



CONCEPTS OF MARKETING

(COMPANIES ORIENTATION TOWARDS MARKETPLACE)

THERE ARE FIVE COMPETING CONCEPTS UNDER WHICH ORGANISATIONS CONDUCT MARKETING ACTIVITIES:

1. PRODUCTION CONCEPT

2. PRODUCT CONCEPT

3. SELLING CONCEPT

4. MARKETING CONCEPT

5. HOLISTIC CONCEPT



Production Concept

Production concept is one of the the oldest concepts in Marketing. This concept holds that the consumer will prefer the products that are **widely available** and are inexpensive.

Marketers of production oriented business concentrate on achieving high **production efficiency**, **low cost** and **mass distribution**.

Many Chinese manufacturers believes in production concept with the objective of catering to the need of **larger geography with low cost products**.



2.Product Concept

The product concept hold that the consumers will favor those products that offer the best **quality, performance and innovative features** . The weakness of this concept is that many time Marketers Fall in love with their products rather than customers or Target Market.



Selling Concept

The selling concept holds that if the consumers and business left alone, they will not buy enough of the organization's product. The Organizations therefore, undertake ***aggressive selling and promotional effort.***



4. The Marketing Concept

The marketing concept emerged during 1950s as a customer centered ,sense and response philosophy. The Marketing concept holds that the key to achieving its Organizational goals consists of companies being effective than the competitors **in creating ,delivering and communicating customer value to its chosen target market** . The job is **to find not the right customers for your products** but ***to find the right products for the customers.***

The Marketing concept rests on the four Pillars : **Target Market , Customer Needs , Integrated Marketing and Profitability.**



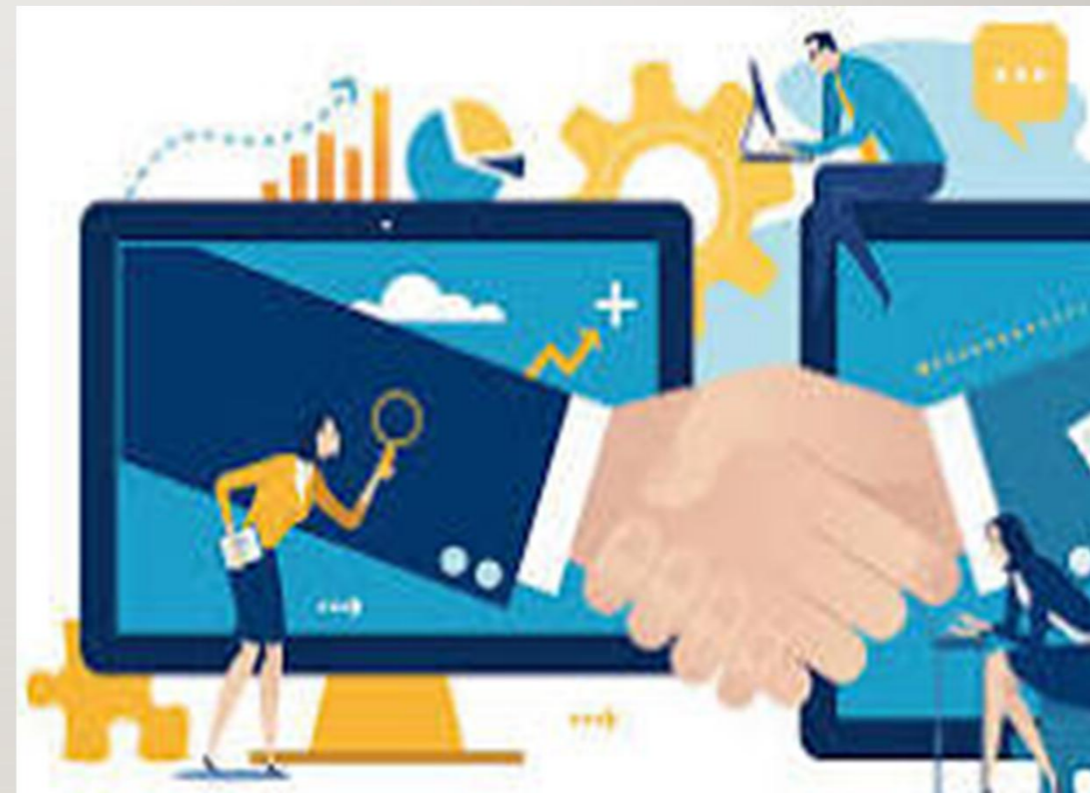
Holistic Concept Of Marketing

1. Relationship Marketing

2. Integrated Marketing

3. Internal Marketing

4. Performance Marketing



THANK YOU!