

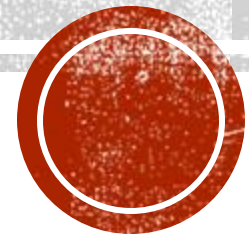
MARKETING MANAGEMENT

NAME OF THE CHAPTER : RECENT DEVELOPMENTS

SEMESTER : SECOND

MARKS ALLOTTED TO THIS CHAPTER: 8 MARKS

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Social Marketing



Definition of Social Marketing

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.



EXAMPLES OF SOCIAL MARKETING

- Social marketing campaign like :
- GOVT. promotes for Pulse polio vaccination campaigns
- Jago grahak jago campaign to make the consumer's aware of their rights as a consumer.
- Ban on tobacco advertisements, ban on smoking in public places
- Lifebuoy's swasthya chetana
- a five-year health and hygiene education program by HUL



Objective Of Social Marketing Program

- To promote the **acceptability and adoption** of socially beneficial, voluntary health behaviour.
- To improve access to, and availability of a wide range of quality health information, **affordable products and services** for the rural, under-served, low-income and vulnerable populations.
- To adequately **research the segmented market** for contraceptives and other products and services for basic and essential health care, as well as consumer preferences in respect of product attributes.



LIMITATIONS OF SOCIAL MARKETING

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1. Scale of intervention
2. Focus on isolated behaviour or products
3. Major structural barriers
4. Decision-making
5. Funding
6. Lack of support for social marketing programmes
7. Lack of opportunity for educational use of the mass media
8. Poor management and implementation of a social marketing effort



Social Marketing Vs Societal Marketing

Social Marketing	Societal Marketing
Social good is the primary aim	Profit generation is the primary aim Social good is the secondary aim
Aims to bring social change	Aims to build goodwill among customers
Example: Polio Drops Campaigns, AIDS awareness, Safe driving, etc	Example: b. Surf Excel :save water (1 bucket water) c. Ariel (Re 1 goes to CRY for every purchase)





Online Marketing

- We define **online marketing** as efforts to market products and services and build customer relationships over Internet.
- Wide-spread use of the Internet is having a dramatic impact on both buyers and the marketers who serve them.



WHAT IS ONLINE MARKETING?



**SOCIAL
MEDIA**

+



BLOGGING

+



**CONTENT
MARKETING**

+



SEO

**ONLINE MARKETING DRIVES PEOPLE
TO YOUR BUSINESS FROM THE
INTERNET RESOURCES THEY USE**



OBJECTIVES OF ONLINE MARKETING

- ➡ Reaching the right audience
- ➡ To engage with your audience
- ➡ To motivate your audience to take action
- ➡ Efficient spending on your campaign
- ➡ Return on investment (ROI)



Online Marketing

Advantages

- Can offer or send tailored information/messages
- Can trace effects by UVs clicks on a page/ad
- Contextual placement
- Can place advertising based on search engine keywords

Disadvantages

- Consumers can screen out most messages
- Ads can be less effective than they appear (bogus clicks)
- Lost control over online messages via hacking/vandalism





Direct Marketing

- **Definition**
 - One-on-one communication in which offers are tailored to the needs of narrowly defined segments.
 - Seeks a direct, immediate, and measurable consumer response.
 - Can take many different forms.

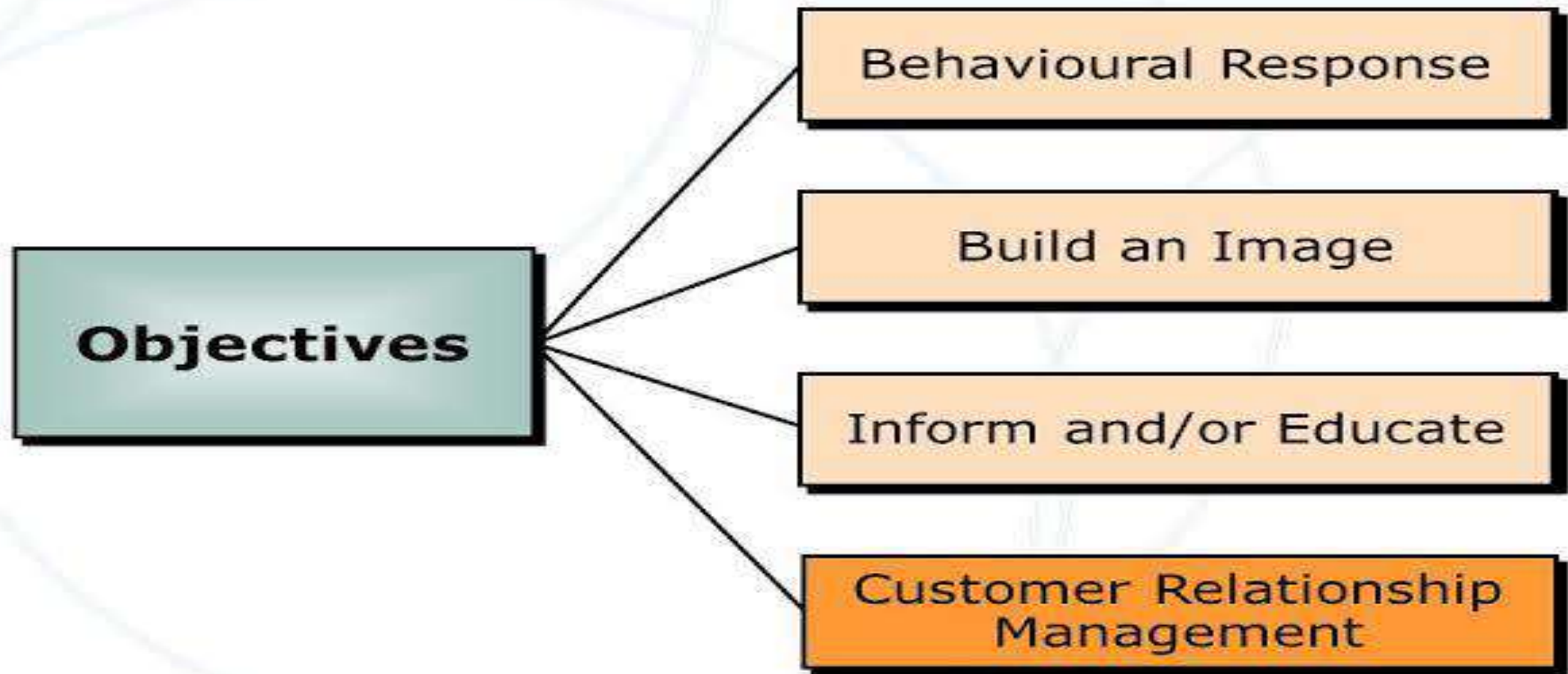


Direct Marketing

- According to mobilemarketingmagazine.com, Coke uses mobile graphics and texts to appeal to markets on a more personal level
- Cola also sponsors various sporting events in India and around the world in events like Cricket, Football, and Motor Racing etc



1. Direct Marketing Objectives



Advantages and Disadvantages of Direct Marketing

Advantages

- *Selective reach*
- *Segmentation capabilities*
- *Frequency*
- *Flexibility*
- *Timing*
- *Personalization*
- *Costs*
- *Measures of effectiveness*

Disadvantages

- *Image factors*
- *Accuracy*
- *Content support*
- *Rising costs*



A word cloud centered around the word 'MARKETING'. The words are arranged in a circular pattern, with 'MARKETING' being the largest and most prominent. Other large words include 'SERVICES', 'GOODS', 'B2B', 'B2C', 'CONSUMER', 'PEOPLE', 'ECONOMIC', 'PRODUCT', 'SYSTEM', 'VALUE', 'PRICING', 'LABOR', 'FACILITY', 'ACTIVITIES', 'DELIVERY', 'SKILLS', 'PROMOTION', 'TRAINING', 'PHYSICAL', 'EVIDENCE', 'MULITING', 'NETWORK', 'PLACE', 'PROFESSIONAL', and 'BULITING'. The words are in various colors, including orange, black, and red, and are oriented in different directions.

SYSTEM
VALUE
PROCESS
PEOPLE
PRICING
LABOR
ECONOMIC
FACILITY
PRODUCT
B2B
B2C
CONSUMER
MARKETING
NETWORK
ACTIVITIES
PLACE
DELIVERY
GOODS
PHYSICAL
SKILLS
PROFESSIONAL
PROMOTION
TRAINING
EVIDENCE
MULITING
BULITING



Define Service Marketing

- ▶ *Marketing of Any act or performance that one party can offer to another party is essentially intangible and does not result in the ownership of anything such as Educational Institutions or Hospital or Entertainment Services”*



EXAMPLES OF SERVICE BUSINESSES

- Appliance repair
- Automotive repair
- Babysitting
- Bookkeeping
- Consulting
- Dance instruction
- Electrical services
- Exterminators
- Flower decorating
- House cleaning
- Lawn care
- Painting
- Plumbing
- Translating
- Travel agency
- Tutoring



Objectives

- Understand nature and importance of services
- Identify characteristics of services that differentiate them from goods
- Describe how the characteristics of services influence development of marketing mixes for services
- Understand importance of service quality and explain how to deliver exceptional service quality
- Explore nature of nonprofit marketing



Advantages:

- Time and Cost savings
- Flexibility
- Convenience of location
- Greater control over service delivery
- High perceived level of customization

Disadvantages:

- Anxiety and stress experienced by customers who are uncomfortable with using them
- Some see service encounters as social experiences and prefer to deal with people





DEFINITION OF GREEN MARKETING

According to the **American marketing association** it has been interpreted or defined in three ways

- Retailing: the marketing of products that are presumed to be environmentally safe.
- Socially marketing: the development and marketing of products designed to minimize negative effects on the physical environment or to improve its quality.
- Environment: the effort by organization to produce, promote, package and reclaim products in a manner that is sensitive or responsive to ecological concerns.



GOING THE GREEN WAY...

Some companies do "Green Marketing" and make huge profits.

- Mc Donalds started giving out its products in a paper bag to the customers instead of a polythene bag, thereby doing "Green Marketing" at a reduced cost. This campaign was a big hit
- Coca-Cola in order to save water does Rain Water Harvesting at a huge level thus saving water and giving back to the environment a small part of the water that it consumes for its production.



Objectives:

1. Define Sustainable Marketing
2. Identify the Social Responsibility in Consumerism & Environmentalism
3. Test Your Knowledge of the Green Consumer
4. Make the Connection and Draw Your Own Conclusions Concerning



**GREEN
MARKETING**



Benefits of Green Marketing

Companies want to have an early-mover advantage on the present environment conscious consumers as they have to eventually move towards becoming green. Some of the advantages of green marketing are:

- ▶ It ensures sustained long-term growth along with profitability.
- ▶ It saves money in the long run, though initially the cost is more.
- ▶ It helps companies market their products and services keeping the environment aspects in mind. It helps in accessing the new markets and enjoying competitive advantage.
- ▶ Most of the employees also feel proud and responsible to be working for an environmentally responsible company.



LIMITATIONS IN GREEN MARKETING

- Green products require renewable and recyclable material, which is costly
- Requires a technology, which requires huge investment in R & D
- Water treatment technology, which is too costly
- Majority of the people are not aware of green products and their uses
- Majority of the consumers are not willing to pay a premium for green products



RURAL MARKETING



Rural Marketing...

- *Meaning*

Planning & Implementation of marketing function for Rural Areas

- *Definition*

Rural marketing has been defined as the process of developing, pricing, promoting, distributing, rural specific goods & services leading to exchange between urban & Rural markets, which satisfies consumer demand & also achieves organizational objectives



Some examples of RURAL MARKETING

- "YAARA DA TASHAN ..." ads with Aamir Khan created universal appeal for Coca Cola . Coca Cola India tapped the rural market in a big way when it introduced bottles priced at Rs. 5/- and backed it with the Aamir Khan ads.
- Of two million BSNL mobile connections, 50% are in small towns / villages.
- Mahindra & Mahindra sells most of its SUVs in the rural market.



Objectives of Rural Marketing

- Conceptual clarity about fundamental Rural Marketing concepts: Rural and Rural Marketing.
- Learn about evolution of Rural Marketing in India
- Comprehend the Rural Marketing process as Rural Marketing Model
- Comparative analysis of Rural vs. Urban Marketing
- Marketing strategies





Benefits of rural marketing

- ☐ Size of rural market
- ☐ Employment
- ☐ Better living
- ☐ Contribution to national income
- ☐ Increase in farm income



Importance of rural marketing

- ☐ Size of rural market
- ☐ Rural target population
- ☐ Employment
- ☐ Better living
- ☐ Contribution to national income
- ☐ Increase in farm income



Limitations

1. Low literacy levels.
2. Local language communication.
3. Scattered and remote villages, inaccessible roads.
4. Social taboos.
5. Rule out revalidation of data.
6. Interview timing



Consumerism- Definition

- **Consumerism, the "social movement seeking to augment the rights and power of buyers in relation to sellers," (Kotler, 1972)**
- **It is manifest in new laws, regulations, and marketing practices, as well as in new public attitudes toward government and business.**



Examples of Consumerism

1. Education, since as a consumer you buy education and in the future you'll get a better job.
2. Buying a car for each one of your kids when they all can share one.
3. Investing can be another example, since you pay/collaborate in a business that you choose that is developing; and after that if the company does well you earn a profit from the business you collaborated.
4. Hospitals are also an example since if you have the money to go to a private hospital you will receive a better health care.
5. Also where you live can be another example, because by paying more for a house because of its location, will benefit you by being safe, and living in a better place.



Importance of consumerism

1. Stop unfair trade practices
2. Provide complete & latest information
3. Discourage anti-social activities
4. Implementation of consumer protection laws
5. Protect against exploitation



•What is meant by consumerism? How does it affect sustainable development?

•Consumerism is the desire to purchase more goods and services which may not be required at that time.

•Consumerism leads to consumption of more resources and generation of more waste.

•Thus, consumerism will hamper sustainable development.



Thank
you!!!

