

TOPIC-: NATURE & SCOPE OF MARKETING

INTRODUCTION TO MARKETING-: Marketing deals with creating, promoting and delivering goods and services to customers or businesses. Marketing, more than any other business function, deals with customers. Creating customer value and satisfaction are the heart of modern marketing thinking and practice. Marketing is the delivery of customer satisfaction at a profit. The two fold goal of marketing is to attract new customers by promising superior value and to keep current customers by delivering satisfaction.

Marketing has been defined by the American Marketing Association as – “Marketing is the performance of business activities that direct the flow of goods and services from producer to consumer or user”.

“Marketing is a social and managerial process by which individuals and groups obtain what they need and want through creating and exchanging products and value with others”. -Philip Kotler and Gary Armstrong

“Marketing is finding out what people need, helping to develop need satisfiers, informing and persuading, moving properly priced products and services to consumers and keeping consumers satisfied”. – Fox and Wheately

“Marketing is a business process by which products are matched with market and through which transfers of ownership are effected”. – Cundiff and Still

“Marketing is getting and keeping the customer”. – Theodore Levit

Thus, marketing aims at achieving organizational objectives through creating, promoting and delivering satisfaction to the customers more efficiently and effectively than those of the competitors.



NATURE OF MARKETING-:

1. **Managerial Function:** Marketing is all about successfully managing the product, place, price and promotion of business to generate revenue.
2. **Human Activity:** It satisfies the never-ending needs and desires of human beings.
3. **Economic Function:** The crucial second marketing objective is to earn a profit.
4. **Both Art and Science:** Creating demand for the product among consumers is an art and understanding human behaviour, and psychology is a science.
5. **Customer-Centric:** Marketing strategies are framed with the motive of customer acquisition.
6. **Consumer-Oriented:** It practices market research and surveys to know about consumer's taste and expectations.
7. **Goal-Oriented:** It aims at accomplishing the seller's profitability goals and buyer's purchasing goals.
8. **Interactive Activity:** Marketing is all about exchanging ideas and information among buyers and sellers.
9. **Dynamic Process:** Marketing practice keeps on changing from time to time to improve its effectiveness.
10. **Creates Utility:** It establishes utility to the consumer through four different means; form (kind of product or service), time (whenever needed), place (availability) and possession (ownership).

OBJECTIVES OF MARKETING-:

Marketing majorly focuses on achieving consumer satisfaction and maximising profits.

Following are the illustration of different aims of marketing practices:



1. **Customer Satisfaction:** The primary motive of a company is to satisfy the needs of customers.
2. **Ensure Profitability:** Every business is run for profit, and so goes for marketing.
3. **Building Organizational Goodwill:** It portrays the product and the company's positive image in front of the customers.
4. **Create Demand:** It works for generating the demand for products and services among the customers.

5. **Increase Sales Volume:** It is a rigorous process of increasing the sale of product or service to generate revenue.
6. **Enhance Product Quality:** Marketing initiates customer feedback and reviews to implement them for product enhancement.
7. **Create Time and Place Utility:** It makes sure that the product or service is available to the consumer whenever and wherever they need it.

SCOPE OF MARKETING/TYPES OF MARKETING ENTITIES-:

Anything which is sellable needs marketing. Based on the above statement, the following is the list of entities to which marketing is a necessary function:



1. **Goods:** Any product manufactured in mass quantity, requires proper marketing to make it available to its consumers located in different places of the country or world. *Example-:* Mobile phones manufactured in China and sold all over the world.
2. **Services:** An economic activity performed to meet the consumer's demand, needs, promotion and marketing. *Example-:* Ola cabs providing for local taxi services.
3. **Events:** Various trade fairs, live shows, local events and other promotional events need advertising and publicity. *Example-:* Indian Fashion Expo is the event where

leading fashion houses participate in displaying exhibit their creation needs marketing to reach customers, manufacturers and traders.

4. **Experiences:** It even organises and customises the impression made by certain goods and services to fulfil the customer's wish. *Example-:* A Europe trip package provided by makemytrip.com or tripadvisor.com
5. **Person:** A person who wants to promote his skills, profession, art, expertise to acquire customer takes the help of marketing functions. *Example-:* A chartered accountant updates his profile over linkedin.com to publicise his skills and talent to reach clients.
6. **Places:** Marketing of tourist places, cities, states and countries helps to attract visitors from all over the world. *Example-:* India's Ministry of Tourism promoting India through 'Incredible India' campaign.
7. **Properties:** It provides for selling of tangible and intangible properties like real estate, stocks, securities, debentures, etc. *Example-:* Real estate agents publicise the residential plots to investors
8. **Organization:** Several corporations and non-profit organisations like schools, colleges, universities, art institutes, etc. create and maintain a public impression through marketing. *Example-:* Circulars and advertisements made by colleges as 'admission open.'
9. **Information:** Certain information related to healthcare, technology, science, media, law, tax, market, finance, accounting, etc. have to demand among the corporate decision-makers who are marketed by some leading information agencies.
Example-: Bloomberg provides all current financial, business and market data.
10. **Ideas:** Brands market their products or services through advertisements spreading a social message to connect with the consumers. *Example-:* "The Ultimate Driving Machine" by BMW.

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