

Ans. Q.1

Introduction

A distribution channel is also called a marketing channel is the way of which we use to distribute our product. Distribution channels provide time, place and ownership that they make the product available when, where and which quantity of customers need and wants. The distribution channel is key element in our entire market strategy. Distribution channels can include wholesalers, retailers, distributors and internet. It's key element in all marketing strategies that revolve around the product this will help us to reach to the customer in very easy way to maximize revenue and brand awareness. It helps us to expand our product and generate revenue.

It is very important for Amish to grow his business by understanding the new customer segment and their choices needs to grow his business. If he's starting to distribute his book across the Indian market then he has to create first new channel in that he will need pricing strategy and a sales process. When his channel will up and run properly then he can also start launching marketing campaign channel partners and end users.

The decision will also be influenced by how knowledgeable, how motivated the manufacturer is it is to build a customer relationship and recommend their product.

In the above context, Mr Amish is an Author he had written a self-help book 'Happy Happy' the book revolves around a core idea of being happy in all the strategies of life and he doesn't have any distribution network if he wants to distribute this books on channels then he has to understand various marketing distribution channels. He has to make sure that they have a proper understanding of the product and answer the potential end users questions about his products. This all thing will give an idea to Amish about various distributions channels to distribute his books.

➤ Concept and application:

The distribution channels may be involved various ways. Various extend at different stages on difference price in delivering the product from the manufacturer to the customers. The channel of distribution is defined as the most efficient and effective manner in which product will go directly to the hand of customers. A marketing channel is defined as a set of activities transfer the ownership of products and goods from point of production to point of consumption.

Here we considered some type of channels of distribution in which Mr Amish will use to distribute his books' Happy Happy' across the Indian market:

- 1. Direct Selling and Indirect Selling:** Direct selling refers to marketing selling of product of goods which directly meets to the customer or end users. In simple way, it allows the customer to buy goods directly from the manufacturer. It is organised and managed by manufacturer only. Direct selling is difficult to manage on large scale, but it allows them

to have good connection with their customers, while manufacturer used direct selling its tend to be more expensive because of all set up such as warehouse & staff which delivering the goods, vehicles i.e. trucks will all need to be set up on it require capital investment. In direct selling, manufacture of product have more control on their product because they will only be setting the prices and adding the services whereas Indirect selling generally relies on intermediaries to perform the distribution function. Its involves the third parties, like warehouses, wholesalers and retailers and also its bringing the new levels of distribution. In indirect channel of distribution, the third party has to entrusted with manufacturer of the product and customers. In simple way, the indirect distribution includes the middle man to sell its products to the customers. The indirect channels involved three types which classified as:

➤ **One level channel: (Manufacturer-Retailer- Customer)**

Retailers buy the product from the manufacturer and directly sell it to customers. Here, retailers are purchasing goods either from wholesalers or manufacturer and sells these goods in small quantities to the end users.

➤ **Two level channels: (Manufacturer-Wholesalers-Retailer-Customer)**

In this method producer sells goods to wholesaler, the wholesaler to retailer and then retailer to consumer. In this way the wholesaler purchases the goods in high quantity from producer and sells it small quantities to retailer. Example: sugar, salt, cigarette etc.

➤ **Thee level channel: (Manufacturer- Agent-Wholesaler-Retailer-Customer)**

In this level involves the agent beside the wholesaler and retailer who assist in selling goods. An agent filled the gap from manufacturer and wholesaler for example, some big companies cannot contact directly to the wholesaler then it will take help through agents. Then agents will perform the mediator and selling those goods to wholesalers.

2. Dual Distribution

When the manufacturer uses more than one marketing channel to reach end user, then it is said to be dual distribution. It refers to the wide variety of marketing arrangements by which manufacturer or wholesaler uses more than one channel to reach the end users. They may sell directly to end user or sell to other channels or company for reselling.

In the system of distribution marketing channel using two approaches simultaneously to get product to end user i.e. customers. One approach is used marketing intermediaries while the other is sell directly to the customers. Here, two or more marketing channels are set to attract the same target markets or different target markets. This will also lead a conflict.

3. Reverse Channel

Reverse channel generally refers the second hand sale for e.g. if you buy something from the manufacturer and sell it back to companies then company can either recycle these products or use them to make it new products its also known as reverse flow channel. There are so many ways to recycle a product. The flow of product from company to the consumer is normal distribution channel but the flow of product from the consumer to another consumer or another company is referring to the reverse flow channel.

Companies – Middle men – Buyer
Customers – Middle men – Buyer

4. Selling through internet distribution channel

An internet distribution channel also one channel to distribute the goods it is an easiest way to selling through internet. It is an effective and quick channel of distribution this opportunity lies between customers directly through internet sites for e.g. Restaurant company that use internet as distribution channel such as dominos, pizza, travelling agencies and etc. have online ordering system. In today's world almost all over manufacturer are using online channels to distribute his product and attract many of the customer in very easily and effectively way. The Internet has made dramatic changes to people's lives. With the advancements in information technology consumers these days are able to buy products through any sites easily and from internet selling the customers also saves their money because shopping through online, customers do not have to spend as much as on operational expenses.

➤ Conclusion

As we all know that distribution channels are most important things in marketing of products. This benefited to all the manufacturers as well as consumers. Manufacturers can sell his product any time & anywhere and consumers can get goods easily by distribution channels. Every business has primary objective to earn profit by selling goods and services. The channels of distribution consist of manufacturer, wholesaler and consumers all these factor or considerations affecting the different channel of distribution.

In above context, we learned that Amish is good author and a very popular for his book 'Happy Happy' but he doesn't follow any channels to distribute or published his books to the customers. So, if he following the process of distribution channels for distributing of his book then the people across Indian market will know about his book can and this will help him to increase brand image. It also helps to maintain good relationship between manufacturer and end consumers. Such decision is very important for business to sustain long term profitability.

Ans. Q.2.

Introduction

Marketing segment is that when you divide your customers into different segments, or groups based on qualities that they have in common. Marketing segment is also called as a customer segmentation it is a great way to deliver the product to them easily and quickly. There are many tools and strategies that we can use to segment your customer and create build a loyal customer. Marketing segmentation is not only design to identify profitability but also to develop profit of key segment in order to better understand of customers needs and purchase motivations.

Marketing segmentation can help Amish to target the people or customer most likely to become satisfied customer of his book 'Happy Happy'. It helps him to define a better understanding of his target audiences and ideal customers. It allows him to target content to right people in right way rather than targeting the entire audience with message. Marketing segmentation assumes different market segments required different marketing i.e. different office, price, promotion, distribution etc.

➤ Concept and Application

Marketing helps Amish to understand his consumer focus or their needs and wants and then take product to market. Marketing segmentation refers to the marketing strategy that involves dividing to target market in two subsets of consumers who have common needs wants and demand etc. Using different type of market segmentation allows Amish to target consumer based on unique characteristics. Some of segmentation are as follows:

- 1. Behavioural Segmentation:** Behaviour segmentation generally refers a few things such as knowledge of the product customer needs and attitude towards product. Behaviour refers the customer respond towards their product, how they use that product and how they react. Example of behavioural segmentation are customers purchasing habits, buying power, status of user, brand interaction etc. Behaviour segmentation is a great place to store when you think about segmenting your market product. It's the segment required to know about your customer actions. These activities may relate how a customer interact with your brand or other activities. For e.g. Behavioural segmentation refers to customer learning & understanding about a product and then going for purchased it while some customers are "impulse shoppers" who on the spot buy it when they see and some person always buy online. When Amish know his customer behaviour it is easier for him to give them what they want.

2. **Geographical Segmentation:** The segmentation is generally based on geographic areas such as country, regions & different cities etc. Geographic segmentation is simplest type of market segmentation. It categorizes customer based on geographic border, city, climate etc. Geographic segmentation is used when business divide its market on basis of geographically. There are several ways that market can be done geographically segmented. Geographical segmentation is effective for both small or large companies because in large countries different consumers from different regions are having different needs, want and satisfaction that can specifically targeted whereas in small companies having limited budget so they can focus only on defined area for e.g. some company offer products that are specially used in specific countries only, such as warm jacket which is used in summer areas only where there is more heat and warm such product are marketed using geographic segmentation as it helps marketers to target specific people in that area.
3. **Demographic Segmentation:** Demographic segmentation is one of the most popular and commonly used type of market segmentation based on the variables such as age, gender, occupation, education level, income level and much more. It's refers to statistical data about group of people, their location and situation of family are some of the examples which is helpful for segmenting B2C audience. Demographic segmentation is usually easy to cover various sites of market research for e.g. of demographic Segmentation is B2C (business to consumer) that manufacturer sells a car luxury brand (Tata motors) this company would likely target to the customer which are having higher income level. This segmentation helps Amish to understand his consumer behaviour accurately that turn to helps him better performance.

➤ Conclusion

Marketing segment is a technique adopted by marketing organisation to maximise sales turnover and profits. It is an essential strategy to give a better understanding such as heterogeneous market defined as dividing a market into distinctly separate groups of customers called segments. The product of market segmentation is to ensure the element of marketing mix, price distinct, product and promotion are design to meet particular needs of different customer groups. This process allows Mr. Amish to focus on specific customer need in the most efficient and effective ways. It is valuable tool in identifying consumers needs and their wants. Objective of marketing segment is to examine how company segments marketed and to explore different targeting.

Ans.Q.3a)

Introduction

Social media marketing is used of social media and websites to promote a product or service. Social network is also called relationship network that helps people and organisation to connect online and share information and ideas about the product. It's a technology to facilitate social interaction between a large group of people through some type of network. It is growing rapidly and becoming an inevitable part of everyday life, because of latest technology revolution.

Social media facilitate the development of online social network by connecting a user profile with those of other individuals or groups. The rise of social media changed the way of authors or manufacturers to promote themselves. Social media which reveals sharing information, experience and throughout community-oriented websites is becoming significant in our online work. In the above context if Mr. Amish promote his books on social media platform he will get advertise of his books throughout the world.

➤ Concept and Application

Social media advertising or social media targeting are advertisement served to user on social media platform. The rise of social media has made it easier than ever for writers to get their books are in hand of thousands of readers. There are some of social media platform which Mr. Amish can used to promote his books are as follows:

- 1. LinkedIn:** LinkedIn is a unique social platform that revolves primary around B2B market. LinkedIn is where you tend to find highness average disposable income with 80% of LinkedIn users are earning 50,000 per year. It also where you tend to find highest quality leads it is most popular professional networking sites around the world. One of the best things about LinkedIn is it groups. There are groups for almost everything on there, including a wide range of groups for authors and publishers. This can increase in success while promoting the books.

There are some ways to promote books on LinkedIn are as follows:

1. Upload a professional picture of yourself
2. Create compelling head line that describe your main skill set or your responsibilities
3. Include a professional email in your contact information
4. Start build a connection with colleagues and other people
5. Complete your profile 100% in order to bring or attract more and more people.

- 2. Facebook:** If you want to show your appreciation, your Facebook followers will support you on this journey. You can easily promote your books by giving a few copies of your newly established books. Just invite them to share why they want the book then you will send free copies for this fan and friend which they tagged. One of the best ways to promote your books online is to create facebook community around the theme on your book. By creating a facebook group for your book topic you can easily bring together individual who shares a common interest. But remember that you can also create a group that about the theme of your book. This type of groups can attract faster but you will need to post content that isn't directly related to your specific books. Another good reason to use this place is that you can concentrate on your books and build up your community around your work instead of your personal activities.
- 3. Twitter:** Twitter is another form to promote the books it is extremely popular social media authors can use Twitter to post about their books, their writing and their interest. A good start is to look for famous author of people who tweet about books and book marketing and follow them. It is very easy and cost-effective way to raise awareness about your work. Patience is also an important while posting the books on Twitter because when you are posting anything it will not suddenly drive hundreds of followers to buy your book. It's a powerful tool to attract more and more peoples to advertised your books and create marketing.
- 4. Snapchat:** Snapchat is one of newer platform to emerge on scene as a competitive force with million monthly active users. If once you created account you need to make sure it is active. This is best way to approach this by adding content to your story on a daily basis. Anything you post on Snapchat will disappear after 24 hours. Followers play an important role in the social media platform you have to tell your email subscribers to follow you on Snapchat this will create a good chance of promotion Snapchat launched a self-service management platform to help brand and keep track on their advertising efforts through the platform.
- 5. YouTube Advertising:** YouTube is having billion users, each day YouTube videos generation billions of views. If we upload video of our book trailer on youtube than it will advertises our book very effectively. If we want to sell our book, YouTube is one of best site, we can leverage and it's not one of the commonly covered place to publish book. Performing a full content audit is always a good idea before launching any type of marketing campaign. In this case, Mr. Amish want to promote his book "Happy Happy" if he integrates youtube marketing with social media marketing it will even boost more for his growth and earnings. For marketers this platform is becoming one of the best marketplaces to find a new customer and make money easily.

➤ **Conclusion**

Social media platform plays an important role in all our life. Through social media marketing we can reach more than people than with any other form of marketing. We could make a profit in short span of time well design marketing and promotion strategy ensures a long-term success, bringing more customers and ensure profitability of our business. The best way to evaluate the importance of applying social media in marketing is to realize the importance of social media in everyday life of people who are likely to become our customers. Social media platform has become the necessity for all to promote the books and attract more and more customers.

In this scenario, we have learned the importance of social media if Mr Amish used such platform then he will get huge success in his life. Promotion in social media platform will give him better understanding and build a better customer relationship. It is a key element in putting across the benefits of our product or service to customer. The result of social media marketing is incredible and there is no limit to the benefits of its strategy.

Ans. Q.3 b)

Introduction

Buyer decision making process is the thought process which leads a buyer identifying the needs and choosing a specific product or brand. Every buyer having a different need which make them to make a proper decision. Decision involves the evaluating, comparing and selecting the best variety of products depending upon a particular product. Mr Amish had written a self help book namely as 'Happy Happy' the book becomes the core idea of all the stages of life and people also more satisfying from his books. So, it is very important for him to understand the concept of consumer behaviour and makes his marketing successfully.

The buyer behaviour about a particular product is one method used by marketers for identifying and tracing decision making process. Understanding consumer behaviour is crucial for every successful marketing. All buyers may have different choices in which they select the most appropriate product out of several alternatives. If the organisation fails to analyse how a customer will response to particular product, the company will face losses. Consumer behaviour is very complex because each consumer has different mindset and attitude towards their purchase or their choices.

➤ Concept and application

Every market grows to identify their customers needs and choices, if we want to figure out how consumer or buyer makes decisions and how we can get them to make a decision to purchase our product or services then we should know about our products and customers choices very well. The study of each and every buyer behaviour help us to know about customers behaviour this will help the organisation to know the reason behind the purchase of productivity by consumers and how it is satisfied.

The customer while buying a product goes through 5 steps of buyer decision making process are as follows:

- 1. Problems recognition:** During need or problem recognition, the consumer recognize a problem or need that could be satisfied by product or services in the market. Problem recognition is first stage of buyer decision process. A need is a specific requirement in our society and it includes food, shelter, clothes, social status and wealth. A buyer understanding the basic problems of consumer decision making process for marketers to make their products and services different from others.
- 2. Information Search:** The information search stage is the next step that customer may take after they have recognised the problems or need in order to find out what they feel about the product. Information search is very important for consumer to gain some knowledge about the products and their brands. Once the need is recognised the consumer is aroused to seek more information and moves into the information search stage.
- 3. Evaluation of Alternatives:** After collecting the information from various sources, the buyer evaluates the benefits and disadvantages of product and develops a set of choice regarding their product and their brands etc. Information search helps the buyers to evaluate multiple product and understand which product will be appropriate for them and then make a choice. Generally, the consumer evaluates the product and their brand in order to fulfil their need to which they are seeking for.
- 4. Selection and Trial:** After keeping a set of choice in mind, the customer makes the first product trial. He may use different product and make a selection for a trial of that product and then make the final choice of what to buy and from whom to buy. Selection and trail plays an important role to buy something and make it try before making any purchases.
- 5. Purchase decision:** When the customer believe that a product or services offer the best solution to his need or problem, he makes the active purchase. This all include the

product choice, choosing a brand, deadlines the amount and time of purchase. This means that decision cannot be seen we infer from observable product that a decision has been made. After the consumer has evaluated all options and would be having the intention to buy any product and decide to get the best brand.

➤ **Conclusion**

Consumer behaviour describe how consumer make purchase decision and how they use and make purchase. Understanding the steps of buyer process give marketers huge advantage where they trying to advertise their sales process. Buyers are generally more responsive to different brand advertisement while they are seeking information on brands. The key role of buyer decision process is to decide which product is suitable for them and accordingly they choose such brands. In the above scenario, we gain the understanding that consumer have several needs and that's why they decide to take decisions and identify the key aspects such as various influential factors which affects consumer purchasing behaviour. We are also able to analyse how decision-making process also allows the consumer to identify best suited product and satisfy their needs.