

# What is Marketing?

**Marketing** means offering and showing a product, service, or idea in a way that makes people want to **buy** or **use** it.

Marketing helps companies:

- Understand what people need
- Make the right products or services
- Inform people about them
- Sell them successfully

Marketing is used not only for products, but also for services, events, experiences, persons, and places.

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## 1. Goods

**Goods** are physical items. You can touch, see, and take them home.

**Examples:**

- Pen
- Shoes
- Clothes
- Mobile phone
- Soap

**Explanation:**

Goods are produced in factories and sold in shops or online. You buy them and use them in daily life.

**Marketing Example:**

A mobile company makes ads on TV or social media to show their new phone. People see the ad and want to buy the phone.

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## 2. Services

**Services** are activities or work done for someone. You cannot touch services, but you can use them.

**Examples:**

- Haircut
- Bank services
- Online classes
- Electricity supply

**Explanation:**

Services are not physical things. They are helpful actions provided by people or companies.

**Marketing Example:**

An online class offers a free trial to students. If students like it, they pay for the full course.

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### 3. Events

**Events** are special programs or occasions that are planned for people.

**Examples:**

- Music concert
- Cricket match
- Wedding exhibition
- College fest

**Explanation:**

Events are planned and promoted so that people come and take part in them.

**Marketing Example:**

A music concert is promoted using posters, videos, and social media. People get excited and buy tickets.

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### 4. Experiences

**Experiences** are the special feelings or memories a person gets from doing something.

**Examples:**

- Going to a theme park
- Taking an adventure trip
- Attending a yoga camp
- Going on a vacation

**Explanation:**

Experiences are not things you can touch. They are about what you feel when you do something enjoyable or unique.

**Marketing Example:**

A travel company shows pictures and videos of people enjoying a trip. This makes others want to book the same experience.

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## 5. Persons

**Persons** means individual people who are promoted like brands. This is called personal branding.

**Examples:**

- Actors
- Sports persons
- Politicians
- Social media influencers

**Explanation:**

Famous people use marketing to build their image and attract fans or followers.

**Marketing Example:**

A cricketer appears in an ad for a shoe company. People trust him and buy the shoes.

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## 6. Places

**Places** are locations like cities, states, or countries that are marketed to attract visitors or investors.

**Examples:**

- India tourism
- Dubai tourism
- New York City campaign

**Explanation:**

Places are marketed to increase tourism, business, or investment. Governments and companies promote these places using photos, videos, or slogans.

**Marketing Example:**

A video shows the natural beauty, culture, and food of Kerala. People who watch it feel like visiting Kerala

# 1. Marketer

## Who is a Marketer?

A **marketer** is a person or company that tries to **sell** something (product or service) by showing its benefits to people.

## What does a marketer do?

- Finds out what people need
- Creates products or services
- Advertises them to the right people
- Tries to make people buy them

## Example:

A shoe company creates stylish shoes and makes ads to show people why their shoes are the best. This company is a **marketer**.

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# 2. Demand

## What is Demand?

**Demand** means how many people **want** a product or service and are **ready to pay** for it.

## Important points:

- If demand is high → more people want the product
- If demand is low → fewer people want the product

## Example:

In summer, the **demand** for cold drinks and ice cream goes up because people want to stay cool.

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# 3. Market Types

A **market** is a group of people or organizations that might want to buy a product or service.

There are different types of markets based on **who** the buyers are.

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## a. Consumer Market

### What is it?

This market includes people who buy products for their **own use**, not for business.

### Examples:

- A family buying groceries
- A student buying books
- A person buying a mobile phone

### Note:

These buyers use the product themselves.

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## b. Business Market

### What is it?

This market includes businesses or companies that buy products to **use in their business** or to **resell**.

### Examples:

- A shop buying goods to sell to customers
- A company buying machines for production
- A bakery buying flour in bulk

### Note:

These buyers don't use the products personally. They use them for work or resale.

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## c. Global Market

### What is it?

This is the market that includes **buyers and sellers from different countries**. It's also called the **international market**.

### Examples:

- An Indian company selling clothes to the USA
- A Japanese company selling cars in India

### Note:

Products and services are sold across countries.

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## d. Non-Profit and Government Market

### What is it?

This market includes:

- **Non-profit organizations** like charities, NGOs, etc.
- **Government departments** like health, education, public services

### Examples:

- A school buying books for students
- A government office buying computers
- A charity buying food for poor people

### Note:

These buyers don't buy for profit. They buy to serve the public or for a social

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## Need, Want, and Demand

These three terms are very important in **marketing**. Let's understand them one by one.

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### 1. Need

#### What is a Need?

A **need** is something **essential** or **basic** that people must have to live or survive.

**Needs are natural.** Every person has the same basic needs.

#### Examples:

- Food
- Water
- Clothes
- Shelter (home)
- Air
- Safety

#### In simple words:

If you don't have it, you cannot live properly.

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### 2. Want

### What is a Want?

A **want** is something you **wish to have**, but it is **not necessary** for survival.

**Wants come from needs, but they are shaped by:**

- Culture
- Society
- Personal choice

### Examples:

- Need = Food → Want = Pizza, Burger, Biryani
- Need = Clothes → Want = Branded jeans, T-shirts
- Need = Communication → Want = iPhone

### In simple words:

Wants are how we choose to satisfy our needs.

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## 3. Demand

### What is Demand?

**Demand** is when a person **wants something** and also has the **money to buy it**.

**Formula: Demand = Want + Buying Power (money)**

### Examples:

- You want a bike (want), and you have ₹1 lakh to buy it → That's demand
- A person wants a phone, but has no money → That is not demand

### In simple words:

Demand means **wanting something and being able to pay** for it.

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## Summary Table (Optional if you want to review)

Term	Meaning	Example
Need	Basic requirement for life	Food, water, clothes

Want	A way to satisfy a need (not essential)	Pizza, branded shoes, smartphone
Demand	Want + Money to buy it	Buying an iPhone with own money

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## Marketing Channels

**Marketing channels** are the different ways a business uses to **reach customers, talk to them, sell products, and deliver them.**

There are 3 main types of marketing channels:

1. Communication Channels
  2. Sales Channels
  3. Distribution Channels
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### 1. Communication Channels

#### What is it?

These are the methods businesses use to **talk to customers** and **give them information** about their products or services.

#### Purpose:

To **create awareness, build interest, and influence buying decisions.**

#### Examples:

- TV ads
- Social media (Instagram, Facebook, YouTube)
- Newspapers
- Company website
- Emails and messages
- Posters and banners
- Public relations (PR)



**In simple words:**

These channels help in **telling people** about a product.

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## 2. Sales Channels

**What is it?**

These are the ways through which a company **sells** its products or services to customers.

**Purpose:**

To allow the **actual buying and selling** of products.

**Examples:**

- Online stores (Amazon, Flipkart)
- Retail shops
- Company showrooms
- Salespersons
- Direct selling (door-to-door)
- Telemarketing (selling by phone)

**In simple words:**

These channels help in **selling** the product to the customer.

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## 3. Distribution Channels

**What is it?**

These are the paths or methods used to **deliver** the product from the **manufacturer** to the **customer**.

**Purpose:**

To make sure the **product reaches** the customer at the **right place and right time**.

**Examples:**

- Wholesalers
- Retailers
- Distributors
- Transport companies
- Warehouses
- E-commerce delivery (courier, postal service)

**In simple words:**

These channels help in **getting the product to the buyer**.

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## Quick Recap:

Channel Type	What it Does	Example
Communication Channel	Tells people about the product	TV ads, social media, posters
Sales Channel	Helps people buy the product	Online stores, shops, salespersons
Distribution Channel	Delivers the product to the customer	Wholesalers, delivery, retailers

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## Marketing Orientations

**Marketing orientation** means how a company thinks and plans to **sell its products** and **satisfy customers**.

There are **6 main types** of marketing concepts:

1. Production Concept
  2. Product Concept
  3. Selling Concept
  4. Marketing Concept
  5. Societal Marketing Concept
  6. Holistic Marketing Concept
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### 1. Production Concept

**Focus:** Make products that are **cheap** and **easily available**.

**Idea:**

If the product is **low-priced** and **easy to find**, people will buy it.

**Used when:**

- Demand is more than supply
- People want basic goods at low cost

**Example:**

Soap or salt companies that focus on mass production and low price.

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## 2. Product Concept

**Focus:** Make products that are **high in quality**, with **more features** and **better performance**.

**Idea:**

If the product is **good and better than others**, people will buy it.

**Used when:**

Companies want to compete based on **product quality**.

**Example:**

Apple makes high-quality iPhones with advanced features.

**Problem:**

Companies may forget what the customer actually needs. Only focusing on product quality is not enough.

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## 3. Selling Concept

**Focus:** Use **strong selling and promotion** to convince people to buy.

**Idea:**

If the company **pushes the product through ads and sales**, people will buy it.

**Used when:**

The company wants to sell **what it has made**, not what the customer needs.

**Example:**

Insurance companies using heavy advertising and sales calls.

**Problem:**

It may lead to unhappy customers if the product doesn't solve their real problem.

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## 4. Marketing Concept

**Focus:** Understand **customer needs first**, then make the right product.

**Idea:**

Give customers what they **want**, and they will be **satisfied and loyal**.

**Steps:**

- Find out what customers need
- Create a product based on that
- Make the customer happy

**Example:**

Amazon recommends products based on your interest and buying habits.

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## 5. Societal Marketing Concept

**Focus:** Satisfy customers, but also think about **society and the environment**.

**Idea:**

Companies should give value to **people, profit, and the planet**.

**Used when:**

Companies care about long-term good, not just short-term profits.

**Example:**

A company using **eco-friendly packaging** or **planting trees** for every product sold.

**Goal:**

Balance between customer needs, company profit, and social good.

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## 6. Holistic Marketing Concept

**Focus:** Everything in marketing is **connected** – the product, people, environment, society, and the brand.

**Idea:**

Use a **complete approach** to build a strong brand and long-term success.

**Includes:**

- Internal marketing (happy employees)
- Integrated marketing (all parts of marketing working together)

- Relationship marketing (good connection with customers)
- Societal marketing (care for society)

**Example:**

Coca-Cola manages its employees, customers, brand image, and environment together as one strategy.

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# 1. Customer Value

**What is Customer Value?**

Customer value means how much **benefit** a customer feels they are getting **compared to the price** they paid.

**In simple words:**

Customer value = What I get – What I give (money, time, effort)

**Example:**

If you pay ₹500 for a mobile cover, and it is stylish, long-lasting, and protects your phone well, you feel the product is **worth it**. That is high customer value.

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# 2. Customer Relationship

**What is Customer Relationship?**

It is the **connection and interaction** between a business and its customers.

**Goal:**

To build a **strong, friendly bond** with customers so they stay connected to the brand.

**Examples:**

- Talking to customers nicely
- Helping them after they buy
- Sending them offers and birthday wishes
- Responding quickly to complaints

**Result:**

Happy customers come back again and again.

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# 3. Customer Satisfaction

### What is Customer Satisfaction?

Customer satisfaction means how **happy** a customer is with the product or service.

#### Happens when:

- The product works well
- The service is helpful
- The customer gets what they expected or more

#### Example:

If you order a pizza and it comes hot, fresh, and on time, you feel satisfied.

#### Result:

Satisfied customers often buy again and give good reviews.

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## 4. Customer-Generated Marketing

### What is Customer-Generated Marketing?

When customers **help promote** a brand by **sharing their own experiences**, this is called customer-generated marketing.

#### Examples:

- Writing positive reviews online
- Sharing product photos or videos on Instagram
- Referring friends to buy the product
- Giving testimonials

#### Why it's powerful:

People trust other customers more than advertisements.

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## 5. Customer Retention

### What is Customer Retention?

Customer retention means **keeping customers for a long time** and making sure they **don't switch to other brands**.

#### Ways to retain customers:

- Giving good service
- Offering discounts to repeat buyers
- Listening to feedback

- Making them feel important

**Example:**

Amazon Prime gives fast delivery and special offers to keep customers coming back.

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## 6. Customer Loyalty

**What is Customer Loyalty?**

Customer loyalty means when a customer **trusts the brand** and **keeps buying** from the same brand again and again, even if there are other options.

**Why it's important:**

- Loyal customers buy more
- They tell others about the brand
- They are not easily attracted by other brands

**Example:**

A person who always buys from Nike, even if other brands are cheaper, is a loyal customer.

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