Contents

About the Authors	I-5
Preface	1-7
Acknowledgement	1-9
UNIT I	
INTRODUCTION TO MARKETING	
1 BASICS OF MARKETING	
◆ What is Marketing?	4
◆ Definitions	4
◆ Nature of Marketing	6
◆ Scope of Marketing	8
◆ Importance of Marketing	10
 Evolution of marketing concepts 	13
 Difference between selling and marketing 	14
◆ Marketing Mix	18
 Discussion Questions 	21
◆ Case Study on Britannia	21
2 MARKETING ENVIRONMENT	
◆ Need for environment analysis	26
I-11	

PAGE

	PAGE		
◆ The company's micro-environment	26		
◆ The company's macro-environment	28		
◆ Discussion Questions	33		
◆ Case Study on Nestle	33		
3			
CONSUMER BEHAVIOUR			
◆ Need to study consumer behaviour	37		
 Consumer buying process 	38		
◆ Factors influencing consumer buying decisions	41		
◆ Discussion Questions	49		
◆ Case study on Gillette	49		
UNIT II			
MARKETING MIX - PRODUCT DECISIONS			
4			
4 MARKET SELECTION: SEGMENTATION, TARGETING AND POSITIONING			
◆ Target marketing process	58		
◆ Segmentation	58		
Basic segmentation	61		
 Bases for segmenting consumer markets 	61		
 Bases for segmenting business markets 	67		
 Benefits of segmentation 	69		
 Attributes of effective market segmentation 	69		
◆ Market Targeting	70		
 Selecting target market segments 	71		
 Factors affecting the choices for targeting 	72		
◆ Positioning	70		
♦ Why Positioning?	73		
	73 76		
◆ Positioning Errors			
	76		

	Contents I-13
	PAGE
Differentiating	81
How differentiation helps?	82
Bases of differentiation	82
Discussion Questions	86
Case study on Airtel	87
5 PRODUCT DECISION	DNS
Levels of product	91
Product Classifications	92
Product-mix decisions	96
Product Decisions	99
Branding	100
Brand Building	101
Benefits of branding	102
Building strong brands	102
Strategies for brand name selection	104
Brand sponsorship	106
Brand development strategies	108
Packaging	109
Importance of packaging	110
Functions of packaging	110
Package policies and strategies	112
Criticisms of packaging	113
Labelling	113
Product support services	115
Discussion Questions	116
Case study on Patanjali	116
6 NEW PRODUCT DEVELO	OPMENT
The new product development process	127
Product Life Cycle	134
Discussion Questions	138
Case study on Toyota	139

◆ Significance of pricing

145

UNIT III

MARKETING MIX - PRICING AND PROMOTION DECISIONS

7 PRICING DECISIONS

 Factors affecting price of a product 	146
 Major pricing methods 	151
 Pricing policies and strategies 	154
 Price Adjustment strategies 	157
 Discussion Questions 	159
◆ Case study on Starbucks	159
8 PROMOTION DECISIONS	
◆ Communication process	164
Nature and Importance of promotion	166
◆ Promotion mix	168
◆ Factors affecting promotion mix decisions	170
◆ Advertising	171
 Nature and scope of advertising 	172
◆ Importance of advertising	174
 Personal Selling meaning and features 	177
◆ The personal selling process	178
 Sales promotion meaning and features 	179
◆ Sales promotion tools	180
 Public relations and publicity 	181
◆ Direct marketing	181
◆ Integrated Marketing Communication	182
◆ Growth of IMC	183
◆ Factors affecting growth of IMC	184
◆ Discussion Questions	186
◆ Case study on Maggi	186

PAGE

UNIT IV

MARKETING MIX - DISTRIBUTION CHANNEL DECISIONS

9 **DISTRIBUTION DECISIONS**

*	Meaning of distribution channel	191
\	Importance of distribution channels	192
\	Types of distribution channels	194
\	Factors affecting choice of distribution channel	197
\	Identifying major distribution strategies	199
\	Distribution Logistics meaning	201
\	Importance of distribution logistics	202
\	Tasks in distribution logistics	204
\	Discussion Questions	207
\	Case study of Pepsi International	207
	<i>10</i> RETAILING	
*	Meaning	212
	Types of retailing- Store based	212
•		216
•	Ç .	219
•		222
.		223
*		224
	UNIT V	
	DEVELOPMENT AND ISSUES IN MARKETING	
	11	

SERVICES MARKETING

Characteristics of services

	PAGE			
Classification of goods and services	235			
A Continuum of product attributes	237			
 Services marketing mix 	239			
 Discussion Questions 	244			
◆ Case study on Apollo hospitals	244			
12 RELATIONSHIP MARKETING				
Transactional vs Relationship marketing	248			
Dimensions of customer relationship	250			
 Scope of relationship marketing 	252			
 Relationship marketing: A collaborative approach 	253			
 Relationship customers 	253			
 Discussion Questions 	254			
◆ Case study	254			
13 CONTEMPORARY ISSUES IN MARKETING				
Ethics in marketing	256			
Evolution of green marketing	260			
◆ The four P's of green marketing	261			
Nature of rural marketing	263			
Difference between rural and urban marketing	265			
Factors Influencing behaviour of rural consumers	266			
 Marketing mix strategy in rural markets 	268			
 Discussion Questions 	271			
◆ Case study	271			