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**SECTION B**

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**Final Assignment marketing introduction and conclusion**

**Introduction**

The term marketing can be described as the management process through which goods and services move from concept to the customer. As a philosophy, marketing is based on thinking about the business in terms of customer needs and their satisfaction. In other definition, Marketing is the process of teaching consumers in terms of choosing the products which brings benefits to them and can be described as an organizational function and a set of process for creating, communicating, and delivering value to customers and for managing customer relationships in various ways that benefit the organization and its stakeholders.

As for organizations or sales person, marketing is everything that the consumer encounters when it comes to your business. For examples such as advertising, to what they hear, to the customer service that they receive, to the follow-up care that you provide. It’s all known as the part of marketing subjects or criteria and creates decision within the consumer whether to choose or not to choose repeat business. Besides that, the activities of marketing are often confused with advertising and sales, but it is important to realize that there is a difference. Thus, we can simply stated that marketing is everything you do to place your product or service in the hands of potential customers and it includes diverse disciplines like sales, public relations, pricing, packaging, and distribution. Basically, in this marketing there are two types of marketing such as product and selling concepts. These concepts are related to each other in order to enhance a good marketing method.

**Product concepts**

The product concept is when the main focus of the company is on the products being. Like improving it, adding features to it, making the product superior each time. Assuming that customers will buy the products because they have greater quality. Sometimes they overlook what the customer really needs. This approach is seldom successful. For instance, we can took an example of Coca-Cola company. Essentially a touchstone for pop culture, Coca-Cola has earned its status in the minds of consumers by being a leader in the world of style and reflecting the tastes and preferences of each generation. Always upfront and innovative, Coca-Cola continually succeeds in re-inventing itself, miraculously updating the spirited essence of the brand while maintaining its position as an everyday connection point for individuals everywhere.

Through this we can inferred that the product concept says that consumers will favor those products that offer the most quality, performance, or innovative features. Managers in these product-oriented organizations focus their energy on making superior products and continuously improving them. Even their managers assume that buyers admire well-made products and can appraise product quality and performance. The product-oriented companies often design their products with little or no customer input. Usually the designers and engineers would develop plans, then manufacturers would make the product, the finance department would price it, and finally, marketing and sales personnel would try to sell it.

This concept also known the understanding of the dynamics of the product in order to showcase the best qualities of the product. Marketers spend a lot of time and research in order to target their attended audience. Marketers will look into a product concept before marketing a product towards their customers.

According to Philip Kottler, product concept plays a vital role in the new-product development process. It serves as a means by which to present a new-product idea to consumers. A product concept can be presented either physically or symbolically. It is through the use of the product concept that companies can receive feedback from consumers as to the possibility of implementing and furthering the proposed concept. With people being more conscious of the environment as of late, steps are constantly being taken to make all parts of our daily lives more eco-friendly.

**Selling Concepts**

Selling is the act of persuading or influencing a customer to buy a product or service. The selling concept occurred when the company will do promotions in order to sell out their products. This concepts surrounds both combinations of selling and marketing. However, there is a need for both selling and marketing approaches in different situations. One approach is not always right and wrong. However, it depends upon the particular situation. In this concepts there will be less time spent. This means that there is not much time is spent learning what the customer’s ideal product would be because the salesperson has little say in seeing that their company’s product is modified.

Secondly, the sales person has a mission where they follows method called ‘A desire to sell’. At the heart of the sales concept is the desire to sell a product that the business has made as quickly as possible to fulfill sales volume objectives. The selling concept is used on unsought goods such as smoke detectors, machines, club membership and others. This group of sellers is often well equipped with various techniques or strategies aimed at finding prospects and emphasize the benefits of the products.

Selling concept is a traditional concept of marketing. In traditional concept emphasis was on only selling the product. Marketers would not bother about customers wants and would think that customers would buy whatever is offered to them. There are even two types of selling which maybe personal or impersonal. Personal selling is a highly distinctive word and the only form of direct sales promotion involving face to face relationship between seller and potential customers. For instance, Personal selling is a two way communication or mutual communication.

The examples of the selling concepts companies are Tesco and Dell. This company provides the selling concepts in terms of online customer service. Their customer can have a direct interaction to them so that they can solve their problems. Once the customers buy a product then the next time when they come to shop, they buy through the learning from experience. Selling is therefore a process through which the salespersons offer the customers products or services to fulfill their needs.

The way organizations market themselves and their product is changing and developing day by day. More successful marketing is alright but the concern here is that marketing is becoming more explicit even to the extent of some people thinking that it is non-ethical in terms of its concepts. In today’s society ethics is a huge aspect. Nowadays marketing concepts have become inherently ethical. Modern marketing is raising many criticisms and is having a great impact on society and its individuals.

Promotions, discounts are now known as the basic workhorse of marketing Price promotions can increase sales in only three ways such as growing the category, switching & purchase acceleration. Price promotion can indeed benefit total category sales through brining down prices and added visibility through displays and even other marketing activities. Consumers today seem to have a plethora of options to buy into various products and services of every kind.Even,the choices that is given is unlimited for the customers. The available price to discount is the same in the hands of every competitor in the organized segment. Discount and offers plays a major role to attracting customer throughout the year especially on festivals. The offers that worked well were the offers that had the consumer drooling and itching to run out and make that necessary and unnecessary purchase on festivals and occasions.

**Conclusion**

As a conclusion, we can say that this 21st century of marketing concepts is very challenging because there are lots of businesses available plus its competitors too. A large number of business owners which both large and small are so busy managing what their business does on a daily basis that they begin to lose touch with the pulse of their industry and the world of effective marketing. Apart from that, the internet has become a very important and powerful medium in the world of marketing. This gives much more convenient towards customers who wanted to purchase any products or services without delaying times. Another important role is the brand because its effect each and every customers in terms of their purchasing power. When branding is used properly, a company realizes grand scale recognition which translates into sales.

The 21st century has seen the advent of the new economy due to the technology innovation and development. To understand the new economy, it is important to understand in brief characteristics and features of the old economy. For instance, Industrial revolution was the start point of the old economy with focus on producing massive quantities of standardized products. This mass product was important for cost reduction and satisfying large consumer base, as production increased companies expanded into new markets across geographical areas.

In contrast, the new economy has seen the buying power at all time through the digital revolution. Consumers have access to all types information for product and services. Furthermore, standardization has been replaced by more customization with a dramatic increase in terms of product offering. Purchase experience has also changed as well with the introduction of online purchase where the products getting delivered at office or home.