

# Marketing Management

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# Core Concepts of Marketing

- **Needs, Wants and Demands**
- **Product**
- **Value and Satisfaction**
- **Exchange and Transaction**
- **Relationship and Networks**
- **Market**
- **Marketers and Prospects**
- **Competition**
- **Marketing Environment**
- **Supply Chain Management**

# Segmentation, Targeting and Positioning

## Bases for Segmenting Consumer Markets:

- **Geographic:** Region, City, Rural and Semi-urban areas
- **Demographic:** Age, Family size, Gender, Income, Occupation, Education, Socio-Economic Classification (SEC)
- **Psychographic:** Lifestyle, Personality
- **Behavioral:** Occasions, Benefits, User status, Usage rate, Loyalty status, Readiness stage, Attitude towards product

Geographic region	Pacific Mountain, West North Central, West South Central, East North Central, East South Central, South Atlantic, Middle Atlantic, New England
City or metro size	Under 5,000; 5,000–20,000; 20,000–50,000; 50,000–100,000; 100,000–250,000; 250,000–500,000; 500,000–1,000,000; 1,000,000–4,000,000; 4,000,000+
Density	Urban, suburban, rural
Climate	Northern, southern
Demographic age	Under 6, 6–11, 12–17, 18–34, 35–49, 50–64, 64+
Family size	1–2, 3–4, 5+
Family life cycle	Young, single; young, married, no children; young, married, youngest child under 6; young, married, youngest child 6 or older; older, married, with children; older, married, no children under 18; older, single; other
Gender	Male, female
Income	Under \$10,000; \$10,000–\$15,000; \$15,000–\$20,000; \$20,000–\$30,000; \$30,000–\$50,000; \$50,000–\$100,000; \$100,000+
Occupation	Professional and technical; managers, officials, and proprietors; clerical sales; craftspeople; forepersons; operatives; farmers; retired; students; homemakers; unemployed
Education	Grade school or less; some high school; high school graduate; some college; college graduate; post college
Religion	Catholic, Protestant, Jewish, Muslim, Hindu, other
Race	White, Black, Asian, Hispanic, Other
Generation	Silent Generation, Baby Boomers, Gen X, Millennials (Gen Y)
Nationality	North American, Latin American, British, French, German, Italian, Chinese, Indian, Japanese
Social class	Lower lowers, upper lowers, working class, middle class, upper middles, lower uppers, upper uppers
Psychographic lifestyle	Culture-oriented, sports-oriented, outdoor-oriented
Personality	Compulsive, gregarious, authoritarian, ambitious
Behavioral occasions	Regular occasion, special occasion
Benefits	Quality, service, economy, speed
User status	Nonuser, ex-user, potential user, first-time user, regular user
Usage rate	Light user, medium user, heavy user
Loyalty status	None, medium, strong, absolute
Readiness stage	Unaware, aware, informed interested, desirous, intending to buy
Attitude toward product	Enthusiastic, positive, indifferent, negative, hostile

## **Bases for Segmenting Business market:**

Industrial customers tend to be fewer in number and purchase larger quantities. Many of the consumer market segmentation variables can be applied to industrial markets. Industrial markets might be segmented on characteristics such as:

- 1) Location
- 2) Company type
- 3) Behavioral characteristics

**Demographic**

1. *Industry*: Which industries should we serve?
2. *Company size*: What size companies should we serve?
3. *Location*: What geographical areas should we serve?

**Operating Variables**

4. *Technology*: What customer technologies should we focus on?
5. *User or nonuser status*: Should we serve heavy users, medium users, light users, or nonusers?
6. *Customer capabilities*: Should we serve customers needing many or few services?

**Purchasing Approaches**

7. *Purchasing-function organization*: Should we serve companies with a highly centralized or decentralized purchasing organization?
8. *Power structure*: Should we serve companies that are engineering dominated, financially dominated, and so on?
9. *Nature of existing relationship*: Should we serve companies with which we have strong relationships or simply go after the most desirable companies?
10. *General purchasing policies*: Should we serve companies that prefer leasing? Service contract? Systems purchases? Sealed bidding?
11. *Purchasing criteria*: Should we serve companies that are seeking quality? Service? Price?

**Situational Factors**

12. *Urgency*: Should we serve companies that need quick and sudden delivery or service?
13. *Specific application*: Should we focus on a certain application of our product rather than all applications?
14. *Size or order*: Should we focus on large or small orders?

**Personal Characteristics**

15. *Buyer-seller similarity*: Should we serve companies whose people and values are similar to ours?
16. *Attitude toward risk*: Should we serve risk-taking or risk-avoiding customers?
17. *Loyalty*: Should we serve companies that show high loyalty to their suppliers?

## Targeting:

Target Marketing involves breaking a market into segments and then concentrating your marketing efforts on one or a few key segments. Target marketing can be the key to a small business's success.

	P1	P2	P3
M1			
M2			
M3			

## **Target Market strategies:**

- Single segment concentrated strategy
- Selective specialization
- Product specialization
- Market specialization
- Full market coverage

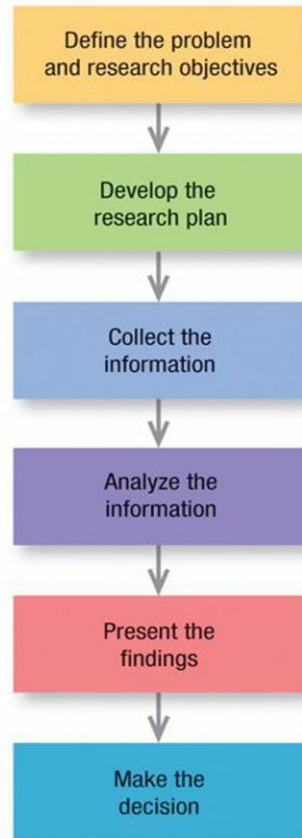


## **Positioning:**

The position of a product is the sum of those attributes normally ascribed to it by the consumers – its standing, its quality, the type of people who use it, its strengths, its weaknesses, any other unusual or memorable characteristics it may possess, its price and the value it represents.

-Perception

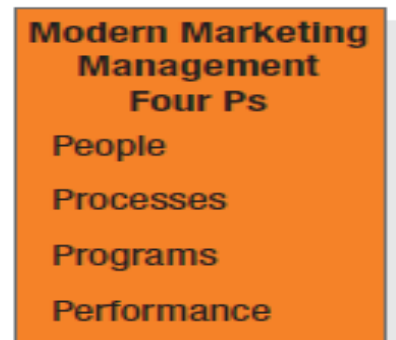
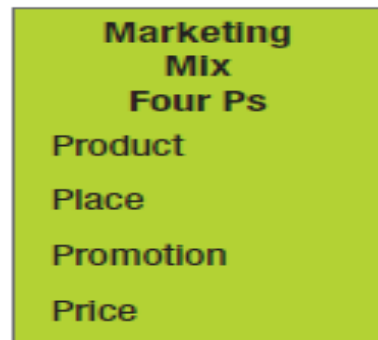
# Marketing Research



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**The Marketing Research Process**

# Four Ps



**Reference:** Marketing Management by Philip Kotler  
et al. any latest edition.

Preferably - South Asian edition

# Thank You

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