

Marketing Environment

What is the Marketing Environment?

- The actors and forces outside marketing that affect marketing management's ability to build and maintain successful relationships with target customers

Marketing Environment

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graph TD; A[Marketing Environment] --> B[Micro Environment]; A --> C[Macro Environment]; B --> D[It includes actors close to the company that affects its ability to serve its customers]; C --> E[It involves larger societal forces, which considered to be beyond the control of the company];
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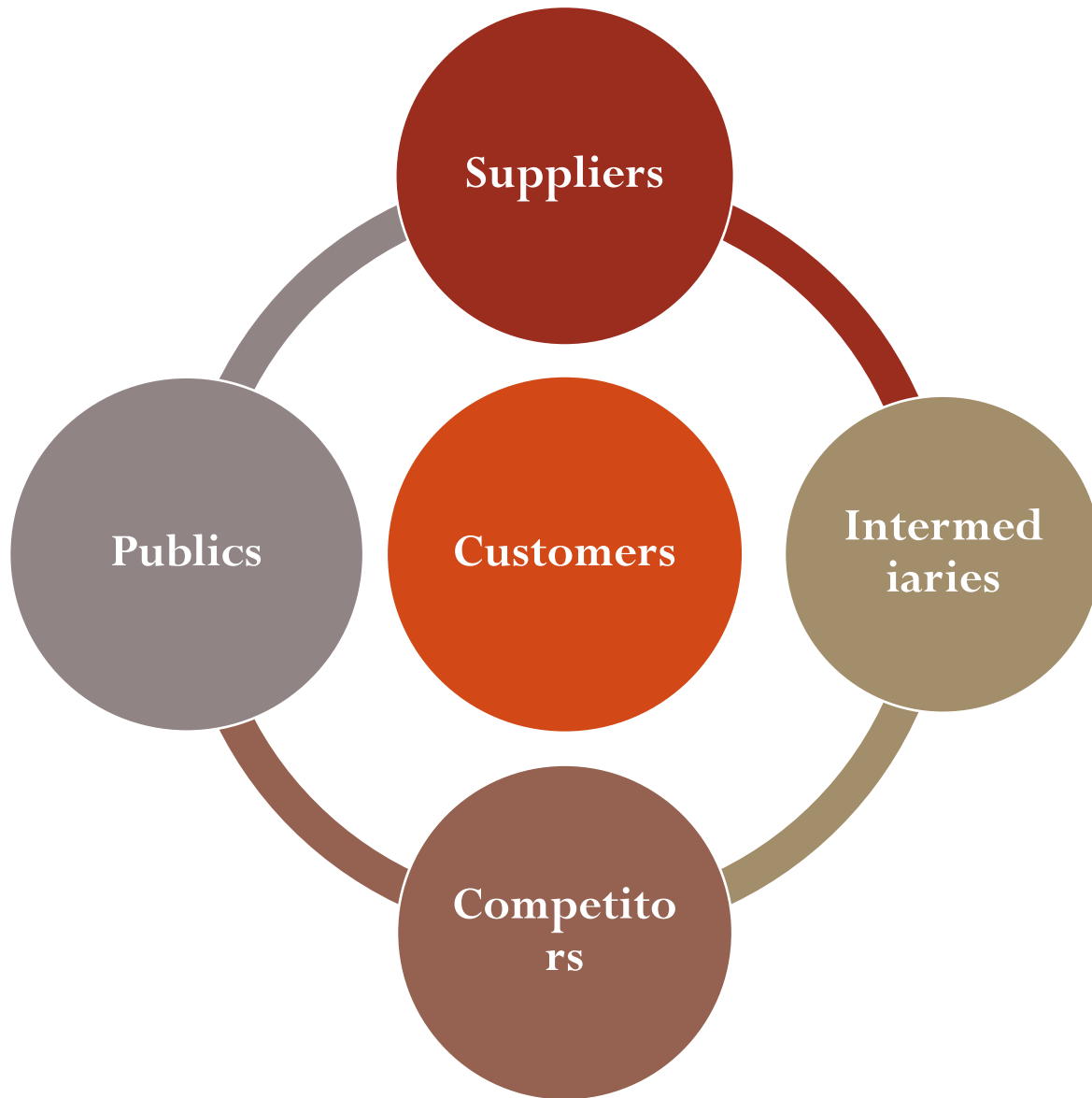
Micro Environment

It includes actors close to the company that affects its ability to serve its customers

Macro Environment

It involves larger societal forces, which considered to be beyond the control of the company

Micro Environment



Suppliers

- Provide resources needed to produce goods and services.
- Important link in the “value delivery system.”
- Most marketers treat suppliers like partners
- Decisions like ‘make or buy’ depend upon suppliers
- Depends upon
 - Right supplier
 - Right place
 - Right time and lead time
 - Right price
 - Right quantity
 - Right quality

Intermediaries

Helps the company to promote, sell, and distribute its goods to final buyers

- Resellers
- Physical distribution firms
- Marketing services agencies
- Financial intermediaries

Competitors

- Those who serve a target market with products and services that are viewed by consumers as being reasonable substitutes
- Company must gain strategic advantage against these organizations

Customers

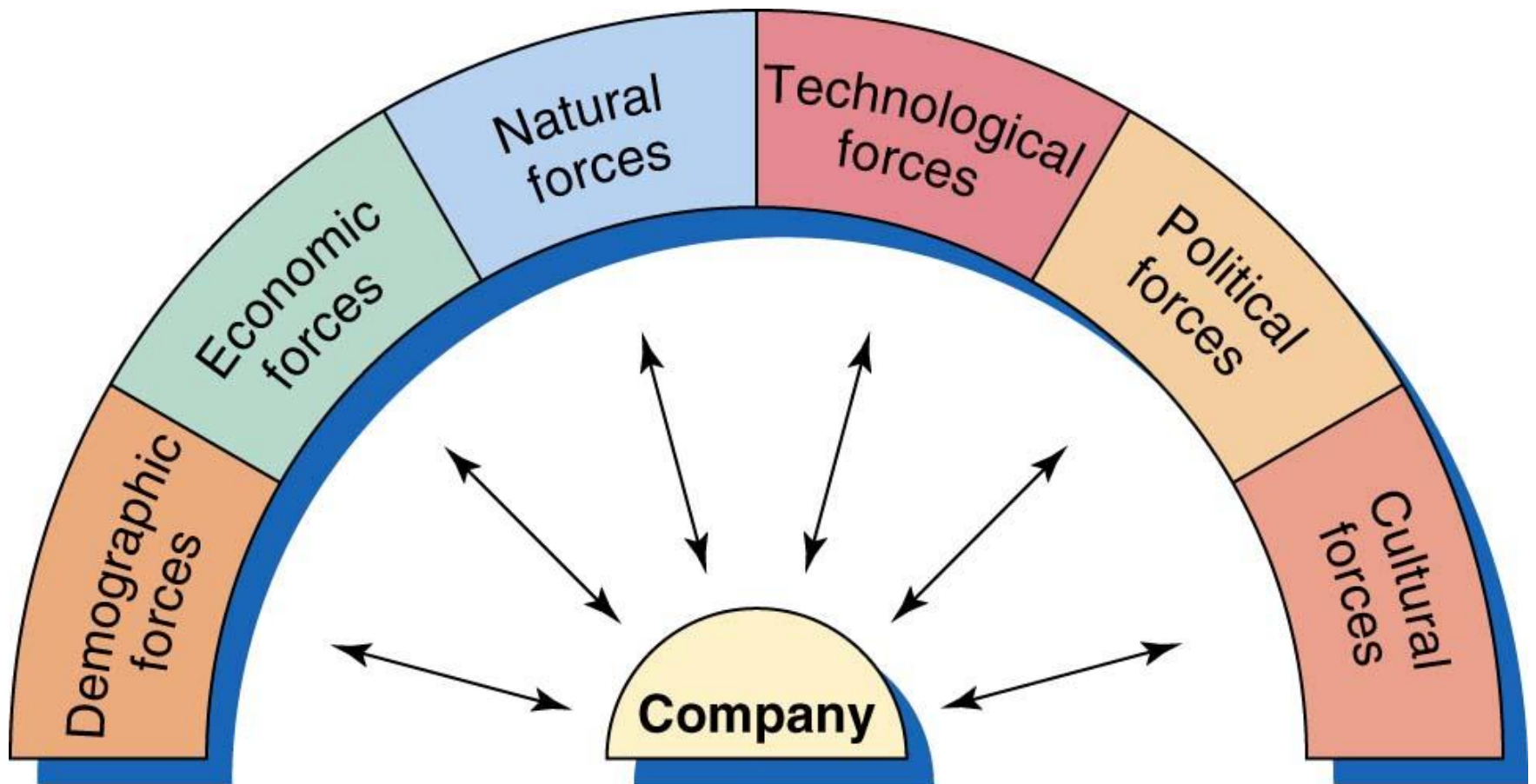
- Purchase requirements vary from customer to customer
- **Individual customers** are influenced by cultural, social and psychological factors
- They are large in number, scattered, poorly informed, buy in small quantities and frequently and are guided by personal considerations
- **Industrial customers** are limited in number, geographically concentrated, buy in large in bulk, demand is derived, buy on reciprocal basis, depend on lease hold
- Dealers buy for resale.
- Government buys for public welfare, defense

Publics

Group that has an interest in or impact on an organization's ability to achieve its objectives

- Financial public: financial institutions, investment houses, insurance co
- Government public: Govt. departments like Taxation, License, Registration etc.
- Citizen action public: consumer organizations, environmental groups, minority groups etc.
- General public: public image
- Internal public: employees, Board, labour unions, press and media

Macro Environment



Demographic



- Demography gives '**Consumer Profile**'
- It is the study of population in respect of its **size, density, location, age, occupation, marital status, education, income level** etc.
- These factors helps in - Market segmentation, demand forecasting, determination of market potential

Economic



- Consists of factors that affect **consumer's purchasing power** and **spending patterns**
- Such Factors includes:

Economic development

Growth rate of each sectors

Inflation Rate

Tax Rates

Interest rates

Exchange Rates

Business Cycles

Interest rates & Credit availability

Standard of living

Price Levels

Upscale

Downscale



Walt Disney markets different products to match its two-tiered market

Natural



- Availability of **natural resources** as inputs/ raw materials
- Pollution. Protection of wildlife & ocean wealth
- Environmental regulations for packaging materials & disposal of wastages
- Environment friendly measures

Best example are.....

- Whirlpool introduced CFC free Refrigerators.
- Introduction of LED bulb.
- CNG used in vehicles.
- Jute bags used by various companies.
- Energy efficient products introduced by various organization like 5 star rating electrical equipment's.



- 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

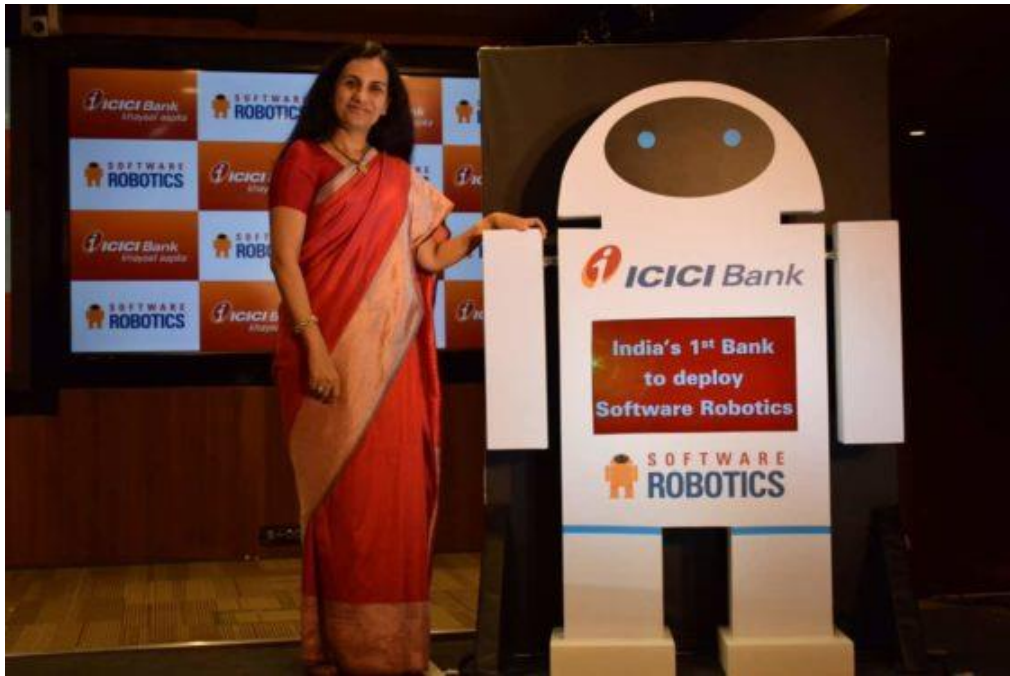


- Coca-Cola in order to save water does Rain Water Harvesting at a huge level thus saving water and giving back to the environment a small part of the water that it consumes for its production.

Technological



- Marketers must be aware of **new developments in technology**
- Technological developments may put some people out of business and at the same time, open up new business opportunities to others
- **E.g.** Smartphones have stolen the market of Music Players, Digi Cam, Calculators etc.



Political/ Legal



- Includes Laws, Government Agencies, and Pressure Groups that influence or limit various Organizations and Individuals in a Given Society
- Some of the Acts applicable are as follows:
 - Essential Commodities Act
 - Prevention of Food Adulteration Act
 - Trade and Merchandise marks Act
 - Packaged Commodities Act
 - Companies Act

Cultural



- Forces that affect a society's basic values, perceptions, preference, and behaviors
- Advertisements and culture
- Festivals
- Dressing Style
- Food habits

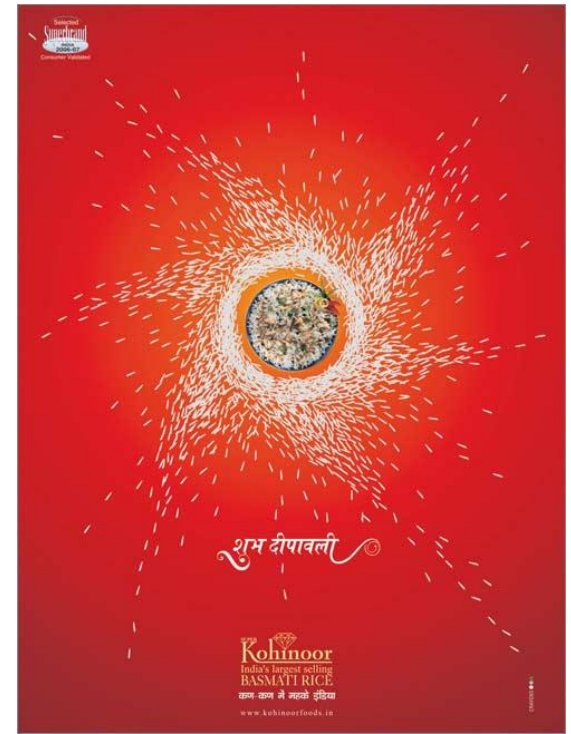


Hero

*This Dusshera,
all eyes
will be on a Hero.*



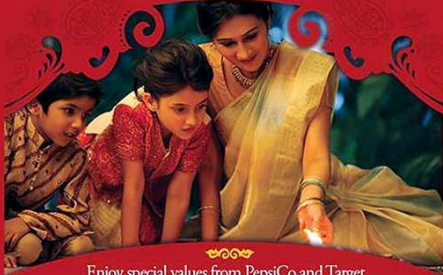
Your Hero two-wheeler will be the centre of attention this festive season. After all, its unbeatable mileage, incredible design and cutting-edge technology is a lot to talk about. So go ahead, start a journey that will only lead you to success.



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**Celebrate taste ka
bandhan on raksha
bandhan.**



**Yeh Hai
Rishton
Ka Time**