

# Assignment 1

**Que:1** what is web marketing.

**Ans:** Digital marketing is the component of marketing that utilizes internet and online based digital technologies such as desktop computers, mobile phones and other digital media and platforms to promote products and services.

**Que:2** Explain the genesis of web marketing.

**Ans:** In 1991, when the foundation opened the use of its Internet for business purpose, business-to-consumer (B2C) e-commerce gained popularity. In the next few years, online marketing began to grow. Amazon, the leading online seller in the world, started its journey in 1995.

**Que: 3**What are marketing mix, Explain each steps.

**Ans:**the mix marketing refers to the set of actions, or tactics, that a company uses to promote its brand or product in the market. The 4Ps make up a typical marketing mix - Price, Product, Promotion and Place.

## Product

The product constitutes the combination of the product, its image and the related services a business offers. The product isn't limited to the actual product, but also to an intangible aspect called the augmented product or the global product consisting in added values.

## Price

The most basic approach to establish the selling price of a product is to add the intended profits to the cost price. But many factors must also be considered: average price of similar products, psychological price (efforts accepted to be made to get a product), symbolic universe of the product, etc.

### Place

The place is defined by the activities making a product available to potential customers, the operations making it possible to bring products or services from the manufacturers or service providers to the consumers. It includes the channels, the distribution and the intermediaries.

### Promotion

The promotion involves all activities making it possible for a business to inform consumers about a product and to convince them to buy it.

### Physical evidence

Physical isn't related to the actual product but to the related service, the environment in which the product is sold to the customer. Since there are no physical evidence for the service related to a product, customers rely on clues like the building, the decoration, brochures, signs, website, logo, etc.

### People

The people aspect of the marketing-mix is defined by all people playing a role in the service delivery of a product

which can have an influence. This includes the customer, ofcourse, but also the business' employees and the other customers present at the selling location. It is a very important aspect of the marketing mix as it directly participates to the customer's experience.

### Process

The process is defined by the different procedures and activities related to how the selling service is delivered to the consumers. It is about how they manage with each other, all the steps, the necessary mechanisms between the service provider selling a product and the consumers.

**Que:4** Explain products classification.

**Ans:** The concept of “product classification” consists of dividing products according to specific characteristics so that they form a structured portfolio. ... The consumer products are afterwards divided based on preference for shopping habits or durability and tangibility. The business products are the industrial goods.

**Que: 5** Explain any five points in product characteristics.

**Ans: Cost price and gross profit:** The development and the manufacturing costs of a product as well as similar products prices and possible gross profits, have a variable influence, depending on contextual factors,  
on the marketing strategies.

### Purchase frequency

Purchase frequency has an influence on both product design and marketing. For instance, a product that is used a single time but

frequently should not be too expensive, it should be easy to find and to use, generate as little waste as possible and be recyclable.

### Lifetime

Lifetime of a product is related to how long it will be possible to use the product before it becomes unusable. For example, a banana (especially banana!) has a shorter lifetime than a car or a television. Long lasting products, for instance, tend to be more expensive because it has to be made with durable material and also because a consumer wouldn't be interested to buy a new car

every week. Also, the aesthetic of a long lasting product is more important for the consumer as it will be kept for a long time. A bad looking pack of tissues shouldn't usually be such a big deal, but an ugly piece of furniture can be.

### Duration of use

Duration of use refers to how long the consumer uses the product when using it. The durations of use of a nail clipper and of a car aren't the same; one is used for a shorter period than the other (usually) on every use.

Time and efforts requested to purchase a product

Some products request more time and efforts to be purchased. Buying a soup can is pretty easy and requires basically no research and very little efforts. The marketing for such a good obviously won't be the same as for other products such as a computer or a car. In order to buy a car, research is needed, then visiting different car dealers, trying different cars, signing a contract and obtaining a loan from a bank, then

ordering the car, wait for the car to be delivered and ready before going and get it. The consumer needs quite a bit of motivation to go through this process and marketing has to be efficient.

### Benefits

Benefits is the main reason for purchasing a product. Whether it is because the product is safer, faster or easy to use, the purchase of a good always solve a problem or fill a need that can be of various types.