

Programme Name: \_\_\_\_\_\_\_\_**BCS HONS**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Course Code: \_\_**MKTG 1010** \_\_\_\_\_\_\_

Course Name: \_\_\_\_\_\_\_\_**Basic Marketing**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Assignment** / Lab Sheet / Project / Case Study No. \_**1**\_\_

Date of Submission: \_\_\_\_\_\_**7/31/2020**\_\_\_\_\_\_\_\_\_\_\_\_\_

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Semester**: Second Semester**

Intake**: September 2019**

How marketing philosophies play a vitual role for any organization? Explain the answer taking reference FIVE(5) marketing philosophies.

Answer

The marketing concept and philosophy is one of the simplest ideas in marketing, and at the same time, it is also one of the most important marketing philosophies. At its very core are the customer and his or her satisfaction. The marketing concept and philosophy states that the organization should strive to satisfy its customers' wants and needs while meeting the organization's goals. In simple terms, "the customer is king".

The implication of the marketing concept is very important for management. It is not something that the marketing department administers, nor is it the sole domain of the marketing department. Rather, it is adopted by the entire organization. From top management to the lowest levels and across all departments of the organization, it is a philosophy or way of doing business. The customers' needs, wants, and satisfaction should always be foremost in every manager and employees' mind. Wal-Mart's motto of "satisfaction guaranteed" is an example of the marketing concept. Whether the Wal-Mart employee is an accountant or a cashier, the customer is always first.

As simple as the philosophy sounds, the concept is not very old in the evolution of marketing thought. However, it is at the end of a succession of business philosophies that cover centuries. To gain a better understanding of the thought leading to the marketing concept, the history and evolution of the marketing concept and philosophy are examined first. Next, the marketing concept and philosophy and some misconceptions about it are discussed.

## 1. The production concept

As the name suggests, this marketing philosophy is all about production.

This means that the businesses that utilize it create inexpensive and widely available products, which is something their customers want.

A good example is **Henry Ford**and his famous cars.

Before him, cars were extremely expensive because they weren’t mass-produced.

In fact, they were made by hand and would take ages to build. Ford realized that everyone needed cars, not only the wealthy, and decided to make them widely available.

Contrary to popular belief, **he didn’t invent this concept**, and both mass production and assembly lines were used before him. In fact, one of his engineers, named William ‘Pa’ Klann, introduced the idea to Ford after visiting a slaughterhouse in Chicago and getting inspired by their so-called ‘disassembly line’.

Additionally, China was the first to utilize mass production to make metal parts for tools, armor, and weapons, and then the concept got to Europe and created the Industrial Revolution.

Furthermore, during the early 12th century, Venice started making ships using something similar to the production line in the shipyard called the Venetian Arsenal.

However, Ford and his Model T remain a good example of the marketing philosophy of production and business knowing what their customers need and making it available to them by mass producing it and making it widely available. In 1908, the price of the Model T was around $825, and in 1912 it was around $575.

How affordable is that?

## 2. The product marketing concept

Unlike the production marketing philosophy which is focused on mass-producing inexpensive products, **this concept favors high-quality products**and holds the belief that the consumers won’t mind the high price because of the quality.

The businesses that utilize this marketing philosophy assume that the customers prefer products that are of greater quality, so they spend a lot of time working on their products, improving them and coming up with new features.

They’re fully focused on their products, paying less attention to the customer needs and markets, which can sometimes lead to bad product sales.

**A great example of the product marketing philosophy is Apple.**

They’ve been working on their models for years and coming up with new features, which convince their customers to stay.

Their products are expensive, but you don’t get just any kind of product: you get the most cutting-edge technology.

## 3. The selling concept

While the production and product concepts are all about production, **this marketing philosophy is focused on the promotion of products**because it believes that the customers won’t buy the products if they’re not being advertised to them.

The businesses that utilize this marketing philosophy believe that they can sell any product with the use of advertising. What lead to the emergence of this concept was the very Industrial Revolution. During it, there was a lot demand, which leads to a lot of competition between businesses.

They became more efficient in production, which then led to overproduction and a surplus of products. Companies needed to sell the extra stock somehow, hence the emergence of the selling marketing philosophy.

They started creating entire selling departments that had the aim of coaxing customers into buying as many products as they could.

Nowadays, this marketing philosophy is still used a lot, and for a similar reason, which is dead stock.

Dead stock presents products that a company is not able to sell and that has to be stored, which costs the company money. The way they get rid of it is by using the selling marketing philosophy, putting it on sale and encouraging people to buy it.

## 4. Marketing concept

This concept is all about learning as much as you can about your customers, and only then creating a product that you know they need.

**Out of all the marketing philosophies, this one is probably used the most in marketing nowadays.**

This is probably because it is hard to sell anything nowadays without knowing your target audience really well and appealing to them. Hence why this marketing philosophy places a lot of importance on the customer and their wants and needs.

Unlike the selling marketing concept, which doesn’t care about the needs of the customer and the market, the marketing concept is all about that.

Arch Wilkinson Shaw, a famous American entrepreneur, said that the goal of this marketing philosophy is to satisfy needs rather than to sell goods.

By being the first to come up with a product can give the company a huge head start and enable them to establish themselves as the giant in that market.

But this is not enough; they also need to constantly work on their products and to keep learning about the ever-changing needs of their customers if they don’t want their competitors to beat them.

## 5. The societal marketing concept

This marketing philosophy is all about knowing your customers’ needs, while also caring about the well-being of the society and the environment.

It sees businesses as parts of society and promotes their participation in the solving of important issues, like pollution, world hunger, and illiteracy.

With all the pollution issues that we’ve had in the past few months and climate change being in full swing, it is important that businesses show that they care about these issues, because if they seem like they don’t care, they might lose a lot of customers.

Therefore, many businesses today donate and participate in all sorts of charities, as well as promote them.

Throughout the years, we’ve seen an emergence of companies that market their products as vegan and cruelty-free, as well as more and more businesses addressing the importance of recycling and lowering the use of plastic.

## Conclusion

**There are 5 philosophies or concepts in marketing**: the production concept, the product concept, the selling concept, the marketing concept, and the societal marketing concept. **Each with its characteristics and uses.**

The production concept is all about the mass production of products with the goal of making them inexpensive and available to the consumers, while the product philosophy focuses on the quality of the products.

The selling concept deals with the selling of dead stock, which presents the products the company didn’t succeed in selling.

The marketing concept places the focus on the customer and their needs and wants, while the societal marketing concept does the same while speaking up about important issues, like pollution and animal testing.

As mentioned, they’re all used for different purposes and by different businesses: the production philosophy is used when companies try to expand, the product concept has found its use in the technology market, the selling philosophy is used when there’s a lot of unsold products, and the marketing and societal marketing concepts are used most frequently, by all sorts of businesses and brands.