

MARKETING

DR. RAJNISH JAIN
FACULTY
INSTITUTE OF MANAGEMENT STUDIES
RAJNISH JAIN, IMS, DAVV
DEVAPATIYA UNIVERSITY, INDORE

EVOLUTION OF MARKETING
CONCEPTS

MARKETING MANAGEMNT

MANAGING DEMAND STATES

RAJNISH JAIN, IMS, DAVV

2

MARKETING CONCEPTS

Production Concept

Product Concept

Selling Concept

Marketing Concept

Societal Marketing Concept

- Consumers favor products that are available and highly affordable
- Improve production and distribution

- Consumers favor products that offer the most quality, performance, and innovative features

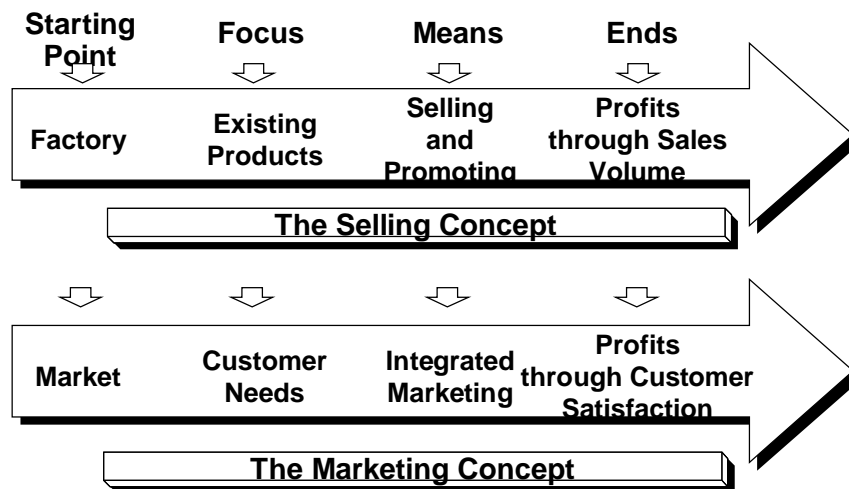
- Consumers will buy products only if the company promotes/ sells these products

- Focuses on needs/ wants of target markets & delivering satisfaction better than competitors

- Focuses on needs/ wants of target markets & delivering superior value which improves customers and society's well-being

RAJNISH JAIN, IMS, DAVV

SELLING V/S MARKETING



RAJNISH JAIN, IMS, DAVV

4

MARKETING MANAGEMENT

Analysis, planning, implementation and control of marketing programs.

It is the art and science of choosing target markets, and getting keeping and growing customers through creating, delivering, and communicating superior customer value.

Management of level, timing and composition of demand.

RAJNISH JAIN, IMS, DAVV

5

DEMAND STATES

1. NEGATIVE DEMAND
2. NO DEMAND
3. LATENT DEMAND
4. DECLINING DEMAND
5. IRREGULAR DEMAND
6. FULL DEMAND
7. OVERFULL DEMAND
8. UNWHOLESOME DEMAND

RAJNISH JAIN, IMS, DAVV

6

NEGATIVE DEMAND

Majority of the consumers dislike or have negative attitude towards the product or services.

Task is to identify the reasons and develop a program to overcome myths, misconceptions, unawareness

Focus on research and educational campaign.

Conversational marketing.

E.g. Social welfare programs – vaccination, family planning, education for girl child, negative image of any product.

RAJNISH JAIN, IMS, DAVV

7

NO DEMAND

Majority of the consumers are unaware or indifferent towards the product or services.

Task is to aggressively promote and provide incentive to buy the product or services.

Focus on sales and promotional activities.

Stimulational marketing.

E.g. Demand for insurance services, encyclopedias, high tech electronic equipments, IT products.

RAJNISH JAIN, IMS, DAVV

8

LATENT DEMAND

Majority of the consumers share strong need or want that cannot be satisfied with existing products or services.

Task is to conduct marketing research to find out consumer needs and wants, and design marketing mix to fulfill them.

Focus on research and designing marketing mix.

Developmental marketing.

E.g. Demand for new products. From shaving cakes to cream, cream to gel, gel to foam.

mosquito nets to cream, cream to mats, mats to liquid mosquito repellents.

RAJNISH JAIN, IMS, DAVV

9

DECLINING DEMAND

Majority of the consumers begin to buy the products or services less frequently or stop buying.

Task is to conduct marketing research to find out the reasons for low or no purchase – it may be due to better products or low prices by competitors.

Focus on research and taking corrective action.

Remarketing.

E.g. It may happen to any product or service at any point of time.

RAJNISH JAIN, IMS, DAVV

10

IRREGULAR DEMAND

Consumer purchases vary on seasonal, monthly, weekly, or daily or even hourly basis.

Task is to use pricing and sales promotion to regularize the level of demand. Bring it back to uniform level

Focus on pricing and promotion.

Synchro-marketing.

E.g. Low prices and incentives in case of low demand.

High prices and no incentives in case of high demand.

Demand for tourism, entertainment, hotel, travel, telecom, retailing services. 11

RAJNISH JAIN, IMS, DAVV

FULL DEMAND

Consumer purchase products or services in adequate quantities as offered by any organization.

Task is to monitor environmental changes and incorporate them in marketing strategy.

Track competitors.

Focus on research and adapting marketing mix.

Maintenance-marketing.

E.g. Whatever the company is able to produce is sold at the marketplace.

RAJNISH JAIN, IMS, DAVV

12

OVERFULL DEMAND

Consumer purchase products or services in more than adequate quantities as offered by any organization. Demand exceeds supply.

Task is to shift, reduce or destroy the demand on temporary basis till the supply is restored.

Focus on pricing, regulating distribution, reducing promotion, educating consumers to consume reasonably.

De-marketing.

E.g. Overfull demand in hotels, restaurants, tourist places during vacation, popular events, fairs, exhibitions, traffic during peak hours, petroleum products during shortages etc.

RAJNISH JAIN, IMS, DAVV

13

UNWHOLESOME DEMAND

Consumer are attracted to those product or services which have undesirable social consequences associated with them.

Task is to destroy the demand permanently.

Focus on regulatory or legal measures, educating consumers not to consume such products / services.

Counter-marketing.

E.g. Efforts taken up by Government agencies or NGOs to stop consumption of tobacco related products, alcohol, drugs, pornographic material, x-rated movies etc.

RAJNISH JAIN, IMS, DAVV

14