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1. Introduction

Marketing is the heartbeat of every successful business and continuously changes while responding to the explosion of information, expansion of technology and aggressiveness of competition at all levels across all locations. All business strategy is marketing strategy that would depend on one's each other to perform the very best marketing strategies and to continuously change and upgrade activities that become key to the future business. Like all business skills, marketing can be learned by practice, experimentation and continually make mistakes where testing, testing and testing becomes key.

Marketing Concepts are interpreted as engross with the ideology of satisfying the interests of the customer through products as a solution. This constitutes the simplest ideas in reaching out targeted categories of people as it states that the organization strives to satisfy customer's interests while meeting goals and objectives. Sometimes people mix selling products and marketing. This differ in the sense of values for exchange. The Implication of the marketing concept is of great importance for management which is not something that the marketing sector administers neither the sole domain of the marketing sector. The concept of marketing is the strategy firms or organizations, or companies implement to satisfy customer's interests, increase sales, maximize profits and beat the competition. Each marketing objectives, goals and targets must be monitored and meet competitor strategies, analysed, anticipated and exceeded to bypass competitors in the market environment. Through effective use of existing market and research, it's justifiable that companies identify customer's interests as they work hard to deliver benefits that will enhance credit/value to customer's interests and ensuring that the satisfaction of these needs results positively for the organization. During the time, transaction customers will only exchange what they value, for example money, once their needs are fully satisfied to the greater extent that benefits provided the higher transactional value of an organization changes.

2. Marketing Concepts.

Marketing is a sector of management which designs strategies to build profitable relationships with targeted customers. This philosophy is established based on the foundation of consultative selling. Marketing Concepts have evolved into fifth and more refined company orientation where societal marketing concepts apply which are more theoretical with no doubt of influence on future forms of marketing and selling strategies.

Organizations adopt and implement different marketing concepts which include;

a. Production Concept

The idea of production concept involves consumers favouring available and highly affordable products. This is referred to by many scholars as the oldest marketing management orientations that guide sellers. Getting involved in this concept places companies at risk of focusing on narrow operations and losing focus on real objective. It narrows everything to production improvement and distribution efficiency where at times production concept leads to marketing limited foresight despite to some extent it is still a useful philosophy.

On many occasions, organizations that base their operations on this concept always struggle to minimize production costs by making the production process more efficient. To make products to be favoured by customers/consumers, producers try to make them distributed as extensive as possible, which involves costs. In other words, production concept is found to be applicable whenever two situations prevail such as;

- During the time when the demand for the product exceeds supply. This is always seen in markets that are highly price sensitive and budget conscious. Consumers will be interested in owning the product not its quality or features, thus producers will increase their outputs in order to satisfy the demand.
- During the time the production costs are lofty that discourages consumers from buying the product. This therefore puts all its commitment into production quantity as well as modifying technology to reduce costs.

Therefore, reducing production costs supports the company to reduce, supports the market size to

increase. A company then establishes a dominant position in the market.

This concepts thus seen in service firms such as hospitals.

a. Product Concept

This is where consumers will like products that have higher quality. Marketing strategies focus on making continuous product improvements as product quality and improvement are important parts of marketing strategies. In other words, targeting company products could also lead to marketing myopia. Highlighting the practical part of this concept is that, during the first three decades of the twentieth century, many industries adopted mass production techniques where the supply of goods increased beyond demand during the early 1930s.

Manufacturers were facing excess production capacity and competition for customers where they realized that buyers will favour well-made products and customers want to pay more for extra hence product concept emerged in the minds of individuals.

The Product Concept assumes that consumers will like those products that are the best in quality, performance, innovation features, designs and many more. The firm that pursues the philosophy improves its products in terms of quality, performance and other perceptible features. Followers to this effect keep on improving their products continuously.

General Motors Executive sated years a good that, “How can the public know what a car they want until they see what is available. For example, assuming a company makes the best quality cassette tapes but does a customer need Cassette tapes? When one thinks of high-quality products, Apple will be one of the top ones. Their products are so good that they set industry trends and standards. The main emphasis on the product that in the product concept the management fails to identify what business it is in, leading to marketing myopia.

a. Selling Concept.

This concept holds the idea that consumers will not purchase adequately from the company's products unless it undertakes a large scale selling and marketing effort where focus is shifted to get sales transactions. In other words, the main aim is to sell what the company or organization makes over market wants. In anyway, aggressive selling program carries lofty risks.

In depth, selling concept is a scenario where assumption is that customers will be coaxed into buying the product and will like it if they don't like it, they might have previously dealt with it. This is usually an abysmal and costly assumption.

Given the example of a great depression in America proved that producing enough good or quality goods is no longer a problem. The main challenge is how to sell those products.

Given example of almost all soft drinks that follow the selling concept. These drinks have no health benefits which can easily be replaced with water as the soft drink companies know it but run adverts 24/7 spending millions and soft drinks sell aggressively.

a. Marketing Concept

This concept holds grounds in aiming at achieving organizational goals which depend on knowing the interests of targeted markets and delivering products or services of interest for satisfaction as compared to competitors. It therefore implies here that marketing management takes a customer first approach. Customer focus is seen here as the immediate and high priority as well valuing them. The marketing concept adores customer and centred sense with responds philosophy which job is to find customers right products to satisfy their needs and wants. Its good to take note that marketing and selling are two extreme concepts that differ from each other.

Marketing concept is only contrasted with other concepts in terms of principles of orientation. Other concepts describe goods that can would be brought to the market, hoping to find customers. In other words, marketing concepts perceive that marketing has to begin with the customers and works back to producing products of interest or on demand in the right amounts with the right specifications. Therefore, definition suggests that marketing starts with the market,

focuses on interests that will attain profit through customer satisfaction.

The marketing concept avoids the potential conflicts between consumer wants, consumer interests and long run societal welfare. Since the fast-food hamburger industry offers tasty unhealthy food, the hamburgers have fatty foods and the restaurants promote fries and pies, two products high in starch and fat. The products are conveniently packaged well, which leads to waste. In satisfying consumer wants, these restaurants maybe hurting consumer health and causing environmental problems.

The above discussion observes marketing concepts in four different ways termed as pillars that include;

- **Market Focus**

Companies or organizations should focus on marketing rather than production and selling. Diverse market today has no feasible opportunity to operate successfully in every market and satisfy its needs. The ideal for the company or organization is to highlight its attention to a segment of the total heterogeneous market.

- **Customer Orientation**

Focusing on a market does not guarantee a company's ability to succeed in the marketplace. What is needed for success is customer induction. Giving an example of Carefully defining customer needs from customer's points of view. Customer Orientation is important in the sense that company's future and progress depend on the customers.

- **Coordinated Marketing**

The marketing concept is an enterprise concept that leads an organization to success. All marketing functions must be coordinated among themselves and second marketing itself must be well coordinated with other departments. Different departments have a role to play whereby middle management is there to support frontline people so that they can better service the customers and top management support middle management to provide support to the frontline people effectively and efficiently.

- **Profitability**

The end point in marketing concept constitutes making profits on customer satisfaction. This suggests that profits are to be made by satisfying customers' needs. Customer's needs change on daily basis where organizations/company has to modify its products, services with the change in needs and satisfy customers as compared to its competitors due to earning profits for a long period of time.

- a. Societal Marketing Concept.**

This questions whether the marketing concept overlooks conflicts between short-run wants and long run consumer welfare. Therefore, marketing strategy should deliver value to that maintains or improves both the consumer's and society's wellbeing. The sustainable marketing socially and environmentally takes responsibility of marketing that meets consumer's and businesses needs while also preserving or enhancing future generation ability to satisfy their needs.

Evidently, the Societal Marketing concept targets human welfare as a priority before profits and satisfying the wants. Given example of Larger companies such as Coca Cola that have gained popularity and demand worldwide but is not committed socially.

3. Importance of Marketing Concepts.

Marketing Concept always held an idea that companies achieve success by meeting the needs of their customers which concept is embedded in business dedicated organizations that hold the belief which is readily acknowledged by customers as the driving force behind their businesses. The marketing Concept therefore is an integral part of the main marketing Plan that guides one to establish a business marketing plan where success is directly correlated to what the customer needs and wants that involve; food, water, shelter, self-worth to mention but few.

Marketing Concepts have some importance as listed below;

- Marketing concepts require an integrated and coordinated approach to marketing that will unify business activities hence economic and efficiency in marketing operations of the company. The firm can make a comparative evaluation of the contributions of different products and sales territories that will later create an improved business operation.
- Finding out the interacting activities and institutions and flows in exchange where systems approach facilitates a rational analysis of all marketing problems along with customer's effective solutions.
- Marketing concepts have strategic and philosophical value that help the management to direct organizational efforts towards the long term and wider goals. Stability and growth of the firm and sustained interaction with customers becomes possible where the business firm pursuing the marketing concept can respond effectively to changes in its environment.

4. Disadvantages of Marketing Concepts

Marketing Concept is not free from limitations. It does not recognize the wider social dimensions of marketing. It focuses attention solely upon satisfying consumers and ignores other stakeholders like employees, investors, suppliers, the state and the public at large. Consequently, the concept may lead managers to commit actions that are harmful to various groups, with an example being polluting air or water in the manufacturing operations, marketing managers are well advised to consider the well-being of all public, not consumers, in marketing decision-making.

A successful approach to market concepts involves a systematic approach to researching customer behaviour. Missing the mark in this process excavates a system where a company is using ineffective data in its approach to reach out customers. Using wrong data is worse than working with no data. Therefore, companies that are small, lack research resources or else operate with high segmentation within departments, which is at a disadvantage when it comes to establishing market concept.

To understand what the customer interests are is never enough to justify or guarantee a market share during today's economic environment. Branding and corporate perceptions have grown to be important in the mindset of consumers/customers as price and quality dictate. Establishing a marketing concept around price and service alone leaves a company at a great disadvantage to economic crush. All factors behind corporate perceptions must be calculated to ensure a function and effective approach to market concept.

In summary, management should consider the public, for instance in determining such thing as should the firm produce items requiring technologies that cause air pollution and should not advertisement glory the image of large families in the era of increasing world population. Failure to recognize the interests of all parties may result in restrictive laws, negative corporate image and poor industrial relations.

5. Brand Marketing Strategy.

Branding in marketing has become an indispensable part of every company or organisation as the world of increasing competition needs to differentiate products or services in their tastes so to become successful. Producing a product or a service for sell isn't success in business but rather competition amidst hundreds of products where it takes lead in its taste and demand from customers. Branding has become an effective tool in marketing which helps companies and organisations to differentiate and position their products and to establish an independent identity, which is much-needed to create loyal customers.

The main factors that influence the branding strategies in companies include;

a. Market Size

This is made up of the number of potential buyers of the product or service within a specific area and the total revenue that these sales may generate, which is an important aspect to understand the market size. To understand the market size can help businesses to estimate how much profit is expected within a specific area where decision-making takes effect to decide whether they should invest in it or not. Besides, this analysis will support in developing a marketing strategy that addresses the unique needs and potential of the core market.

Marketing sizing supports in estimating the number of people that maybe needed for hire before the launch of the product who will be involved in advertising and what it takes for an advertisement to be filtered down to customers.

b. Comparative marketing

This is one of the marketing strategy which a company's product or service is presented as a superior when compared to competitors. It involves printing a comparison of the features of a company's products next to those of its competitors, where it may feature a comparison based on the value or cost such as vehicle dealer's bill board along main roads and many others. Giving an example of comparative marketing is between Pepsi Company and Coca Cola that produce similar beverages seeking for sales within the same target population worldwide.

c. Company Resources

Company Resources are categorised as assets available to the company which are used by the

marketing department for its operations and functions properly. Resource in other words, can mean different forms such as budget, human resources, materials, equipment, technology and many others. It therefore means, Market resources describes all assets that can be used for marketing products in an organisation or company. Marketing resources are rearranged in order to achieve the best possible outcome at the lowest effort and cost, which facilitates both short and long term projects.

d. Innovative Marketing

This is a method of marketing which promotes new products and services through innovation. It includes assessing customer's behaviour, needs and trends to support develop changes in designs, taste for more success. This may include rebranding or repackaging an item in finding a new way to launch a product such as in a new market or by using untraditional publication for promoting it. This covers, testing prototypes with focusing on groups and developing advertising content to interest potential customers.

Companies use innovative marketing for several reasons that include; to improve the success of new products and services when the company releases them on the market to identify new features or marketing the company. By doing this, it helps companies achieve good profits.

The above are some of the high list on influence to brand marketing strategies within and outside companies or organisations.

6. Competition

Competition is where one strives to gain or win something by defeating or establishing a superiority over others. Awareness is an imperative when developing a marketing concept for a particular product or service. Given example of two different companies selling similar product at the same price. However, if the first company does a better job of communicating with customers through its brand on products, it will have opportunity as a better choice hence will get it's products will get sold than second company.

It therefore implies that the unique selling proposition displays an image of benefit of the product or service to customers where the product/service will stand out because customers do not have to worry and gives company focus on satisfaction production.

Marketing Communication is a creative design but with care to prevent overlapping by making false claims. All communication surrounding the product or service should be good to target the right market where advertising needs a sparking interest and motivation to a targeted market. For example; some advertisements can attract the attention of the public to the product but after a few moments, later the product or service is forgotten.

Great Marketing keeps the company's image very positive and on the forefront of customer mindset. This is due to the needs and desires of the target change over time, constant creation of new approaches and ideas keep company brands relevant. With the increase in technology, consumers will always look out for products and services information on websites where website is mobile compatible or responsive so that customers will have good experience interacting or accessing details of the product on mobile phones and tablets.

7. Conclusion

In conclusion, the 21st century is very challenging in marketing concepts as a result of many businesses available across all streets amidst competitors. Business owners, both wholesale and retailers, large and small scale, are so busy managing what their business does on a daily basis that they begin to lose touch with the pulse of their industry and the world of effective marketing. Besides that, the internet has become a crucial medium of marketing in the new era. This gives much more convenience to customers who want to purchase any products or services without delaying time.

The 21st Century has seen the advent of the new economy due to technology innovation and development across the world. To bring to light on the new economy, it is important to brief characteristics and features of the old economy. The Industrial revolution was the starting point of the old economy that focused on producing quantities of standardized products.

In contrast, the new economy experiencing buying power at all times through the digital revolution. Consumers have access to all types of information for the product and services. Standardization is replaced by more customization on a dramatic increase in terms of product offering. Purchase experience shows changed as well with the introduction of online shopping where the products getting delivered at home, office or anywhere purchaser asks to be delivered.

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