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Elements of Marketing

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1A) Marketing Mix of Tata group of companies :

Brand loyalty and Innovation in its products are what separates Tata from the other brands present in the market. But, cash is what strengthens the financials and motivates its community. This key responsibility is what marketing fulfills, turning its target audience into loyal customers.

1. Product mix of Tata

Tata Group has 29 listed companies operating and growing in numerous sectors, under the principal investment holding company, Tata Sons. Freedom from this holding company has proved to be effective for the companies and has boosted innovation.

2. Price mix of Tata

Tata group has several subsidiaries and has a board of directors independent to make decisions for their own companies. But, there is a common underlying pricing policy that they adopt. They believe in charging prices for their products lower than that of the industry average penetrating the market.

3. Place and Distribution mix of Tata

The Tata group has spread its reach to 100 countries across 6 continents providing its innovative projects and taking India to greater heights. Its effective product and pricing strategies have gained market share for its products not only in India but also in the international markets.

In addition, strategic alliances, M&As with foreign companies have given it access to the global markets where it can manufacture its products and render services with ease.

4. Promotional mix of Tata

For Product, Place and Price strategies to come into fruition, promotion is a must. Tata follows unique promotion techniques for its products to attract its target audience:

It hires actors as brand ambassadors to promote its product. This enhances the standard of the product and raises brand loyalty. This is a great way to promote luxury and consumer products.

Next is the advertisement for the TVs. FMCG products such as tea, coffee, salt, etc are promoted on the TVs. This raises the awareness in the housewives and hence increases sales.

It can be understood from the above information that how the marketing mix has proven vital for such a conglomerate to grow.

1B) Strategies adopted by Online grocery platform big basket during covid-19 :

In the first half of 2020, when the entire country was under some form of lockdown, Hari Menon, founder and CEO at [online grocery](#) firm BigBasket, knew that while this unprecedented situation increased the challenges for his business, it also presented opportunities. Despite the operational glitches in the early days of the lockdown, the e-grocery firm mobilised its resources so as to be able to deliver essentials to its over 10 million customers across 24 cities. There were even days when the firm sold over 22 kg of onions and potatoes every minute, catering to the massive rise in demand for home delivery.

Despite essential goods being exempted, delivery executives were at first harassed by authorities on the roads, triggering an exodus to their homes in the villages. With a truncated workforce, operations at BigBasket came to a standstill. Yet, the technology-savvy company was quick to optimise resources and leverage its huge infrastructure investment to restart operations. Down to a few thousand orders in early days of the lockdown, the e-grocer managed to scale up operations despite manpower shortage, explained its co-founder & CEO Hari Menon at a webinar on “Food & Beverage Startups—Striving & Thriving in the Covid-19 world” yesterday (April 23).

2A) Product Mix of Patanjali products and strategy :

Patanjali is one of the few brands that make up the very backbone of the Indian consumerist identity. With a bevy of marketing tactics to push its plethora of products, the company has become one of the icons of the Indian economy.

The privately-owned Indian FMCG Patanjali has a vast audience in India, no matter how young, there is nobody who doesn't know the brand's name. Let us take a look at the marketing strategy of Patanjali and how it utilized people's beliefs as a marketing tool.

When it comes to marketing products, Patanjali uses its brand platform to spread awareness. The question that naturally arises is: how does Patanjali have such a devoted brand following? The answer lies in how popular brands of medicines used for treatments ply in India. The developing country attempts to offer affordable medicines to the socially backward and poverty-ridden majority. However, the elitist privatization of healthcare and extreme costs of life-saving medication does not allow people below the poverty line to access treatments.

Product Lines of pathanjali :

Patanjali & Divya Ayurved Product, Ayurvedic Body care, Beauty products, Food grains, Food items, Spices, Miscellaneous

The main reason why Patanjali continues to flourish in a market despite millions of obstacles is because of its subtly sophisticated marketing tactics. The marketing team behind the brand is why Patanjali is so widely accepted, especially among certain sections of society. The brand continues to come out on top, despite its weaknesses, scandals, threats, etc., again and again purely because of the way the brand markets itself. Let us take a look at why mainstream society is attracted to Patanjali and what Patanjali does to retain and expand its consumer base.

2B) Product strategy adopted by Bajaj automobiles for scooters :

Bajaj Auto Limited is one of the Bajaj Group's 25 entities (founded in 1944 by Jamnala Bajaj). They also have a presence in diverse businesses such as Electronics, Life Insurance, General Insurance, financial services, and others.

1. Product Strategy of Bajaj Auto

Bajaj Auto produces a diverse number of two and three-wheelers for India and international markets. Exports make 35% of Bajaj Autos' center total sales and 47% of these exports are made to Africa. Bajaj Boxer is the largest selling model in Africa.

2. Pricing Strategy of Bajaj Auto

Bajaj Auto also has an extremely competitive pricing strategy in its marketing mix and they believe the key to capturing market share and ensuring brand loyalty is the right pricing of products.

The company has immense knowledge in regards to the market as a whole and knows for a fact that low cost of purchase and well overall Low cost of ownership are key elements to an effective Pricing strategy.

3. Place & Distribution Strategy of Bajaj Auto

Bajaj Auto has created a strong presence spread across India, with its dealerships and manufacturing plants.

Bajaj Auto features a production capacity of more than 4 million two-wheelers. Its oldest plant is being used as a Research & Development (R&D) center for future product development and in-house technological research.

4. Promotion Strategy Bajaj Auto

As part of its promotional strategy, Bajaj Auto uses print, TV, online, billboards, etc. This makes use of the customers' changing preferences as a clue for not only new product developments but also newer ways of promotions.

Bajaj Auto made use out of the metal of the now-defunct and decommissioned naval warship for constructing the Bajaj V motorcycle model which made a great impact on the citizens of the country.

We can conclude that Bajaj Auto has poured its heart and soul into every segment of the strategy to maximize its reach and acquire its customer's trust and loyalty from all around the world.

3A) Supply Chain Management vs Marketing Logistics :

Logistics management is a small portion of Supply Chain Management which combines the flow of goods, services, information and capital right from raw material to its final consumer. While Supply Chain Management is a broader term which is associated with the sourcing of raw material, procurement of consumer requirements, conversion into final products and delivering on time at consumer end (Logistics Management)

- The basic difference between Logistics and Supply Chain Management is that Logistics management is the process of integration and maintenance (flow and storage) of goods in an organization whereas Supply Chain Management is the coordination and management (movement) of supply chains of an organization.

- Another difference between Logistics and Supply Chain Management is that the objective of Logistics Management is customer satisfaction while Supply Chain Management emphasizes more on competitive advantage.

- Earlier to deliver any goods or services to its final customers only Logistics Management was applied whereas Supply Chain Management is an evolved and modern concept of the same.

3B) Factors that determine ‘Consumer Behavior’ :

Factors Affecting Consumer Behavior

Consumer Behaviour is influenced by many different factors. The five major factors that influence consumer behaviour are as follows –

Psychological Factors

Human psychology plays a major role in understanding consumer behaviour. Difficult to measure, but psychological factors are powerful enough to influence a buying decision.

Some of the important psychological factors are as follows –

Motivation

Motivation to do something often influences the buying behaviour of the person. Individuals have different needs.

Perception

Our perception is shaped when we gather information regarding a product and examine it to generate a relevant image regarding a certain product.

Learning

When a person buys a product, the general tendency is to learn something more about the product. Learning also comes over a period through experience.

Attitudes and Beliefs

Consumers’ attitudes and beliefs also influence the buying decision. Based on this attitude, the consumer behaves in a particular way towards a product.

Social Factors

Humans are social beings, and the society or the people they live around influence their buying behaviour.

3C) Global supply chain management adopted by Amazon :

The term Amazon supply chain essentially refers to Amazon’s entire process from product warehousing to inventory management, pricing, delivery, and more. Amazon has optimized each of these elements to ensure that everything is working smoothly and efficiently.

FBA (Fulfillment by Amazon) – With this option, Amazon will take care of all logistics and customer support. Third-party sellers will just have to send bulk products to Amazon's fulfillment centers for them to pick, pack, and ship. For third-party sellers who don't have logistics in place and are handling [small and lightweight](#) products, FBA is usually the better choice.

In addition to the above, Amazon also has an [FBA Onsite](#) program where Amazon uses its own warehouse management software to help with optimizing the third-party seller's warehouse. While third-party sellers will take care of the inventory of their own products, Amazon is in charge of picking up orders from the seller's warehouse and selecting the most efficient and effective fulfillment method.

[FBM \(Fulfillment by Merchant\)](#) – In this option, third-party sellers will be in charge of listing their products on Amazon and handling all of the storage and fulfillment aspects of the process on their own.

Two main elements of the Amazon Supply Chain

When it comes to Amazon's supply chain, there are two main elements critical to its success – Amazon Fulfillment Centers and the Amazon Delivery Fleet.

Amazon Fulfillment Centers

With [112 million of Amazon's customers having a Prime membership](#) and utilizing two-day shipping, it's vital that Amazon has the fulfillment and logistics network to accommodate these orders.

Amazon Delivery Fleet

While having the capacity to store inventory and fulfill orders is key, Amazon's delivery fleet is just as important. To deliver orders to its customers, Amazon has various transportation and delivery partners that help keep up with demand.

The rate of Amazon's innovations has been incredible – making it difficult for competitors to keep up. The retail giant has shaken up the supply chain automation industry and forced competitors to invest more to have a slice of the pie. From increasing the number of fulfillment centers, expanding their delivery fleet, investing in new technology, and even engaging in product manufacturing, it's exciting to see what else Amazon will do in the future.