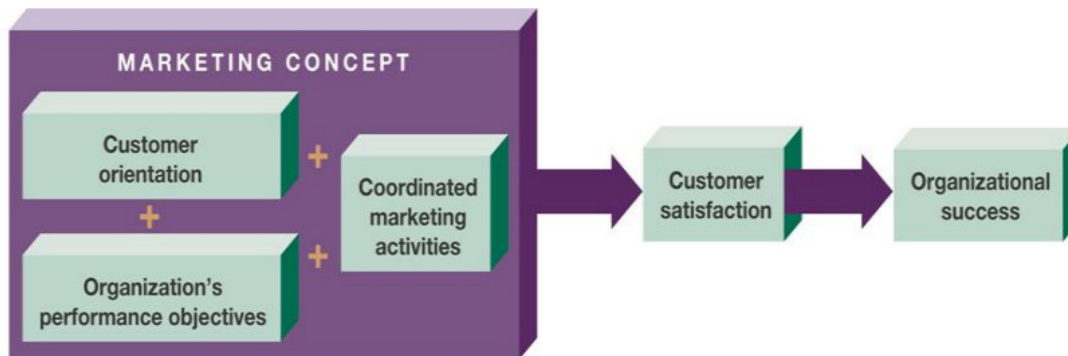
### **Marketing Concept**

It asserts that a company's ability to create, deliver, and communicate customer value to its chosen target consumers more effectively than rivals is the key to attaining its organizational objectives.

Let's use the perennial competitors Pepsi and Coke as an example. Both of these businesses produce comparable goods. Yet each have a unique value proposition to offer. These businesses rely on the idea of marketing to succeed. Pepsi targets children, whereas Coke takes a more comprehensive strategy. Moreover, Coke's value offer has consistently outperformed Pepsi throughout time, demonstrating that Coke, in particular, thrives on the marketing idea of providing a superior value proposition to its rival. The marketing idea is the one that most successful businesses adhere to. This is due to the fact that as the economy has grown,



consumers have become more informed and pickier, forcing businesses to shift their focus from what they offer to what their customers want to purchase. Hence, the market notion depends on three crucial factors:



**Figure 2: Illustrated the Marketing Concept**

- i. **What is the target market:** Identifying the target market in full is the first stage. This may be achieved by doing market research and selecting the target market that would provide the most profits.
- ii. **What are the needs wants and demands of the target market:** The consumer preferences study is a subsequent stage of marketing research that identifies the requirements, desires, and demands of the target market. This research will assist the company in determining the requirements, desires, and expectations of the target market, assisting the company in making strategy decisions[9].
- iii. **How best can we deliver a value proposition:** The organization chose what approach it should use in this stage. What kind of value should the company produce and provide. How should it merge all of its divisions? At the end, the company chooses how to implement the marketing idea inside to provide a better client experience.

## DISCUSSION

The fundamental marketing idea states that an organization's job is to identify target markets' requirements, desires, and interests in order to provide the needed satisfactions more effectively and efficiently than rivals. Moreover, it asserts that everything must be done in a manner that protects or improves the wellbeing of society as a whole. The company is committed to giving back to society by creating better goods that are beneficial to society as a whole. They view it as giving businesses a chance to improve their corporate image, develop brand recognition, grow customer loyalty, boost sales, and get more media attention. Customers, in their opinion, will increasingly seek for examples of excellent corporate citizenship[10].

## CONCLUSION

When the researcher has very little knowledge of the study issue and wants to learn more about it in order to identify solutions, he performs exploratory research. In order to determine if the study design is appropriate, the researcher must first clarify his thoughts, get new perspectives, pose issues, weed out unrealistic solutions, and develop a hypothesis. This may be achieved through

analysing secondary data, or information that is both within and outside the company, performing observational studies, speaking with experts, and processing market and survey data. Testing the hypothesis in order to identify the precise solutions to the study issue is the focus of descriptive research. For instance, who are the product's potential customers? How are the goods consumed? How much of the population really utilises the product? What is the anticipated demand? And who are the possible rivals? Measurement of occurrence frequency and degree of correlation between the studied variables are the goals of descriptive market research.

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## CHAPTER 19

### AN ANALYSIS OF THE HEALTH OF A COUNTRY'S ECONOMY

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Dr. Jitendra Suman, Assistant Professor,  
School of Agricultural Sciences, Jaipur National University, Jaipur, India,  
Email Id- jitendra.suman@jnujaipur.ac.in

#### **ABSTRACT:**

The health of a country's economy is a crucial factor in determining its overall well-being. This abstract explores the various indicators used to measure the health of an economy, such as gross domestic product (GDP), unemployment rate, inflation rate, and trade balance. The abstract also discusses the relationship between economic growth and social well-being, highlighting the importance of creating policies that promote inclusive growth and reduce income inequality. Additionally, the abstract provides an overview of the factors that contribute to economic growth, such as innovation, investment, and international trade. The abstract concludes by emphasizing the need for policymakers to prioritize the health of the economy in order to create a stable and prosperous society for all citizens.

#### **KEYWORDS:**

Business Analysis, Capital, Economy, GDP, Marketing.

#### **INTRODUCTION**

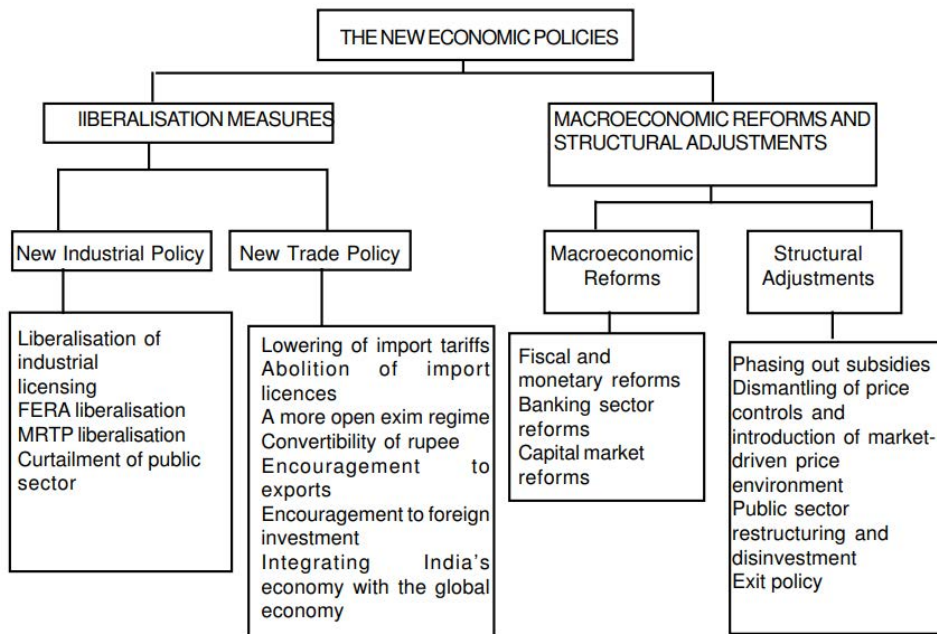
Two common measures of the health of a country's economy are gross domestic product (GDP) and gross national product (GNP). The GDP measures the value of all the goods and services produced by workers and capital in a country. The GNP measures the value of all the goods and services produced by a country's residents or corporations, regardless of their location. Thus, profits made by U.S. companies on overseas operations are included in GNP, but not in GDP. Profits that foreign companies make on operations in the United States are included in the U.S. GDP, but not in the U.S. GNP. Both GDP and GNP provide economic yardsticks of business output. Which of these two measures you use has to do with whether you wish to know what is produced inside our borders or what is produced by Americans around the world.

In the United States, per capita (GDP) was \$31,500 and the inflation rate was 1.6 percent in 1998. An interesting measure of a country's well-being is Wu's Economic Barometer. Gordon Wu is a Hong Kong billionaire who created an index that describes poor countries moving toward wealth. According to Wu's Economic Barometer, when per capita income starts coming up, the first thing people do is eat out. That's why American fast-food restaurants are spreading rapidly in Asia. After that period, people in developing countries buy new clothes. The third thing they do is start accumulating new appliances. After that, they buy motorcycles, cars, and apartments. The fifth step as the country moves toward greater affluence is to travel overseas.

#### **Some facts on the economic environment of India:**

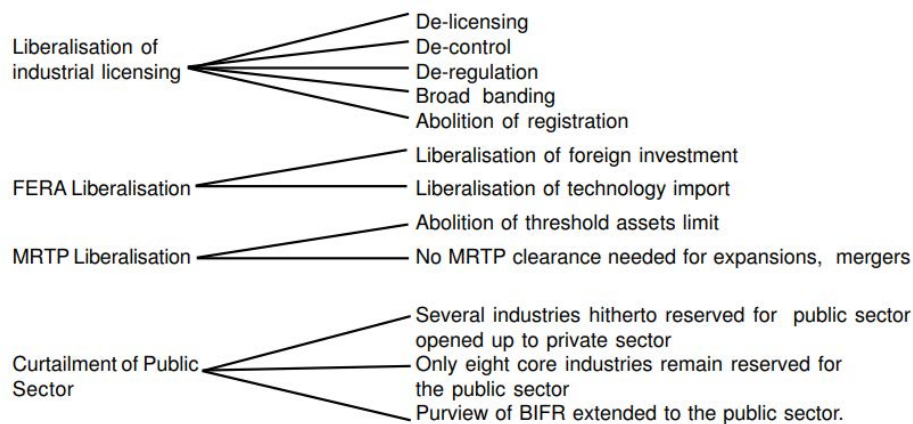
The Indian economy has been witnessing good growth in recent years, 6 per cent plus on an average. The year 1998-99 saw the growth rate at factor cost accelerating to 6.8 per cent from 5 per cent in 1997-98. It grew by approximately 6 per cent in 1999-2000. India's per capita

income, however, continues to be low. Industrial growth (as per the Index of Industrial Production 1993-94 series) was 6.2 per cent in 1999-2000[1].The capital market is an indicator of the sophistication and growth of an economy. In the case of India, the capital markets grew substantially during the 1980s. And growth was even more in the first half of the 1990s, immediately following liberalization. Then, there was some sluggishness in the latter half of the 1990s. The main point is that India’s corporate sector, which for a long time depended largely on external borrowings and depreciation provisions for its capital formation, has in recent times started mobilizing large funds for investment through the capital market. Foreign direct investment (FDI) too started flowing into the country in a significant manner. The changes in economic policies were shown in the following Figure 1.



**Figure 1: Illustrated the new Economic Policies.**

There are different main components for Industrial policy, which is mention in Figure 2.



**Figure 2: Illustrated the New Industry Policies.**

## **The Sea Change in the Industrial, Business and Marketing Environment**

- 1. Entrepreneurial freedom vitalizes the industrial scene**
  - a. Rush of entrepreneurs.
  - b. Spate of mergers/acquisitions/takeovers; corporates enhance size and synergy.
  - c. The diversification rushes
- 2. FDI goes up and influences investment pattern in industries**
- 3. Ascendancy of multinationals in the Indian markets**
  - a. MNCs acquire majority equity in their Indian enterprises and JVs
  - b. Many MNCs enter India anew
  - c. MNCs become big players even in core industries
- 4. Banking sector comes under competitive environment**
  - a. Competitive existence foisted by deregulation
  - b. Onslaught from New Private Sector Banks (NPSBs) with superior technology and aggressive marketing.
  - c. Capital markets, FIs, MFs and NBFCs compete with banks
  - d. Public sector banks, in particular come under severe pressure; they are compelled to operate as viable, commercial institutions
  - e. Travails arising from disinvestment[2], [3].
- 5. Insurance sector too experiences competition, with new private players**
  - a. Constituted IRDA
  - b. IRDA issues licences/in-principle clearance to several private players and many of them start operations.
- 6. Capital markets undergo radical change**
  - a. FIIs enter Indian capital markets in a big way
  - b. Foreign brokers closely follow the FIIs
  - c. NBFCs register growth and form alliances with global finance companies
  - d. Growth of private mutual funds
  - e. Indian firms raise capital globally and form alliances with global finance firms
  - f. India's capital markets get integrated with global capital markets.

## 7. Financial services emerge as a major business

- a. Emergence of many new financial services and financial service companies.
- b. Business firms spot financial services as a business and float financial companies of their own[4].

## 8. Private sector becomes the dominant component of the economy

- a. Even in core/infrastructure areas, sector after sector, opened up to private enterprise : Oil, mining, telecom, road building, railways, ports, civil aviation, EPZ/SPZ, defence production, all now open to the private sector
- b. Import trading becomes a fresh business opportunity for the private sector.

## Political Environment

Political environment too is a major component of the mega environment for an industrial/business firm. In fact, economic environment is often a by-product of the political environment, since economic and industrial policies followed by a nation greatly depend on its political environment. Moreover, developments on the political front keep affecting the economy all the time: industrial growth depends to a great extent on the political environment; legislations regulating business are also often a product of the political configuration. Political environment has several aspects. Form of government adopted by the country is the first. Political stability as such is another, for, whatever be the form of government adopted, and stability of government is an essential requisite of economic growth. Elements like social and religious organizations, media and pressure groups, and lobbies of various kinds are also part of the political environment[5], [6].

## Some features of India's political environment

The fact that the democratic form of government has endured ever since the country became independent, is one major feature of the political environment of India. Another important feature is that while in the first 40-odd years since independence, the country had a single party government at the centre, in recent times, an experiment with coalition governments has been going on. And, it is also significant that the country has been enjoying a fair amount of political stability despite the absence of a single-party government at the centre. Another significant fact is that a political consensus has emerged to the effect that the country must set and achieve a much higher rate of economic growth. A political consensus of sorts also seems to have emerged on the need for economic reforms. The country has also started moving towards a market economy from the earlier socialist moorings and public sector dominated economy.

## Politics and Laws

### The Political Environment:

The practices and policies of governments and the legal environment laws and regulations and their interpretation affect marketing activity in several ways. First, they can limit the actions marketers are allowed to take for example, by barring certain goods from leaving a country, as when Congress passed the Export Administration Act, which prohibited the export of strategic high technology products to nations such as Iran and Libya. Second, they may require marketers

to take certain actions. For instance, cookies called “chocolate chips cookies” are required to contain chips made of real chocolate, and the surgeon general’s warning must appear on all cigarette packages. Last policies and laws may absolutely prohibit certain actions by marketers for example, the sale of products such as narcotic drugs and nuclear weapons except under the strictest of controls. Political processes in other countries may have a dramatic impact on international marketers. For example, the dissolution of the former Soviet Union was a historic political action that totally changed the business climate and opened new markets in newly independent states such as Russia, Lithuania and Ukraine. When the British ended their 156 years colonial control of Hong Kong in 1997, Hong Kong embarked on an uncertain new era under the sovereignty of Communist China. It remains to be seen how this major political change will affect marketers who do business in Hong Kong in the 21st century[7], [8]. Laws, in particular, tend to have stable, long-term influence on marketing strategy. For example, almost all countries with commercial airlines have long-standing bans on foreign ownership of these businesses.

### **Legal Environment/Business Legislation**

Businesses have to operate within the framework of the prevailing legal environment. They have to understand the implications of all the legal provisions relating to their business. In recent times, the world over, legislation regulating businesses has been steadily increasing. And it is particularly true for India. Over the past four or five decades, a great deal of legislation concerning business and industry has entered the statute books. Though a reversal of this trend has commenced with the recent reforms and liberalization, business firms operating in India are still required to grapple with a heavy load of legislation. Business legislation can be classified into the following broad categories, based on the area covered by them.

- i.** Corporate affairs
- ii.** Consumer protection
- iii.** Employee protection
- iv.** Sectoral protection
- v.** Corporate protection (protecting companies from each other, preventing unfair competition)
- vi.** Protection of society as a whole against unbridled business behavior
- vii.** Regulations on products, prices and distribution

### **International Laws**

Companies operating their businesses in global markets must pay attention to international laws and the laws of foreign lands. Laws and legal systems that govern the marketing of products in foreign countries vary tremendously. For example, in Brazil, advertisers found guilty of harming or misleading consumers may be fined up to \$500,000 or given a prison sentence of up to 5 years. This is a harsh punishment by U.S. standards. The rules of competition, trademark rights, price controls, product quality laws, and a number of other legal issues in individual countries may be of immense importance to a global marketer, such as Coca-Cola, Pepsi, Tata Group, AVB Group, Wipro, Infosys etc. Furthermore, not only individual countries, but also multinational bodies, have legal systems to deal with international commerce, Multinational marketing groups are groups of countries aligned to form a unified market with minimal trade

and tariff barriers among participating member countries. An example is the European Union (formerly called the Common Market). The European Parliament and the Court of Justice deal with legal issues for the European Union[9], [10].

### DISCUSSION

Before concluding this of the macroenvironment, we should emphasize that the parts of the macroenvironment interact with each other. Therefore, effective marketers must consider the whole of the marketing macroenvironment, not just its parts. For example, natural phenomena such as the eruption of volcanoes can affect tourism, agriculture, weather patterns, and radio and television transmission; can heighten public interest in “disaster” movies and books; and can even inspire race-track customers to bet on horses whose names suggest volcanic explosions. There are many examples of interactions between changes in the economic, technological and social environments. When the U.S. economy is in a period of decline, the divorce rate also declines, because fewer couples can afford the expense of divorce. When medical science reduces the infant mortality rate in a country, that country’s birth rate eventually declines, because parents realize that their children can be expected to survive to adulthood. These kinds of interactions make the job of environmental analysis a complex one. Nonetheless, marketing success cannot be achieved without a careful consideration of environmental constraints and opportunities[11].

### CONCLUSION

Despite the challenges outlined in this section there is some evidence of an emergent narrative evident in this nascent literature around the intersection between political economy and UHC. The central variables identified ideologies and ideas, interests and institutions have been useful both for clarifying the areas of focus for any analysis and highlighting their porosity and interdependence. The systematic review of literature points to an increasing awareness of the significance of the political economy of health and its direct application to the global uptake of UHC, and a growing body of critical case studies of UHC and national health systems from a political economy perspective. But the current interest in but limited research application of political economy analysis for UHC, and the sharp divide between technical and political analyses, points to the need for further multidisciplinary research that will cast light on the obstacles to UHC uptake and implementation. This narrative systematic review has demonstrated a growing health systems and policy literature that explicitly claims a political economy perspective but provides only glimpses of how this perspective is being applied to specific country contexts. The thematic analysis of the case studies identified in this study points to the interfaces between the variables as point of possible influence in the UHC policy process: an awareness of where ideology and ideas can influence interests, where interests and their ideas can be aligned to optimize the development of institutions, where changes in ideas or interests shape new contexts for UHC implementation and where contextual change or external factors open windows of opportunity for new policy.

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## CHAPTER 20

### AN ANALYSIS OF CONSUMER BUYING BEHAVIOR

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Dr. Jitendra Suman, Assistant Professor,  
School of Agricultural Sciences, Jaipur National University, Jaipur, India,  
Email Id- jitendra.suman@jnujaipur.ac.in

#### ABSTRACT:

Consumer behavior analysis is the study of how people make purchase decisions with regard to a product, service or organization. Analyzing consumer markets and buyer behavior. The aim of marketing is to meet and satisfy target customer's needs and wants. The field of consumer behavior studies how individuals, groups, and organizations select, buy, use and dispose of goods, services, ideas, or experiences to satisfy their needs and desires. Understanding consumer behaviour is important for businesses because it can help them to make better decisions about their products and services. By understanding why people purchase certain products and how they use them, businesses can adapt their offerings to better suit the needs and wants of their target market.

#### KEYWORDS:

Consumer Attitudes, Consumer Behavior, Green Marketing, India, Marketing.

#### INTRODUCTION

Every day, each of us makes numerous decisions concerning every aspect of our daily lives. However, we generally make these decisions without stopping to think about how we make them and what is involved in the particular decision-making process itself. In the most general terms, a decision is the selection of an option from two or more alternatives choices. In other words, for a person to make a decision, a choice of alternatives must be available. When a person has a choice between making, a purchase and not making a purchase, a choice between brand X and Y, or a choice of spending time doing A or, that person is in a position to make a decision. On the other hand, if the consumer has no alternatives from which to choose and is literally forced to make a particular purchase or take a particular action (e.g. use a prescribed medication) then this single, no-choice instance does not constitute a decision; such a no-choice decision is commonly referred to as a Hobson's choice. This chapter draws together many of the psychological, social and cultural concepts developed through the book into an overview framework for understanding how consumers make decisions.

This chapter also considers consumers' decisions not as the end point but rather as the beginning point of a consumption process. The personal consumer buys goods and services for his or her own use, for the use of the household or as a gift for friend. Thus, the personal consumer may also be referred to as 'end user' or ultimate user because of the fact that he is buying not for selling again. The organizational consumer comprises of profit and non-profit businesses, government agencies and institutions all of which buys to sell their own final product. The consumer decision making, which will be studied in detail in the present chapter will be confined only to the first category i.e., decision making by personal consumers. In this context consumer decision making may be defined as the process of selecting a product/service to buy

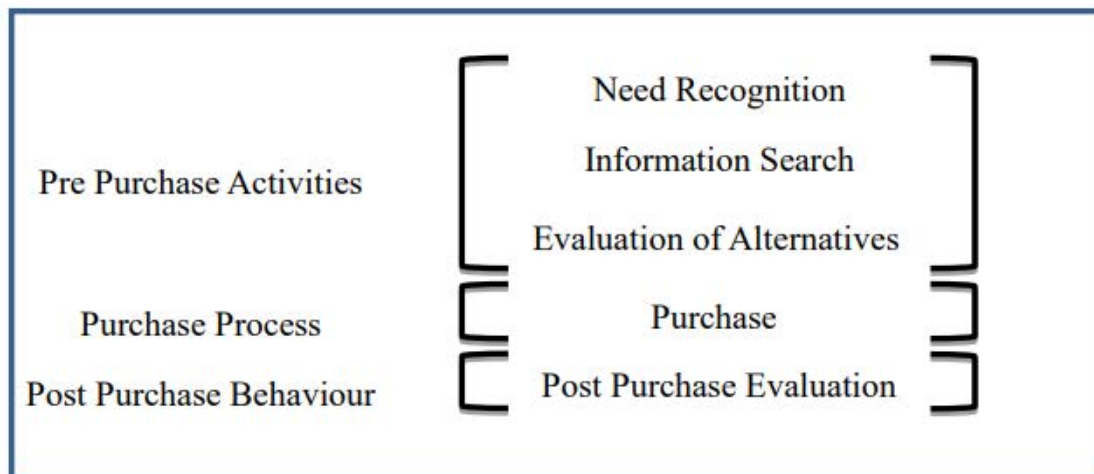
from two or more alternative choices by a personal consumer. Hobson's choice or 'no choice' decision is beyond the scope of the study of consumer decision making.

### Consumer Decision Making Process

Present world of liberalisation, privatisation and globalisation perhaps has complicated the consumers' decision making. It is so because the choices are now wide and divergent in the present buyers' markets. The consumer purchase decision generally revolves around four decision categories. These are:

- i. **Basic Purchase or Consumption Decisions:** It signifies whether to purchase or not a product or service.
- ii. **Brand Purchase or Consumption Decisions:** It signifies which brand to - purchase out of available brands.
- iii. **Channel Purchase Decisions:** It signifies from which store to purchase out of available stores.
- iv. **Payment Purchase Decisions:** It signifies whether to purchase with cash or with credit card, whether to pay the bill in full or purchase in installments. The consumer decision making process, which comprises of above-mentioned decision categories, is explained with the help of Figure 1.

Figure 1 makes it clear that there are five stages in consumer decision making process which can be clubbed into three broad activities i.e., pre purchase activities, purchase activities and post purchase activities. A detail of these five stages follows:

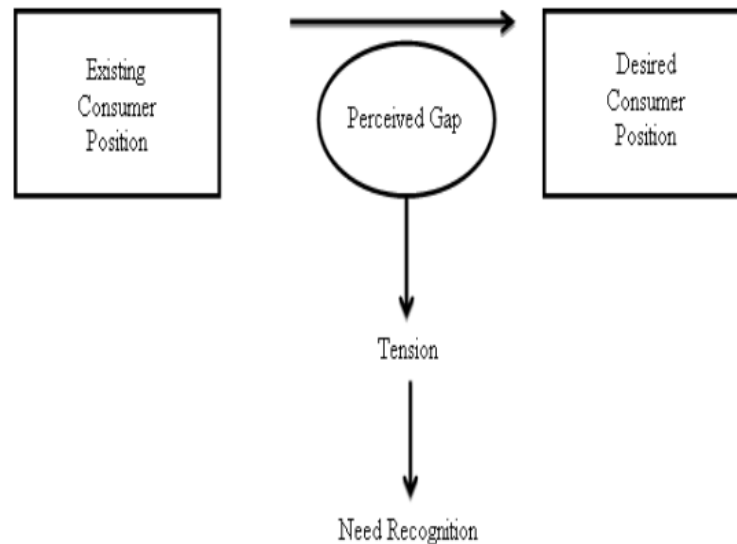


**Figure 1: Illustrated the Consumer Decision Making Process.**

### Need Recognition

The first stage in the consumer decision making process i.e., need recognition stage is considered to be very important because it provides an initial clue about why a buyer buys what he or she intends to. The marketers themselves try to induce needs for their products or services. The need arises because consumers want to switch over from their existing position to desired position. Figure 2 makes it clear that consumer prefer switching over to desired position from existing

position. This perceived gap leads to tension and hence need recognition. The question which assumes significance at this stage is why there exists an above-mentioned perceived gap. The said gap exists because of following reasons:



**Figure 2: Illustrated the Need Recognition.**

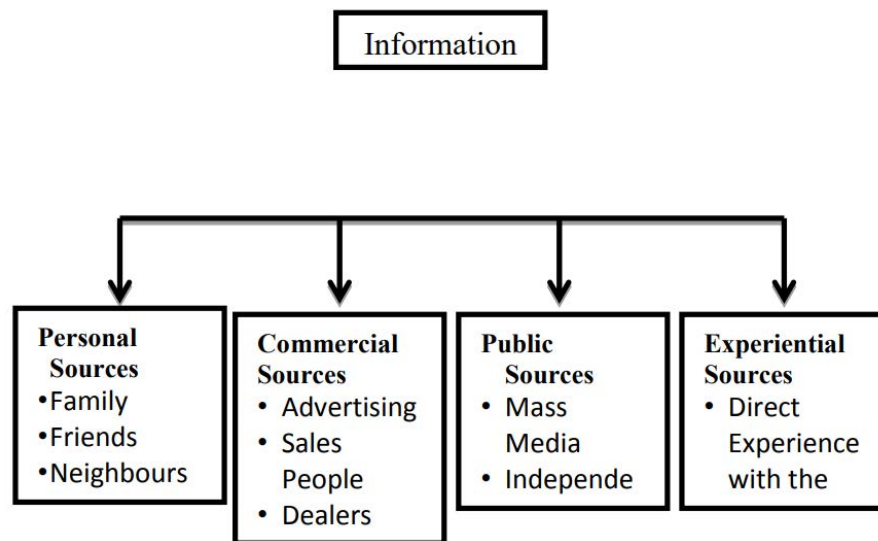
### Marketing Efforts by the Companies

The firm's marketing activities are a direct attempt to teach, inform and "persuade consumers to buy and use its products. For example, Maggi initially came out with 2 minutes appeal. Many consumers recognised the need for something which can be prepared immediately and can be replaced with traditional food stuff. Thus, such marketing efforts consisting of mass-media advertising, direct marketing and personal selling etc. can lead to need recognition by the potential consumers[1], [2].

- i. **Socio-Cultural Environment:** Socio-cultural environment also exerts a major influence on the consumer. Socio-cultural inputs consist of nonmarketing influences such as editorial comments, family influences, comments offended. Such factors go a long way in problem/need recognition of the consumers.
- ii. **Stock Out:** Stock out of a product/service at present also leads to need recognition because it paves the way for recognizing alternative products/services which can satisfy existing needs.
- iii. **Dissatisfaction with the present stock:** If the present stock is not serving the consumers need properly the need for new stock starts emerging.
- iv. **Decrease/Enhancement in Funds:** It also paves the way for recognition of needs because the consumers may find existing alternative too expensive or less lucrative. In nutshell it can be said that marketing and non-marketing stimuli can go a long way in need recognition of potential customers. Need recognition is the outcome of a perceived gap between existing consumer position and desired consumer position. Once the need is recognized by the potential buyer the stage is set for information search by him.

## Information Search

An aroused consumer undertakes an information search related to the need. The consumer can obtain the information from any of the several sources. The prominent sources generally used by the consumers are explained with the help of Figure 3. Figure 3 clearly points out the prominent sources generally used by consumers while searching information. The question that one may raise is which of the above-mentioned sources is most influential. The general opinion is that maximum information is given by commercial sources through advertising and other mediums. However, more reliable is the information given by personal sources and public sources. Direct experience with the product on limited basis may remove the doubt, if any, from the minds of the consumers. However, the most influencing source varies from consumers to consumers and products to products[3].



**Figure 3: Illustrated the Information Sources.**

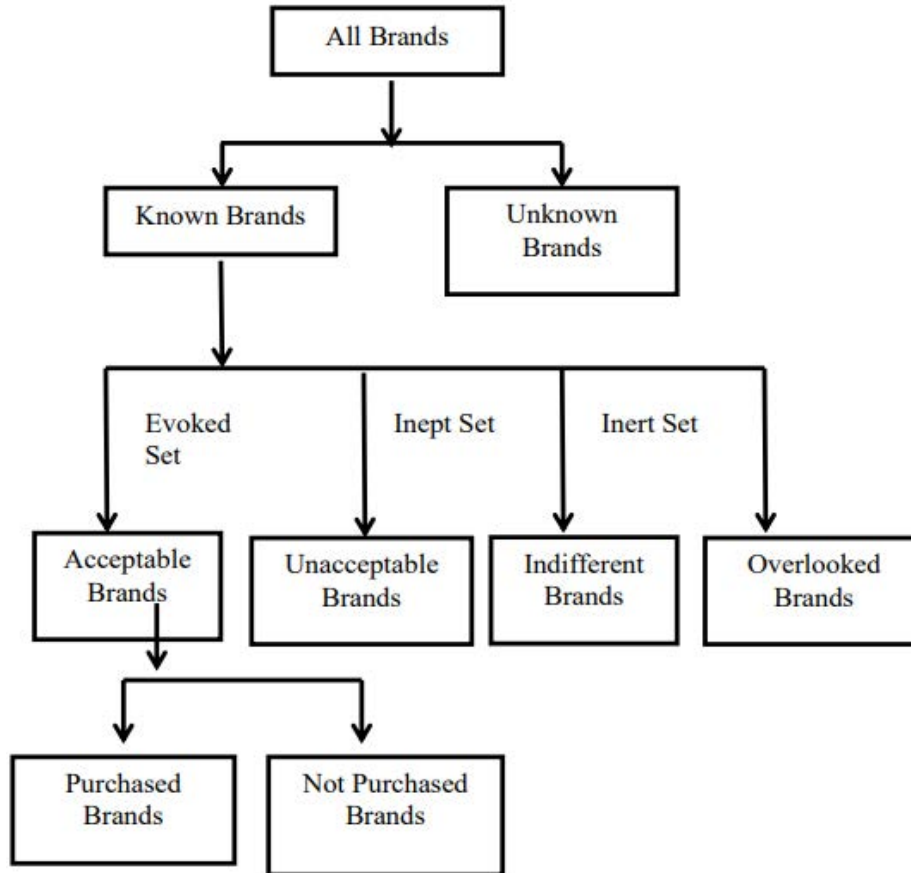
Marketers should try not to 'overload' the potential consumers with information. In their effort to influence consumers the marketers have generally the tendency of overloading the consumers with too much unnecessary information. The concept of information overload cautions marketers against the popular assumption that: 'if some information is good more information must be better.'

## Evaluation of Alternatives

Information search leads consumers to a stage where a set of brand choices will emerge from evaluation. A critical aspect of alternatives' evaluation is a decision on how many brand alternatives will engage the consideration of consumers. Figure 4 further makes it clear. Figure 4 makes it clear that out of all the available brands only some brands are known to the potential consumers. Even in known brands only few are acceptable to consumers. Out of acceptable only one or a few are finally purchased. Following key terms deserves a more detailed description here:

- i. **Evoked Set:** The evoked set also called consideration set refers to the specific brands consumer considers in making a purchase choice in particular product category. For ex-Zen, Indica and Santro while planning to purchase a car.

- ii. **Inept Set:** Inept set consists of the brands which the consumers exclude from purchase consideration.
- iii. **Inert Set:** Inert set consists of the brands the consumer is indifferent toward because they are perceived as not having any particular advantages[4].



**Figure 4: Illustrated the Evaluation of Alternatives**

The aim of all the marketers should be that their product must find a place in the 'evoked set' of consumers. If this is not the case there is all the likelihood that it may not fall in the alternatives that the potential consumer is considering for the final purchase. The implication for the marketer is that promotional technique should be designed to impart a more favourable product image to target consumer. As a matter of fact there are certain decision rules of consumers which help him in evaluating the various available alternatives. In general, there are five decision rules:

- i. Compensatory Rule
- ii. Conjunctive Rule
- iii. Disjunctive Rule
- iv. Lexicographic Rule;
- v. Affect Referral Rule

Car	Colour TVs	Cellular Phone
<ul style="list-style-type: none"> <li>• Mileage</li> <li>• Price</li> <li>• Driving Comfort</li> <li>• Seating Capacity</li> <li>• Accessories</li> <li>• Resale Value</li> </ul>	<ul style="list-style-type: none"> <li>• Picture Quality</li> <li>• Price</li> <li>• Screen Size</li> <li>• Warranty</li> <li>• Number of Channels</li> </ul>	<ul style="list-style-type: none"> <li>• Price</li> <li>• Services like roaming SMS</li> <li>• Reach</li> </ul>

**Figure 5: Illustrates that the Product Attributes in Certain Product.**

Before going through these decision-making guidelines, we could explore certain product categories that have particular characteristics that can be utilized as a buying criteria. We will go through each of the choice criteria described above while taking into account these product categories:

### **Compensatory Rule:**

This rule asks consumers to rank all the characteristics of several brands within a certain product category. He might, for instance, compare the prices, resale value, and mileage of all the various automobile brands, such as Zen, Santro, and Indica. The brand that receives the highest score will be chosen in the end.

- i. **Conjunctive Rule:** Under this rule, the customer specifies a distinct, minimum acceptable level or cut off point for each characteristic. Any brand that falls short of the cutoff criterion for any characteristic is not taken into further evaluation. For instance, in our scenario of vehicles, if the minimum cut-off point is 6 out of 10, and one brand receives a score of 5 on the pricing element, that brand will not be given further consideration, even if the brand had a score of more than 6 on all other factors.
- ii. **Disjunctive Rule:** The minimum cut off point is set, just as in the conjunctive rule. This cutoff threshold, nevertheless, is often greater than in conjunctive rule. A brand is allowed if any of its attributes can surpass that threshold. For instance, the upper limit is maintained at 8. Regardless of the fact that the brand has not received 8 points on all of the criteria, it will be chosen if it receives more than 8 on any one of them. As a result, disjunctive rule is a reflection of conjunctive rule.
- iii. **Lexicographic Rule:** According to this rule, consumers rank qualities in order of perceived significance first. The customer then contrasts all the brands on that one characteristic. The brand with the highest rating for that trait is chosen. The second most essential characteristic is taken into account and the procedure is repeated if two brands have the same score for that feature. Consider a scenario where pricing is the most crucial factor for a customer when selecting an automobile. He will evaluate the costs of each brand and choose the one that is least expensive. The second-most significant characteristic is taken into consideration [5], [6] if the two automobiles are priced at the same level[5], [6].
- iv. **Affect Referral Rule:** The buyer simply chooses the brand with the greatest perceived overall rating under the fourth criterion, the Affect Referral Rule, which is the simplest of all the principles. Marketers need to be aware of the criteria customers

use to decide which goods or services to purchase. The promotional message may be presented in a way that makes it easier for consumers to digest the information. In addition to the aforementioned guidelines for making decisions, there are some other elements that might aid consumers in weighing their options. These elements are covered in Fig 6. It is evident that consumers evaluate options using one of three fundamental ways. Which are:

- i. Experience,
- ii. Experimentation,
- iii. Research and Analysis

The use of the past while considering different options is crucial. Consumers may learn from past experiences the criteria that will assist them evaluate different options[7], [8].

## **DISCUSSION**

Consumer buying behavior refers to the actions and decisions made by individuals or households when purchasing goods or services. Understanding consumer buying behavior is crucial for businesses to develop effective marketing strategies that can attract and retain customers. Consumer buying behavior is influenced by a range of factors, including personal, social, cultural, and psychological factors. Personal factors include an individual's age, gender, income, occupation, and lifestyle. Social factors include family, friends, and social groups. Cultural factors include values, beliefs, and customs. Psychological factors include perception, motivation, attitudes, and personality. The consumer buying process typically involves several stages, including problem recognition, information search, evaluation of alternatives, purchase decision, and post-purchase evaluation. During the problem recognition stage, the consumer identifies a need or a problem that requires a solution. In the information search stage, the consumer gathers information about the available options. In the evaluation of alternatives stage, the consumer compares and evaluates the available options to determine the best fit for their needs. In the purchase decision stage, the consumer makes a decision and purchases the product or service. Finally, in the post-purchase evaluation stage, the consumer evaluates their satisfaction with the purchase and may provide feedback to the seller or other consumers. Businesses can use various marketing strategies to influence consumer buying behavior. For example, they can use advertising, sales promotions, product placement, and personal selling to increase brand awareness and persuade consumers to choose their products or services. Additionally, businesses can use pricing strategies, such as discounts and coupons, to attract price-sensitive consumers and understanding consumer buying behavior is essential for businesses to develop effective marketing strategies and attract and retain customers. By analyzing the factors that influence consumer behavior and the consumer buying process, businesses can develop strategies to influence consumer decisions and ultimately increase sales and revenue[9], [10].

## **CONCLUSION**

In conclusion, consumer buying behavior is a complex process influenced by personal, social, cultural, and psychological factors. Businesses must understand these factors and the stages of the buying process to develop effective marketing strategies that attract and retain customers. By



analyzing consumer behavior, businesses can identify opportunities to influence consumer decisions and increase sales and revenue. With the increasing availability of data and advancements in technology, businesses can leverage insights and analytics to better understand and anticipate consumer behavior, allowing them to stay ahead of the competition and succeed in the market. Therefore, understanding consumer buying behavior is essential for businesses to thrive and grow in today's dynamic and competitive marketplace.

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## CHAPTER 21

### AN ANALYSIS OF MARKETERS RESPONSE TO CONSUMER DECISION MAKING

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Dr. Jitendra Suman, Assistant Professor,  
School of Agricultural Sciences, Jaipur National University, Jaipur, India,  
Email Id- jitendra.suman@jnujaipur.ac.in

#### **ABSTRACT:**

Understanding how customers make decisions is crucial because it enables you to foresee their wants, which in turn enables you to develop marketing or sales tactics based on those demands. Marketers need to understand consumer purchasing patterns, what focus on customers to choose certain goods and services over others, and what discourages people from contacting certain companies or purchasing particular goods and services. In the process of executive decision-making, marketing executives play two important roles: a vertical role as experts in go-to-market choices and a horizontal function in creating communication strategies for all business decisions.

#### **KEYWORDS:**

Business, Business Analysis, Cultural Environment, Marketing, Organization.

#### **INTRODUCTION**

There is a widespread belief that only customers should be considered when making decisions. The decision-making model previously mentioned makes it quite evident that consumers go through many phases before reaching a final choice. Yet, from the perspective of marketers, consumer decision making is not just customer centric. With the correct methods at each step, marketers may persuade consumers to make a choice in favour of their own goods or services.

There are many examples of business success stories where the success is directly attributable to the fact that the business completed its research thoroughly at various phases of the consumer's decision-making process. The next paragraphs examine how marketers react to various customer decision-making phases. In the following topics, marketers' reactions to consumer decision-making will be covered:

- i.** Reaction of marketers to the need-recognition phase.
- ii.** The reaction of marketers to the information-seeking phase.
- iii.** Reaction of marketers to the assessment phase.
- iv.** The reaction of marketers to the buying stage.
- v.** The reaction of marketers to the post-purchase phase.

The following is a more thorough description of various marketing reactions to customer decision-making:

#### **Marketers' response to need recognition stage**

Marketers may purposefully create needs in order to persuade customers to consider meeting such needs. The following tactics are used by marketers to create such a demand.

- i. Encouraging customers to utilize abandoned goods or services.
- ii. Altering any component of the marketing mix in order to influence customer behavior.
- iii. Causing customers' discontent with the available items and services.

Marketers may actively promote any unutilized item in an effort to persuade customers. In India, bowling is not a particularly common game. An array of bowling equipment was introduced in India by the South Korean business Dacos Bowling Equipment & Services Ltd. The business offers everything, including the lanes, pins, and full installation. The game's lack of popularity in India was discovered by the firm. They actively promoted the game by funding bowling competitions around the nation. As a result, they inadvertently created a desire to play the game.

From the beginning of time, businesses have been attempting to create demand by making customers unhappy with the present selection of goods and services. The business made an effort to explain the limits of "Net" and "odomos" prior to the release of Good Knight repellent coils. The business said that using "odomos," which must be applied directly to the body, might be harmful and prevents one from getting a good night's rest when using "net." Similar to the global behemoths in the bottled mineral water industry, they first claimed that Indian water was unfit for use. This strategy is, however, a bad approach to create a demand. Changing or altering any component of the marketing mix in order to create a demand has always been a highly well-liked strategy.

Coca-Cola India previously made the decision to change the white Limca can to a green one in order to increase its attractiveness to consumers. As freshness is the fundamental quality of the brand, green was selected. White, according to the firm, was connected to milk, and milk wasn't considered cool or refreshing by young people. The main goal was to create a desire for something as new as nature [1], [2]. Consequently, it may be claimed that marketers might be crucial in creating demand for a product or service. There is no denying that needs may be identified by people even in the absence of marketing efforts from marketers, but subsequent marketing efforts by marketers may sharpen the needs identified by people and further may cause the initial inclination of potential customers towards the marketers' goods/services.

### **Marketers' response to Information search stage**

As was said previously, once a potential customer has identified a need, he begins looking for information about the different goods and services that might meet that need. The job of the marketer at this point should be to enlighten potential customers as much as possible about what the firm is providing. If the marketer does not make earnest efforts at this point to provide the potential customers the pertinent information, it is possible that they will not be aware of the company's product and that it will not subsequently find a place in the consideration stage. Today's marketers have a variety of resources at their disposal to enlighten prospective consumers. The most notable of them are:

- i. Television
- ii. Radio
- iii. Online Services and Internet

- iv. Cinema
- v. Video Castes
- vi. Newspapers
- vii. Magazines
- viii. Billboards
- ix. Transit Advertisements
- x. Word of Mouth Publicity
- xi. Opinion Leaders

The ideal source to use for information relies on the product the firm is delivering and the profile of prospective clients. Companies now use more modern and fascinating avenues to provide information. A recent unusual offer was made to the public by one of the leading FMCG companies in the United States. The company's issue was that information needed to be disseminated as soon as possible. The company's CMD used an original and unconventional strategy to disseminate information. He electronically forwarded the one-of-a-kind offer to the company's top five managers, asking them to individually send it to five additional people with the same request to continue the chain. More than a lakh individuals learned about the company's offer in a few of days. Consequently, it can be claimed that customers attempt to get information from a variety of sources throughout the information search stage. Corporate entities need to make an effort to seize possibilities. They should not miss any chance to enlighten the public about what they are giving. There is a limit to how much information may be made available to prospective consumers, however. Overexposure to information may convey the sense that it is more of a marketing gimmick than actual information[3].

### **Marketers Response to Evaluation Stage**

As was previously said, after the customer has enough knowledge about the brands that are available to meet his demands, he begins evaluating them in order to decide which brand to buy. Although while customers may have access to a large number of brand choices, only a small number of brands are considered, and even fewer brands are offered as options. Making ensuring that their brand is in the contemplation set and then in the choice set must be the marketers' primary goals. The reason for this is because only then will there be any chance that the customer will continue to buy the marketers' brand. The marketers ought to:

- i. Find out how well-known their brand is among consumers.
- ii. Understand how to strengthen their efforts to elevate their brand in the range of options and considerations.
- iii. Keep their trademarks as far away from inexperienced sets as you can.

To make sure that their brand is positioned in the consideration set and later in the decision set of clients, businesses are releasing fresher and more intriguing marketing techniques. This is an intriguing illustration to support my claim. A well-known American automaker just released the Altima as a new vehicle on the market. The business recognised that buyers see cars as high-

value products and often seek confirmation from others. To encourage people to purchase Altima, the corporation developed a novel method. Its first vehicle, which was successful on the market, was also used in the plan. Owners of the company's initial vehicles who had their vehicles repaired at company-owned service centres were offered a complimentary week's worth of rides in the Altima. This deal caused the Altima automobile to quickly overtake the whole market. The recently released Altima was deemed a fantastic success by those who were considering buying a car, and the vehicle earned a spot on their shortlist of options. Afterwards, the vehicle had tremendous success[4], [5].

The marketer should generally take into account the following tactics for the assessment step.

- i. Product positioning that precisely complies with the target market.
- ii. Examining product positioning on a regular basis with effective communication assistance.
- iii. Providing customers with new, unique information.
- iv. Designing new items based on user views and attitudes.
- v. Implementing a routine procedure for monitoring attitude.

### **Marketers' response to purchase stage**

The purchase stage is particularly important to marketers since it may reveal the effectiveness of their campaigns. The buyer's journey is closely related to the marketer's marketing mix techniques. If buyers choose to buy the examined product, this verifies the marketer's use of a successful marketing mix. If the situation is different, it indicates that the marketing mix used is deficient in certain areas and should serve as a wake-up call for the marketer. He has to take the issue seriously and work to alter or improve his marketing mix techniques. Marketers should generally make sure to follow up throughout the purchase stage.

- i. The real product or service should be comparable to the one that is being proposed.
- ii. The marketer should test several methods to ensure that the product or service reaches customers in a timely manner.
- iii. A sufficient warranty or guarantee should be provided.
- iv. Physical and social surroundings must be given significant care.

The marketer should first make sure that the claimed product or service matches what is really being offered. This has to be guaranteed in every situation, from pricing to product/service quality. This is true since advertising may only ever sell a subpar product. If the real offering does not match the one that was promised, customers will not come back. Also, it causes resentment among customers. The business must also make sure that, in the current competitive environment, contacting clients in every form is a top priority. In order to reach consumers, the company's goods must be distributed via a variety of channels, including direct in-home sales, Internet marketing, and others. A product's warranty or guarantee in the event of nonperformance is also a confidence-building exercise that relieves customers' stress at the time of purchase. Due to fierce competition, corporations now nearly have to provide policies like warranty/guarantee, cash or credit purchasing, etc.

The physical and social environment should also be taken into account while making a purchase. Physical surroundings are obvious aspects of the purchasing scenario and have a big impact on what buyers are thinking when they buy. The physical environment consists of things like location, noises, lighting, etc. By planning and managing the ideal balance of physical and social surrounds throughout the purchasing process, marketers may employ the notion of "atmospherics"[6].

### **Marketer's response to post purchase stage**

After customers have bought the goods, the marketers' job is not done. Then, the more difficult issue begins to develop. The first impression is always the strongest. If customers are dissatisfied with the company's post-sale activities, it is possible that they may consider other options in the future. Moreover, negative word-of-mouth exposure for the business is possible. Following are some techniques that the marketer should use in the post-purchase phase:

- i. Regular monitoring of customer satisfaction.
- ii. Maintenance of effective and multiple communication channels with the customers so as to get the timely feedback from them.
- iii. Taking extra care of satisfied customers.
- iv. Asking dissatisfied customers to complain.
- v. Handling the complaints quickly and responsibly.
- vi. Maintaining a separate grievance handling cell.
- vii. Bringing customer satisfaction in the mission statement of the company.
- viii. Maintaining long term relations by satisfying all.

The aforementioned tactics may be quite effective in pursuing the idea of "Relationship Marketing," which is now a hot topic. Relationship marketing focuses on creating enduring relationships with consumers by making them feel good about the way the firm does business. The firm's ability to sustain long-term relationships with its customers significantly affects the level of brand and company loyalty that it experiences. In a nutshell, it can be claimed that even while consumers have a bigger say in the decision-making process, businesses may still develop unique approaches for the various phases of the process to establish themselves as major players.

### **Consumer Related Models of "Man"**

Important consumer related models of 'man' are:

- i. Economic man
- ii. Passive man
- iii. Cognitive man
- iv. Emotional man

A detailed description of these models is as follows:

#### **Economic Man**

Economists used to believe that there was perfect competition in the market before Keynes. This idea of there is basically the foundation of the economic man model. Perfect market knowledge

on the part of buyers and sellers is one of the presumptions of perfect competition. It is also assumed in the "economic man" paradigm that the customer is aware of all available product alternatives. Moreover, it is presumed that the customer has the ability to choose from among the accessible options. As a result, this model makes the assumption that a customer cannot be duped by a producer's marketing efforts. Because of his market expertise, he is depicted as a guy who will always make a reasonable choice.

According to this idea, the customer is a "market maven." In practise, however, customers are seldom well informed about the available product options. The approach has received harsh criticism from eminent social scientists on the grounds that individuals are constrained by the depth of their knowledge as well as by their current beliefs and aspirations. The consumer of today lives in a world with imperfect competition. He gets overwhelmed by all the options for every buy. It's not simple to be aware of all the options and choose the greatest one. Under these situations, the buyer could be forced to make a "satisfying selection" rather than a thoughtful one. Hence, one may argue that the "economic man" concept is too utopian and simplistic[7], [8].

### **Passive Man**

The "economic man" concept's exact opposite is the "passive guy" model. Here, the buyer is represented as being emotionally driven rather than sensible. He could be persuaded by marketers' promotional efforts to buy the required item or service. According to this approach, consumers are seen as being easily manipulable by marketers. The passive guy lacks an understanding of the economy. He also has little desire to put himself under pressure by looking for other solutions to his problem. If this is the case, clever marketers may step in and, via their efforts, persuade the wary individual to purchase their goods or services.

To persuade such "Passive Men," marketers have relied on the "A(DA (Attention, Interest, Desire, Action) model" throughout the years. They are always working to capture the attention, maintain interest, pique desire, and prompt behaviour in potential customers. Economic man cannot utilise the AID A model since he is a very informed individual, but Passive Man may benefit much from it. Similar to the "economic man" idea, the "passive man" approach has drawn criticism from professionals. The modern consumer is difficult for marketers to control. Consumers nowadays are actively looking for information about alternative products. They are not susceptible to manipulation by pushy salesmen.

### **Cognitive Man**

According to the cognitive man model, the customer is the one who researches and evaluates certain products and retail establishments. Both "economic man" and "passive man" are not the same as cognitive man. He does not operate in an ideal competitive environment where consumers are fully informed about the market. He is also not a mindless consumer who buys whatever the advertisers want him to. The customer is shown in the cognitive man model as a problem-solving thinker. The cognitive guy is not a stickler for detail. He will probably proceed with that option if he has access to enough facts to do so.

Compared to the economic and passive man models, the cognitive man model is more realistic. In actuality, the cognitive guy is midway between the two extremes of the passive and economic men. The cognitive man model has not drawn as much criticism as the preceding models since it is more accurate. The idea of cognitive man permeates every aspect of human cognition, including the study of consumer behavior[9].

## DISCUSSION

As a marketer, understanding the decision-making process of consumers is crucial to developing effective marketing strategies. Consumers go through several stages in making a decision, and it is important to identify these stages and tailor marketing efforts to appeal to them. The first stage is awareness, where consumers become aware of a product or service. Marketers can create awareness through advertising, social media, and other promotional activities. The goal is to get the attention of the consumer and create interest in the product. The next stage is consideration, where the consumer evaluates the product and compares it to other options. Marketers need to provide information on the product's features, benefits, and how it compares to competitors. They should also make it easy for consumers to access this information, such as through product demos or reviews. The third stage is the decision stage, where the consumer decides to purchase the product or service. Marketers need to provide incentives such as discounts or promotions to encourage the consumer to make the purchase. They should also make the purchasing process easy and convenient. After the purchase, the consumer goes through the post-purchase stage, where they evaluate their decision and may provide feedback. Marketers can use this feedback to improve the product or service and create a positive experience for the consumer. It is important for marketers to understand that the decision-making process is not linear, and consumers may move back and forth between stages. Marketers need to create a continuous relationship with the consumer and provide support and information throughout the entire process. In summary, understanding the consumer decision-making process is essential for marketers to develop effective marketing strategies. By identifying the stages of the process and tailoring marketing efforts to appeal to each stage, marketers can create a positive experience for the consumer and encourage repeat business.[10], [11].

## CONCLUSION

Failure to comprehend the market often has detrimental consequences. People tend to be ethnocentric, which is one reason why many managers struggle to completely comprehend other cultures and marketing. The propensity to see one's own lifestyle and customs as the natural and normative ones is referred as ethnocentrism. We can erroneously assume that others would feel the same way. The self-reference criteria is the term used to describe this unconsciously used values and culture as a reference point. When people doing business abroad believe their home approach or reputation is superior to any rivals there, they may be utilizing the self-reference criteria or being ethnocentric. Yet, bringing one's prejudices into other markets may lead to blunders, as was the case when American businesses tried to offer big, American-built automobiles with left-side steering wheels for use in congested Japanese streets where cars are maintained on the left side of the road. Many Americans assume that foreign businesspeople will handle themselves in the same manner that Americans do. Nevertheless, this is not always the case. A lack of awareness of cultural standards may be shown, for instance, in the belief that it is okay to send female salespeople to Saudi Arabia, Yemen, or another Middle Eastern nation. Several Middle Eastern nations have not seen much of an influence from the women's movement. Marketers must deliberately acknowledge its potentially biased influence in order to prevent such cultural nearsightedness.

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## CHAPTER 22

### AN ANALYSIS OF THE CONCEPT OF MARKET SEGMENTATION AND MARKET TARGETING

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Dr. Jitendra Suman, Assistant Professor,  
School of Agricultural Sciences, Jaipur National University, Jaipur, India,  
Email Id- jitendra.suman@jnujaipur.ac.in

#### **ABSTRACT:**

Market segmentation is a process of dividing a market into smaller groups of consumers with similar needs and characteristics, in order to create targeted marketing strategies that meet their specific needs. Segmentation can be based on a variety of factors, including demographics, psychographics, behaviors, and geographic location. Once a market has been segmented, marketers can then identify the most attractive segments, or target markets, to focus their efforts on. Targeting involves selecting a specific group of consumers that a company believes is most likely to purchase its products or services, and developing marketing strategies that are tailored to their specific needs and preferences. Effective market segmentation and targeting can help companies increase their competitiveness and profitability by enabling them to better understand and meet the needs of their customers. It also helps to ensure that marketing resources are used efficiently, as companies can focus their efforts on the most profitable segments.

#### **KEYWORDS:**

Fund Management, Marketing, Market, Planning, Profit.

#### **INTRODUCTION**

A market is a collection of persons or groups who have demands for a certain product class and who are able, willing, and able to make the necessary purchases (conditions needed for an exchange). Today's businesses are aware that no two consumers are same, and as a result, no two customers can be completely pleased by the same product or service. Nowadays, the majority of businesses have switched from mass marketing to target marketing, which involves identifying market groups, choosing one or more of them, and then creating goods and other aspects of the marketing mix specifically for each of these segments. The technique of splitting a market into several homogenous groups of customers is known as market segmentation. Buyers make up the market, and they differ from one another in many ways. Variance relies on several elements such as needs, available resources, purchasing attitudes, geographic areas, and purchasing customs. Large heterogeneous markets may be segmented into smaller segments that can be handled more effectively and efficiently with goods and services that are tailored to their specific requirements. Thus, market segmentation is useful for the enterprises servicing bigger markets.

Since certain groups get more value and characteristics in their products / services than are wanted by the consumers, marketing that is not segmentation-based is fundamentally inefficient. Segmentation has been hailed as the key to effective marketing for more than 30 years. Segmentation has been emphasized as being essential to effective marketing since since The Marketing Imagination by Theodore Levitt was published in 1983. It is evident that Levitt's initial claim that "if you're not thinking segments, you're not thinking marketing" is still true

today. Simply said, segmentation is essential for gaining a competitive edge and should guide all decisions about all elements of the tourist marketing mix. The realization that the visitor market's needs and requirements are heterogeneous rather than homogeneous should serve as the foundation for creating value propositions that are unmistakably targeted at different and identifiable visitor groups that are all similarly motivated to choose a destination. It is challenging, but not impossible, to implement a tourist marketing strategy based on needs-based segmentation[1], [2].

To effectively apply the marketing idea and satiate tourists' and other tourism consumers' demands, traditional marketing theory highlights the significance of actively managing the segmentation, targeting, and positioning process.

To put it another way, segmentation attempts to provide tourist firms a financially sound approach of comprehending their markets and formulating plans for catering to their customers. The following three primary stages are included in the target marketing process:

- i. **Market Segmentation:** Market segmentation is the process of dividing the market into several segments that may need various goods or services.
- ii. **Market Targeting:** Choose one or more segments after assessing the attractiveness of each market segment.
- iii. **Market Positioning:** To create a product's competitive positioning and the right marketing mix.

Businesses should try to properly divide their markets for a number of reasons. Which are:

- i. **Better matching of customer needs:** Every consumer has different requirements. It makes sense to develop unique offerings for each market area since it gives clients a better answer.
- ii. **Enhanced profits for business:** Consumers' disposable income varies. As a result, their levels of price sensitivity vary. Businesses may increase average pricing and thus increase profits by segmenting markets.
- iii. **Better opportunities for growth:** Market segmentation may increase business prospects by increasing sales. For instance, after being exposed to a certain product with an initial, cheaper version, users might be persuaded to trade-up.
- iv. **Retain more customers:** Increase customer retention by taking advantage of the fact that consumers' circumstances alter as they age, start families, change jobs or get promotions, or alter their purchasing habits. A company may keep clients who would otherwise move to other goods and brands by marketing items that appeal to customers at various periods of their lives.
- v. **Target marketing communications:** Companies must convey their marketing message to the right target market. If the target market is too large, there is a significant chance that the most important clients will be overlooked and that connecting with them would be too expensive or unprofitable. The intended client may be contacted more often and for less money by segmenting markets.

- vi. **Gain share of the market segment:** A company is unlikely to be operating at its highest level of profitability unless it has a sizable or dominant market share. Small brands struggle due to distributor pressure, a lack of scale efficiencies in manufacturing and marketing, and a shortage of shelf space. Businesses may often achieve competitive manufacturing and marketing expenses via smart segmentation and targeting, winning over consumers and distributors. In other words, segmentation gives smaller businesses the chance to compete with larger ones[3].

### **Bases for Market Segmentation**

There are many ways a business might segment the market. The market cannot be segmented in a single manner. Market segmentation typically uses two types of variables. Some people employ descriptors, such as demographic, regional, and psychographic factors. Others divide the market based on behavioural factors such how consumers react to advantages, use scenarios, or brands.

#### **i. Geographic Segmentation**

The market must be divided into several geographic units, such as countries, states, regions, districts, cities, or localities, as part of this segmentation process. The marketer here assumes that people's behaviour is impacted by where they reside or that customers have a variety of interests and preferences depending on their geographic region. In other words, marketers must recognise the distinctions between American and Australian visitors. The dietary preferences of an Indian traveller will vary from those of a Russian or an African traveller. In the Asian setting, marketers even have a propensity to think that there is an urban-rural split, i.e., that customers in metropolitan regions or cities vary from consumers in rural areas and, as a result, have distinct product preferences[4].

Geographic data is effectively used by a variety of hospitality businesses to provide targeted promotions, unique packages, and promote regional cuisine to their clients. Communication difficulties may result from cultural variations between different geographical regions. Managers generally agree that inventive geographic segmentation is essential to the success of local and regional tourism.

#### **ii. Demographic Segmentation**

We refer to the segmenting of the market on the basis of factors such as age, family size, family life cycle, gender, income, occupation, education, religion, race, generation, and social class as demographic. The most popular basis for market segmentation is based on demographic factors since they are simple to quantify. The fact that demographic factors are often linked to customer demands and desires is another factor in the attractiveness of using them to divide the market into segments.

**Age and Life Cycle Stage:** Age and Life Cycle Stage: As people age, their tastes and desires change as well. Age and life cycle stage are crucial market segmentation factors because of this. For instance, we see that McDonald's attracts kids to its locations by providing creative gifts to commemorate their birthdays. Kids are drawn to the store by their selection of toys. Switzerland and other places have positioned themselves as honeymoon destinations. 25- to 30-year-old newlywed couples eagerly anticipate spending their honeymoon at this location. Several television networks, including Cartoon Network, POGO, Sanskar, and others, cater to viewers of

varying ages. Travel businesses from all around the globe are developing special deals aimed at retirees and elderly folks. According to the demands of this age group, the characteristics of the product or service are tailored[5], [6].

**Gender:** Clothing and cosmetics are two businesses that have long exploited these categorization grounds. This kind of segmentation is currently commonly used in the tourism and hospitality sectors. Nowadays, a significant portion of the travel and tourism industry is made up of women. Take the case of Women on Wanderlust (WoW), an Indian firm that provides specialised travel packages for single women who want to see the world alone. Several hotels across the globe have developed the idea of having floors exclusively for women. These spaces were created with women's wants and expectations in mind. The Times Square women-only rooms at The Premier provide complimentary access to curling and flat irons, bath salts, loofahs, nail files, a vanity kit, yoga mats, and women's periodicals. The bathtub is large, and there is a bench with makeup lights at the washbasin so ladies may sit while doing makeup. The most successful gender marketing is the blending of demographic and lifestyle data.

**Income:** Income is the primary segmentation variable since it affects customers' capacity to engage in market trade. The travel business, including airlines and hotels, divides the market according to a person's income. Let's take an example from India where Jet Airlines provides the full-service option while Indigo, a low-cost airline, focuses on passengers with middle- or low-income levels. It is generally accepted that income segmentation has an impact on the pricing approach. For grading hotels, the star classification system is often used. More star ratings indicate greater luxury. The classification of hotels is based on the underlying premise that individuals from lower- or middle-income groups often utilise one, two, or three-star establishments, while those from higher-income groups prefer to stay in first-class or luxury lodgings. By 2020, more than 50 worldwide cheap hotel brands will open locations in India, causing a significant transformation of the hospitality sector. ITC Hotels invented the idea of branded lodging, which has raised the bar for quality in the hotel sector. To distinguish between the demands of different travellers and provide high levels of care, the firm has created three brands of lodging[7].

**Social Class:** The choices for different goods and services are significantly influenced by social class. The caste system in India has an impact on the idea of social class. This system is highly special to India. Surveyors, market researchers, media outlets, and marketing firms in India utilize the SEC Classification, also known as the Socio-Economic Classification, to describe consumer behavior. The Market Research Society of India standardized and adopted it as a measure of socioeconomic class in the middle of the 1980s, and it is now widely used as a market segmentation tool in India. It was initially developed by IMRB International as a way of understanding market segments and consumer behavior. The SEC Classification consists of two grids: the Urban SEC Grid, which divides urban India into seven groups (A1 to E2) based on education levels and the occupation of the household's chief wage earner (CWE), and the Rural SEC Grid, which divides rural India into four groups based on education and the style of the home (pucca, semi-pucca, and katcha) (R1, R2, R3, R4). The New SEC method, which was introduced by IMRB in 2011, uses two factors to categorise Indian families: the educational background of the household's primary income earner and the total amount of assets owned (out of a pre-specified list of 11 assets). Each family will be assigned to one of the 12 SEC groups (A1, A2, A3, B1, B2, C1, C2, D1, D2, E1, E2, and E3) based on these two factors. India's 12 categories apply to both urban and rural areas.

## Psychographic Segmentation

The psychological characteristics are derived from the personality and lifestyle profiles of the two main client kinds (psychographics). When geographic and demographic data are insufficient to provide a complete picture of client behaviour, psychological profiles are often utilised as a complement.

The psychological factors offer extra information on these and improve knowledge of the behaviour of current and new target markets, while the standard geographic and demographical bases (sex, age, income, etc.) provide the marketer access to client groups. In this way, psychographic segmentation separates individuals into groups based on their attitudes, values, way of life, interests, and views[8].

Arnold Mitchell, a social scientist and consumer futurist, and his colleagues at SRI International created VALS ("Values, Attitudes and Lifestyles") in 1978 as a proprietary research tool for psychographic market segmentation. Primary motive (the horizontal dimension) and resources make up the key aspects of the VALS framework (the vertical dimension). In accordance with the VALS Framework, the following categories may be used to segment consumers:

- i. **Innovator:** With the greatest salaries, the highest levels of self-esteem, and an abundance of resources, these consumers are innovators who can indulge in any kind of self-orientation.
- ii. **Thinkers:** Consumers with high resources who are driven by ideas are known as thinkers. They are responsible, mature, and well educated professionals. Their free time is spent at home, yet they are aware of the outside world and receptive to new concepts and societal change.
- iii. **Believers:** Consumers who are driven by principles yet have little resources are known as believers. Their priorities in life are their families, mosques, neighbourhoods, and countries. They make a meagre living.
- iv. **Achievers:** The high-resource segment of customers driven by success is this group. They are productive, goal-oriented individuals who find fulfilment in their families and workplaces. People choose well-known goods and services that brag about their accomplishments to other consumers.
- v. **Strivers:** The low-resource segment of people who are driven by success includes these customers. While they have less financial, social, and psychological resources, they share many of the same ideals as achievers. Since they want to imitate others they look up to, style is very important to them[9].
- vi. **Experiencers:** They use a great deal of their energy on social and physical activities. They spend a lot of money on fast food, quick fashion, music, and other items that appeal to young people, with a focus on new goods and services.
- vii. **Makers:** The low-resource segment of the population driven by the want to express oneself. They are sensible individuals who cherish independence. They have little

interest in the larger world because they are preoccupied with the familiar—family, job, and physical enjoyment. They value things that are useful and practical as consumers[10].

- viii. Survivors:** These people make the least money. They are situated below the rectangle because they have insufficient resources to be a part of any consumer self-orientation. At a median age of 61, they are the oldest of all the segments. They tend to be brand-loyal consumers within their limited means. Predicting tourists' behavior using a psychographic approach has evolved in response to the flaws and restrictions of segmentation methods in aiding marketing decision-makers to "get inside the mind" of their tourist consumers and to better understand the factors that shape their behavior. Psychographic segmentation was formerly seen to be "less scientific" than other types of segmentation, but because to technology advancements, it is now acknowledged that this "softer" or "more nuanced" approach to segmentation is more suited for the tourist industry. In fact, as psychographic segmentation has become more sophisticated, it now offers in-depth consumer insights that allow tourist destinations to actively design and create destination experiences to meet the needs of various visitor segments at once. This allows them to take control of their visitor economies.

## DISCUSSION

Market segmentation and market targeting are two important concepts in marketing strategy that help businesses identify and target their ideal customers more effectively. Market segmentation refers to the process of dividing a larger market into smaller groups of consumers who share similar needs, wants, and characteristics. By segmenting the market, businesses can tailor their marketing efforts to each group more effectively and efficiently, as each group may require different product features, marketing messages, and distribution channels. Market targeting, on the other hand, is the process of selecting which market segments to focus on and how to position the business's offerings to appeal to those segments. By targeting specific segments, businesses can better allocate their resources and marketing efforts, ultimately leading to higher sales and profits.

There are various ways to segment a market, including demographic, psychographic, geographic, and behavioral factors. Demographic segmentation involves dividing the market based on age, gender, income, education, and other similar factors. Psychographic segmentation focuses on consumers' lifestyles, personality traits, values, and beliefs. Geographic segmentation divides the market based on where consumers live, such as their country, region, city, or climate. Behavioral segmentation looks at consumers' purchasing behavior, such as their brand loyalty, usage rate, and buying occasions. Once a business has identified its market segments, it can then develop targeted marketing campaigns that speak directly to the needs and preferences of each group. This may involve creating specific product features, developing tailored messaging, and using specific distribution channels to reach each group. Overall, market segmentation and market targeting are essential tools for any business looking to effectively reach and engage its target audience. By understanding the different needs and preferences of each market segment, businesses can create targeted marketing campaigns that resonate with their audience and drive growth and profitability.

## CONCLUSION

In conclusion, market segmentation is a critical process in marketing that involves dividing the market into smaller groups of consumers with similar needs, wants, and characteristics. It allows businesses to identify and understand their target audience better and tailor their marketing efforts to meet their specific needs. This, in turn, can lead to increased customer satisfaction, loyalty, and profitability. Market targeting involves selecting one or more of the segments identified through market segmentation to focus on and develop marketing strategies and products that will appeal to that specific group. It is a crucial step in the marketing process as it ensures that resources are effectively utilized and that the company's efforts are directed towards the most profitable segments. Together, market segmentation and targeting allow businesses to create effective marketing campaigns and product offerings that resonate with their target audience, ultimately leading to increased revenue and market share.

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## CHAPTER 23

### AN ANALYSIS OF MARKETING MIX DESIGN AND DEVELOPMENT

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Dr. Jitendra Suman, Assistant Professor,  
School of Agricultural Sciences, Jaipur National University, Jaipur, India,  
Email Id- jitendra.suman@jnujaipur.ac.in

#### ABSTRACT:

Marketing Mix Design and Development is a crucial aspect of any business strategy that aims to create a successful product or service. This process involves identifying the key elements of a marketing mix, such as product, price, place, and promotion, and tailoring them to meet the needs and preferences of the target market. By understanding consumer behavior and market trends, businesses can create a comprehensive marketing mix that maximizes the potential of their offering. This abstract provides an overview of the importance of marketing mix design and development and the key considerations involved in creating an effective marketing mix.

#### KEYWORDS:

Marketing, Management, Market Analysis, Planning, Value Delivery.

#### INTRODUCTION

The student will get further information about the marketing mix and the tools it provides the marketer in the form of the seven Ps or seven Cs in this lesson. The marketer may shape future events in the company's advantage by using these techniques. Also, it outlines the step-by-step procedure the student may use to try creating a marketing mix for the product of his choosing. Niel H. Borden's 1964 paper,

The Idea of Marketing Mix, popularised James Culliton's Marketing Mix notion. The marketing mix is a collection of manipulable generating factors that a business uses to influence its target market and acquire the desired reaction.

The ASME International Design Engineering Technical Conferences and the Computers and Information in Engineering Conference jointly hosted the inaugural Design for Market Systems special session in 2008. We examine how far the research has progressed the state-of-the-art as this community completes ten years of focused research effort in the field of market-driven engineering design, and we pinpoint exciting potential and future research routes. From the standpoint of the Marketing Mix, or the four Ps of Marketing as they were further developed by McCarthy: Product, Pricing, Place, and Promotion, we examine the development of market-driven engineering design problem formulations and the ensuing research.

Since traversing the many marketing concerns results in issue formulations of increasing complexity and evaluation of various design problem elements, we chose the Marketing Mix as the framework for our study. Marketing mix choices related to products are addressed through engineering design study into product abstraction utilising form and function as well as advancements in interdisciplinary optimisation. Decisions on product architecture, product line

positioning, and product quality are referred to as product in the marketing mix. This article emphasizes these initiatives because they provide a basis for market-based engineering design research.

According to our argument, market-driven engineering design issues are characterised and set apart from conventional engineering design studies by the use of consumer behavioural models. For instance, some of the early academic studies, including those by Shocker and Srinivasan in 1974, explain how models of consumer choice and demand might be used to develop a single best product solution. They follow a four-step process, which is replicated from the reference:

- i. Find the relevant product and market.
- ii. Abstractly represent these companies.
- iii. To forecast how prospective purchasers will respond to nonexistent alternatives, provide a behavioral model that is congruent with user purchasing decisions for current items[1].

Use the model while doing a search to identify or almost identify the site or group of locations for new items that will enable the company to fulfil its goals. The difficulties in selecting a suitable set of goals are also highlighted, with the statement that "Ideally, search should be directed by a criterion such as net present value of additional earnings. The presence of methods for forecasting additional costs and profits as functions of both time and place within realistic parts of the attribute space is necessary for the practicality of such a criterion. Making realistic estimates of this kind might be challenging.

By identifying the connections between product architecture, sources of uncertainty, costs, product configuration, design automation, and the accomplishment of business objectives, George Hazelrigg's decision-based design framework most thoroughly outlines a market-driven engineering problem. By including consumer motives and broadening the scope of research across all Marketing Mix areas, these publications together have served as a springboard for four decades of research.

We discuss research addressing Marketing Mix decisions of Place and Promotion. We show how decisions in these areas require unique problem formulation extensions that build on the concept of customer-perceived value established when considering Price. Most importantly, as shown in Figure 1, research in market-driven engineering design has expanded the scope of problem formulation from the rather constrained decisions of Product in the Marketing Mix by considering the remaining marketing decisions. It is the complexities of these new problem formulations, and those problem formulations that will be associated with new Ps, that offer compelling avenues for future research activity[2].

We examine market-driven engineering design problem formulations using the marketing mix. While there is a basic connection between all the Ps, we contend that Pricing is a key expansion since it explicitly models consumer perceived value. Decisions on Place and Promotion lead to more complicated issue formulations from this formulation.

## Product in the Marketing Mix

We acknowledge the 4Ps of the marketing mix's inherent coupling at the outset of this section, as well as the inherent significance of each P. We leverage the various components of the Marketing Mix as a framework for our study to describe the main contributions of research projects in the literature on market-driven engineering design. This assessment begins with a focus on the product since general decisions regarding product architecture, how a product architecture is utilized to create product variations, and evaluating and managing the product's lifespan have an influence on product mix.

We also assert that research conducted outside of market-driven engineering design supports many of the core Product choices related to the Marketing Mix. Yet, by formalising the interaction between system design parameters, system characteristics, and costs, this study lays the groundwork for addressing the other Ps. Research in product platform design, particularly that has enhanced our knowledge of how modularity and scalability give chances for attaining product diversity while containing costs, is of great value. Moreover, design methodologies like functional modelling provide connections between a product's functional abstraction and the achievement of product diversity, while design tools like the House of Quality offer a strategy for qualitatively linking consumer and technical features.

Designers must decide if monolithic or distributed system architectures are acceptable as well as whether hierarchical modelling methods are required when building analytic methodologies for a suggested product architecture. Many multidisciplinary design optimization techniques have been published in the literature, and one of their core tenets is that product configuration choices are made logically by designers[3]. It is believed that demand exists in a given amount a priori, such as in a military procurement contract or a set of satisficing criteria that have been specified in a requirements document, as the link between product mix and customer reaction is not explicitly modelled. The formulation of issues often facilitates the natural expansions of the design optimization problem that take into consideration sources of uncertainty, such as resilient design and reliability-based design optimization.

The emphasis was focused on simulating the designer's utility for various engineering solutions and became the main driver of decision-based design research by employing requirement fulfilment as a stand-in for demand. By enabling the real-time production of designer preferences, trade space exploration of product mix has been offered as a means of creating the development of a value function. Nevertheless, this also implies that customer preferences are not explicitly represented, which significantly restricts simulations of consumer purchase choices among a variety of items and limits the importance of price as a design variable.

Researchers in the marketing and engineering fields were inspired to conduct formal studies since there was a lack of evidence relating design choices and customer preferences, as ignoring consumer preferences might lead to solutions that are significantly undervalued. It was necessary to use richer problem formulations that account for client buying propensity. The Design for Market Systems special session was formed as a consequence of the incorporation of consumer

desire in market-driven engineering design problem formulations that concurrently considered product mix and pricing[4], [5].

### **The Decision-Based Design Framework**

The phrasing of the design issue might explicitly include product pricing, allowing for the development of market simulators that simulate customer selection among available options. This in turn aids in the determination of corporate goals. Yet, this also calls for a clear mapping between technical choices and value perceived by customers. Potential consumers see System design and exogenous factors as having little to no relevance, according to Hazelrigg's definition of the DBD. While he admits that these factors do have an impact on manufacturing and life cycle costs, he contends that System characteristics, Product pricing, and Time are the primary demand generators. In order to maximise the utility of an alternative, the best vector of product pricing must be identified after the best vector of system features for each product has been established. This produces an iterative sub-optimization process. A von Neumann-Morgenstern utility is used to determine the value of an option, encouraging logical engineering design choices.

The DBD foundation gave rise to at least two completely separate study directions, each of which is characterized by the choice they take into account. Exploratory studies of business development decision-making, an explanation of how normative decision analysis is applied in the engineering design process, and techniques for eliciting and using designer preferences throughout engineering decision-making are all products of the desire to characterize the decision-making process of the designer as rational[6].

We contend that studies that focus on customers' decision-making processes have contributed the most to our knowledge of market-driven technological design issues. Here, consumer purchasing behavior models are used to predict product sales volumes and market-bearing prices. These models made it possible to take price choices into consideration when deciding on the marketing mix, together with cost estimation models. To help academics better separate their work from that focused on simulating designer decision-making, the Design for Market Systems special session was established. The first attempts at combining price and product mix investigate the use of conjoint analysis, cubic demand models, and estimates of the net present value of profit when improving products.

By using conjoint analysis as well as linear regression to estimate utility functions for specific people, Li and Azarm improved upon earlier attempts. They also took into account the share and profit net present values. A ratings-based regression does not provide a probabilistic representation of customer choice, which is a drawback of conjoint analysis. Logistic regression and many types of random utility models are used in discrete choice experiments to overcome this constraint.

What may be regarded as the archetype for using a random utility framework in a market-based engineering and design challenge was proposed by Wassenaar and Chen. Extensions to this work include creating complete product families as opposed to single goods, partitioning the optimization issue in the engineering or marketing domains, and estimating a demand model

using discrete choice data. Since then, a broad range of market demand models, including those derived from conventional econometric techniques and random utility models ranging from multinomial logit to generalized extreme importance and mixed logit, have been used [7], [8]. These studies further showed how engineering design choices might directly affect corporate goals and consumer purchasing behavior. Researchers in the engineering design community were encouraged by these initiatives to explore the connection between design choices and issue formulation method.

## DISCUSSION

Just a tiny portion of the publications explicitly address the connection between system design factors, characteristics, and the demand model, according to our examination of the literature. Several of the works reviewed make the assumption that the technical characteristics determining the shape and function of something like the concept are well understood, and thus focus more on the demand model's structure or the kind of consumer data used to estimate it. The difficulty of visually describing product shape so that a consumer rating can be acquired and comprehending the link between various product qualities so that a suitable demand modelling can be built are two key concerns discussed under this category. Text-based visualizations of a system are the most common method used to create market-driven product design studies.

In other words, written descriptions of product qualities and the qualitative or quantitative values such traits take on are given to respondents. By employing visual representations to depict a product, visual conjoint analysis defies this paradigm by automatically connecting product form and consumer choice. The main contribution of these works is the exploration of the generalization of shapes and the representation of these parameterizations in marketing research studies. This is a substantial change from the majority of the literature, which includes product features in text format and captures preference data about feature integration and qualitative or quantitative assessments of system performance. These studies use conjoint analysis as opposed to choice-based conjoint, and pairwise comparisons and scaled ratings are employed to estimate preferences [9], [10].

## CONCLUSION

Convergent product research, which examines how operational couplings might be solved by incorporating design solutions from current product categories, is also covered in this section. Since it disproves presumptions about how many technical qualities truly influence demand, researchers have also included the research from Reference. Three distinct machine learning techniques were used to process five years' worth of data from home solar PV installations in a Statewide market in order to identify the key technical factors influencing engineering design choices. Just three of the 34 technical characteristics that were taken from the specification sheets for solar panels were found to have a significant impact on demand. With just a few of the aforementioned exceptions, market-driven engineering design literature often assume that the system features that affect demand can be easily recognised by the design team, are well defined, and centre on feature inclusion or quantitative performance. There is often no debate over how system characteristics are chosen and if they are the factors really influencing respondent choice,

even though the statistical importance of system attributes might be contested in model fitting. Moreover, the method of how the system is acquired is not mentioned.

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## CHAPTER 24

### AN OVERVIEW OF THE COST OF MANUFACTURE AND OTHER LIFE CYCLE COSTS IN MARKETING

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Dr. Jitendra Suman, Assistant Professor,  
School of Agricultural Sciences, Jaipur National University, Jaipur, India,  
Email Id- jitendra.suman@jnujaipur.ac.in

#### **ABSTRACT:**

The cost of manufacture and other life cycle costs play a critical role in the marketing of products. This abstract provides an overview of the various factors that contribute to the cost of manufacture, including raw materials, labor, and equipment costs. Additionally, it discusses the importance of factoring in other life cycle costs, such as maintenance, repairs, and disposal, when determining the overall cost of a product. Marketing strategies are heavily influenced by the cost of manufacture, as companies strive to produce goods at the lowest possible cost while still maintaining quality standards. Efficient production processes, supply chain management, and innovation are all key factors that can help reduce the cost of manufacture.

#### **KEYWORDS:**

Accounting, Business Relationship, Customers, Marketing, Management.

#### **INTRODUCTION**

The description of thematic analysis allows and system design are aligned with the field of software engineering and have an impact on procurement and lifespan costs. A cost structure must be specified in any research that examines the maximization of net present value for a product. Research on expanding issue formulations for market segments or product families was the main theme of the relevant publications we reviewed. These initiatives are intended to immediately include decisions about product and price into the marketing process while creating new research opportunities for choices regarding promotion and location.

In order to investigate choices regarding needed manufacturing capabilities, product lineup configuration, order of product rollout, and profit, a product family deployment issue is developed. By applying a convex optimization problem to find commonality possibilities, modules are chosen for the product line. Later, commonality is utilised as a substitute for cost reductions and as a rival goal to market share. This formula investigates the connection between price, market share, and the quantity of product variations a company offers. The quantity of goods that should be provided is decided using a change in logit of shareholder. An activity-based pricing technique for top-down product family design is described, and both underside and top-down platforming methods are examined.

Companies must take into account a product's different lifetime expenses in addition to the cost of production. These expenses, which include continuous upkeep, fixes, and disposal, have a big effect on how much a product ultimately costs. Not considering these expenditures into consideration might result in unforeseen costs and decreased profitability. Good product marketing requires a thorough awareness of manufacturing costs as well as other life cycle

expenses. Companies may create business plan that enhance profitability and also provide value to customers by carefully examining all the aspects that affect a product's pricing.

Decisions on the structure of the supply network and product architecture are finally merged. Results from this methodology integrate site selection for manufacturing with commonalities plan for module manufacture, assembly, and distribution. These articles introduce a significant component of something like the Marketing Mix. As a way to depict the variability found in most product marketplaces, the use of general equilibrium models increased in popularity in market systems research. Yet, a various optimization achieving goals of market share or revenues would grow the number of versions issued without check if cost is not sufficiently taken into account. Cost inclusion functions as a springboard for the discussion of retail marketing channels, which was covered while discussing Location in the Marketing Mix.

### **Form of Demand Model**

To complete the third phase of Shocker and Srinivasan's methodology, a behavioural model that reflects how consumers make choices about purchases must be developed. The studies we evaluated address this issue by taking into account the source of the data, the kind of survey instrument employed, and how the structure of the market research model affects optimisation outcomes product configuration and prices. Data collection is done before choosing a model form. The creation of algorithms for the best experimental layout that prevents responder fatigue for human assessment questions and methods akin to Efficient Global Optimizing that generate questions using input from previous replies are two examples of research into data collecting techniques. By querying preferred designs from earlier users with a comparable preference structure, a query technique has also been devised that changes the user preference architecture during data collecting, enabling survey duration reductions. The marketing research community first developed adaptive choice-based conjoint methodologies, which enhance part-worth estimate when the quantity of inquiries per responder is low [1].

In modelling of customer preferences and purchasing behavior at various product stages of creation and creation is investigated. According to the study's findings, discrete choice analysis is better suited to calculating the share of an option and a Decision Tree algorithm is more successful at forecasting attribute significance. The peculiar characteristics of data from customer satisfaction surveys are examined in Ref. Due to the absence of option set statistics, the use of subjective evaluations for product qualities, and attribute collinearity, this research indicated that an extended mixed logit technique is the most efficient. Furthermore, they discovered that customer satisfaction surveys frequently break the first principle of Shocker and Srinivasan's guidelines because the products included in the survey real products available on the market did not adequately represent the full range of available options for each product attribute. In Ref, the fusion of data from so many data sources is examined. by taking into account conjoint data and van Westendorp research. As a result, it is essential to do multinomial logit analysis and conduct a statistical test to evaluate the fusibility of various data sets.

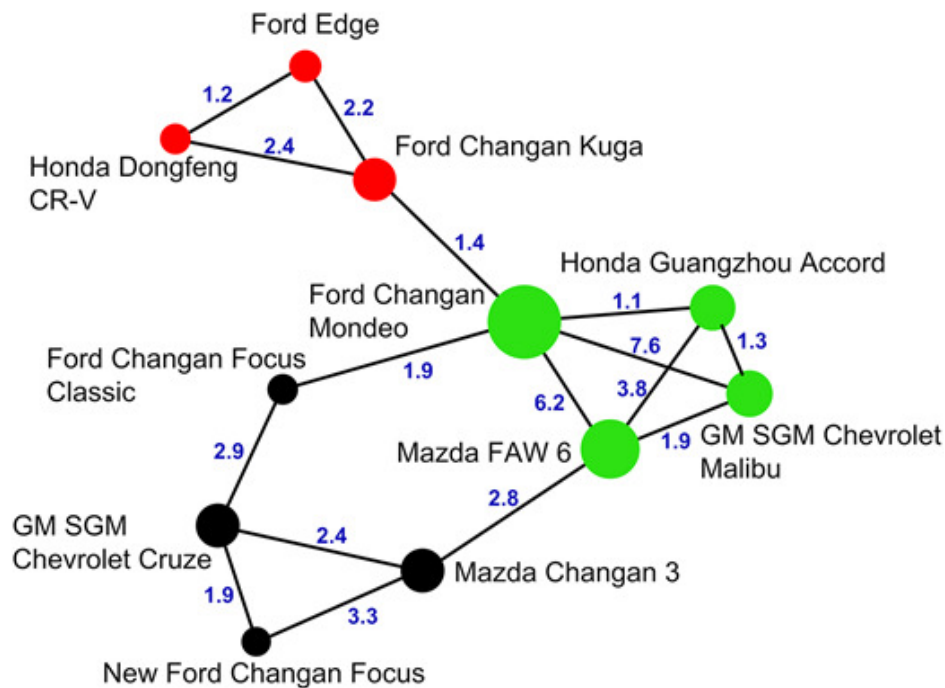
The demand model's format must be determined once the data have been collected. Due to this, two main study paths have emerged: investigating the choice and functional shape of the demand model and taking use of the surrounding environment. In the effects of model shape are examined via the use of market data for automotive vehicles. There are two alternative model forms: standard model forms coordinated for vertical differentiation and horizontal Vertical differentiation occurs when buyers agree with the relative ordering of items or attribute



levels, but disagree on willingness to pay, while horizontal differentiation happens when consumers disagree on the right and necessary of products or attribute levels. In this study, fit, comprehensibility, predictive validity, and justification were employed as model assessment metrics.

When these models were simulated using data from the following year (2007), it was discovered that utility covariates, rather than the model's shape, were more important for predicting performance. Lastly, the research in Reference compares the relative effectiveness and prognostication of multiple different market models (hierarchical Bayes mixed logit and latent class multinomial logit). For a share of preference issue, discrepancies are seen in both the preference structure and the product line optimization outcome. Because of its continuous representation of heterogeneity and greater degree of freedom, it has been discovered that the hierarchical Bayes mixed logit model has improved model fitness, predictive power, and lower design error.[2].

Use context has also been used to change the choice model's format. In these publications, the claim is made that an excessive dependence on marketing and sociodemographic characteristics leads to inaccurate projections of the characteristics that truly influence consumer preference for designed systems. The use and design contexts are taken into account when modelling product performance. Opportunities for market segmentation may be taken into account by include the use context in a claimant's utility function. Peer effects are combined with stochastic frontier reactions in a three-stage procedure in Ref. to examine the influence of social networks on rates of new product acceptance. While researching the relationships between consideration behaviors, network analysis has been additionally applied. As shown in Figure 1, this is achieved through establishing correlations between product features, market characteristics, and vehicle popularity.



**Figure 1: Illustrated the example of creating a network of vehicle associations to influence choice behavior.**

Lastly, there is a subsection of research investigating fresh approaches and methods for extracting customers data from surveys. This started when user-generated content from services like blogs, social networking activities, and online reviews was used. Accounts receivable may be mined for hidden transaction trends using a variety of methods that employ machine learning. This application of data mining is for:

- i. Merging technology ageing with consumer preferences.
- ii. Developing fresh choice modelling situations.
- iii. Examining Twitter as a potential source for product reviews.
- iv. Using sparse coding and sparse limited Boltzmann machines to provide high-accuracy preference predictions.
- v. Reconstructing market groups from internet evaluations that concentrated on certain product characteristics, like the camera's zoom, and determining attribute significance rankings.

We believe that this shift to an internet format offers the greatest prospects. Consumers may now browse product information, reviews, and an unequalled array of product options. As described later in the paper, expanding Price considerations to include Destination in the Marketing Mix is essential for making adjustments to how customers access and consume data as well as where they make purchases[3], [4].

### **Optimizing the Product Concept**

Hazelrigg's DBD framework's iterative design offers a direct link between corporate preferences, goodness metrics, and the optimization of product idea configurations and costs. The shape of the demand model picked and the market simulator built determine the outcome of optimisation. Which collection of competing items should be modelled in the market simulator, as well as how the competition will react to the introduction of new products, are important modelling issues. Although profit or revenue are often employed in the formulation of single-objective optimization problems, multiobjective formulations that swap market share with profit/revenue, for instance, have also been developed. In our analysis of the literature, we found that research has focused on three different areas of product idea optimization: setting the optimization's goals, identifying competitor responses, and controlling the computational complexity and expense of the design space.

We contend that the issue formulations put out in the literature are often motivated by side projects that mesh with engineering design that is market-driven. For instance, Ref. introduces a multiobjective formulation. that examines the trade-off between increasing profit (a business goal) and a product's effect on the environment (a social objective). By simulating the interactions between competition, choice, regulation, and technological development, this transaction is investigated. In Ref, a policy-driven optimization problem is developed that pinpoints the most successful product development initiatives in a certain policy context. This study employs technology-adoption indifference curves and examines how government agencies may utilise the formulation to create regulations that encourage market-wide adoption of new technologies. By taking into account the higher costs of product modification, a customization environment is taken into account in Ref. that minimizes a certain amount of client sacrifice.

This formulation is designed to help businesses decide which components should be offered in a build-to-order setting. Lastly, Ref. constructs a satisficing optimization problem to investigate whether a computer can produce designs that meet style-based design objectives[5].

Much progress has also been made in understanding how the market simulator's dynamics affect the idealized product combinations. In Reference, the marketability of a vehicle idea subject to design limitations is discussed. by taking into account changes in market conditions, vehicle design, and consumer preferences caused by technological improvements. In Ref, a responding rival is taken into account. by permitting price responses. Three case studies of product design are shown, and it is demonstrated that, where profit is the goal, a Stackelberg leader approach outperforms a Nash strategy. It is also shown that both techniques outperform one that ignores rivals' responses. In such "design-then-pricing" situations, the numerical stability of an optimization is examined in Ref. By contrasting the results of treating equilibrium prices as an intermediate quantity versus treating prices as variables that must meet an equilibrium-descriptor constraint[6].

Lastly, a number of studies have taken into account the computing costs related to optimization in engineering issues that are motivated by the market. In these studies, the demand model is used to investigate more advantageous optimization starting points. For both single-objective and multiobjective problem formulations, a targeted population technique is used to seed the initial population of a genetic algorithm. A hierarchical Bayes mixed logit model's respondent-level preference estimates provide the data required to create the initial designs. By investigating crossover operator adjustments in ways specific to market-driven engineering challenges, the idea of algorithm tailoring is expanded. Together, these studies show that when optimizing product line design issues, utilizing data from the market model may lower computing costs and enhance solution quality. It is investigated how design restrictions function as limitations. When two product qualities cannot coexist in a specific configuration, design restrictions exist. The efficiency of adding design prohibitions while estimating the design model vs applying design prohibitions as restrictions during optimizations are both examined in this study. Instead of imposing the restrictions in model estimate, the authors advise that constraints be included into the formulation of the optimization problem.

### **Exogenous Variables**

We consider the concentrated efforts that address the existence of uncertainty to be included in the independent variables block from the DBD diagram. While Sec. 4.3 dealt with defining the shape of the demand model, the publications in that area do not specifically address the connection between uncertainties and product (line) optimization. As was said, the decision model may be correlated with at least two types of uncertainty: structural and parameter. One way to conceptualise structural uncertainty is as misspecification of something like the demand model. The estimated model parameters, including but not limited to part-worth values and segment probabilities, are subject to parameter uncertainty. Moreover, there is ambiguity when taking into account the representation of competing goods configurations and pricing, the manufacturer's product features such as fuel efficiency, acceleration time, and the contractor's component costs[7], [8].

Researchers have investigated parameter uncertainty employing draws from a posterior distribution, temporal variables, or moment estimation methods outside of the Design for Market Systems session. In order to evaluate the detrimental effects of part-worth uncertainty, Camm et

al. and Wang et al. offer post-optimality robustness tests using samples from either the posterior distribution. Moreover, part-worth coefficient point estimations are used to determine the ideal product design. The resulting solutions are then contrasted, and only 23.5% of the solutions from the random draw aligned with the manufacturing and assembly that maximized first choice share when utilising point estimates. Using a sample average approximation technique with stochastic discrete optimisation is Wang et al. By doing many draws from a defendant's posterior distribution, parameter uncertainty is modelled. The product line is then optimized, with each draw being handled as a distinct responder. The study's findings demonstrated that the number of ideal products decreased as when the posterior distribution's sampling level rose.

In order to study resilience in the share-of-choice issue, Wang and Curry made the assumption that each person's choices are constrained, independent, and symmetric. Moreover, it is expected that the correlation coefficient for individual-level part-worths has a diagonal structure to avoid connection across product attributes. Calculate the lower and upper limits of product utility using segment-level part-worth confidence intervals, thus according Luo et al. and Besharati et al. Both studies only take into account the design of a single product rather than an entire line, but they do so while taking into account a number of design goals, including maximizing the share of individual taste using the nominal model, minimizing variation in share of preference, and minimizing the worst-case performance[9].

A Bayesian technique from the multiple linear regression literature has been used in the engineering design community such that the variation of expected profit may be split into two components. These elements stand in for both the inherent uncertainty that cannot be eliminated and the extraneous uncertainty caused by imprecise model calibration settings. When dealing with non-normal distributions, using a simulation-based method avoids the drawbacks of analytical approaches. Resende and co. Examine the degree of uncertainty in a profit maximization issue by taking the firm's risk tolerance into account. In order to account for the distribution of potential outcomes in an uncertain market, a -profit measure is added, giving the best solution a (1-) probability of outperforming the calculated amount of profit. Here, it is assumed that the demand model's form is right but that there is uncertainty in the parameter estimates for the model.

## **DISCUSSION**

The cost of manufacture and other life cycle costs are essential considerations in marketing because they directly affect the profitability of a product. The cost of manufacture refers to the expenses incurred during the production of a product, such as raw materials, labor, and overhead. On the other hand, life cycle costs include all the expenses associated with the product from its conception to its disposal, including research and development, marketing, distribution, and disposal. To market a product effectively, a company must understand the cost of manufacture and life cycle costs of the product to ensure that it can sell the product at a profitable price point. This means that the company must set the price of the product based on the production costs, as well as the expenses incurred throughout the product's life cycle. For example, a company that produces a product with high production costs must charge a higher price to ensure profitability. The company must also consider the costs associated with the distribution, marketing, and disposal of the product to set a price that covers all these expenses and provides a reasonable profit margin. Additionally, companies must also consider the life cycle costs of a product when marketing it. This means that they must consider the environmental impact of the product, the cost of disposal, and the potential costs of any product recalls or warranty claims. By

understanding these costs, companies can create a more accurate cost-benefit analysis for the product and develop more effective marketing strategies at least the cost of manufacture and other life cycle costs are essential considerations in marketing as they directly impact the profitability of a product. Understanding these costs allows companies to set a profitable price point for the product and develop more effective marketing strategies that account for all the expenses associated with the product's life cycle.[10].

### CONCLUSION

In this paragraph, the authors highlight the importance of validating model forms and understanding the context in which they remain applicable, particularly with respect to temporal changes in consumer preferences and diffusion rates. They also raise questions regarding the extent to which the attributes that drive choice for Price are the same as those for Place and Promotion. Furthermore, the work of Shiau and Michalek is identified as a pivotal contribution to market-driven engineering design research, as it establishes the need for using random coefficient and mixture models of customer choice and introduces the challenge of modeling market structure in engineering design problems, thus promoting consideration of Place in the Marketing Mix. To paraphrase, the paragraph emphasizes the significance of verifying model forms and comprehending their relevant contexts, particularly in regards to fluctuations in consumer preferences and diffusion rates. The paragraph also raises concerns about whether the attributes that impact choice for Price are identical to those for Place and Promotion. Additionally, the authors highlight the pioneering research by Shiau and Michalek, which calls for the use of random coefficient and mixture models for customer choice and presents the challenge of modeling market structure in engineering design problems, ultimately encouraging the consideration of Place in the Marketing Mix.

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## CHAPTER 25

### AN ANALYSIS OF CONSIDERING RETAIL CHANNEL WHEN COORDINATING DECISIONS OF PRICE AND PRODUCT MIX

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Dr. Mukesh Kumar Yadav, Assistant Professor,  
School of Agricultural Sciences, Jaipur National University, Jaipur, India,  
Email Id-mukeshyadav@jnujaipur.ac.in

#### ABSTRACT:

Life-cycle costing is a methodology used to calculate the total cost of ownership throughout the lifespan of an industrial product. This approach is particularly beneficial in marketing industrial products that are sold at high initial prices, but which offer significant long-term cost savings. Life Cycle Costing (LCC) facilitates the customization of product features, for both consumer and capital goods, based on their life cycle. The costs involved in production, installation, usage, and disposal are assessed and allocated in order to minimize the overall cost. This technique is also referred to as whole life costing, and its primary objective is to assist management in making informed decisions about whether to proceed with a project or acquire an asset. Typically, management examines the cost of ownership and operating expenses, and then ultimately chooses the asset with the lowest overall cost.

#### KEYWORDS:

Customer, Marketing, Organization, Product, Profit.

#### INTRODUCTION

The idea that a manufacturer should think about developing and selling many product versions in various retail channels is the relevance of Location in the Marketing Mix. This also includes how the product is transported, necessitating formulas that take both the place and the method of purchase into account. Shiau and Michalek present a market systems issue formulation in 2008 where demand is influenced by competitor behaviour and the design of the manufacturer-retailer relationship. This study complemented Williams et al.'s projects, which take into account retail channel acceptability as a crucial factor when choosing an engineering design. These initiatives demonstrate the community's early attempts to include Place in engineering design issues motivated by the market. Shiau and Michalek specifically offer four distinct manufacturer-retailer formulations and three kinds of competitor reaction, as seen in Figure 1.

A layered multinomial logit technique that takes into account correlations between product bundles and specific product categories is provided in Ref., acknowledging the interaction between producer and retailer. The retail price may be established by a retailer's relative clout via the use of a layered optimizations technique. This paper is important because it shows how negative wholesale prices and badly positioned items may result from engineering design mistakes combined with disregarding the retailer's pricing decision. In Ref., the uncertainty brought on by other market participants is represented using an agent-based methodology with learning behavior. As seen in Figure 2, agents in this formulation correspond to rival merchants and manufacturers who are able to alter pricing and product configuration. We employ a no-regret learning approach to ensure analytical stability of the equilibrium. In Ref., agent-based

simulations are also shown, showing how producers navigate a competitive environment by investing in various technological advancements and consumer buying behavior[1]–[3].

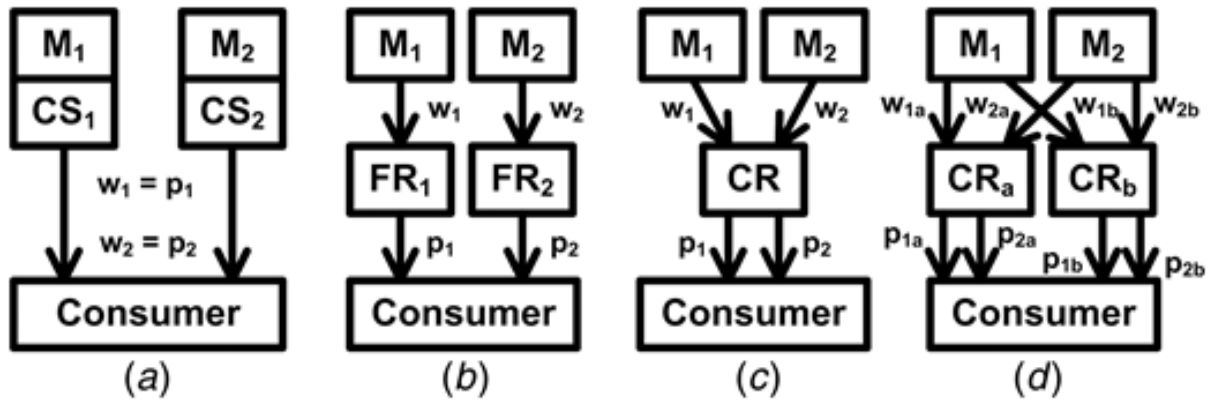


Figure 1: Illustrated the classes of competitor response and four different manufacturer-retailer

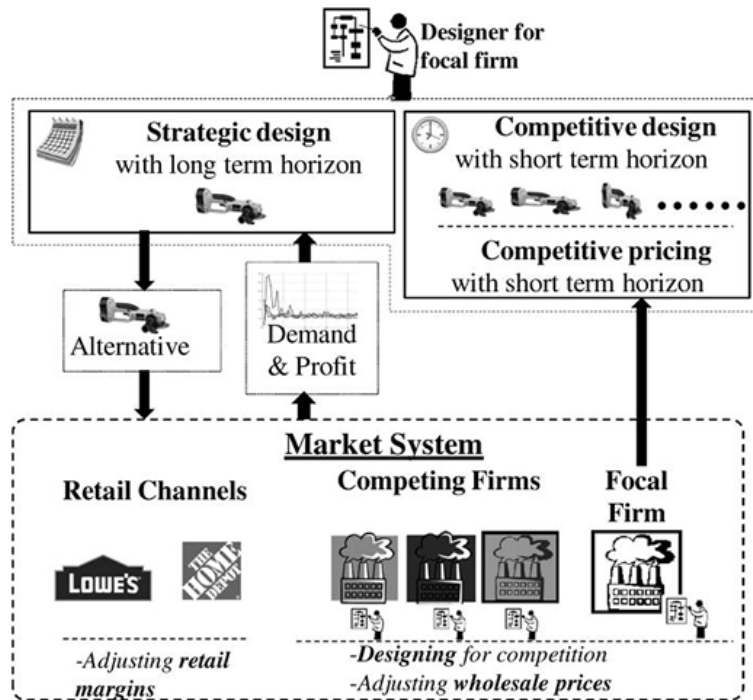


Figure 2: Illustrated the Considering Place in problem formulation

The production supply chain is another factor in decision making. Stochastic is used to build a supply chain with a network structure connecting suppliers, manufacturers, and retailers. Throughout the procurement process, disruption possibilities are included, and a random variable with something like a normal distribution is used to estimate demand. By examining the difficulty of interoperating sourced elements and services, Ref. also explores uncertainty analysis. It is shown how there is a link between the manufacturers and authorized service providers, and it is shown that the independent providers' repair services and pricing tactics are described by a play an increasingly important role perfect Nash equilibrium.

We provide a future vision for issue approaches that expand the random utility model often employed when taking into account product mix and price to add Location choices. The customer's expressed preferences are regressed on product characteristics in a random utility model typically brand, price, and features of the product). Real purchase data can be employed as well to estimate revealed preference models. This analysis implies an implicit relationship between product characteristics and selection, which is appropriate given the following circumstances:

- i.** Customers recognize the product features used as independent variables in the choice model.
- ii.** Product attribute information is available equally for all alternatives.
- iii.** The respondent has unrestricted access to all alternatives[4].

These presumptions are reasonable for transactions in conventional retail settings where items can be primarily related, the purchasing process involves interaction between the client and the retailer, and the selection of possible products is limited by shelf space. While evaluating Location in the Marketing Mix, our goal is to challenge the plausibility of these presumptions as a result of the digital marketing. The assumptions behind the standard random utility model are becoming less reliable as a result of the market dynamics of today, which are moving greater quantities of transaction from traditional retail locations to online merchants. Online customers may depend on inadequate and/or erroneous information from published product specs, images, or videos since there is no direct comparison of items accessible. Also, the choice to buy is frequently considerably less involved; if sales support duties have been outsourced, a customer's connection with retailers may be asynchronous and even indirect. User-generated customer reviews become the main source of information in this setting. These data, however, are often unorganized and sometimes contradicting. The correlations between product qualities acquired from user-generated product evaluations and those contained in a highly structured stochastic frontier model may relate indirectly (at best). Furthermore, compared to the selection offered by conventional retail establishments, the quantity of product possibilities offered by internet merchants is astronomically vast. Customers will probably use heuristics to restrict their solution sets in these circumstances. Customers' varying choices while making purchases via various retail channels must be appropriately accounted for in customer choice models utilized for engineering design challenges.

- i.** As the community continues the development of approaches tailored toward considering Place, the following techniques and considerations might apply for online channels:
- ii.** Modeling customer heuristics for limiting choice using lexicographic choice models or non-compensatory models.
- iii.** Automatically annotating unstructured online reviews using natural language processing and machine learning such that the review structures afford estimation of traditional discrete choice models[5].

use of agent-based decision models to take into account the more complex dynamics of online shopping. In online settings that are often characterised by a bewildering variety of options and restricted ability to obtain necessary information, consumers frequently lack the facts and/or do



not use standard "logical" decision-making procedures. Customers may instead trust the assessments of reviewers who may have access to opinion leaders' professional portfolios or those with influential standing in social media platforms. These thought influencers must be included in agent-based models as intermediaries between consumers, sellers, and manufacturers, designers, as well as producers. This might alter corporate strategy, which now revolves on the importance of opinion leaders who then control customer buying choices.

Recognizing the main reasons why a projected benefit a low rating in an online setting. Such evaluations' specific negative feedback may relate to a failure to satisfy either fundamental human needs or performance demands as determined by the Kano model. The Kano model's main premise is that shoppers will not respond negatively when a "surprise and pleasure" element is absent, but will do so when basic and productivity requirements are either not met or are handled incorrectly. It may be necessary to formulate the requirement as an asymmetry constraint in the optimizations problem statement in order to satisfy fundamental and performance needs and ensure that penalties are imposed when basic demands are not met. Moreover, we need to comprehend the relationship between pleasing a consumer and getting favorable feedback. According to one theory, if all fundamental economic performance requirements are met, a fundamentally novel solution may wow a client base and get a 5-star rating. A second theory is that items with less than five stars may be granted without repercussions even though they continue to meet all performance and fundamental demands but lacking "surprise and pleasure" components[6], [7].

When considering Location in the Marketing Process, the DBD framework is used to question preconceived opinions about the building blocks of system characteristics, demands, and exogenous factors. It may not be precise to assert that the factors affecting demand are the ethnic and technical characteristics often taken into account when looking at Product and Price alone. Instead, the impact of internet reviews on consumer choices could be bigger. Moreover, more intricate formulations of optimization techniques could call for enhanced compute effectiveness and the use of MDO frameworks. For retail settings that take into account a system-of-systems architecture, where consumers purchase from many vendors for a number of different items, problem formulation enhancements may also be required.

We regard issue formulations which it specifically take Place into account to be an extension of such formulations covered. Given that they both assume that consumer motivation is supplied and that we as technicians are building things with the aim of best satisfying their mental picture of what the product should be, place and retail cost brand engineering design formulations are inextricably intertwined. While the product-price strategy may be characterized in a manner that continue to shape the customer's motivating pattern, we explain in Section 6 how including Promotion throughout the Marketing Mix can be considered as a different extension of a Pricing formulation[8], [9].

## DISCUSSION

In the world of retail, it is crucial to consider the retail channel when making decisions about price and product mix. Retail channels refer to the different ways in which a product is sold to customers, such as through online marketplaces, brick-and-mortar stores, or direct-to-consumer channels. When making decisions about price and product mix, retailers must consider the unique characteristics of each retail channel. For example, online marketplaces may have different pricing expectations than brick-and-mortar stores, and direct-to-consumer channels may

have different product mix requirements than traditional retailers. Additionally, retailers must consider the impact of their decisions on each channel. For instance, if a retailer decides to lower the price of a product in one channel, it may have a negative impact on the perceived value of the product in other channels. This could lead to decreased sales and revenue. Furthermore, retailers must ensure that their price and product mix decisions align with the overall branding and positioning of their business across all channels. This ensures a consistent customer experience and helps to build brand loyalty and coordinating decisions of price and product mix in retail requires a deep understanding of the unique characteristics of each retail channel, as well as the impact of decisions on each channel and the overall branding and positioning of the business. By considering these factors, retailers can make informed decisions that drive sales, revenue, and customer loyalty across all channels.[10], [11].

### CONCLUSION

In conclusion, when coordinating decisions of price and product mix, it is crucial to consider the retail channel as a key factor. The retail channel can greatly impact the success of a product in the market, and therefore, it is important to carefully assess the various retail options available and determine which channels would be most effective for the product. Additionally, understanding the pricing strategies of different retail channels is essential to ensuring that the product is priced appropriately for each channel. By taking into account the needs and preferences of both the target customers and the retail channel, businesses can optimize their pricing and product mix decisions and achieve greater success in the marketplace.

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