Contemporary Issues in Marketing

Social Marketing

- Social marketing is the application of marketing tools and techniques for marketing socially beneficial ideas and causes to a particular group of people or community as a whole.
- Social marketing is defined as "the design, implementation and control of programs aimed at **increasing the acceptability of a social idea** or practice in one or more group of target adopters.

Social Marketing

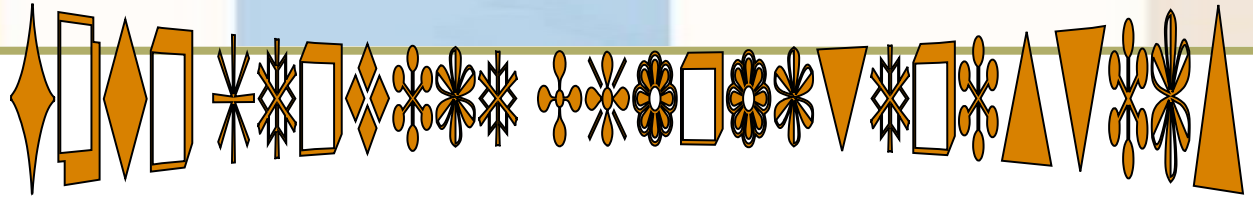
- Social marketing is applied to variety of causes like family planning, pollution control, health care, energy conservation, higher education, raising fund for a social cause like war, earthquake, etc.
- Major dimensions of social marketing are -
  - Price mix
  - Promotion mix
  - Product mix
  - Distribution

Marketing of Services

" A service is a any act or performance that one party can offer to another that is essentially intangible and does not result in the ownership of anything"

Examples of Service Industries

- **Health Care**
  - hospital, medical practice, dentistry, eye care
- **Professional Services**
  - accounting, legal, architectural
- **Financial Services**
  - banking, investment advising, insurance
- **Hospitality**
  - restaurant, hotel/motel, bed & breakfast,
  - ski resort, rafting
- **Travel**
  - airlines, travel agencies, theme park
- **Others:**
  - hair styling,, counseling services, health club



Intangibility

Services cannot be seen, tasted, felt, heard, or smelled before purchase

Inseparability

Services cannot be separated from their providers

Services

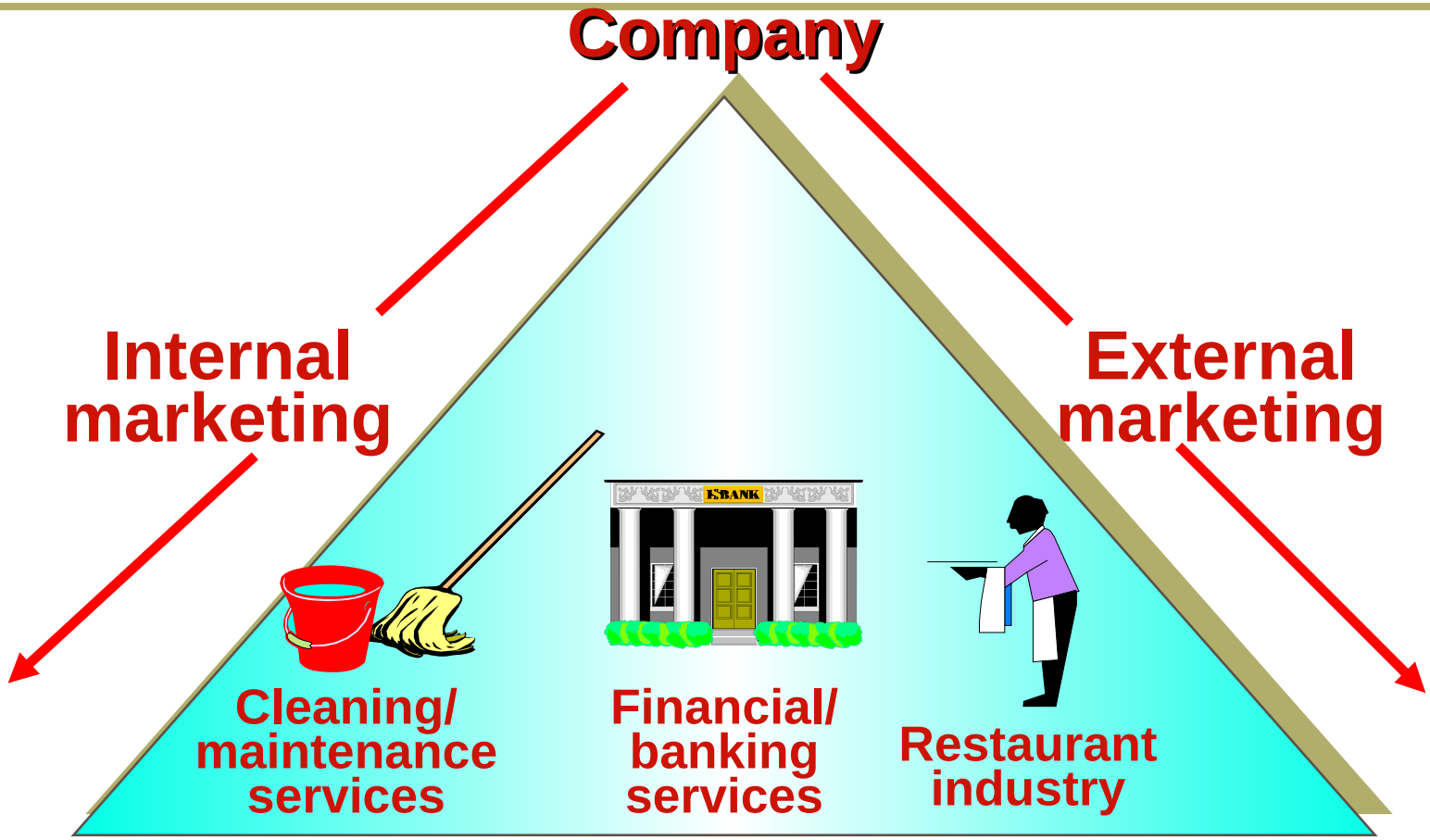
Variability

Quality of services depends on who provides them and when, where, and how

Perishability

Services cannot be stored for later sale or use

Three Types of Marketing in Service Industries



Expanded Marketing Mix for Services

PRODUCT	PLACE	PROMOTION	PRICE
Physical good features	Channel type	Promotion blend	Flexibility
Quality level	Exposure	Salespeople	Price level
Accessories	Intermediaries	Advertising	Terms
Packaging	Outlet location	Sales promotion	Differentiation
Warranties	Transportation	Publicity	Allowances
Product lines	Storage		
Branding			

Expanded Marketing Mix for Services

PEOPLE	PHYSICAL EVIDENCE	PROCESS
Employees	Facility design	Flow of activities
Customers	Equipment	Number of steps
Communicating culture and values	Signage	Level of customer involvement
Employee research	Employee dress	
	Other tangibles	

Consumer Protection

- Since long the consumer has been a much exploited person particularly in developing countries like India.
- It is because of the malpractices adopted by the businessmen and manufacturers of products.
- In 1986, the govt. passed the consumer protection act to safeguard the interest of consumers from unfair trade practices adopted by the businessmen.
- This act provides forum for the redressal of consumer grievances with in a stipulated time frame.

Need for Consumer Protection

- To protect the consumer against exploitation.
- To provide physical environment that will protect and enhance the quality of life.
- Develop ethical considerations in business practice.
- Help consumers to get value for their hard earned money.

De-marketing

- Some organizations face demand level that is higher than they can want to handle.
- De-marketing strategy requires finding way's to reduce the demand temporarily.
- It discourages the overall demand by raising prices and reducing promotions and service.
- De-marketing aims not to destroy demand but only to reduce its level, temporarily.
- Selective de-marketing consists of trying to reduce demand from those parts of the markets that are less profitable.

Morph Marketing

- In the today's times of competition, the product attributes are not much important for differentiation but the service features especially for marketing of consumer durables.
- In Morph marketing, the importance is not on what marketer is selling but how he develop the long term relationship with customer and up to what level he is able to reduce the customers dissonance.
- The basic objective behind the morph marketing is to add value to the product significantly for winning the customers loyalty.

Benefits of Morph Marketing

- Building services with the product, helps to meet the customer expectations.
- Differentiating through service will deliver the unexpected value to customers and boost sales.
- A product-service combination allow to overcome non-involvement barrier.

Relationship Marketing

- Building mutually satisfying long-term relations with key parties – customers, suppliers, distributors – in order to earn and retain their business.
- The process of building and maintaining profitable customer relationships by delivering superior customer value and satisfaction.

Importance of Relationship Marketing

- Relationship marketing builds goodwill in the market which in turn generates additional traffic to the outlet.
- RM is a highly effective technique to keep track of buying habits.
- RM leads to the development of customers loyalty and satisfaction.
- It can stop customers switching to another brand.
- RM leads to develop a positive relation with the customers.

Tools Relationship Marketing

- Automated telephone service
- CRM
- Internet
- Data Warehousing
- Use of Software
- Tool free numbers
- Call centers.

International Marketing

" International marketing is, an effort to find a global customer, whose needs can be satisfied by an exporter in a way better than the competitor, and coordinating the entire marketing activities in consonance with the rules and regulations of both countries."

International Marketing

- In this definition we can find many unique features of International Marketing-
- Satisfying needs of global customer
- In a way better than competitor.
- Coordinating marketing activities.
- Marketing the product in consonance with the rules and regulation of both the exporting county and importing country.

Functions in International Marketing

- Choosing the basic Route.
- Market selection and product selection
- Selection of distribution channel
- Pricing
- Marketing communication
- Mastering the procedural complexities
- Handling Business ethics

Marketing Ethics

" The term marketing ethics refers to the system of moral principles and rules of conduct applied to marketing"

- Marketing activity should be conducted according to certain self-recognized moral standards.
- American marketing association has drafted the code of professional conduct which contains the following points-

1. Responsibilities of the Marketer

- Knowingly do not harm customers.
- The adherence of all applicable laws and regulations.
- The accurate representation of all experience.
- The active support to customers

2. Honesty and fairness

- Being honest in serving customers.
- Establishing equitable fee schedules.

3. Protecting rights of Customers

- Products and services offered are safe and fit for their intended use.
- Disclosure of all substantial risks associated with product or services.
- Not manipulating the availability of a product for purpose of exploitation.
- Treating outside clients and suppliers fairly
- Not engaging in price fixing

4. Organizational Relationship

- Meet obligations and responsibilities in contracts and mutual agreements.
- Avoid manipulation with in organization.

Marketing on Web

- E-commerce involves the exchange of products, services, information through the electronic medium.
- It is biggest development in commerce since the invention of money.

Models of E-commerce

- Business to Business (B2B)
- Business to Consumer (B2C)
- Consumer to consumer (C2C)
- Consumer to business (C2B)
- Government to Consumer (G2B)

Functions of E-commerce

- Service management function
- Communication function
- Transaction function
- Process management function

Niche Marketing

- Niche is a narrowly defined group that may seek a special combination of benefits.
- Marketers usually identify niches by dividing segment in to sub segments.

Characteristics of Niche

- The customers in Niche have a distinct and some what complex set of needs .
- They are ready to pay a premium to the firm which is satisfying their needs .
- Niche leader is not attracted by competitors.
- To be successful, the niche marketer need to specialize in his operation.

Niche Marketing Strategies

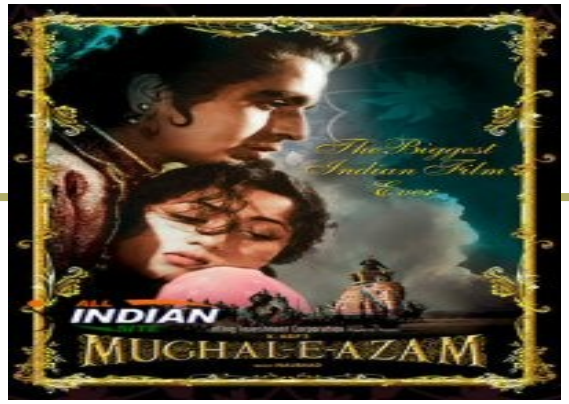
Retro Marketing

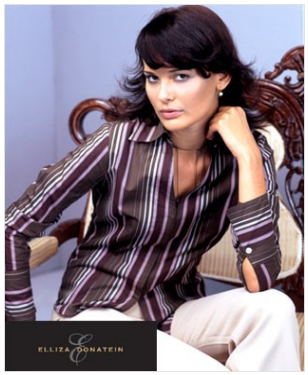
"The revival or re-launch of a product or service brand from a prior historical period, which is usually but not always updated to contemporary standards of performance"

- It has three dimensions
- New products with an appearance similar to the old one, but with advance technology or components.
- Cyclical regeneration of the old product with new and better communication mix.
- New brands that express old values

Retro Marketing in India

- Retro Advertisements
- Retro Knowledge
- Retro Branding in FMCG
- Retro music
- Retro Films
- Retro Fashion


The Biggest
Indian Film
Ever
INDIAN
MUGHAL-E-AZAM


ELLIZA SONATEIN


X939 JRV


Coke