People's Democratic Republic of Algeria

Ministry of Higher Education and Scientific Research

University of TlemcenAbou Bakr BELKAID

Faculty of Economics, Business and Management

Department of Commerce sciences

PEDAGOGICAL HANDOUT

English for Specific Purpose
Marketing Initiation

Intended for third year Marketing

Presented By:

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COURSE DESCRIPTION AND LEARNING OBJECTIVES

This course is designed to serve as an introduction to the basic of English for Specific Purpose in marketing , by familiarising students with the essentials of marketing process, and the application of these practices. This course provides a framework for thinking about the use of the English language and marketing analysis in order to initiate them to formulate recommendations in terms of consumers, market research and target markets, feasibility analysis, products, promotion, channels of distribution, pricing, marketing planning and use of technology in marketing. The majority of class time will be spent in lecture discussing the various solutions to marketing cases by the application of ESP/Essentials of marketing.

Upon satisfactory completion of this course, students will be able to demonstrate comprehension and application of the following skills:

1.   Define the term marketing and explain its role and importance in an individual firm and the overall economy.

2.   Understand the importance of marketing and know the basic outline for a marketing plan:

•   Analyze the external environment to identify opportunities or challenges to a business.

•   Identify and classify marketing segments and targets, demonstrating the use of marketing research techniques.

•   Create and use a mission statement, SWOT analysis goals.

3.   Describe the elements of the marketing mix (4Ps of marketing):

•   Product: Explain the use of product mix and life cycle in a marketing strategy

•   Place / Marketing Channels: Identify different marketing channels and develop distribution strategies.

•   Promotion / Advertising: Describe the role of advertising and public relations in marketing a product or service.

•   Pricing: List and explain a variety of pricing objectives.

4.   Create and present the components of a working marketing plan

MIND MAPPING OF THE COURSE

English for Specific Purpose
ESP/ Essentials of Marketing

3rd Year Marketing

Faculty of Economics, Business and Management
Department of Commerce sciences

Important

How to develop a composition of
an economic paragraph in writing

Chapter 1

Chapter 2

Chapter3

Chapter 4

Chapter 5

Coefficient :01
Credits: 01

Chapter 6

Chapter 7

Chapter 8

Chapter 9

Chapter 10

Marketing dynamics

Marketing Environment

Marketing orientation

Consumer behaviour

Marketing information and research

Transversal Teaching Unit
Yearly Hourly volume 48h
Weekly Hourly volume 1h30

Products, branding and packaging

Pricing strategies

Distribution

Marketing communications and promotional tools

Marketing strategy and planning

Assessment

General average = (Exam x 0.6) +
(Continuous assessment x 0.4)

HOW TO DEVELOP A COMPOSITION OF AN ECONOMIC PARAGRAPH IN WRITING

General structure

1/ Make your point

2/ Explain why

3/ Answer the question

4/ Use of examples

5/ Evaluate

About the Topic

1/ Key words in the question: one or more words

2/ Presence of the economic vocabulary: nouns, adjectives, verbs, common words in business like: money, company, …

3/ Deliberate repetition of key words

4/ Suggest

About the language

1/ Topic sentence

2/Use of simple short sentence

3/ Use of specialized linkers: also, for example, …

- To change in ideas: but, however, ….
- To conclude: this, finally, …

4/ Punctuation and capitalization

5/In describing: present tense and past tense

6/ Not more than two long sentences

TABLE OF CONTENTS

1   CHAPTER 1: MARKETING DYNAMICS

1.1   Introduction

This chapter introduces the basic knowledge of marketing from the perspective of conceptualization, marketing development and scope, marketing process, marketing strategy and competitiveness.The aim hire is to define marketing and enable students toappreciate its background.

1.1.1   Marketing explained and defined

Here are two popular and widely accepted definitions of marketing. The first definition is recommended by the UK's Chartered Institute of Marketing (CIM), and the second definition is proposed by the American Marketing Association (AMA):

- Marketing is a management process responsible for identifying, predicting and satisfying customer needs in a cost-effective manner. (CIM, 2001)
- Marketing is an activity, a collection of activities, institutions, and processes used to create, communicate, deliver, and exchange quotes that are valuable to customers. , Customers, partners and society as a whole (AMA, 2007).

Both of these definitions are a good attempt to briefly introduce what is actually a broad and complex subject, although they have a lot in common, and each definition says something important that the other party did not emphasise. The following items.

Marketing is a management process. Marketing has the same legitimacy as any other business function and requires the same management skills. This requires planning and analysis, resource allocation, control, and capital investment, well-trained personnel, and material resources. Of course, it also needs to be implemented, monitored, and evaluated.

Like any other management activity, it can be done efficiently and successfully, or it can be done incorrectly, leading to failure. Marketing is to provide customers with what they want. All marketing activities should be aimed at buyers or end users of products or services. Too much frustration to buyers. Marketing identifies and predicts customer needs.

Both definitions recognize that marketing is a set of actions to identify and predict customer needs, mainly through market research and evaluation of received information.

Although the definition of CIM is simpler, both definitions emphasise customer expectations and creation as the starting point of marketing. The type of quotation is only aftermarket research and precise definition required by the buyer.

Marketing meets the needs of customers. This pragmatic phrase warns marketers not to get dazzled by the altruism of customer satisfaction. In the real world, a company cannot always please everyone, and sometimes even marketers have to compromise. Marketers must work within the resources of the organisation, especially within the agreed budget, and set performance targets for the marketing function. However, profitability may be questionable. Accepted by many non-profit organizations, from schools and universities to hospitals, volunteer organisations, and radical organisations such as Greenpeace and Friends of the Earth. Everyone must effectively and efficiently manage and manage their relationship with different audiences and user groups, but there is no profit. Regardless of this important background, most commercial enterprises exist for profit, so profitability is a reasonable issue. However, some companies sometimes agree that the loss of a particular product or market sector is necessary to achieve broader strategic

goals. In the

long run, they will bring some other benefits to the organisation that can be tolerated. However, if an organization cannot continue to generate profits, it usually cannot survive, so marketing is responsible for maintaining and increasing profits.The AMA definition goes further.

Exchanges that are valuable to customers, partners, customers, and society as a whole. This statement is close to the "cost-effectiveness" of CIM, but it is more subtle. The idea of marketing as a value creation and exchange process is very important and was first proposed by Alderson (1957). The basic idea is that I have what you want, and you have what I want, so we will complete the transaction. Sharing is usually easy. The buyer provides a certain amount of products or services in return. Pepsi-Cola gives you a can of Coca-Cola, and you are ready to pay; you, as an employee, have signed a contract to provide you with services and organise to pay you wages; hospitals provide medical services, and this person pays through taxes or insurance premiums. Many other examples are shown in Figure 1. All these examples assume that both parties appreciate what the other party offers. There is no obligation to agree.Marketers need to ensure that customers rate the services provided by the company because they want to provide these services to the company. You want to go back. Regardless of whether marketers provide products, services, or ideas (for example, "sold" to Greenpeace for environmental reasons), the essence of exchange is mutual value. Opportunities for satisfaction and repeat purchases can arise from mutual value. The term "value" is difficult to determine; a concept is difficult to form, but it is important for consumers to define their concept of "value" by comparing their experience with their specific marketing communication expectations. This willdetermineyour future decisions (Rowley, 2008).

Pricing, promotion and dissemination of ideas, products and services claim that marketing includes the concept, pricing, promotion and dissemination of ideas, products and services.

The definition of AMA is more precise; it describes how marketers encourage sharing and communication; recommends an active seller and

willing buyer; develops products, sets reasonable, affordable and reasonable prices, raises

awareness and preferences, and ensures availability and Service, marketers can influence trade volume. As a demand management activity for the sales organization. The definition of AMA at the community level describes society: extensive communication outside of CIM. These include charities, non-profit exchanges, and even exchanges of ideas. They can be sponsors, volunteers, and corporate partners. This allows a broader definition of marketing. Although CIM and AMA marketing definitions are widely used, they are increasingly criticised for failing to reflect the realities and challenges of 21st-century marketing. This includes not only the topic of expanding social marketing, but also sustainability issues in a world where resources are increasingly scarce. It can also be argued that both definitions can be further developed by emphasizing the pursuit of customer loyalty, relationship building, and relationship maintenance that are common in many markets today (Grönroos, 2009).

1.1.2   The development of the marketing concept

Production orientation

In the 19th century, people generally thought that as long as the price was cheap enough, people would buy anything. This belief has some truth, because the invention of the steam engine makes it possible to greatly reduce the cost of mass production. It sells for about one-tenth of the handmade price, and most buyers are willing to accept items of poor quality or that cannot fully meet their needs. Manufacturers generally believe that correct production is the most important. This is called job orientation. When demand significantly exceeds supply, this paradigm usually prevails under market conditions and therefore still exists in some third world countries and Eastern Europe. Manufacturers can take advantage of mass production, even if they offer more specialized products-therefore, the additional cost of a product that better meets your needs is not enough to make a significant

impact.

Product orientation

Therefore, manufacturers began to carefully study the products they produce, believing that it is possible to create the perfect product that all (or most) customers want. Engineers and designers have developed full-featured products with many "best" features to please everyone. This concept is called product orientation. Product orientation tends to produce more and more complex products at higher prices;

customers are asked to pay for features they may not need, or they may even find it inconvenient. The problem with this approach is that it does not take into account the differences in tastes and needs of different customers and consumers.

Sales orientation

As production capacity increases, supply will exceed demand. In the 1920s and 1930s, European and American manufacturers began to believe that "natural salesmen" could sell anything to anyone, so there were enough salesmen to get rid of excess. This is called sales advice. The premise is that the customer can be deceived. The customer does not mind being deceived and do it later. If there is a problem with the product, these can be ignored until the beginning. In the 1950s, personal sales and advertising were therefore considered the most important (Usually the only) marketing campaign. The company needs and therefore needs to be persuaded to buy more. First, in this period (sometimes called the sales age), companies try to make products with certain characteristics, and then change consumers accordingly. Of course, in practice, this is extremely difficult. It should be noted that sales orientation and sales practices are two different things that modern salespeople usually look for in order to build long-term relationships with buyers who will come back to buy more goods.

Consumer orientation

Modern marketers believe that customers are smart enough to know what they need, they can evaluate value for money when they see it, and unless they are value for money, they will not buy from the company again. Marketing concept. Putting the customer at the center of the organization is easier said than done. The concept of marketing covers all areas of the company, from manufacturing (engineers and designers must produce products that meet customer needs) to after-sales service (customer complaints must be taken seriously). Marketing is difficult to implement because, in contrast to the sales-centric approach (which seeks to change the customer base according to the organization's goals), the concept of marketing aims to change the organization's goals. Serving one or more specific customer groups with similar needs. This means that marketers often face resistance in their organizations. The marketing concept is to understand the needs and wishes of a certain group of customers, find out the price they are willing to pay, and adapt the organization's activities to these needs and wishes at a reasonable cost. These are the main responsibilities of the company's marketing director or marketing director. At this stage, it makes sense to distinguish between buyers and consumers. The customer is the person who buys the product; the consumer is the person who consumes it.Therefore, the buyer can be a professional buyer who buys products for a company, or a parent who buys toys for their children. The consumer can of course also be a purchaser, but he can also be a recipient of a gift or a user of a service. It is paid by others.

Societal marketing

Social marketing believes that marketers should be responsible for the needs of the entire society and the sustainability of their business. This consistency shifts the focus from the direct exchange of information between the organization and its customers, and even from the relationship between them. The organization and its consumers, as well as the long-term impact on society as a whole, must not conflict with the urgent needs of the organization's consumers: for example, a body repair shop operates a

consumer-centric

business that is very successful but very successful. Promising low environmental impact (and preferential). Kotler et al. said to be able to classify products based on their immediate satisfaction and long-term consumer benefits. In the figure, products that have high long-term benefits and are also very satisfactory are classified as ideal products. Juices with high vitamin content and pleasant taste are suitable for this category. This is a healthy food with long-term benefits, but it does not cause instant gratification like a smoke alarm at home. After all, a product that is neither good nor satisfactory to consumers is called a bad product: for example, a weight-loss product that does not work well or sports equipment that is poorly designed that can cause harm. In theory, companies should strive to produce the products they want, but consumers often choose beautiful products. The term social marketing encompasses the concept of marketing because it recognizes the needs of individual consumers, but goes a step further, it aims to improve well-being. This means that the organization assumes responsible citizenship, rather than expecting consumers to understand or consider the broader impact of their consumer behaviour. The problem is that the company must balance three factors: customer needs, the company's bottom line (or other goals), and the needs of society as a whole. Since competing companies may not care about society as much as society as a whole, it is not clear how social marketing can help create a competitive advantage. However, how customer orientation can help companies compete is obvious.

1.1.3   The function of marketing

Marketing helps companies seek to identify, satisfy, and retain customers.

The Exchange Process
The act of obtaining something needed from someone by offering something of value to someone in return.

- Customer (or buyer)
- Product
- Provider (or seller)
- Transaction

Figure 1. Role of marketing

Source: Kotler, P., Armstrong, G., Saunders, J. and Wong. V., 2001, Principles of Marketing. Pearson Education Limited © 2001.

Marketing vs. Advertising

Advertising uses paid advertising in various media to attract public attention to companies, products or information, usually for the purpose of selling products or services. Advertising is one of many tools used by marketers.

Marketing vs. Branding

Branding is the process of "creating a unique name and image for the product in the minds of consumers". Marketing builds a brand. Brand building is an important strategic aspect of marketing, but marketing is more extensive than brand building.

Marketing vs. Sales

Selling is the process of selling goods or services.

Effective marketing works well with the sales process and leads to more

sales, but marketing is more than just sales support.

1.1.4 Definitions of some marketing terms

Customers :The person or company that purchases the product; the consumer actually uses or consumes the product. Customers are usually consumers, so these terms can be used interchangeably, but the person who buys the product is usually not the person who ultimately consumes the product.

A need :This is a lack of imagination. This means that a person not only does not have an object, but also realizes that they do not have it. This definition has nothing to do with needs; human beings are complex, and their needs go far beyond simple survival. For example, in wealthy Western countries, most people eat for pleasure, not for fear of dying without food; the need for happiness appeared long before the need for food.

A want, is a desire and the specific satisfaction of needs. For example, a person may need food (hunger is awareness of lack of food).

Demands : When the potential buyer is also able to pay for the product. Some marketers have made a fortune by finding ways to get people to pay for products instead of just making them. Therefore, the demand for a particular product is a function of needs, desires, and ability to pay.

A product :This is a package of benefits. This is a consumer-centric view, because consumers will only buy the product when they think they will benefit from it. Diners buy more than just feelings of fullness; they buy a good night. Bar customers don't buy soda or condiments; they buy social life. A distinction must be made between physical goods and services. For marketers, these two products are products because they can provide consumers with the same benefits. An afternoon football match or a case of beer can have the same moral effect for some men. It is difficult to

distinguish between services and physical commodities, because most services have related physical commodities, and most physical commodities have related service elements.

It is said that they are mostly non-material, and production is usually carried out at the same time as consumption, that they are highly perishable, and that services cannot be owned (in the sense that there is no second-hand market for them).

Publics : Organisations or individuals that have actual or potential influence on the marketing organisation. This is an important definition of public relations professionals because their task is to monitor and adjust company activities related to all the company's audiences, which may include government departments, competitors, external lobbyists, employees, local communities, etc.

Markets :are actual and potential buyers of the company's products. Few companies can capture 100% of the market for their products; marketers usually target the parts of the market where the company can best serve. The rest of the customers will participate in the competition, or just people who have never heard of the product and will not buy it. Even a large company like Coca-Cola has less than half of its product category market share. For this reason, marketers usually divide the entire market into market segments (customer groups with similar needs and characteristics) or even niches (very specific product categories and needs).

Price :This is the amount of the product sold. it is the value of the product to the buyer or consumer. The cost is always higher than the price, otherwise the business will not start, but individual buyers will judge whether the product is good or cheap. If the product is in short supply, buyers will try to find alternatives; if the product is value for money, customers will remain loyal. The decision about price/performance is of course subjective: a transaction that one buyer thinks is a good deal may waste another buyer's

money.

Figure 2. Maslow's hierarchy of needs

Source: https://carrothealth.com/importance-of-sdoh/

In his 1943 article, Maslow proposed the concept of hierarchy of needs, which he expressed in the form of a five-layer pyramid. These five levels represent hierarchical human needs. The human needs below the hierarchy must be met by them. Like humans, they even care about the higher levels of the hierarchy. The five levels of thispyramidare:

1. biological and physiologicalneeds,
2. safetyneeds,
3. the need to feel loved,
4. the need for self-esteem, and
5. selfactualization.

Figure 3. Evolution of marketing's role
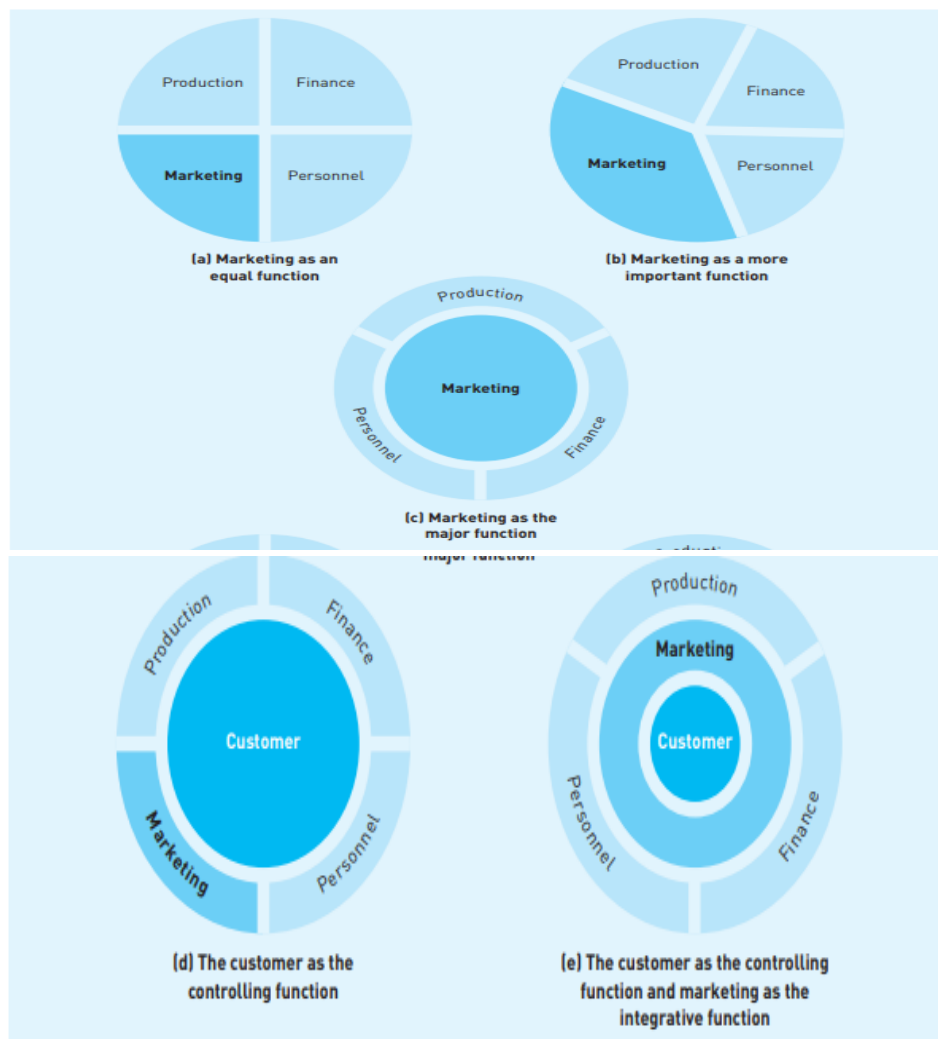
1.1.5   The nature of customer value

If delivering customer value is the key to building a successful business, how does the company know if it is creating that value? It turns out that this is a

problem for many companies. For example, some companies are adding new features to their products, hoping that this will attract customers. Others participate in new marketing activities, such as advertising campaigns, Facebook contests or creating retail opportunities. Save by offering products or services at lower prices. However, the biggest question is: Do consumers see any of these changes as a benefit to them, and do they justify the costs they might incur in order to obtain these benefits? The customer, not the organization, decides what value is: customer value = perceived benefit-perceived sacrifice.

Perceived benefits can be derived from products (such as hotel rooms and restaurants), related services (such as how well the hotel meets specific customer needs), and company image (such as revenue is the basis of important marketing goals and positioning) and branding. The so-called sacrifice is the total cost associated with purchasing the product. There is not only money but also time and energy costs. For example, a good location in a hotel can take time and effort to reduce searches and choose suitable products. Hotels like Marriott or restaurants like McDonald's strive to maintain consistency so that customers can determine what they get when they visit these service providers.

Another key to successful marketing is to ensure that the value provided exceeds the value of the competition. Consumers make purchase decisions based on the value judgments of different suppliers. After purchasing a product, customer satisfaction depends on the perceived performance compared to customer expectations. And when these expectations are met or exceeded. Performance fell short of expectations. In today's highly competitive environment, it is often not enough to meet performance and expectations. To be successful in your business, you need to exceed expectations so that customers are satisfied with the results. In order to understand the concept of customer satisfaction, Kano's model helps distinguish the characteristics of dissatisfaction, satisfaction and happiness. The model is based on three characteristics: "should", "more is better" and "happy".

Features that are considered mandatory are expected and therefore taken for granted. For example, travelers want to leave the plane or train on time and follow the schedule. The lack of these features is annoying, but their existence only leads to dissatisfaction. Speaking of the idea. Neutral level. Better attributes can transform neutral satisfaction into positive satisfaction. For example, refusing to answer a call can cause frustration, but a quick response can bring positive satisfaction. The bigger the better example has become the main differentiating factor in the search engine industry, making Google the dominant player. "Joy" is an unexpected feature that surprises buyers. Your presence makes customers happy. For example, tourists who find that their destination exceeds their expectations due to the quality of customer service are usually happy and may recommend destinations to friends and colleagues.

1.1.6 Goals of Marketing

For profit companies: Increase profits by selling products or services to customers

Not for profit organizations: Promote the mission by attracting donors or participants or by raising awareness of an issue or cause

Difference Between Customers and Consumers

•   Customers are the individuals who buy the product

•   Consumers are the individuals who actually use the product

The customer and the consumer are not always the same

•   Example: A food distributor's customer is the restaurant, not the diner who is the consumer

B to B vs. B to C

- B2B or Business to Business companies sell products or services to other businesses
- B2C or Business to Consumer companies sell directly to consumers.

1.1.7 Work to do for assessment and discussion

- What is marketing?
- Where do you experience marketing in your daily life?
- What is the difference between marketing, branding, advertising, and sales?
- What is marketing and how is this different from the concept of production, product, or salling process?
- Which type of business would benefit most fromTV advertising exhibition ?
- a) B2B   b) B2C   c)
- How does dual focus marketing serve customers?
- How does marketing serve the Society?

2   CHAPTER 2: MARKETING ENVIRONMENT

2.1   Introduction

The environment of the marketing department includes internal and external factors. Internal factors are what happens inside the organization; external factors refer to factors that act on the outside of the company, including micro-environment and macro-environment. Macro-ecological factors are largely beyond the control of individual companies; in fact, it is difficult for marketers to influence them. This chapter enables students to:

• Identify the main environmental factors that affect marketing decisions;

 • Develop methods to deal with the marketing environment;

• Identify opportunities to take advantage of opportunities in the environment;

2.1.1   Marketing environment forces

Forces in Marketing There are two main ways to deal with environmental forces: reactive and proactive. The reactive managers believe that environmental factors cannot be controlled, so they tend to adjust their marketing plans according to changes in the environment. Proactive managers are looking for ways to change the company's environment. It is believed that many or even most environmental factors can be controlled, or at least can be affected in some way.

2.1.1.1   The external environment

The external environment includes two sub-fields: organisational factors (microenvironment for short) and social factors (macroenvironment). Micro-environmental factors can be customer groups, business locations, and so on. The company or local stakeholders have no interest in the company. Fluctuates due to climate change. The external environment is often not directly controllable; the best thing marketers can do is to influence certain elements and react in the most appropriate way to avoid threats and seize opportunities that arise.

The micro-environment

The micro-environment is made up of theseelements that affectintentlyat theorganisation, and normallyincludesthe subsequent elements:

• competitors;

 • customers;

• suppliers;

• intermediaries;

 • some publics.

Competitors

However, competitors make it more difficult to communicate with customer groups, because by definition, they mainly target the same customer group. Customers compare different bids and hear competitive news. In addition to paying close attention to what your competitors are doing now, try to predict what they will do in the future in order to develop countermeasures in advance. For example, European giants Nestlé and Unilever compete fiercely in various consumer goods markets. Fast movement (fmcg).

Current and potential customers

Obviously, customers are vital to the company's sustainable and healthy development. So finding customers, figuring out what they want, and letting them know that organisation promise is very important. Provide products at

the right place at the right price at the right time and follow up to ensure customer satisfaction.

Suppliers

Another important link in the supply chain is the supplier. The loss of critical components or raw material suppliers may result in interruption of the production process or the need for lower or more expensive substitutes. This

means that the company may not be able to fulfill its promises to customers, such as failing to deliver the right product at the right price at the right time. Therefore, selecting suppliers, negotiating terms and establishing relationships have become important tasks.

Intermediaries

Intermediaries usually provide valuable services for delivering the manufacturer's products to the end customer. Without the cooperation of wholesalers and/or retailer networks, many manufacturers will face huge challenges in delivering products to end customers at the right time and at the right time. In the right place. Therefore, the organization must carefully consider how to best distribute the goods and establish an appropriate relationship with the intermediary. Again, this is an area where competition can disrupt, and companies may not always have access to the sales channels they want. Or negotiate according to the terms you want.

Public

After all, part of the company's target audience is part of the microenvironment. "Public" is a general term that covers all groups that have actual or potential impact on the company. Audiences can include financial audiences, local audiences, government audiences and media. The actions of the public, public citizens, etc.

The macro-environment

The macro environment includes important forces that affect not only the company itself, but also its competitors and micro-environment elements. The macro environment is usually more difficult to manage than the micro environment, but this does not mean that the company must stay. Passive; being unable to control does not mean lack of influence. The macro environment is often affected by good public relations.

The main elements of the macro-environment are:

 • demographic factors;

 • economic factors;

• political factors;

• legal factors;

 • socio-cultural factors;

• ecological and geographical factors;

• technological factors.

Demographic factors

Demographics is the study of demographic factors, such as the percentage of the population of a particular race, gender, location, or occupation, as well as general factors such as population density, population size, and location. Demographic changes may have an important impact on companies: the decline in birth rates in most Western countries will obviously have an impact on the sales of baby products, but will ultimately affect the provision of national pensions, because retirees need material support. Decrease in the working-age population . Similarly, changes in urban ethnic composition or population concentration (a few people live in the center of large cities) lead to changes in the demand for convenience and retail services and (subconsciously) the nature of the goods. And the required services.

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Economic factors

Economic factors include areas such as boom/bust cycles and the increase in unemployment in certain areas of the country due to the closure of traditional industries. Macroeconomic factors affect demand management in the economy; the main mechanism the government uses for this is to control interest rates, tax policies, and government expenditures. If the government increases spending (or cuts taxes), there will be more money in the economy, and demand will increase; when taxes increase (or spending decreases), consumer spending decreases, so demand decreases. As home loans become more expensive and credit card fees rise, higher interest rates tend to reduce demand.

Political factors

Political factors often affect companies: recent examples include the global trend of privatization of former state-owned companies and public services, and the trend away from protecting workers' rights. The corresponding policy.

Legal factors

Legal factors stem from political factors, because the government often promulgates laws that affect business.

Socio-cultural Factors

Socio-cultural factors are areas related to the general beliefs and opinions of the population. Feedback from other parts of society teaches people to behave in a certain way; behaviors and attitudes seen as inappropriate or rude will change quickly, and people will also have expectations of how other people behave. In a marketing environment, people believe that (for example) salespeople need to be friendly and helpful, and fast food restaurants need to be well-lit and clean to maintain store inventory. Not applicable.

Ecological and geographical factors

In the past fifteen years, ecological and geographical factors have become prominent: the increasing scarcity of raw materials, waste disposal problems, and the difficulty of finding suitable locations in industrial parks (especially those with serious environmental pollution) have an impact on the structure of entrepreneurial decision-making. As part of marketing, companies need to consider the public's views on these issues, and often face pressure from organized groups and individuals. To deal with these issues, we must first consult relevant lobbyists to resolve differences before the company allocates too many resources.

Technological factors

In recent years, rapid technological progress has affected almost all areas of life, and brand-new industries have emerged: such as satellite TV broadcasting companies, cable networks, the Internet and virtual reality, and computer design systems. Twenty years ago, they were not well known. It is very likely that technological changes will continue to evolve in the future, and more emerging industries will emerge. The consequence of this is of course that some old industries will disappear, or at least face competition from completely unexpected directions. It is extremely difficult to predict these trends, but it is possible. Figure 4 summarizes this.

Figure 4. Marketing environment including micro, macro and internal environment.
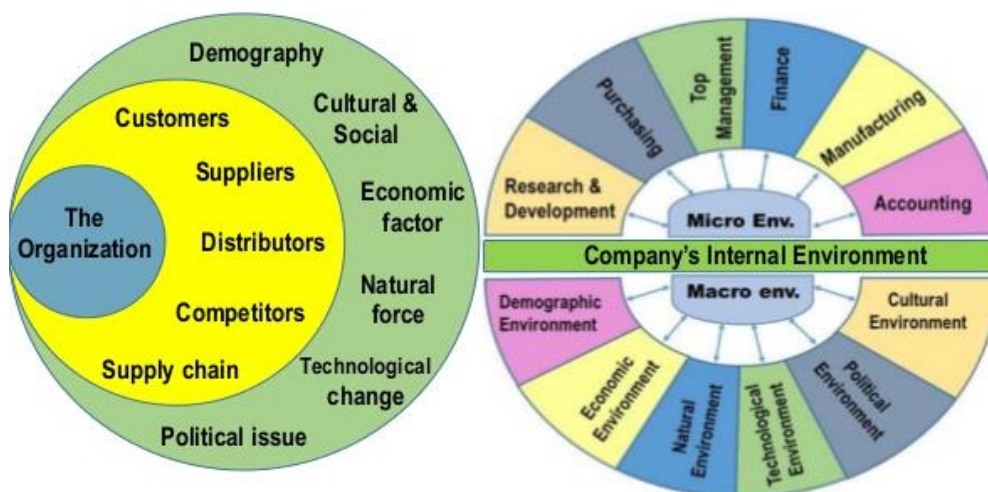
2.1.1.2   The internal environment

The internal target group is company employees. Although employees are part of the internal environment rather than the external environment, actions directed at the external environment often affect employee attitudes; employee attitudes often have an impact on external target groups. Sometimes,

employees will have a negative image of the organisation in which they work, which inevitably affects society's perception of them. The internal environment of an organisation is a microcosm of the external environment; all organisations have employees; you develop a corporate culture with your own language, customs, traditions, and hierarchy. Subgroups and individuals within the company have a political agenda; interest groups are established, and the organization has its own laws and regulations. From the perspective of marketers, the internal environment is as important as the external

environment, because corporate culture, rules, hierarchy, and traditions inevitably become an important part of an organization's public image. Members of an organization can establish a positive or negative image of the company after discussing with family and friends after work, and often contact some external public members of the company during their work. festival. Members of these external audiences will view such news as authorized; this impact may be greater than any impact the marketing department has on paid news. In other words, when company employees say bad things about the company to outsiders, outsiders are more likely to believe these comments than the company's advertising.

2.1.2 Work to do for assessment and discussion

Why is the external environment impossible to control?

 What can the SWOT analysis tell the company about its environment?

Given that the company is composed of people, how to integrate the same people into the company's internal environment?

What are the most important factors of the microenvironment?

What are the main problems when using the macro environment?

3 CHAPTER 3: MARKETING ORIENTATION

3.1 Introduction

A marketing orientation has become a necessary answer to respond to an increasingly dynamic and complex world; externally, an organisation must consider the needs, requirements, and influences of several different groups. Therefore, the main task of marketing is to identify and meet customer needs. Need and hope to provide products with competitive or differentiated advantages to the market to make them more attractive than competitors' products. These tasks are accomplished by using the marketing mix-the combination of this chapter. Describe in detail what the marketing is doing and determine where each area handles the elements that actually create the offer. All marketing goals boil down to one of two things: identifying or satisfying customer needs in a way that achieves the company's profit, survival, or growth goals.

3.1.1 Identifying customer needs

I must say that due to the efforts of marketers, consumers are increasingly demanding in many aspects. They need products that not only meet the main purpose, but also provide positive benefits, sometimes natural. ... In fact, products often cannot be used as a selection criterion between competing brands. All cars transport people from point A to point B, regardless of the organization that supplies them. The client's core question is how he performs his duties and what else he does. B has excellent comfort and style. When you want other people's eyes, it provides you with the power and performance to actively move from A to B is suitable for those who don't

want to invest a lot of money in cars, who like to work stably from A to B without much reputation. They value the savings in insurance, operation and maintenance

costs and do not need a car in doing so, This is a clear status symbol. The comparative characteristics of these car buyers show that in addition to the main functions of the car, the combination of psychology and product advantages will also affect the purchase decision. Great influence on marketers. When buyers and their motivations are so diverse, the first thing to do is to determine the criteria and variables that distinguish one group of buyers from another. Once completed, marketers can be sure to create a product proposal that is highly suited to the needs of the team. 'A product that tries to please most people.

3.1.2 Satisfying customer needs

Understanding the nature of **customers,** their needs and **desires** is only the first step, **butcompanies** need to **respond tothis** information in order to **formulate** and implement marketing activities that **trulybring** value to **consumers.Ideascometrue-this** is **a** marketing mix. **Figure** 5. **shows** the **scope** of responsibility within each **populationgroup. The** concept of marketing mix as **a** combination of **basic** marketing **tools was** first **proposed** by Borden in the 1950s (Borden, 1964), and **McCarthy created theslogan"4P"** (product, price, **promotion,** and **location)** **todescribethesetools.** (1960). **The** marketing mix creates an offer for the **buyer.It is important to use** the words **"mixed"** and **"combined"here.Because** successful marketing is **based** on **the interaction** and synergy between **the** elements **of the marketingmix, and the correct** decisions within **these** elements.

Figure 5. The Marketing Mix.
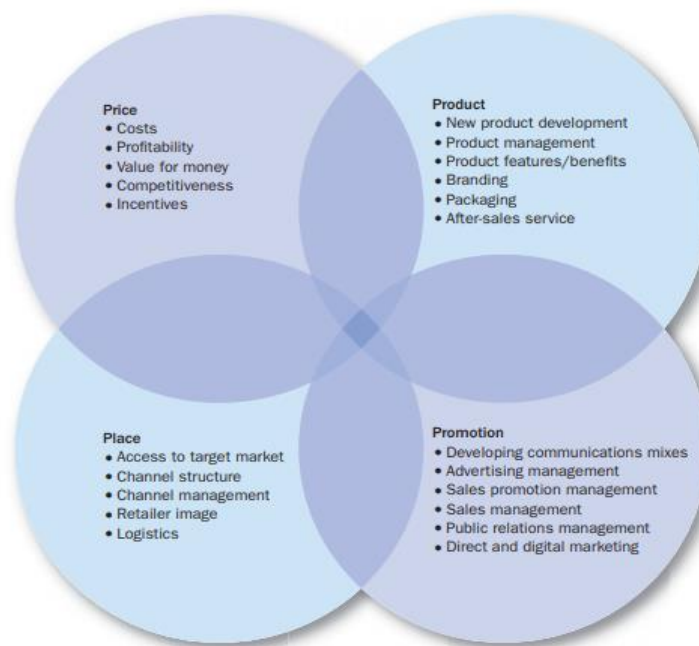
3.1.3 Product

This field covers everything related to creating, developing, and managing products, including not only what to do, but also when and how to do it, and how to ensure a long-term and profitable life cycle. In addition, the product is not just a physical product. From a marketing perspective, it includes peripheral but important elements, such as after-sales service, warranty, installation and customization, all of which help make the product stand out from the competition and make customers more Attractive. I will probably buy it. Especially for fast-moving consumer goods, the attractiveness of a product naturally depends on its brand and packaging. Both may highlight the psychological benefits the product provides.

3.1.4 Price

Pricing may not be as simple as it seems at first glance, because pricing is not necessarily a direct calculation of costs and benefits. Price should reflect all aspects of customer behavior, because people judge "value" based on their perceptions of what they get with their money, what they can get with the money, and how much the money means to them in the first place. a place. Pricing is also strategic because it conveys information to various market participants. For example, customers can use price as an indicator of product quality and attractiveness, so price can increase or destroy other elements of the marketing mix. The problem is because if a company sets a very low price for its product, it may indicate that it intends to fight a price war, and a very high price (premium) may indicate that it can get a large profit or generally the price The elements of a marketing mix are very flexible and therefore easy to manipulate. However, if the management is not very careful and clear on how to use it, it is also a dangerous element because it is directly related to revenue and profit. And the strategic effects of different pricing policies.

3.1.5 Place

The place is a very dynamic and rapidly developing marketing area that covers a wide range of exciting topics, mainly related to the movement of goods from A to B and what happens at the point of sale. Distribution, from retailers or mail-order companies that work directly with end users to long and complex chains, where goods pass between different middlemen before they reach the retailer. Provide products for end customers and related physical sales issues at the right time and at the right place. In consumer products, retailers are the most compelling participants in the distribution channel. Both manufacturers and consumers believe that retailers will correctly evaluate product quality, manage inventory, and provide a pleasant shopping experience. Marketing solutions use the same marketing mix tools

as other types of organizations, but with slightly different perspectives. You also face unique marketing challenges, such as location, design and image creation, and store atmosphere.

3.1.6 Promotion

Basically, communication is often seen as the most glamorous and sexiest end of marketing. However, this does not mean that marketing communication is a purely "artistic" exercise, or that it can be used to hide cracks in the rest of the marketing mix. Or disrupt the marketing mix, so careful and continuous analysis, planning, and control are required. Not only advertising, but also sales promotion, personnel sales, public relations and direct marketing, including the use of electronic media. Discussed the actions taken in each area, the most achievable goals in each area, their relative strengths and weaknesses, and the types of management and planning processes they should support. However, in order to put all of this in perspective, Chapter 9 first examines the complete mix of promotions and examines the factors that influence the relative weight of each field of communication.

3.1.7 Marketing Plan

The marketing plan describes how the company will use the marketing mix product, promotion, place, and price to achieve its marketing objectives effectively within the competitive market environment. (figure 6 illustrates that).

Figure 6. The Marketing plan process.

3.1.8 Work to do for assessment and discussion

- Why are customers the cornerstone of marketing?
- What is the marketing mix?
- How does the company use a marketing mix (often called the "four Ps") to promote its target customers?
- What role does the marketing plan play in directing marketing activities?
- Choose the product you recently purchased and show how the elements of the marketing mix come together to form the offering.

4   CHAPTER 4:SEGMENTATION,TARGETING AND POSITIONING

4.1   Introduction

This chapter focuses on the method of dividing the market into manageable parts. The following are the main points of this chapter:

• Few mass markets remain intact.

• If most consumers already have the main benefits of the product, then the market must be segmented to succeed, otherwise consumers have no reason to change the brand.

• Segmentation should be measurable, accessible, meaningful and consistent.

• Segment profitability is calculated as the number of people in the segment. Multiply the premium they are willing to pay.

• The narrower the market segment, the fewer customers, but the higher the satisfaction and premium they are willing to pay (assuming the market segment has been correctly identified).

• There are many ways to segment the market, as long as there are groups that match the needs. The inputs are defined by the way they are specified.

4.1.1   Segmentation

The concept of segmentation was first proposed by Smith in 1957[1] and was developed to group consumers according to their needs. The goal of segmentation is to identify people who have one or more needs that can be met by a single product, so that the work of the marketing company can be concentrated in the most effective and cost-effective way. For example, if a manufacturer is mass-producing a standardized product, the company must

ensure that enough people need the product to complete the exercise. It's worth it.

4.1.2   Reasons for segmenting markets

• Customer analysis: Segmentation enables the company to better understand its best customers.

 • Competitive analysis: By focusing on a small part of the overall market, it is easier to identify and combat competition.

• Effective allocation of resources: lack of company. Resources can be more effectively concentrated on a small number of consumers instead of being scattered among the general public.

• Strategic marketing planning: When the company keeps the best customers in mind, things become easier. Expand the market scale by acquiring new customers who correspond to typical customer profiles but who are not familiar with the product before.

4.1.3   Segmentation variables

To be successful, the market segment must meet the following requirements:

• It must be measurable or definable, that is, there must be a way to identify the participants in the market segment and know how many participants there are. It must be available. This means that it should be possible to communicate with market segments as a group and deliver products to them as a group.

 • It must be important, that is, large enough to position yourself. Consistent, d. H. Members must fully agree with their needs.

 • It must be stable. The type and composition of the segments must be reasonably consistent.The three key criteria are accessibility, content, and measurability, but it is also important to consider the root cause of the segmentation so that marketers can more easily predict changes and sometimes verify that the segmentation basis is correctly defined. The basis of segmentation, but the main ones are as follows:

• **Geographic:**consumer residence, weather, topology, etc. For example, South Algeria cars almost always have air conditioning; for Swedish cars, the headlights remain on most of the year due to poor light quality. Geographic positioning is common in international marketing, but it is also useful in individual countries.

• **Psychographic**. Based on the personality type of the individuals in the market segment. For example, the home insurance market can be divided into individuals who are afraid of crime, individuals who are afraid of natural disasters, and people who are afraid of accidental damage to their property.

• **Behavioural**. This method checks benefits, status, usage and loyalty. For example, the automotive market can be divided into commercial customers and private users. People who use their cars for hobbies such as surfing or camping, and people who use their cars for household chores such as shopping or children going to school. As a seller.

• **Demographic.** Pay attention to the population structure according to age, lifestyle, and economic factors. For example, the housing market can be subdivided into first-time homebuyers, families with children, elderly retirees, and elderly people living in emergency shelters; the market can also be segmented by lifestyle: some rooms attract young professionals, others are suitable Nature lovers, etc.

4.1.4 Targeting

Having divided the marketplace into segments, managers shoulddetermine which phasecan be the exceptional to target, given the corporation's universal objectives. Normally managers couldselect the maximumworthwhilephase, howeversimilarly a corporationcan also additionallydetermine to goal for a specificphase of the marketplacethis ispresently neglected, considering the fact thatcompetition are much

lesspossiblyto go into the marketplace. The systemof choosing a phase to goal for is known as targeting. There are threeprimary strategic alternatives open to marketers.

1 Concentrated advertising (unmarriedphase). This is likewisereferred to asarea of interestadvertising; Tie Rack, Sock Shop and Knickerboxcomply with this approach. The area of interest marketer concentrates on being the very exceptionalinsideaunmarried tiny phase.

2 Differentiated advertising (multisegmented) methodfocusing on or extra segments, presenting a differentiated advertisingblend for each. Holiday Inn objectivesto drawenterprisevisitorsat some point of the week, howeverobjectives for the amusementmarketplaceon the weekend, and promotes to families. At the weekend, the lodgesfrequently have activities for kids and unique room costs for families.

3 Undifferentiated advertisingis readythe usage of a 'scattergun' approach. The manufacturers who do that are commonlypresenting a primary product that might be utilized bynearly all age corporations and lifestyles. For example, the marketplace for petrol is basically undifferentiated. Although oil manufacturersnow and againstriveto distinguish their merchandisewith the aid of usingthe usage ofnumerouscomponents and detergents, the usage of petrol is a whole lot the equal for everybody, and there couldnow no longerseem like any courtingamong segmentation variables and petrol use. It could be hardto assume any actualedition to the product that might meet people's wishes sufficiently properly to benefit a top class price. Such examples of undifferentiated merchandise are more and more more rare; even the manufacturers of such primary commodities as salt and flour have made splendid strides ahead in differentiating their merchandise (i.e. assembly consumers' wishes better). The selectionconcerning which approach to undertake will relaxation on the subsequent3 factors:

• the company's resources,

• the product's functions and benefits, and

• the traits of the phase(s).

4.1.5 Positioning

Positioning is defined as: "The position occupied by the product in a specific market related to the relevant customer group; this customer group is called the target market segment." Generally, positioning is related to the position of the product on the consumer market perception map: For example, as a high-quality product or as a reliable or cheap product. The product is positioned on the perception map along with similar offers; it is the result of the classification and fragmentation process. Consumers are based on their expectations and the most important features of the product category. Perception to form a position on the product. Therefore, the retailer must first find out what the relevant characteristics of the product category are. The product is in the cognition of the target customer. Then, the marketer can customize the combination of functions and advantages and the combination of communication, This allows the product to have the most effective status compared to other brands on the market. Consumers, and sometimes marketers. Research shows that consumers use a relatively short set of factors to determine product positioning. These include

 • Top. This refers to the product that consumers consider the most expensive or "best". In the UK, it is often referred to as the "Rolls Royce of..." regardless of the type of product.

• service. The level of service associated with the product may be an important factor.

• The value of money. It is the extent to which the benefits of the product represent a fair exchange of the asking price.

 • Reliability. Products are often advertised as more reliable (or less reliable) than competitors.

• Attractiveness can refer not only to appearance but also to purely practical and performance-related factors.

• Country of birth. Some countries are known for producing the best examples of certain categories of goods. For example, German mechanical

engineering is highly regarded, and the French are famous for their food and wine.

• brand. The brand is the key to positioning because it can identify the product and give it a qualitative impression.

• Selectivity. The extent to which consumers distinguish between brands and the range of choices is a positioning factor.

4.1.6   Termes to know

Marketing: Create and maintain value through brand and long-term profitable relationships. • Competitive advantage: The company must convince customers that the services provided are closer to their specific needs or desires.

• Identification: Creating a customer profile helps to understand the true situation of the customer.

• Creation: create brand value, positioning, competitive relationship or create corporate image, supply chain network.

• Relationship: Establish a certain degree of trust with customers to establish a long-term relationship between buyers and sellers.

 • Need: Feeling deprived.

 • Desire: The form of demand is influenced by culture and personality.

 • Inquiry: the desire to support purchasing power.

 • Market products: The combination of products, services, information, and experiences that are provided to the market to meet needs or desires. Marketing shortsightedness: The company cannot fully assess its level of competition.

• Value: The goods or services that customers believe meet their needs or desires.

 • Satisfaction: When the expectation matches the characteristics of the product.

 • To market: reduce demand temporarily or permanently; the purpose is not to destroy demand, but to reduce or change demand.

4.1.7   Work to do for assessment and discussion

What is the purpose of segmentation and positioning in marketing?

What are the common segmentation methods?

How does the company choose the appropriate segmentation method and decide which customer segments their marketing activities target?

How does positioning affect each marketing mix element?

5   CHAPTER 5:CONSUMER BEHAVIOUR

5.1   Introduction

This chapter explains the buyer's thoughts and behaviours when making a purchase decision. Buyers are divided into two categories: consumers who buy for their own use and for their family's consumption, and industrial buyers who buy for business use. Marketers must consider not only the actual needs of customers or customer organizations, but also personal emotions or personal needs. In this chapter, students will:

 • Understand the decision-making process that consumers go through when making a purchase.

• Understand how these processes are different in different purchase situations;

 • Understand the factors that affect decision-making, whether it is environment, psychology or social culture, and understand the impact of these processes and influences on marketing strategies;

5.1.1   The consumer decision-making process

Figure 7 **shows** a **seemingly** simple **customer** behavior **model, presented** as a logical **flow** of actions from problem **identification** to purchase to **post-purchase** evaluation.

Figure7. The consumer buying decisionmaking process and its influencing factors
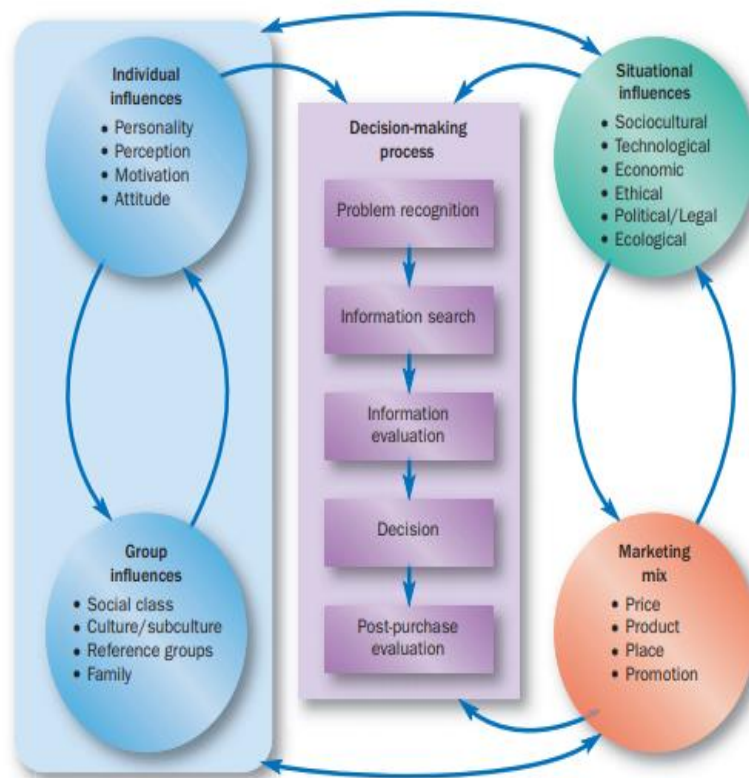
The consumer's decision-making process follows the steps shown in the figure below. Decisions are affected by many complex factors, as shown in Figure 7. Some of these effects are related to the broader marketing environment in which the decision is made. However, other people are related to individual buyers, so you need to consider the influence from within the individual, such as:Personality, relationship and learning. And cultural groups.

Problem recognition

When consumers realise that due to the exhaustion of the scope (when the consumer's supply of goods is exhausted or used up) or the scope is expanded (this is the consumer feels the need to add something new to the product line)...At this time, the consumer has just Decided to find a solution to the problem, perhaps by purchasing a product category. Product attributes) or hedonism (related to the pleasurable or aesthetic aspects of the product) It is believed that most solutions strike a balance between the two needs. There is a gap between the actual state and the target state. For example, hunger can lead to the urge to find food: the more hungry a person is, the stronger the urge, but when the hunger is satisfied. For marketers, a person's current status is usually unaffected, so a large part of marketing activities are designed to affect the

desired status (for example, "Don't you deserve a better car?").As a result, pulses are generated to facilitate viewing of the required conditions. The higher the attractiveness (that is, the greater the gap between the status quo and the ideal state), the more a person is willing to consider new ways to meet needs: in other words, the hungry person will try almost any food. Of course, let the gap between the goal and the actual state increase strength and pleasure: thirst before drinking will make the experience more pleasurable, because everyone has an optimal stimulation level (OSL), which is impulsive pleasure and fun The point but no complaints. OSL prefers tried-and-tested products. Those with high OSL also tend to be younger. Impulse leads to motivation, so people take action. The level of motivation depends on the convenience of the final goal and the difficulty of achieving the final goal; motivation is subjective, so it is difficult to draw conclusions about the motivation of behavior. Few actions are based on a single motive, and sometimes the motive is not even obvious to the person experiencing it: in other words, some motives operate below the level of consciousness.

Information search

make a decision. In some cases, consumers will actively look for relevant information to use when making a decision. .-But they can also passively

receive and store information until needed. In order to solve the demand problem, consumers seek information in two ways.

• Internal search involves finding previous experience using a certain product category and considering what you have heard about that product category.

• External research includes comparisons, reading manufacturer literature and advertisements, and possibly discussing purchase recommendations with friends. For most purchases, an internal search may be sufficient. For example, consumers who need to buy biscuits will easily remember the tastes of their favorite brands and also remember their location in the supermarket. You can conduct extensive research, read manufacturer's manuals, and search high-fidelity stores. The purpose of this exercise is to reduce risk; the risk of buying the wrong brand of biscuits is very small because the financial commitment is low, but buying the wrong high-fidelity system can be a costly mistake.For this reason, many merchants offer an unconditional return policy because it reduces risk and increases the likelihood of purchase.

Evaluation of alternatives

Since the consumer is familiar with several competing brands, he will evaluate alternatives based on the collected or stored information; in the first case, the consumer chooses a series of considerations, namely the product group that best suits his needs. In general, consumers use restrictions to set many considerations: these are the minimum and maximum acceptable levels of product attributes. For example, consumers usually have a clear understanding of the acceptable price range of a product. (In this price range, it can be the lowest and the highest; a person may not

want something considered cheap and uncomfortable.) When making a decision, a logo is important; specific price tags, brand names, and even retailers will Have some influence on consumers' perception of the product. For example, price is often used as a quality indicator, but if there are other signals, the price can be lowered.

Sometimes the use of breakpoints eliminates all possibilities in a series of considerations. In this case, consumers must view the rules, which leads to the formation of a rule hierarchy. He becomes the "member" of all considerations. The decision-making process looks as long and complicated as described here, but most of us make several purchase decisions in a day without going through a long decision-making process. Most purchase decision rules. These are simple "if...then" rules that can reduce risk based on previous experience. For example, foreign tourists in foreign cities can stick to the heuristic: Only eat in restaurants with locals, thinking that city residents know which restaurants are the best. There are three types of heuristics:

• Search heuristics, which are related to the rules for retrieving information;

• Scoring heuristics, which are related to product supply evaluation;

• Selection heuristics related to the evaluation of alternatives.

The decision-making process can contain multiple breakpoints, at which the search is temporarily suspended. Infringements are divided into four categories:

• Environmental incentives, including in-store advertising (other products);

• Emotional state, including physical needs (sudden need to go to the bathroom or drink coffee);

• Unexpected information, such as store design changes or product features Changes;

• Conflicts that occur when the customer realizes that the original decision plan cannot be followed or an alternative plan is inconsistent with the original plan. For example, when a second product that may be equally effective is launched, a focus-focus conflict occurs. This means that the consumer must make a comparison and the search mode is temporarily suspended.When consumers find that the product is much more expensive than expected, there may be a conflict between attention and avoidance; when the two options are equally uncomfortable (for example, they are unwilling to spend money on new shoes and are not ashamed of wearing old shoes) At times, there will be avoidance-avoidance conflicts.

The effect of the interruption depends on the consumer's interpretation of the event. Sometimes the interruption triggers a new end goal (for example, a long shopping spree can turn into a place to sit and drink coffee), or it may trigger a new heuristic (for example, a brand). Sometimes the interruption is so severe that the search stops completely; what matters here is the intensity of the interruption. Obviously, a sudden desire for a cup of tea will not interrupt the search process forever, but the news that a person is unemployed is likely to be interrupted.

In most cases, consumers will resume the interrupted troubleshooting process. After the stimulus is absorbed and accepted or rejected.

Purchase

The actual purchase is as follows; consumers will find a suitable brand, and may choose a trusted merchant and choose a suitable payment method.

Post-purchase evaluation

Post-purchase evaluation refers to the way consumers judge whether a product has been purchased successfully. This process usually involves comparing consumer expectations with what they actually bought, although sometimes new information is sought after purchase. It will also affect the mentality of consumers. Before buying, consumers should expect the product to perform in the following areas:

 • Honest performance (considering the cost and effort involved in obtaining the product, this can be reasonably expected);

• Ideal characteristics (consumers' expectations of the product); And

• Expected performance (what the product is expected to do). Sometimes, if the product does not meet expectations, this assessment will lead to post-purchase disharmony; if the product meets or exceeds expectations, sometimes it will lead to post-purchase consistency. , The consumer sends this information back to the store to notify the next internal search. One of the most interesting aspects of discord is the evidence that small differences between expectations and results can lead to major changes in attitudes, which is a huge difference.

This is because a small difference will force consumers to oppose their buying behavior without an immediate explanation: for example, poor acceleration (a major problem) can materialize general dissatisfaction with new cars, and consumers Can only shrug. And accept it as part of the transaction. On the other hand, if the only immediate concern is that the ashtray is not suitable in the car, this may cause the owner to look for other defects in the car (of course they can also be found). Consumers usually try to reduce disharmony after purchase. There are four general ways to do this:

1. Ignore conflicting information and

2 focus on the positive aspects of the product. After all, the product is a cheap version)

3 Mitigating the problem

4 Changing your behavior. You have accurate product information to avoid inconsistencies after purchase, but if it does happen, marketers need to narrow the scope in some way. Studies have shown that only one-third of consumers complain or seek compensation; the rest is to boycott the goods in the future or simply complain to others. From the seller's point of view, this is not an optimal result.6 Consumers can make complaints in one of the following three ways:

• Voice response when the customer comes back to complain;

• Private recommendation by the consumer complaining to his friends;

• Third-party response, including complaints to consumer organizations and trade associations complaint……

Divestment

Finally, the sales phase refers to the process by which consumers dispose of products after they are used. It can be as simple as throwing empty food containers into a trash can, or as difficult as replacing a car or used car. In terms of green marketing (emerging environmental issues) and the ability to market new products (for example in trade agreements), it is becoming increasingly important for marketers. Decisions may seem long and difficult, but in reality, most buying decisions are general and the process is fast and almost automatic. Table 3.1 shows the comparison between abnormal

purchases and regular purchases, and shows how each stage of the decision model is executed.

Perception

The human senses continuously transmit information to the brain; if the information is not leaked in any way, this means that the amount of stimulation will seriously overload the human system. Therefore, people will quickly learn to extract information from the environment; the noise of the train tracks in front of your friend's house may seem obvious to you, but your host may not know it. In fact, the brain automatically chooses the important and the unimportant. Therefore, the information used by the brain does not provide a complete picture of the world. The resulting gap in worldview is full of a person's imagination and experience. The following factors affect the perception of the world map:

• Subjectivity: One's current world view.

• Classification: Information classification. This usually happens during the "fragmentation" of information being grouped into related elements. For example, a certain tune can be reminiscent of a special night a few years ago.

5.1.2   Influences on the buying decision

There are three main aspects that affect the purchase decision:

• Personal factors are the characteristics of consumers that affect the decision-making process;

• Psychological factors—the elements of the consumer's psychological process;

• Social factors are the influence of friends and family members that affect the decision-making.

Personal factors

•   Demographic factors: personal characteristics such as age, gender, race, income, family life cycle and occupation. They are usually used as the basis for segmentation.

- Situational factors: the changing consumer environment. For example, rising wages may cause consumers to consider buying new cars; on the contrary, layoffs may force consumers to cancel orders for new kitchens.

- Level of involvement: Participation refers to the degree to which consumers attach importance to products and purchasing decisions. For example, consumers may feel that they are buying the right product. When other consumers think it is not important at all, the coffee brand is crucial to the success of the dinner party. Participation is related to the emotional attachment of consumers to the product.

Psychological factors

- Perception: This is how people build their vision of the world. Essentially, this selection or analysis process means that everyone has an incomplete picture of the world; in this way, the brain can fill in the gaps in the synthesis process based on rumors, past experience, imagination, etc.

- Motivation: The inner force that motivates consumers to take certain actions. Motivation is a vector; it has strength and direction.

- Skills and knowledge: For example, a consumer who plays the violin for the first time is unlikely to spend thousands of pounds on Stradivarius. Therefore, capacity will affect some purchasing decisions. Product category or brand can also affect consumer solutions. It is difficult for marketers to analyze what they already know; it is much better to increase consumer awareness as much as possible.

- Attitude: Attitude consists of three parts: cognition, which is related to the conscious thought process; the impact related to the emotional attachment of consumers to the product; and Konation, which involves planned behavioral courses. For example: "I love my Volkswagen (feeling) because it will never disappoint me (cognition). I will definitely buy another one (conation). "They don't always lead to action, because other factors may Interrupt this process.

- Personality: The characteristics and behaviors that make each person unique. Personality changes very slowly, if at all, and can be considered permanent for marketing purposes. The goal of marketers is

- Learning: Perception and memory are closely related to learning. Marketers want consumers to learn from marketing materials so that they know which products to buy and why they should learn from the experience. Products so that they can buy again and pass the information on to others. Hilgard and Marquis (1961) defined learning as "more or less behavioral changes that occur as a result of exercise."From a marketing perspective, this means that the goal should be for consumers not only to learn something, but also to remember what they have learned and act accordingly. For example, advertising materials are carefully designed to be opportunity-oriented.

Social factors

- **Social class** Social class is a form of stratification that attempts to structure and divide a society.

- **Reference group**

✓ **Primary groups** :The people we see most often. Family, friends, close colleagues. The core group is small enough for regular, possibly daily face-to-face contact. These groups have the greatestinfluence..

✓ **Secondary groups :**We meet from time to time people who have common interests: for example, members of golf clubs or professional associations. These groups sometimes have formal rules that members must follow in their business or hobbies, and they may also have informal traditions that influence purchasing decisions (such as specific clothing or equipment).

✓ **Aspirational groups** :The group we want to belong to. These groups can be very powerful in influencing behaviour because people have a strong desire to join; it is a source of value influence. These groups are especially influential in fashion shopping.

✓   **Dissociative groups** :A group that a person does not want to associate with. This causes this person to behave in the opposite way to those in the group: for example, a person who does not want to be regarded as a football tyrant is not allowed to watch a football game at all.

✓   **Formal groups** :A group with a list of known and registered members. These groups usually make rules: for example, professional organisations make codes of conduct.

✓   **Informal groups :** Less Structured and friendly. There is no need to go through the membership formalities; one merely has to adhere to the overall ideals of the team.

✓   **Automatic groups** :Our groups by age, race, culture, or education are not groups that we join voluntarily, but they affect our behaviour: for example, a 45-year-old woman will not choose clothes that suit her. It looks like a "mutton in a lamb". Similarly, expats often find that their home lacks food, or they are looking for other types of food that suit their culture.

●   **Culture and subculture**

Culture can be described as the personality of the society in which a person lives, and expressed through the architectural environment, art, language, literature, music, and products consumed by society, as well as their universal beliefs, value systems, and governance. Rice (1993, p. 242) defines culture as: "Values, attitudes, beliefs, ideas, artifacts, and other important symbols, which are embodied in people's lifestyles, and help them interpret them as members of society. Evaluation and communication".

5.1.3   Impulse buying

Impulse buying is not based on a plan, but is mainly the result of a sudden confrontation with a stimulus. The pure impulse is based on the novelty of the product, seeing something new can entice consumers to buy it just to try.

When buyers suddenly realise that something is missing from the shopping list, they trigger an impulse. When the product meets a demand that has not been felt before, there will be an impulse to preferential treatment, and when a consumer meets a certain demand but is ready to be affected by special offers, there will be an impulse to plan. For example, a shopper goes shopping to buy a new jacket for a weekend party. In the store, he saw a bow tie hanger and bought it because he never had it (pure impulse). Then she found that she did not have a matching summer shirt, so she took it from the counter (impulsive reminder) and saw a hanger with cotton trousers next to her (impulsive suggestion). You see a safari jacket, although it is not the style you imagined, it is actually very suitable for the job, so buy it (plan impulse). Most shoppers are familiar with these conditions and often encounter them when visiting supermarkets.The purchase process itself is an important part of the benefits consumers get from consumption; research shows that process satisfaction is related to the willingness to participate in future purchases.

5.1.4 Work to do for assessment and discussion

- Why is post-purchase evaluation important to:
  ✓ Consumers?

  ✓ Marketers?

- How do cognition, learning, and attitude affect consumer decision-making?
- How do marketers influence these processes?
- Identify three main types of reference groups. For each type, consider examples that apply to you as a consumer and discuss how this affects your own buying behavior.
- How do family members influence each other's buying behavior?
- How can marketers use interrupts to influence consumer behavior?

6   CHAPTER 6: MARKETING INFORMATION AND RESEARCH

6.1   Introduction

Market research is usually understood as the study of customer needs, desires, and preferences; market research is sometimes used to describe any research conducted to support marketing decisions. Overall, gathering information about actual or potential markets not only enables the company to track the trends and issues of its current customers, it also helps you identify and analyze potential. Customers and new markets, and pay close attention to your competitors, their strategies, tactics and future plans. This chapter will help students:

• Understand the importance of information to companies and the role that information plays in making effective marketing decisions.

• Understand the role of marketing information systems and decision support systems and increase awareness of available information;

• Be familiar with the different stages of the market research process;

• Describe primary and secondary data sources, understand their roles and issues related to their collection and analysis

6.1.1   Defining marketing research

Market research is a basic factor in marketing decisions. The American Marketing Association (AMA) defines it as: "The function of connecting consumers, buyers, and the public with marketers through information: used to identify and define the information used in marketing. Opportunities and

challenges; generate, improve and evaluate marketing activities; control the effectiveness of marketing; and improve understanding of marketing as a process. Market research determines the information needed to solve these problems, develops information collection methods, and controls and implements the data collection process Analyze the results and report the results and their consequences ». (www.marketingpower.com / AboutAMA / Pages / DefinitionofMarketing.aspx). Market research links an organisation with its operating environment, including defining problems, collecting data, and then analysing and interpreting them To facilitate decision-making.

6.1.2 Types of research

Exploratory research is usually to collect preliminary data to clarify or determine the problem, rather than to find a solution to the problem. Regardless of whether primary or secondary data sources are used, the goal is to make a preliminary assessment of the nature of the marketing problem so that further research can be appropriately planned. , Designed to allow marketers to better understand specific issues orproblems. Finally, conduct causal or predictive research to test causality. so that you can make reasonable and accurate predictions about the possible outcomes of certain operations.

6.1.3 The origins of research data

There are two main types of data generated by completely different research methods.

6.1.3.1 *Qualitative research*

Qualitative research involves collecting interpretable data, such as people's opinions, whose statistical reliability cannot be proven. This type of research is particularly useful for examining motivation, attitudes, beliefs, and intentions rather than using probability samples. It is usually based on very small samples, so it cannot be summed up by numbers. Although the results

are usually subjective, preliminary and impressionistic, they can reflect the complexity behind consumer decisions and the richness and depth of how and why consumers behave in their way. Although quantitative methods are statistically accurate, they rarely capture the complexity and richness of relationships related to marketing activities. Do not understand what people are saying but what they mean (or think they mean), and various methods have been developed to solve this problem, such as:

- surveys/questionnaires
- focus groups
- in-depth interviews
- observation techniques
- Experiment.

6.1.3.2   Quantitative research

Quantitative research involves collecting information that is quantifiable and cannot be explained at the same level as qualitative research. It includes data such as sales figures, market share, market size, returns or complaints about consumer products, and demographic information, and can be quantitative studies that usually involve large-scale surveys or studies that create a reasonable and reliable evidence base to obtain Statistically accurate data. analyze. Once, they were quantified, caught by an interviewer holding

a tablet computer, interviewing the interviewee on the street, or receiving an invitation to participate in a pop-up survey on our computer screen. Quantitative research partly depends on establishing a representative sample large enough to convince researchers that the results can be generalized to the general population. Then you can point out that ``this is what 45% of the market thinks. And 29% believe it. Through telephone interviews, face-to-face interviews, online or e-mail surveys, or you use secondary data sources . The Internet is revolutionising quantitative research.The initial focus was on realising online collaboration and building problems, but now the methods used have become more complex, interactive, more available over time, and

more directly linked to a wider range of information systems to integrate all data source.

Continuous research

Various research projects are specifically designed to better understand and overcome the identified marketing problems. However, some research is ongoing. The result of the update.

Consumer panels

Market research companies recruit a large number of families willing to regularly provide information about their actual shopping and consumption behaviour. In specific market segments. There are two ways to retrieve data from the consumer dashboard: house audits and bus surveys.

• **Home audit**: Household audit means monitoring and tracking the purchasing and consumption patterns of individual households.

• **Omnibus survey**: As the term implies, surveys enable organisations to participate in existing research projects when they see fit. If organisations want to participate, they can add some additional questions to the next round of questionnaires: Regularly contact a large number of respondents.

Sources of marketing information

External sources

External sources are ad hoc studies using secondary and primary studies, or continuous data provided by the various joint and aggregate studies mentioned above. Information comes from external sources such as customers, suppliers, sales channels, strategic alliance partners, independent third parties, trade agencies, industry associations, Eurostat and other government sources, as well as external sources such as the Internet. The job of the marketing manager is to incorporate these results into the organisation to drive change.

Internal sources

Information also comes from internal sources within the organization, including internal accounting systems (manufacturing, accounting, sales records, purchase details, etc.), market research, sales representative reports, telephone details. , Customer inquiries and complaints, product returns, etc. Similarly, all this information needs to be processed correctly and disseminated in a timely manner in order to be effectively used in decision-making.

6.1.4　The marketing research process

When an organisation decides on a research project, it is important to ensure that it is planned and executed systematically and logically in order to determine and achieve the "right" goals as quickly, and cost effectively as possible. The method is feasible. Here, we propose a market research process model, which can be applied to various real-world situations with a little modification. Figure 8 shows this.

Problem definition

The definition of the problem is the first step in the research process and one of the most important steps, because it accurately defines the nature of the project, thereby affecting the implementation of subsequent steps, and ultimately affecting the successful research project itself .

Figure 8. The marketing research process

6.1.5 Research objectives

Strictly defining research objectives is very important to ensure the correct development of the project. To be successful at this stage, the project team needs good communication and a clear understanding of the issues raised. Exploratory research is useful here. Eliminate some opportunities or fill in some important knowledge and understanding gaps.

6.1.6 Planning the research

The planning stage is divided into two main parts: one is the preparation of the research report, and the other is the approval of the research plan. This also applies regardless of whether the inspection is carried out internally.

- **Prepare investigation report.** The survey report comes from the customer. Its quality and accuracy can vary greatly. In some cases, customers have a vague idea of the problem. However, they are not sure what the root cause or motivation is, so they rely heavily on researchers to determine the problem, and then choose the best research design by asking them to complete the first two stages of the research process.

- **Agree the research plan.** According to the report, it is necessary to agree on a research plan before starting the project. This is not only important for cost and time reasons, but also to ensure that the data obtained can make management decisions without additional analysis.

Data collection

The first requirement for creating a research plan is to clearly define what additional data is needed and how to collect it. This can include collecting primary and secondary data or collecting only primary data.

Secondary research

Secondary data can play different roles in the investigation process. Its main function may be to provide basic information about industry and market trends, dynamics and structures. Some of this information is useful for educating men. Make management decisions, although this provides more guidance for future major research. They can also provide useful information to help you select survey samples by identifying key competitors and customer groups. It is impossible to list all potential data sources. Because

the number of sources is so large, and to a large extent depends on the type of research project to be investigated.

- the pertinence of the data
- who collects the data and why
- method of collecting data
- evidence of careful work.
- Online databases

Primary research

After deciding on the primary research, the researcher needs to determine what data should be collected and how. Regardless of which method best suits the client's information needs, researchers should consider defining a sample of individuals or organisations. From the entire group of people of interest (for example, defined as market segments or industries).

6.1.7 Research methods

The three most commonly used methods of collecting raw data are interviews and surveys, observations and experiments.

• **Interviews and surveys:** Interviews and surveys involve collecting data directly from individuals. Group, send the questionnaire by phone or email.

• **Observational research:** As the name suggests, this method involves the observation of individuals or groups by trained observers, whether they are employees, consumers, potential consumers, community members, children, or others. The purpose is to understand certain aspects of their behaviour in order to understand the issues identified in the market research plan. Particularly respected in its implementation, it provides information about design, practicality, durability and other aspects, user-friendliness and intended use for different age groups. This gives you the opportunity to test the product and witness its use.

• **Experiment:** The third method of collecting raw data is to conduct experiments. This may include the use of a laboratory (or other built environment) or experiments that can be performed in the actual situation,

such as Trying   commercial products. In an experimental environment, researchers manipulate independent variables (such as prices, promotions, or shelf locations) and track the impact on dependent variables (such as sales) to see if the dependent variables change.

6.1.8 Sampling

Especially in the mass consumer market, due to time and economic reasons, it is not enough to include each target consumer in the selected data collection method. The total population (usually the target market) is enough to convince researchers that they are getting an accurate picture that can be summarised.

- **Population definition:** The target population is determined according to the overall objectives of the research. Based on the target market or market segment, but even so, it is unlikely that additional definitions based on markets, products, or behaviours will be needed to create a well-defined population.

- **Sampling frame:** The sampling frame is an access to the population, essentially a list from which individual names can be extracted. Registers of electors, organizational directory listings, or purchased listings. Is an example of a possible sampling frame. Internal customer records can also provide a sampling frame, although the researcher needs to be very sure that these records provide a complete picture, and that this is the totality needed for the research, not just a large list of easy, fast, and simple methods.

- **Sampling unit:** The sampling unit is the actual individual who the researcher hopes to get the answer to. In hypermarkets, the sampling unit is usually the name attached to the sample-based address.

- **Sampling procedure:** selection The next step in the process is to choose a sampling procedure to select individual sampling units and items from the broader sampling framework. Each member of the population has an equal or known probability of being selected as a sample, which provides a certain degree of confidence in the accuracy of the results. They are based

on the same strict selection criteria and provide researchers with more flexibility.

- **Sample size** The last but very important consideration in the sampling process. The process is the sample size.Although the larger the sample, the more certain it really represents the people of interest, but it does not make sense to spend more time and money to find a larger sample than necessary. The researcher can determine that within the specified limits, the sample elements represent the target population. Unsurprisingly, the higher the level of confidence required, the larger the sample size.

6.1.9 Questionnaire design

Questionnaires are a widely used research tool for collecting and recording information during interviews, whether face-to-face, via email, via the Internet, or via phone. Researchers quickly discovered that if the questionnaire is not properly designed and does not collect the data originally expected, then a well-designed survey will soon fail.

Types of questions :

In the questionnaire, you can ask two main types of questions: open-ended and closed-ended. Open categories show many important stylistic changes, however, all of these give the respondent considerable leeway to express his or her opinion on the chosen subject. Closed questions force the respondent to choose one or more answers from multiple possible answers in the questionnaire.

Open-ended questions : Questions such as "What factors are important to you when buying garden furniture?" or "What do you think of the trend of out-of-town shopping malls?" They are open because they did not provide respondents with answer options. In both cases, the interviewer can receive as many different answers as the interviewee, so it may be beneficial to use these questions due to the relatively rich knowledge. Collect and analyse answers based on the possible length and variety of answers. However, some

people believe that using open-ended questions helps to enhance the good will of respondents and allows them to answer indefinitely (Chisnall, 1986).

- **Closed-endedquestions:** Closed-ended questions are divided into two groups: dichotomous questions and multiple choice questions. Dichotomous questions only allow two options, such as "yes or no" or "good or bad". These questions are easy to ask and easy to answer. In addition, with careful precoding, it is relatively easy to parse the answer and cross it with another variable, for example, to find out whether people who claim to use the product are more concerned about promoting a particular product than those who claim to use the product.

- **Multiple choice questions** are a more complex form of closed-ended questions because they can provide a list of possible answers for the respondent to choose from. For example, it can be a list of alternative factors that may influence purchasing decisions (price, quality, availability, etc.), or it can reflect the level of substitution, severity of emotions, or other nuances in response to changes. Regarding the variables under consideration, these questions should be carefully designed to include the widest possible answers and group them, because limiting the number of available options creates a potential source of bias. Alternative answers should reflect the possible range, do not repeat or repeat, because this will also cause bias. Categories provide these questions with the ability to collect answers that were not initially thought of (but should be determined in the pilot phase) or answers. One was used.

- You can also use multiple choices to overcome the sensitivity of some interviewees. When asked "How old is he?" or "What are you going to win?" Many people may refuse to answer open-ended questions because they are too specific and personal. Answer questions such as "Which age group do you belong to: 17 years old or younger, 18-24 years old, 25-34 years old, 35-44 years old, 45 years old and above?" Let the interviewees feel that they did not pay too much. In either case, the researcher is unlikely to benefit from knowing the exact age of the interviewee. The group should be defined to

reflect the possible range of the target respondent's response and make it easier for them to contact. For example, compared to workers who are more likely to know what their weekly wages are, they are more likely to be grouped based on annual wages.

- The rating scale is a multiple choice question, often used in attitude measurement, motivation research, and situations where complex and interactive factors can affect the situation.There are multiple scaling methods, including the following:

- **Likert summated ratings.** ratings. Various research-related statements are based on preliminary research and pilot tests. These statements will be provided to the interviewees being asked. Answer on a five-point scale, such as 'strongly agree', 'agree', 'neither agree nor disagree', 'disagree' and 'strongly disagree'. The responses are scored from 5 (strongly agree) down to 1 (strongly disagree). The average of all respondents can be used to determine the overall strength of the relationship with the relevant variable. Examining the

nature of each answer can also reveal questions that marketers are interested in.

- **Semantic Differencial Scale**. These scales are designed to measure differences in the meaning of words or concepts. This method involves a five-point or seven-point bipolar rating scale, each extreme is defined by carefully selected adjectives that represent opposite extreme feelings. Atmosphere can suggest different scales, including warm and cold, friendly-unfriendly, or fashionable old fashioned, for example. Once the scales are defined, products (or anything else) will be rated according to each scale, reflecting the opinions of respondents; these scales can also be used to measure the image of a company or advertising and compare different brands; in the latter case Next, when two products are mapped to the same scale at the same time, significant differences will appear, which helps marketers better understand the relative positioning of the products in the minds of consumers.

- **The wording of questions**. The success or failure of the questionnaire lies in the details and overall layout design. This includes describing the question in

detail so that the interviewee fully understands the request and encouraging them to provide accurate answers.The following paragraphs raise some related issues. It is always important to ensure that the interviewee fully understands the meaning of words and phrases. Special care should be taken to avoid using technical terms and terminology that the respondent may not be familiar with.

6.1.10 Conduct the research

After formulating the research plan and establishing the recommended survey and analysis methods, the researcher need to start his own research. This stage varies according to the type of research. The number of selected in-depth interviews varies greatly across a wide geographic area.

Analyse and interpret the information

Although the quality of research data is important, the greatest value for the company lies in data analysis, which converts raw data into useful information. Important management decisions can be made based on reports generated by data analysis. The use of complex hardware and software packages provides a powerful means of relatively easy handling of large amounts of data. CAPI, CATI, scanners that can read completed questionnaires, complex statistical analysis and data processing have improved the speed, accuracy and depth of the analysis itself; however, it is still a human factor, and researchers are identifying trends or relationships The experience, or some other hidden factors in the results, is a key component of the decision maker, turning the data and methods used into valuable information.

Prepare and present the report

The information provided by researchers should be in a form that is convenient for decision makers. Research reports are often written in high-tech language or research terminology, which may be confusing or meaningless to layperson. Decisions should be easy to understand. A report

that is too complex is almost useless. Therefore, the formal presentation of the report, whether written or oral (allowing the client to ask questions and seek clarification on the issues raised), should receive the same attention, attention, and attention as any previous steps in the investigation process. It also enables the results to be personalized to the host organization, which can increase the perceived trust in the results, thereby increasing the willingness to take action (Schmalensee, 2001).

Research evaluation

Research projects rarely go according to plan. Although more caution in pilot and exploratory studies will increase the likelihood that actual results will match the plan, there may be issues that require careful consideration when weighing the value of the project. Careful analysis of project planning, implementation and results will also provide customers and researchers with valuable insights into the future. This step can include an overview of all aspects of the research plan described above. Regarding current results and future research design. For ongoing research projects, the most important point is whether the research has indeed provided sufficient quantity and quality of information to help management decision-making. Ambiguity or misrepresentation in the context of the marketing problem to be solved. The marketing manager is responsible for ensuring that the goals and the research plan are consistent and reflect the requirements, although the researcher can help with this task.

6.1.11 Work to do for assessment and discussion

Why is marketing research an important tool for marketing managers?

What types of marketing problems can be solved in the following ways: (a) exploratory; (b) descriptive; and (c) causal research projects?

Define the various stages of the market research process and describe the meaning of each stage.

What steps will you take to research the market for new computer games?

The questionnaire may sometimes be vague or contain irrelevant questions. How to control the sources of these errors?

What measures can be taken to overcome the prejudices of the interviewer?

Under what circumstances is qualitative research more appropriate than quantitative research?

What type of focus group would be best suited to an investigation of working women's food shopping habits?

7   CHAPTER 7: PRODUCTS, BRANDING AND PACKAGING

7.1   Introduction

This chapter covers new product development and product policies. The success of an organization will ultimately depend on the value package it provides to consumers; decisions about the company's products must take into account the needs and desires of consumers. This chapter will help students:

- Describe the stages of a product from implementation to obsolescence.

- Evaluate the products in a certain range and decide which should be kept and which should be removed from the range;

- Develop appropriate guidelines for the development and market introduction of new products;

7.1.1   Defining products

Marketers define a product as a set of benefits. This means that the product is not just the sum of its physical characteristics; it includes edge elements such as brand image, product packaging and delivery methods, and even the packaging colour used at the time of delivery. The key feature is the important product advantage that the company and its competitors share; the

utility function is the unique features and benefits of the product, such as the comparison between delivery service pizza and supermarket frozen pizza. Their main feature is the same: the base of the ketchup . There is cheese on it and other ingredients. The main benefit is that everyone provides delicious food; the support functions of these two products are different. The formal definition of a product can be as follows:

"A product is a physical commodity, service, idea, person, or place that can provide tangible and intangible assets that individuals or organisations believe. They are willing to exchange money, sponsorship, or some other value unit to obtain it".

 Is necessary, valuable or satisfactory. Therefore, products are powerful and diverse. The definition includes tangible products (canned baked beans, aircraft engines), intangible products (such as hairdressing or management advice) and ideas (such as Public health information). This even includes human trafficking.

7.1.2 Product classification

Product-based classification

Product-based classification groups products with similar characteristics, although they may have very different uses and markets. Mainly divided into three categories: durable products, non-durable products and service products.

■ Durable products. This group includes products such as household appliances, automobiles, and capital goods. Durable goods may be rarely purchased, and the cost is relatively high. May need to be selectively distributed through dedicated channels and communication methods. It focuses on information and function, rather than psychological benefits.

■ Non-durable products. Short-life products can only be used one or more times before they can be replaced. Grocery and other fast-moving consumer goods fall into this category, as do office supplies and computer printer cartridges. Items that are usually purchased at relatively low prices need to

be distributed on a large scale in the widest possible retail stores and mass communication based on psychological benefits.

■ Service products. Services are intangible products, including activities, benefits, or satisfaction that are not included intangible products. Financial services, holidays, travel, and personal services pose challenges to marketers due to their inherent intangibility and vulnerability. Service providers need to find ways to communicate services to consumers or persuade them to come to the service location. Communication should address issues of function and psychological benefits, and ensure the quality and consistency of services provided by potential customers. Although these classifications seem to be based on product characteristics, the facts show that it is impossible to talk about them without reference to consumer behaviour, so it may be time for this kind of measurement. Be more specific and consider custom product reviews.

User-based classifications: consumer goods and services

• Convenience goods :. Daily goods correspond to the usual shopping situation. These are frequent and relatively cheap purchases. Buyers spend very little effort in making purchasing decisions, and convenience often takes precedence over brand loyalty. If the customer is visiting a store that somehow does not have the breakfast cereal of the desired brand, they may buy or abandon the alternative brand instead of worrying about going to another store.

• Shopping goods: Combined with limited problem-solving behaviors, shopping is a riskier and more exciting adventure for consumers, so they are more likely to shop, plan to purchase, and even enjoy the shopping process. Reports from organizations, word of mouth from family and friends, brochures and recommendations from retailers.

• Special products: Special products are related to the general situation in which consumers solve problems. The high-risk, expensive, and rarely purchased products in this category evoke the most rational consumer response that manufacturers might hope. However, this is not entirely reasonable. The psychological and emotional appeals of brands like Porsche

can still exceed the objective evaluation of information, leading consumers to make biased but happy decisions.

- Unsought goods . There are two situations for non-permanent items: the first is a sudden emergency, such as a burst of water supply or a punctured tire. The job of the organization is to ensure that customers think of your name first, or that you are the cheapest solution provider. The second bad situation occurs when people usually don't buy products without aggressive hard-selling methods such as timeshares and some home renovations.

User-based classifications: B2B goods and services

- Capital goods. Property, plant, and equipment include all buildings and basic systems that must be installed before production can begin. Such items are usually rarely purchased, and because they are expected to maintain production over a long service life and require substantial investment, they are usually considered risky in the new job category.

- Accessory goods: Auxiliary products refer to projects that provide peripheral support to the production process without directly participating. Such as hand tools, forklifts, storage boxes, and other portable or light equipment. This also includes office equipment such as computers, tables, chairs, and file cabinets.

- Raw materials: The raw materials are more or less natural, but are processed to ensure safe and economical transportation to the factory.

- Semi-finished products: Compared with raw materials, semi-finished products have undergone a lot of processing before reaching the buyer's factory. However, they still require further processing before they can be added to the final product. Therefore, the fabrics purchased by garment manufacturers (ie spinning, weaving, and dyeing products) have not been cut and sewn to make the final product.

- Components and parts. The parts themselves are finished products and only need to be included in the final assembly of the product without further processing. For example, car manufacturers buy headlights, alarm

systems, and microchips as complete or separate parts, and then install them on the car's assembly line.

- Supplies and services: There are several types of non-essential consumables and services that help the organization's production and smooth operations without direct involvement. The purchased consumables will not eventually appear on the finished product.

7.1.3 The product range

Most companies offer many different products, and each product may have multiple variations to meet the needs of different market segments.

- Product mix

The product scope is the sum of all products and options offered by the organisation. Small businesses that meet specific needs can have a very small and targeted product range. For example, Van Dyck Belgian Chocolates offers boxed chocolates, chocolates, fruit-flavored chocolates, nut chocolates, etc., from candies to coffee and canned foods.

- Product line

In order to impose a certain sequence on a product line, it can be divided into several product lines. This is a group of closely related products. These relationships can be production-oriented, because products have similar production needs or problems. This relationship can be market-based, that is, products that meet similar needs, are sold to the same set of customers, or have similar product management requirements.

- Product item The product line consists of many product elements. These are independent products or brands, each with its own characteristics, advantages, prices, etc. The elements of the product can be ketchup, salad cream, mayonnaise, low-calorie mayonnaise, etc.

- The length of the product line. The total number of items in a product line is the length of the product line. For example, Bosch can

provide a series of DIY power tools, as shown in Figure 6. The corresponding industrial power tool range may be higher.

- The depth of the product line. The number of different variants of each item in the product line determines its depth. Many options for the project. The deep line can represent a differentiated market coverage strategy, which provides customized products for different market segments.

- Product mix width. The breadth of the product range depends on the number of product lines offered.According to the broad or narrow definition of the product line, the broad scope can indicate that an organization has different interests in several different markets.

7.1.4 The product life cycle (PLC)

Product life cycle (PLC) is a useful concept to describe how a product goes from introduction to obsolescence. The theory believes that products like biology have a natural life cycle, starting from introduction, going through a growth stage, and then reaching maturity. In the implementation phase, due to high advertising costs and low production efficiency, product sales have grown slowly, and profits are meager or negative. Very new, you also need to convince dealers and others to keep the product. In the growth phase, sales will increase rapidly as the product popularity increases. Competition will also enter the market, so manufacturers may need to consider adjusting their products to respond to competitive threats. At the maturity stage, the product is well known and established. At this stage, advertising costs are reduced and economies of scale are achieved. At that time, there will almost certainly be competitors, and the company will have to develop new versions of its products. The product quickly lost market share and profitability.At this stage, marketers must decide whether to promote the product more or give it an option to opt-out; maintaining a product without natural demand is extremely disadvantageous, but sometimes the product can be resurrected and brought to the market, possibly in a different market . All products are expected to have this life cycle, but the timeline varies from product to product. Some products, such as computer games, can complete their entire

life cycle within a few months, while other products, such as COCACOLA, have a life cycle of thousands of years and may never be out of date.

Figure9. The product life cycle (PLC)
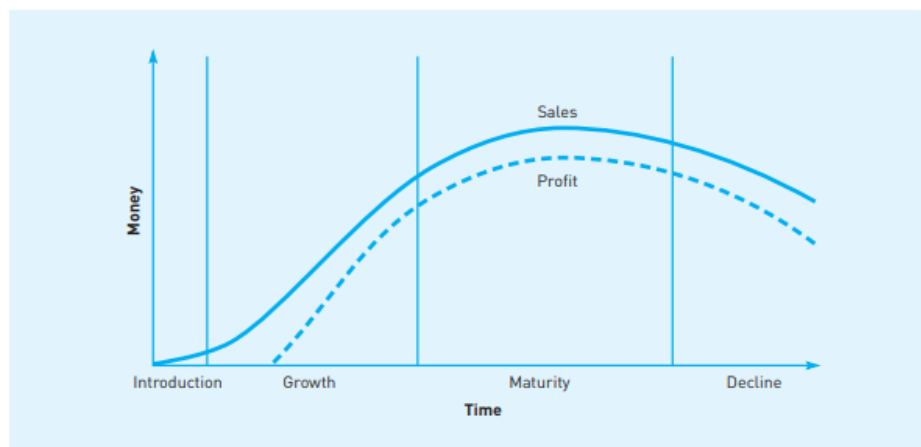
7.1.5 Branding

Branding is the process of increasing product value through the use of product packaging, brand name, advertising and its position in the minds of consumers.

Brand names

When developing new products, manufacturers usually issue trademarks. A

brand name is a term, symbol, or design that distinguishes a retailer's product from its competitors. The brand's strategic considerations are as follows:

• Marketing objectives. The brand name should be in line with the company's overall marketing goals: for example, a company that wants to enter the youth market needs to develop a brand that appeals to a younger audience.

• Brand audit. Evaluate internal and external forces as critical success factors (also known as unique selling propositions).

• Brand objectives.As with marketing goals, you need to state the overall intent of the brand.

• Alternatives to brand strategy. Other ways to achieve brand goals and other factors that affect success will affect the choice of brand name.

Brands and semiotics

Semiotics examines meaning and deals with the symbolic meaning conveyed through objects and words. Semiotics refers to symbol systems; the most obvious system iswords, but there are other systems. For example, a film uses the spoken symbol system, the actor's gestures, the music of the soundtrack, and the film's director and stage rules to create a common meaning that emerges from the interaction between the symbol systems. And the audience or readers: The audience interprets information based on existing knowledge and background, and then inserts it into the general map of reality perception. They are important symbols, and more than one symbol system is often used to create meaning; brand names, logos, colors, and packaging design all contribute to this. From a semiotic point of view, there are four levels of branding:

•A utilitarian sign. It involves the actual aspects of the product, including the value of reliability, efficiency, and usability.

• A commercial sign. It is about the exchange value of the product, which may be the value intermediary of currency value or profitability.

•A Socio-cultural sign. It is about the social consequences of buying (or not buying) products that belong to the ideal group, or whether the products are suitable for fulfilling social roles.

• Sign the mythical value of the product. Myths are hero stories about products, many of which have no real foundation: for example, the motorcycle brand Harley Davidson has a strong mythological value (in part) because it played the leading role in the movie "Easy Rider."

Myth provides a conceptual framework through which contradictions in life can be resolved, and brands can be based on this. For example, modern industrial life seems to be just the opposite. However, as a product of 20th-century industry, Harley-Davidson was used to denote (possibly mythical) freedom and adventure in the American West. The most influential brands in

the UK have at least some mythology: Hovis bread brand has a mythology, focusing on bakeries at the turn of the century; in Malaysia and Singapore, "tiger ointment" has the mythological connotation of ancient Chinese pharmacists; in Australia, Vegemite has a mysterious subtext about Australian family life that its main competitor Promit has never used. Associating various values with brand names is very helpful for studying the acceptance of brand image. These values can be explored through focus groups, and then the key attributes contained in the brand can be analysed. Consumers can be segmented according to their responses to certain characteristics contained in the brand and the consistency with the brand's intrinsic value of Consumers.

7.1.6 Packaging

Product packaging is also part of the product, because the packaging itself can bring benefits. The main purpose of packaging is to protect the contents from the external environment, and vice versa, but the packaging also has the following functions:

• Notify customers.

• Comply with legal information requirements.

• Sometimes it can be helpful to use the product (for example, it is easier to open a beverage can by pulling it out). When choosing packaging, you can consider aspects such as tamper-proofing (paper strips around the cap to prevent the bottle from opening). On supermarket shelves) and consumer use (such as soda packaging design, from bottle to can, decoiler, residue-free decoiler and draft soda system). In recent years, the environment has become very important to consumers. It is recyclable or biodegradable. Customer acceptance is obviously important; packaging must be hygienic and consumer-friendly. In the UK, there is a growing trend to develop packaging designs that can be protected by law under the Trademark Law of 1994; this is to prevent imitators from making exact copies of packaging. In some cases, the cost of copying the packaging design is very high, and it needs to be modified for non-standard packaging shapes or expensive printing processes. 40 Me-too packaging is particularly popular. It is common in popular supermarket versions of products, and there are some debates about their ethical issues. In some countries, these closed copies violate copyright or patent laws. Color can also have an impact: Heinz emphasizes the orange color of the beans when the can is opened, and puts a turquoise label on his baked bean cans.

7.1.7   Work to do for assessment and discussion

• Choose shampoos of three different brands that you think contain different core products.. (A) Determine the main products of each brand. (B) How do the tangible products of each brand reflect the main products?

• What is a specialty product? How is the marketing mix and related buying behavior different from other products?

• Discuss the relationship between product implementation categories and PLC stages. What is the impact on marketers?

• Determine the positioning of the product and summarise the reasons for its importance.

• Choose the consumer product area(very specific, such as choosing shampoo instead of hair care products) and list as many brands as possible. (a) At

which stage of the PLC each product is. b) What stage has the quality or shape of the product reached?(c) Does an organisation have multiple brands, and if so, how are these brands distributed at different stages of the PLC?

8   CHAPTER 8: PRICING STRATEGIES

8.1   Introduction

Pricing may be boring, but it is one of the most important issues for marketers; it is not only decisive for the profit to be achieved, but also for the number of products sold. This chapter introduces the different pricing forms used and gives some suggestions for choosing a pricing strategy. This chapter will help students:

• Determine the value of rewards;

• Understand the different effects of price on buyers and sellers in different types of markets;

8.1.1   Price definition

Due to the lack of product tangibility, promotional charm or retail atmosphere, pricing seems to be the least complicated and arguably the least interesting element of the marketing mix. However, it plays a very important role in life. For sellers and customers, it deserves the same strategic considerations as any other marketing tool. Pricing can not only generate

direct revenue and enable the company to acquire and retain customers (as one of the marketing definitions in Chapter 1), it can also be used as a communicator, negotiation tool, and competitive weapon. Buyers can use prices to compare products, assess the relative value of currencies, or assess the quality of products.

8.1.2   Price objectives

Price has many uses: it is a measure by which buyers can evaluate the features and advantages promised by the product, and then decide whether the purchased features, operations, financial or personal benefits are worthwhile. Price in the context of price perception and customer sensitivity. In a price-sensitive market, finding the right price to attract and retain customers is very important. Sellers must also remember that prices can attract buyers. The sum of money. For example, the costs related to the installation, training, and disassembly of old equipment are included in the B2B purchase price estimate.

● External factors that affect pricing decisions include customers, sales channels, competition, and legal and regulatory restrictions.

8.1.3   Price setting

he pricing process requires a lot of research and management skills. The five stages in the process-setting target prices; assessing demand; formulating pricing policies and strategies; determining the price range; and finally, determining the pricing strategy and any adjustments that may be required.

8.1.4   Pricing policies and strategies

Pricing policies and strategies guide and define pricing decisions by providing a framework within which decisions can be made consistently and approved by the entire organisation. Marketing mix (Nagle, 1987). These

structures are particularly important in larger companies, where pricing decisions can be delegated to supervisors or salespeople with certain discretion. The orgqnisation need sufficient rules to maintain a consistent corporate image in the market without unnecessary restrictions.

New product pricing strategies

Lowering prices to attract customers to use new products may be easy and tempting, but it can create attitudes and perceptions about brand quality and positioning that are difficult to change. The hostility of customers.

• **Price skimming**. In order to save money, the price is set high to solve market segments that are not sensitive to prices. For example, these prizes can attract opinion leaders who want to be the first place in each new product regardless of price, or opinion leaders who strive for status and regard high prices as a sign of product exclusivity.

• **Penetration prices.** In order to gain as much market share as possible in the shortest time, the company can increase sales by deliberately lowering profits, thereby actively setting prices lower than existing competitors. This is the cost of penetration. If the cost structure is designed in a way that requires very large sales to achieve breakeven or achieve economies of scale in production or marketing, then this may be a necessary strategy.

8.1.5 Product mix pricing strategies

Products that are part of the classification cannot be evaluated separately from the rest of the classification. The classification should be treated as a whole. Different products are used for different purposes and combined for

the benefit of the whole. With the demands of multiple market segments and strong competition protection for the entire market, one product may perform relatively poorly, while the other may become scarce. In a separate product line, such as B. digital SLR cameras, each product in the product line provides additional features and should be priced accordingly. Customers browse a range of products and associate price steps with features, added value, or quality. It can also encourage consumers to switch to more expensive models in the future. If you start from the external analysis: "If you weigh another 20 pounds, I can also use the zoom function. It seems more cost-effective." This process may not be so rational. If there is no other knowledge or indicators, price can be used as a quality indicator.In this way, buyers can find models with (or slightly higher) predetermined cost restrictions in the product line, and feel that the quality of the purchase is the best, regardless of whether the benefits and functions of the product are useful or appropriate. Standards are a series of standard products with standard prices. Some companies choose to provide products with a basic price, consumers can add additional services on this basis, and each service will be added to the total price. The advantage is that the basic price seems very reasonable and affordable. Therefore, it is easy for consumers to enter the stage of desire for the product. At this stage, a few kilograms of additional features are trivial, although the final total price may be a little higher than consumers. Pleasant at first. At least the buyer got a personalised purchase.

Psychological pricing

Psychological price is based on the emotional response of consumers. Higher prices are often used as quality indicators, so some companies use:

• Prestigious prices. This is the case in many service industries, because consumers often buy promises; services with unsatisfactory quality cannot be exchanged in the future. In terms of the quality of services provided, consumers have significantly higher expectations for expensive restaurants and hair salons; lower prices in these industries do not necessarily lead to business growth.

• Odd–even pricing is the practice of adding an odd number to the price, such as 3.99 or 5.95 instead of 4 or 6. Consumers seem to classify these prices as "over 3" or "5 and they are changing." and thus perceive the price as being lower

8.1.6 Work to do for assessment and discussion

- What is the difference between margin and mark-up?
- When should skimming strategies be used?
- How to use penetration prices in the international market?
- Why should companies be wary of cost plus pricing?
- How can suppliers benefit from regular prices?

9   CHAPTER 8: DISTRIBUTION

9.1   Introduction

In corporate marketing, distribution is often the real key to success. Corporate buyers can buy through agents or wholesalers rather than directly from manufacturers, so using a good distribution network is the most important step a company can take.

This chapter will help studentsTo:

• Define what is a distribution channel and what forms it can take in the consumer and B2B market;

• Discuss the reasons for using intermediaries and their contribution to effective and efficient marketing;

9.1.1   Channel structures

Marketing channels can be defined as a structure that brings together a group of people or organisations, and provides products or services to consumers or industrial users through this structure. Sales channels represent the path of

a product from manufacturer to structure. Channels can vary greatly according to market types, end-user needs and product types. Although consumer goods can be delivered directly, this may not be possible in the bulk fast-moving consumer goods market, and it is more likely to use longer channels. In hypermarkets with multiple intermediaries, intermediaries play an important role in improving efficiency and reducing costs, reducing manufacturer risk, collecting, storing, sorting and moving a wide range of goods, and promoting the cash flow of manufacturers and customers. These functions are not necessarily performed by the same subscriber on the sales channel, and the decision of who does what can be made through consensus or the use of permissions in the channel.

9.1.2 Consumer goods

Figure 10 shows the four most common channel structures in consumer markets. As you can see, each alternative includes a different number of intermediaries, and each is suitable for different types of markets or sales situations.

Producer–consumer (direct supply)

In the direct supply chain between producers and consumers, producers and consumers interact directly. There are many options on this topic. This can be a factory store or fruit picking. Selling from door to door is like a company that makes double-glazed windows. The partyplan sales and the parties of Tupperware and Ann Summers are all attempts by manufacturers to get rid of middlemen.

Producer–retailer–consumer (short channel)

The producer–retailer–consume route is most popular with large retailers because they can buy in bulk at special prices and usually have separate inventory management and transportation. This route is usually used by large supermarket chains and is most suitable for large manufacturers and large retailers whose transactions are so large that they have a direct relationship

with them. In the motor vehicle trade, local dealers usually have to deal directly with the manufacturer because there is a considerable demand for the support of the supply infrastructure compared to the consumer of the goods. And sales and service experience. This is an example of the gray area between retail and distribution.

**Producer–wholesaler–retailer–consumer (long channel)**

The benefits of adding a wholesale layer are significant for small manufacturers and/or small retailers. Small manufacturing companies do not necessarily have the skills or resources to reach a wide range of retail customers such as corner stores. There are no resources to purchase relatively small amounts of products directly from many manufacturers. Wholesalers can coordinate the two parties by buying in bulk from the manufacturer, and

then divide the quantity into manageable quantities for small retailers; integrate a wider range of products for the retail network under one roof; provide small manufacturers with more extensive retail access Opportunities for customers; similarly, allowing small retailers to obtain a wider range of manufacturer products.

Producer–agent–wholesaler–retailer–consumer

This is the longest and most indirect canal. For example, it can be used when a manufacturer is trying to enter a relatively unknown export market. Agents are selected based on the country's local knowledge, contacts, and sales experience. However, the problem is that manufacturers are completely dependent on middlemen and must rely on the quality of their knowledge, commitments, and sales opportunities.

Organisations trying to thrive in remote markets are limited in their ability to build strong influence due to lack of time, resources, or knowledge.

Figure10. Channel structures for consumer goods
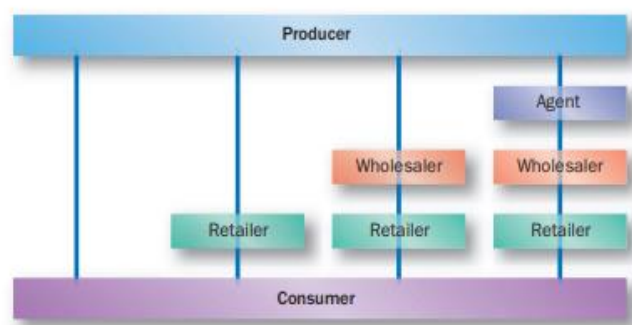
9.1.3 B2B goods

B2B products usually involve close technical and business dialogues between buyers and sellers, in which products and their attributes are tailored to the specific requirements of customers. The type and frequency of purchases, the number of purchases, and the importance of the product to customersall affect the type of channel structure commonly seen in the B2B market.

Manufacturer–user

Direct channels are better when the goods sold have high unit costs and potentially high technical content. There may be a small number of buyers confined to a clearly defined geographic area. Manufacturers must be willing to build and lead a sales and distribution team that can negotiate sales, provide services, and manage customer needs.
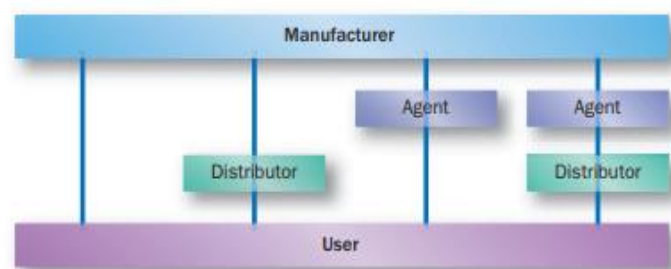
Manufacturer–distributor–user

With the increase in the number of customers, the shrinking of customer scale, and the increase of intermediary functions, there are fewer and fewer direct channels to choose from. For example, building materials are usually sold to builders, who then sell them to buildings. The transaction is based on a lower order quantity, so the inventory supply is larger but closer to local demand.

Manufacturer–agent–user

Sometimes, in situations where direct sales are not economically feasible but require sales expertise to generate and complete the transaction, the agent acts on behalf of a group of manufacturers when negotiating with users.

Figure11. Channel structures for B2B good

Manufacturer–agent–distributor–user

The manufacturer-agent-distributor-user model is particularly useful in

rapidly changing export markets. Sales representatives coordinate sales in specific markets, while distributors provide inventory and quick replenishment tools close to customer demand points.

9.1.4 Channel Strategies

Intensive distribution

Intensive distribution occurs when a product or service is placed in as many sales outlets as possible and no interested middleman is prohibited from storing the product. Typical foods are bread, newspapers and pastries, but usually most ready-to-eat foods . Belongs to this category.

Selective distribution

As the term implies, a more selective approach is to use a small number of carefully selected outlets in a given geographic area. They often appear in commercial products , and consumers tend to look for the most suitable products and then more detailed alternatives. For example, the excellent technical content that needs to be displayed.

Exclusive distribution

Exclusive distribution is the opposite of intensive distribution, which means that there is only one point of sale covering a relatively large geographic area. This type of distribution can reflect very high investment in infrastructure, low dispersion density, or products that are rarely purchased. If you have on-site service and customer service network, the impact on customers may not be great; however, in hypermarkets, shoppers may face some disadvantages: they may need to walk a distance to get the product, and they may not be able to choose From whom to buy.

9.1.5 Work to do for assessment and discussion

- Under what circumstances is air freight cheaper than surface transport?

- How can wholesalers improve their position among retailers?

- Why should a wholesaler agree to a limited area sales agreement?

- When should manufacturers consider working directly with distributors?

- When should manufacturers consider working directly with the public?

10 CHAPTER 9: MARKETING COMMUNICATIONS AND PROMOTIONAL TOOLS

10.1 Introduction

This chapter explains how to convey information about the organisation messages. The method of communication (advertising, face-to-face sales, public relations, and promotion) is the most obvious aspect of marketing. For some people, it represents the whole of marketing.

This chapter will help students to:

• understand the importance of planning and integrated communication in the marketing environment;

• understand the diversity and scope of marketing communication goals; • explain the use of advertising materials in the communication process;

• determine the factors and limitations that affect the communication tools used by the organization

10.1.1 Communication definition

Communication is one of the most important activities of mankind. The exchange of ideas that shape communication takes place through dialogue (which is still the most popular form of entertainment in the world), words (letters, books, magazines, and newspapers), and pictures (cartoons, TV, and films). It is defined as a transaction process in which two or more parties deliberately use symbols to exchange value. The key element here is that communication is purposeful (conscious effort). Evoke response), it is a transaction (all participants are involved in the process), it is symbolic (text, pictures, music and other sensory stimuli are used to convey ideas). Given the importance of effective communication to product success and the level of investment usually required in integrated marketing interactions, planning is critical. The main stages of the planning process include situation analysis, goal setting, strategy definition, budgeting, implementation and evaluation.

10.1.2 Developing communications

Communication goals should be precise, practical and measurable, and can be cognitive (such as raising awareness and spreading knowledge), emotional (such as creating and changing brand image), behavioral (such as, or corporate .For example, Structure and develop effective marketing) Communication consists of six stages, namely:

• Determine the target audience. In other words, decide who the message should be communicated to.

• Determine the answer the compqnies are looking for.What do marketers want audience members to do after they receive the message?

• Select a message. Write a copy or create a suitable picture.

• Choose a channel. Decide which newspaper, TV channel or radio station your audience uses.

• Select font attributes. Decide what you want to say to the product or company.

• Collect feedback. For example, conduct market research to understand the success of news.

Communication is always expensive. Therefore, it is worth investing time and effort to ensure that the target audience understands the message. Communication usually follows the AIDA method:

• **A** Attention

• **I** Interest

• **D** Desire

• **A** Action

This means that marketers must first get the customer's attention. Obviously, if the receiver is not turned on, the message will not pass. Second, marketers must make the message interesting, otherwise, the receiver will ignore it. If the message is good, this should arouse the recipient's interest in the product, and then the recipient will become active. Although this is a simplified model in some respects, it is a useful guide for planning promotional activities; however, it is very difficult to combine these four elements in one message. Because of this, marketers usually use a combination of different elements, called advertising combinations.

10.1.3 The promotional mix

The main promotional mix includes advertising, promotion, face-to-face sales and public relations. When the concept of promotional mix was first developed, these were the only products available to marketers, but in the past 40 years, there have been more advertising methods that did not. Easily fall into these four categories. For example, think of the logo on a T-shirt as an advertisement or PR. Different advertising media are effective for different purposes. Although advertising is for educational purposes, face-to-face sales and sales may be more appropriate. For example, promotion can better achieve behavioral goals. Direct marketing is very helpful for establishing and improving long-term customer relationships.

Figure12. The promotional mix
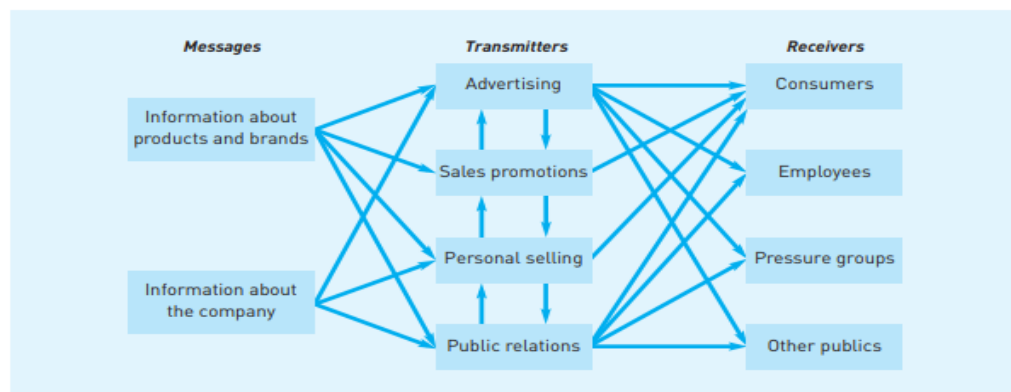
Advertising

Advertising is defined as "payment information embedded in media". The definition can be broken down as follows:

• Paid: News about a company or its products is not necessarily an advertisement; sometimes, media companies (TV, radio, newspapers, or magazines) will send news about the company in the form of news, but if the seat If you have not paid, this is not an advertisement.

• Message: The advertisement must have an intention, even if it may be unclear.

• In the media: The news should appear in newspapers, magazines, billboards, or broadcast media. Door slips, company names printed on T-shirts, and telemarketing are not necessarily advertisements (but they are advertisements).

Sales promotion

Sales Promotions are short-term activities aimed at temporarily increasing product sales. Promotions take many forms, from discounts to free rides. Some efficiency in the decision-making process. Promotions have four

characteristics:

• Attractiveness. This is the degree to which the customer perceives the action as needed.

• Applicable to product categories. Ads that are not related to the product. There are fewer opportunities to attract customers.

• Reception delay. If you do not receive gifts or discounts for a period of time, its attractiveness will decrease.

• Price. High-value promotions are better than low-value promotions, but the perceived customer benefits are important. These functions interact with each other, so if the unattractive offer fits well with the product category, it can work.

Personal selling

Sales may be the most powerful marketing tool a company has. Salespeople who sit in front of potential customers to discuss customer needs and directly explain how the product will benefit them are more likely to win business than any available advertising, public relations, or promotion. Unfortunately, sales are also the company's most expensive advertising medium. Retailers can spend a lot of time and energy training retailers on the technical aspects of the product range and sales techniques.

Salesforce

This is arguably the most expensive marketing tool a company has. Salespeople are the hardest to control in some ways, because they are made up of people who think independently, and they have their own ideas on how to get the job done and work alone. Get out of the sight of the office and sales manager. The sales manager is responsible for recruiting, training, motivating, monitoring and evaluating the activities of the sales department and managing the sales area.

Public relations and staff

Public relations (PR) is mainly about sending information and creating the

right image for the organisation and product, but it is also about making a positive impression in people's minds. Respect for it is different from other tools in the advertising mix. Although public relations are the responsibility of news agencies or public relations officials most of the time and in most activities, the responsibility of public relations lies with anyone who comes into contact with people outside the organisation. These include "front-liners" people who reduce their daily work to contact with the outside world.

Word-of-mouth

Word of mouth is probably the most powerful communication medium marketers can use. The reasons for the power of word of mouth are as follows:

• It is interactive and involves discussions between parties. This makes the recipient want to know the message. The problem for marketers is that there is usually interaction between parties that are not under the control of the company.

• Allow feedback and confirmation messages.

• The source of the news is a selfless friend or acquaintance. Have higher credibility than any news marketer. People often talk about goods and services; they like to talk about their recent purchases, suggest that people consider buying, show their recent purchases to their friends and family, and even discuss controversial or interesting marketing communications. Like it or not, the company can do little to control this process. So word of mouth can be either positive or negative, and bad news often spreads twice as fast as good news, so word-of-mouth is negative.

Sponsorship

Sponsoring art or sports events is becoming more and more popular as a way to create positive emotions for companies. Sponsorship is defined as "investment in money or material assets in an event in exchange for the development of business potential related to the event. Sponsorship seeks to combine the beliefs of the sponsoring organisation or brand with the target consumer's high priority for the event or organisation Connect.

10.1.4 Communication Strategies

Once the goals are determined, a strategy is needed to achieve them. The previous analysis may have determined the overall balance of the promotional mix, but challenges still remain, down to the smallest details, what information actually serves, how to best express it, and in which media. You can use it to convey information more effectively.

Push or pull strategy

Note, however, that consumer product marketers may also need to consider the B2B market when working with distribution channels. Figure 13 shows the push and pull strategies, which emphasize different communication channels (Oliver & Farris, 1989). Using a push strategy, manufacturers are more willing to focus their communication activities on the channel elements immediately below, which means that the wholesaler in this example has a warehouse full of products and therefore has an incentive to use communication for special sales. Soon it will be handed over to the seller, who will then advertise to the end user. Products move down the sales channel, and member-to-member communication flows in parallel with the product. There is almost no connection between manufacturers and consumers. On the contrary, the extraction strategy in this case requires the manufacturer to create demand for the product through direct communication with the consumer. Retailers will be aware of this demand, and in order to meet customer needs, all sellers who request products from manufacturers are required to provide products. The product is in the opposite direction. Of course, the reality is that manufacturers take a middle

ground and show a certain attractiveness and a certain power to give products more vitality.

Figure 13. Push–pull strategy
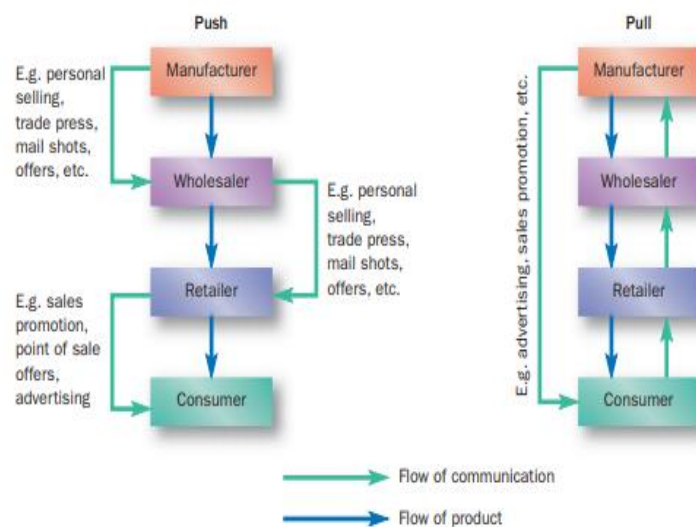
10.1.5 Work to do for assessment and discussion

- What are the five main elements of the promotional mix?
- What are the stages of the marketing communication planning process?

- What are the three main stages of buyer preparation, and what is the difference in the promotion package balance between them? What are the main categories of marketing communication goals?

- How does the promotion support the company's production planning process?

- Compared with advertising, what are the main advantages of public relations?

- "The purpose of marketing should be to make sales redundant. What is the best part of AIDA's personal sales model?

- What is the purpose of sponsorship?

11 CHAPTER 10: MARKETING STRATEGY AND PLANNING

11.1 Introduction

This chapter is about integrating and coordinating the company's marketing activities, developing a marketing plan and ensuring that its implementation is profitable.

This chapter will help students:

• Determine the marketing plan and the internal and external factors that affect it;

 • Understand the importance of different types of plans in the organization and the formal planning process;

• Analyse the company's current situation and formulate future strategic plans;

• Explain strategies and The difference between tactics;

 • Develop a strategic approach to integrate the company's marketing activities.

• Understand the necessity of evaluating and monitoring the marketing plan and its implementation, and the methods to achieve this goal.

11.1.1 The role and importance of marketing planning and strategy

Planning can be defined as the systematic process of predicting the future business environment and then deciding on the most appropriate goals, objectives and positions to make full use of the environment. Otherwise, all organisations must plan strategic and operational measures. Will be inconsistent. In the worst case, the organisation will move from crisis to crisis without much commitment, until the competition finally gains such an advantage, and the demand is so low that it cannot be sustained. The plan contains clear and unambiguous statements about who, when, and the results of which strategies and measures will be implemented. Marketing strategies cannot be formulated in isolation. It should reflect the goals of the organisation and conform to the strategy they advocate. Harass other people in the organisation. This means that marketers need to study business goals and objectives before formulating their own strategies to ensure consistency, consistency and relevance. The interaction process between marketing and corporate strategy is shown in Figure 14. The marketing plan includes the formulation of marketing goals, strategies, and combinations to maximize the opportunities available to the organisation. The plan itself should be a planned and controlled process.This process helps organizations analyze themselves and their marketing environment more systematically and honestly; it can also help organizations coordinate and control their marketing activities more effectively; the plan should be a flexible and dynamic based on accurate, reliable and timely information Activities, rather than separate from the management staff responsible for the daily execution of the plan. Marketing plans can be strategic or operational. Plans help to integrate activities, plan resources, define responsibilities, and provide a baseline for measuring progress.

Figure 14. The two-way interaction between marketing and corporate

strategy.

11.1.2 Corporate strategy

Corporate strategy refers to the allocation of resources within the organisation to achieve the business direction and scope within the corporate goals. Although the main responsibility of the marketing department is to deal with perceived marketing opportunities and a favorable competitive environment, it cannot operate without the participation of all other areas. In this way, corporate strategy helps to control and coordinate the different areas of the organization (finance, marketing, manufacturing, RandD, etc.) to ensure that everyone is working towards the same goals and that these goals are moving in the desired direction. The entire company. Typical concerns of business planners include market expansion, product development priorities, acquisitions, sales, diversification, and maintaining a competitive advantage. Larger, more manageable companies often divide their business into strategic business units (SBU). The SBU is part of an organisation that has grown sufficiently to allow you to develop your own strategies and plans, albeit in a broader corporate environment. It is the product, market or production unit of the profit center itself.

11.1.3 Competitive strategy

Competitive strategy defines how an organisation decides to compete in the market, especially with reference to the relative position of competitors. If an organisation cannot create and maintain a competitive advantage, it cannot gain a solid market position. Dominance or lead is followed by a series of declining players, some of which are close enough to accept a serious challenge. From the market).

11.1.4 Marketing strategy

Marketing strategy defines the target market, the way forward, and what usually needs to be done in order to establish a reliable competitive position in these markets that is consistent with the company's overall strategy. Target market opportunity.

11.1.5 Marketing plan

In the marketing plan, the operation details are formulated to transform the strategy into actionable actions. A marketing plan is a detailed written statement that outlines the target market, marketing plan, responsibilities, time scales, and resources used within a specific budget. Most marketing plans are designed to run for a year, but their number and focus depend on the type of organization. Plans can be geospatial, product-based, business unit-based, or market segment-specific. General corporate marketing plans in large organizations This allows you to collect and integrate many specific plans for individual SBUs. Planning at the SBU level and then integrating all plans can ensure that the corporate image is detailed enough to manage overall execution and control.

11.1.6 Marketing programmes

Marketing plans are promotional activities, usually of a tactical nature, in which marketing mix variables are used to gain an advantage in the target

market. These plans are usually described in detail in the annual marketing plan to implement selected marketing strategies. The plan provides clear guidelines, schedules and budgets for a series of proposed actions to achieve common goals. These actions are defined as part of the overall marketing plan to ensure that the activities are properly integrated and resourced.

11.1.7 Influences on planning and strategy

- **Organisational objectives and resources**

Marketing strategists should be guided by the goal of the organisation as a whole—what is its goal and what resources it must implement. Some companies may have very ambitious growth plans, while other companies may have relatively stable growth or even no growth; . An integration is very satisfying; it is obvious that each of these alternatives involves different marketing methods; resources are not just financial; they also include skills and knowledge. Any area in the organisation that can add value. Using marketing to take advantage of what the company has done well, such as manufacturing, technological innovation, product development, or customer service, can help create non-financial assets that are difficult for competitors to replicate, such as reputation and image.

- **Attitude to change and risk**

Corporations' perceptions of change and risk usually depend on the approach of senior management. Risk tolerance varies from person to person, as well as from the management team. Small business CEOs may be reluctant to take on high-risk projects, believing that the size of the company makes it more prone to failure due to lack of resources. Loss, that's why compqnies think the risk is worth taking.

- **Competitor strategies**

The competitive structure of each product market will be different, creating conditions for strong and weak competition. In markets such as computer chips, major competitors have a significant impact on the level and type of competition. Under the influence of government competition policy and public pressure, superior competitors can effectively decide when and how to compete. The basis for a successful fight against any serious competitor.

11.1.8 The marketing planning process

The objectie of marketing planning has been defined as:

"Find a systematic way to define multiple options, choose one or more of them, plan, and then calculate the cost of what the company needs to do to achieve its goals" (McDonald, 1989, p. 13).

The marketing plan changes with the complexity and variability of the organisation, and the focus may change with the turbulence of the environment and the challenges the organisation faces. In each case, the main

stages of the planning process are shown in Figure 15, and each stage is considered in turn.

Figure 15. Stages in the planning process

The planning process includes eight main stages: business goals, marketing audits, marketing analysis, setting marketing goals, marketing strategies, marketing plans, monitoring and evaluation, and budgeting. To prepare for marketing audits, techniques such as portfolio analysis and competitive analysis can be used. The key points can be summarised in SWOT analysis, which is a snapshot of "Where are we now?" Based on SWOT, you can use tools such as the Ansoff matrix ("Where do we want to be?" and "How do we want to compete?") to set goals and define strategies. These strategies are implemented through marketing plans ("How did we get there?"). Monitoring and evaluation help track progress towards goals.

Corporate objectives and values

Company goals are at the core of the planning process because they describe the company's direction, priorities, and relative position in its market. Some goals, such as market share (by value), sales, profit, and return on investment, are quantitative, while other goals, such as the ideas reflected in the mission statement.

The marketing audit

The marketing audit systematically evaluates the marketing benefits of the organisation. In fact, it is the launching platform for the marketing plan, because it encourages the management to systematically reflect on the organisation's environment and responsiveness based on the organisation's actual and planned capabilities. It is mainly about developing a common, consistent and objective understanding of the organisation. Table15. summarises the key points to be considered during the marketing review.

SWOT analysis

Marketing audit is an important activity. In the broadest sense, it covers all internal and external factors that affect the organisation's marketing

activities. Therefore, it will generate a large amount of materials that need to be analyzed and summarized in order to eliminate the key to the organisation's marketing activities. aspect. issues that need resolving. Stimulate marketing activities. Promising marketing plan. The most common mechanism for constructing exam information for critical analysis is SWOT (strengths, weaknesses, opportunities, threats) analysis.

- ***Strengths and weaknesses***

Strengths and weaknesses are usually concentrated in the present and the past, as well as internal controls, such as 4P and the entire marketing package (including customer service) provided by the target market. However, the external environment has not been completely ignored, and many advantages and disadvantages can only be realized in a competitive environment. For example, when we set a price in a price-sensitive market that is much lower than our closest competitor, our low price can be seen as an advantage. If we are forced to engage in a price war and cannot afford it, or if the market is less price-sensitive, and our price is associated with lower quality in the minds of our customers compared to higher-priced competitors in the target market, then this It is a weakness.

- ***Opportunities and threats***

Opportunities and threats often focus on the present and the future, with a more strategic and forward-looking view of potential development and choices. Therefore, a company leading in a price-sensitive market can see opportunities to further reduce costs. Hold the company position and put pressure on its opponent. The bidder's SWOT analysis will identify the same scenario as a threat, but can see the opportunity to open a new market segment that is not sensitive to prices. In view of the changing demographic and cultural factors, the marketing environment brings many opportunities and risks; look at the development of emerging countries such as China; in fact, the consequences of everything included in the STEEPLE factors have been considered.

Marketing objectives

Goals are necessary to clearly define the marketing strategy to be achieved and provide benchmarks for measuring success, but marketing goals must be broad and precise because they are closely related to higher-level business goals, but also include products, market segments, etc. The smallest details must therefore be compatible with each other and with the corporate goals, achievable, with measurable progress, and compatible with the internal and external environments they must be in. Be implemented. These standards generally apply, although marketing goals will change over time and from company to company.

Marketing strategies

Marketing strategy is a means by which an organisation seeks to achieve its marketing goals; in fact, organisations face many strategic choices related to their specific goals, some of which are related to increasing numbers, while others are related to increasing profitability and maintaining the organization's existing Something related. Reduce costs, increase prices, change product mix, simplify processes, etc.

Marketing programmes

Although the previous stage was about the formulation of marketing strategies, it was about their detailed implementation. The marketing plan will precisely define actions, responsibilities, and time frames. This is a detailed description that managers must follow in order to implement the strategy. Because it describes the measures required for market segments, products, and functional areas. As part of the marketing plan, each element of the complex is considered individually, rather than the marketing strategy itself. It emphasises the interdependence between the combined elements to achieve the best synergy between them. They can now choose the individual operations that make up the strategy, and managers can choose for each

functional area, such as: B. Pricing Review plans, reviews, goals, strategies, schedules, and controls.

Marketing budgets

The marketing plan should specify and plan all financial and other resource requirements; otherwise, managers will not be able to perform assigned tasks. This is partly due to costs such as sales expenses, including auxiliary costs, advertising activities, dealer support, market research, etc., and partly due to the expected sales revenue of the product and the market. Managers must take into account accuracy and flexibility when formulating budgets: budgets must be precise and detailed enough to justify the requested resources, and allow

fine control and evaluation of the profitability of various marketing activities, and must also Be able to adapt flexibly to react to changing circumstances.

Marketing controls and evaluation

Monitoring and evaluation are important for managers to ensure the correct execution of plans and expected results. It is risky to assess whether this has been achieved during the planning period. Instead, managers should regularly assess progress during the reporting period based on a set of benchmarks that reflect expected results to date. At this stage, managers can decide whether their strategy meets the goals of the plan, or whether the deviation from the expected results is so large that other actions are required.

Controlling marketing activities

Control is an important aspect of implementing any marketing plan, whether strategic or operational; it helps to ensure that activities are carried out as planned under proper management; it also provides key information that enables managers to determine their decisions and actions And whether the strategy is effective. It is correct in practice.

11.1.9 The marketing control process

The marketing control phase shown in Figure 16 is not a secondary task that should be at the end of the planning process, but should be developed as an important part of the process. When setting marketing goals, it is important to define them. This makes administrative tasks easier to manage, because areas with severe deviations can be easily diagnosed. Once the control mechanism shows that there is a gap between the proposed goal and the actual achievement, the manager can look for the reason. Sometimes the reason may be obvious, such as a shortage in a specific area or the loss of important customers. However, in other cases, additional investigations may be required to assist in a deeper root cause analysis. Despite increased marketing efforts, as market share continues to decline, managers may raise serious questions about customer response and competitive brand positioning. However, failure to achieve goals does not automatically mean condemnation of the marketing plan and its leaders. Given the conditions in emerging markets, these goals are very optimistic.

Figure 15. Marketing control.
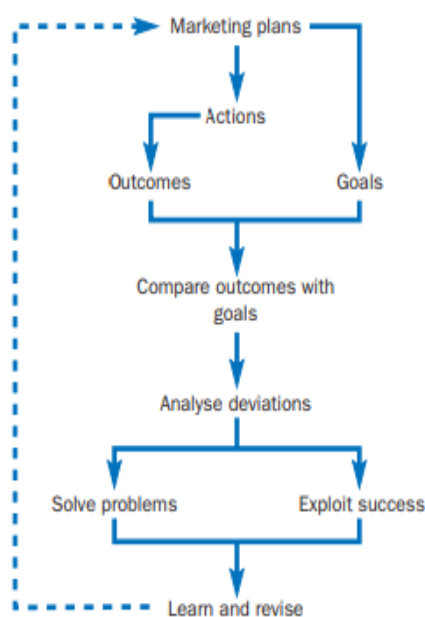
11.1.10 Work to do for assessment and discussion

- What is the difference between strategy and tactics?
- Who should be consulted when setting objectives?
- **Identify** the main factors **that influence theorganisation's** marketing **strategy.**
- Define the **various stages of** the marketing plan process.
- Using whatever information you can find, develop a SWOT analysis for the organisation of your choice. What are the implications of your analysis for the organisation's short- and long-term priorities?

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13 APPENDIX

13.1 Course Syllabus

University of TlemcenAbou Bakr BELKAID

Faculty of Economics, Business and Management

Department of Commerce sciences

Course: ESP/ Marketing Initiation

Instructor: CHIB Djazia Amina

Level: 3rd year

Groups: 1 and 2

Academic year: 2020/2021

SYLLABUS

Contents

1. **General information.**
2. **Description of the course.**
3. **Course Prerequisites.**
4. **Teachingmethodology.**
5. **Materials and documents required.**
6. **Communication with the Instructor.**
7. **Assessment methods.**
8. **The training plan.**
9. **Bibliographical references**

1.   General Information

Module title:	English for Specific Purpose ESP/ Marketing Initiation
Teaching unit :	**Transversal**
Coefficient :	**01**
Credits:	**01**
Half-yearly hourly volume:	**24h**
Weekly hourly volume:	**01h30**

2.   Course Description and Purpose

This course is designed to serve as an introduction to the basic of English for Specific Purpose in marketing , by familiarising students with the essentials of marketing process, and the application of these practices. This course offers a framework for thinking about the use of the English language and marketing analysis in order to initiate them to formulate recommendations in terms of consumers, market research and target markets, feasibility analysis, products, promotion, channels of distribution, pricing, marketing planning and use of technology in marketing. The majority of class time will be spent in lecture discussing the various solutions to marketing cases by the application of ESP/Essentials of marketing.

3.   Specific objectives include

·   To enhance students knowledge about marketing theories, principles, strategies and concepts and how they are applied;

- To provide students with opportunities to analyze marketing activities within the firm;

To allow students to apply marketing concepts and theories to realistic marketing situations.

- Recognize the importance of marketing in an organization, how marketing relates to other business functions, and the role of marketing in society at large.
- Do basic secondary research relative to marketing in an organization (e.g., by using Internet search engines, such as Yahoo, Google, etc.)
- Select, analyse and define a target market for a selected product or service.
- Develop a marketing plan or strategy for a product or service (e.g., company objectives, marketing objectives, target market(s), advertising, pricing, distribution, product/ service development, evaluation of competitors, contingency plans, budget, etc.)
- Evaluate/analyze the marketing strategy for an existing product and/or services. Know the basic marketing concepts

The course will also enhance the student achievement of the following objectives:

- Written communication skills
- Technology (computer) skills
- Understanding of global issues in marketing/business
- Critical thinking
- Analyticalskills

4.   Course Prerequisites

▪   Basics of generalenglish.

▪   Technical Requirements & Skills.

▪   Students taking this course must be proficient in :
- Internet Research

- Internet test taking
- MS Word
- MS PowerPoint

One of the greatest barriers to taking an online course is a lack of basic computer literacy. By computer literacy we mean being able to manage and organize computer files efficiently, and learning to use your computer's operating system and software quickly and easily. Keep in mind that this is not a computer literacy course; but students enrolled in online courses are expected to have moderate proficiency using a computer.

It is expected that interactive learning and teaching will enrich the learning experience of all students, and that each student will work in partnership with the professor to create a positive learning experience for all. Student engagement is a necessary condition for an effective learning experience, and includes contributions to debate and discussion (if any), positive interactive learning with others, and an enthusiastic attitude towards inquiry. Everyone is expected to be a positive contributor to the class learning community, and students are expected to share the responsibility of teaching each other.

5.   TeachingMethodology

Lectures, cases, class discussions, use of audio-visual aids, experiential learning exercises. My objective is to provide students with an online environment that is interesting, stimulating, and informative.

- One session of 1 hour and 30 minutes per week in the classroom.
- Two sessions of 2 hours per week on Microsoft Teams.

- The Instructor does not dictate the lesson.

- The Instructor presents the course using a PowerPoint presentation.

- The courses in pdf will be available online at the plateform of the university MOODLE.

- Training: courses, video, case studies.

- Knowledge check: homework, tests, final exam.

6.   Materials and documents required

- Teaching materials for the courses.

- Case studyseries.

- Computer with internet connection.

- Laptop (optional).

- Smartphone with internet connection (optional).

7.   Communication with the teacher

- E-mail : djazia.chib@univ-tlemcen.dz

- Microsoft Teams

- Moodle

8.   Studentassessmentmethod.

"As a student, you are the architect of your success. The teacher doesnot give the grades, the student deserves them!"

General average = (Exam x 0.6) + (Continuous assessment x 0.4).

▪ **Exam : The mark for the end of semester exam.**

▪ **Continuous monitoring = (Presence + test + homework) / 3.**

▪ **Presence = 20 - (number of unjustified absences x 5) - (number of justified absences x 2).**

9.   **Training plan**

How to develop a composition of an economic paragraph in writing

Chapter 1:Marketing dynamics

Chapter 2:Marketing Environment

Chapter 3:Marketing orientation

Chapter 4:Consumerbehaviour

Chapter 5: Marketing information and research

Chapter 6: Products, branding and packaging

Chapter 7:Pricing strategies

Chapter 8:Distribution

Chapter 9: Marketing communications and promotional tools

Chapter 10: Marketing strategy and planning

10.   **Bibliographical references**

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