MARKETING MANAGEMENT

FINAL EXAM

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MBA-72

# Q#2

The Consumer buying process is the process that a consumer undergoes through when making a purchase. There are generally 5 stages in this process, through which every consumer goes through in order to arrive to a decision about what product to purchase and whether to continue with this product in the future. The five processes which effects a customer buying decision and any marketeer has to keep that in mind in order to attract more customers towards leveraging them to buy their products by considering those 5 pertinent processes are:

1. **Problem Recognition**

In this process, a need or a problem is recognized by the user through internal stimuli like the general basic needs like food, thirst and hunger or some complex needs like someone needs a new phone or a new car. These needs can also be triggered by external stimuli like someone sees a woman drinking Coke displayed in the billboard and the need to drink it is aroused. For example a person feels thirst, then he is going to buy himself some drink, that feeling of thirst and its recognition is the problem recognition. If one’s mobile is lost or broken, then the need to buy a new mobile is aroused. The marketeers have to keep in mind the problems and needs of the consumer so that they market their product timely in such a way to address their problem and fulfill them by reaching out to them first.

1. **Information Search**

After the need is aroused and recognized, then the consumer enters the second process i.e. of Information Research. The consumer then goes through this process and finds information about how to fulfill his aroused need through different sources like searching for it on the web, reading reviews about the product that he is going to buy which comes under the sphere of **public sources**. Family and friends and peers play a vital role in it and they also provide their views about the information they have on any product which we are going to buy and we tend to keep their input as an important source of information and this comes under the ambit of **personal sources.** A consumer sees various advertisements about the product he is going to buy, its packaging and its contents and this comes under **commercial sources.** If a person has had a good experience with a previously bought product, he is most likely to buy that same product again because of that pleasant memories of that product in mind and this is a type of **experimental sources.** For example, a person needs to buy a new car, then he goes through the process of searching it on the internet on which car to buy by reading opinions of other people, he takes into consideration the advice given to him by his closed ones based on their own experiences which is also instilled into his mind, he also searches for the attributes of each car within his budget range and meet up with different dealers of cars to get their point of view and he can also have an already good experience with a certain brand of car like Honda so he is most likely to buy that brand again. So, all these factors are components of the information search about a particular product which a customer needs. Keeping this in mind, marketeers have to develop certain strategies so that their product is highlighted and taken into consideration by the customer.

1. **Evaluation of Alternatives**

This is the third process or stage of the buying process. After going through the first two processes, the consumer then goes through the third stage of evaluation of alternatives, in which he evaluates all his options to reach to a decision of what product to buy from what brand exactly through the information gathered from the second process. Evaluation of different alternatives is also done based on the product attributes, its price, the value it provides, its significance and its relevance to satisfy the customer needs. For example, a person wants to buy a new laptop, then he goes through different thoughts of evaluating its alternatives like he would also consider the option of buying a Chromebook or a tablet or a laptop from Dell or HP, Lenovo etc. which is most suitable to his requirements and reach a conclusion on what to buy.

1. **Purchase Decision**

Most of the decisions about purchasing are made directly into the stores and sometimes customers skip the first three steps and directly reach to a purchase decision in the stores, so it is very pertinent for the marketeers to package and label their products in the best way in order to attract customers into buying their product. Discounts on products and sales promotion also effect the purchase decision of the customer. On the other hand, if the customer has gone through all the three stages before, then he is most likely to buy the same product of the same brand which he decided to purchase after going through the first three stages unless he is lured towards a very attractive deal in the store. For example, a person buying a car who has got all the information on its product attributes, value for money, and all the factors explained above and reached a decision to buy a new Toyota Corolla 1.6 Automatic, will then most likely go to the showroom and buy this product and that is the purchase decision of his unless it is changed by factors like Honda offering a Huge discount deal on buying the VTI-Oriel, so he might be tend towards buying Honda and purchase it but this happens very rarely if a customer has already made a decision on what to buy.

1. **Post Purchase Evaluation**

In this final stage, the customer evaluates the effectiveness and usefulness of the purchased product versus the perceived effectiveness and usefulness of that product. If it matches up to the customer satisfaction, then he will most likely spread a good word of mouth about it to his peers and friends. On the other hand, if it falls under par of his perceived usefulness of the product, then he will never buy it again nor recommend it to his friends etc. For example, If after Purchasing a Toyota Corolla, the customer is satisfied with its performance which he perceived about it and it came out to be up to the mark, then in future he will also tend towards buying Toyota rather than other brands. So, marketeers must bear this in mind that they should actually provide what they’re offering and not overstate it because it will eventually lead to customer dissatisfaction. Marketeers shouldn’t discontinue their connection with the customer after the purchase has been made and should reach out to them through emails, text messaging and other platforms so they can still be engaged with the customer and get their reviews and recommendations about the product.

# Q#3

There are a lot of key elements pertinent for a good marketing plan and in order to achieve our desired goals, those key elements must be applied in the most proper manner in our marketing plan. Those key elements include:

* **Executive Summary**

It tells us about the basics of our brand, our mission and vision. It is important for the customers to know that what we stand for and what are we offering to them, so it is the basic overall groundwork of the rest of our document in compact words making it an important element of marketing plan.

* **Market Segmentation and Target Market**

It gives us an overview about the general market and its demands in relevance to the customer needs so we can do our market segmentation and know our target market and can then focus our attention on marketing our product or services to the selected target market based on different factors like demographics, geographic, psychographics and behavioral aspects which leads us into developing a more viable marketing plan by knowing our destined target market and their needs and behavior.

* **Competition**

We have to consider how many competitors and rivals would be in the market against our product and we have to develop certain strategies to counter them so our product is not that much effected by the competition of already existing brands in the market. One aspect of doing so is to being some sort of innovation into product or we can focus more on our marketing techniques so our product reaches out to our target audience in a more appealing and effective way which should be included in our marketing plan so that we are aware of the circumstances of our rivals and competitors and how their impact will be on our product.

* **SWOT Analysis**

SWOT analysis identifies the internal factors which effects a company’s project like its **Strengths** and **Weaknesses** which should be taken into aspect before launching our product and outlining it in our marketing plan. The external factors which effect a company’s growth are identifying the **Opportunities** and **Threats** which are the external factors and they should be included in the marketing plan which adds up to the reliability of the marketing plan.

* **Product offering and attributes**

It explains in detail about every aspect of our product that we are going to launch and what benefit it will offer to the customer and why the customer should buy our product. This in depth detail about the attributes of the product helps in preparing our marketing plan and making it more easy to comprehend for the intended users or companies or the upper tier management and even for own understanding.

* **Marketing Mix**

It explains our approach on how we are going to market our product to the target market and what approaches are we going to adopt to make our marketing mix work to its full extent as we desire it to be. The Different marketing mix that can be applied are **4p’s**, **4A’s**, and **4 C’s** all of which are very pertinent in the better understanding of our marketing plan and explains the marketing mix techniques in the context of all the three mentioned marketing mix to provide us with how are we going to apply and amalgamate them into our marketing plan.

* **Marketing Research and Trends**

Before going into making our marketing plan and start with the development of our project, we have to keep in view the general market trends and how we can use it to our benefit by analyzing the situation. Furthermore, we also have to do market research beforehand to identify the needs of the customer and market to better understand it and apply it on our own product for it to be more lucrative in the long run and add all this in our marketing plan so our document is a comprehensive one for better understanding of our product and needs of the customers which we are targeting.

* **Financials and Sales forecast**

Making a financial statement and the sales forecast helps us to predict about how our product will cost which includes a number of factors ranging from the cost of different forms of advertisements and other marketing methods like digital and print media. It also includes the amount of capital that will be invested so we know beforehand about how much our product is actually going to cost in our perceived view. This gives an estimated cost and revenue analysis about our product from the beginning to the timeline we choose to include in our Financial statement and sales forecast. It also gives us an estimated time that when we will reach our break even point. Break even point is the point where you have gained in revenue the amount which was inducted in all forms. It also gives us estimated growth of our sales and revenue and how much we will be able to exceed in our proposed business.

# Q#1

This course has been a great source of learning for all of us about marketing management in detail which covered a lot of key learning elements and aspects covering a lot of spheres relevant to this subject. 10 out of them which we learned are given below:

* **Basics of Marketing Management**

It provided and equipped us with the know-how of what Marketing Management is, its application to achieve desired goals, and the ways to achieve our desired goals by applying the principles of Marketing Management.

* **What can be marketed and through what channels**

It gave us the knowledge about different types of products and services that can be marketed like events, goods, services, experiences, persons, places, properties, information, ideas, organizations and through what channels can they all be marketed. The marketing channels which we learned to market the above-mentioned stuff are through digital platforms like social media, TV commercials and others. It can also be marketed via advertisements, Billboards, personal selling, radio, pamphlets, catalogs, newspapers and other mediums.

* **Holistic Marketing**

This course taught us a very important component of marketing known as Holistic Marketing in which it explained all the 4 concepts of Holistic Marketing in detail namely: Internal, Integrated, Performance and Relationship marketing and how they all combined together can be termed as Holistic Marketing which can be used to our advantage when marketing a certain product or service by the application of it.

* **Market segmentation**

It equipped up with the information about the concept of market segmentation which is a process is the process of dividing a target market into smaller, more defined categories. It segments customers and audiences into groups that share similar characteristics such as demographics, interests, needs, or location. There are basically four types of market segmentation namely:

1. Demographic segmentation
2. Psychographic segmentation
3. Behavioural segmentation
4. Geographic segmentation
* **4 P’s of Marketing**

It equipped us with the knowledge pf the 4 P’s of marketing in detail. 4 P’s: The 4 P’s refers to the set of actions that a firm uses to promote its product or brand in the market. It is a combination of factors that are mostly controlled by a company to attract and convince users to turn towards their product or service. The 4 P’s are 1)Product (Design, features, Brand name, size etc), 2) Price (discount, allowances, credit, payment time), 3) Promotion (Sales force, advertising, PR, Direct marketing) and 4) Place (Channels, coverage, Inventory, Locations, convince).

* **4 C’s of Marketing**

It taught us about the 4C’s of marketing which are more consumer oriented compared to 4P’s. It constitutes of the following four factors:

1. Customer wants and needs
2. Cost of the product or service
3. Convenience
4. Communication
* **4 A’s of Marketing**

This course also taught about the 4 A’s of marketing which emphasizes on the values that matter most to the customers. The four A’s of Marketing are

1. Acceptability
2. Affordability
3. Accessibility
4. Awareness
* **Customer buying decision process**

In this course we also learned the buying decision process of the customer. The Customer buying decision process is the process that a consumer undergoes through when making a purchase. There are generally 5 stages in this process, through which every consumer goes through in order to arrive to a decision about what product to purchase and whether to continue with this product in the future. The five processes which effects a customer buying decision and any marketeer has to keep that in mind in order to attract more customers towards leveraging them to buy their products by considering those 5 pertinent processes are:

1. Problem Recognition
2. Information Research
3. Evaluation of Alternatives
4. Purchase decision
5. Post Purchase Evaluation
* **Growth opportunities**

It gave us comprehensive knowledge about different growth opportunities of a company which are basically of three types namely:

1. Intensive Growth (Expanding its product line and reach)
2. Integrative Growth (Increasing sales by forward, backward or horizontal approach)
3. Diversification Growth (Growth by diversifying product line by entering new markets)
* **Preparation of Marketing plan**

It provided us with the most important aspect about how to make a viable marketing plan, keeping in view all of it’s required key elements and applying it to your own product to know beforehand on how our product is going to be marketed and how fruitful it is going to be for a marketeer.

The practical implementation of this subject has partly been already discussed in the above ten mentioned key aspects that, and its practical application would be applying all those techniques in the practical life from a marketeer’s point of view. The most viable practical implementation of this course is that we learned how to make a marketing plan for a given product which is very pertinent and pre-requisite thing before launching any sort of product or service because it goes into detail about all the aspects and uses it for practical purposes which can be very beneficial for any company, firm or a start-up company.

# Q#4

Launching a new product into the market can be the beginning of a wonderful friendship or a total fiasco. It is the key moment that needs all the care and attention it can get.

To make it work more efficiently, we need to follow the 4A’s rule that are:

1. **Acceptability:** Functional and Psychological
2. **Affordability:** Economic and psychological
3. **Accessibility:** Customer Availability and customer convenience
4. **Awareness:** Product knowledge and brand awareness

For example: I am launching a product, which is not new in the market but there is a shortage due to Corona outbreak, so my idea is to make homemade hand sanitizers.

Now in the following paragraph, I will demonstrate how to implement 4A’s. Starting off with the first “A” that is:

1. **Acceptability:** Acceptability the first component of 4A model says that a product or service offering must meet and exceed the needs and expectations of customers in a given target market. It had two dimensions.
2. **Functional acceptability:** It refers to “objective” performance attributes of a product or service. The product which I am going to introduce is 100% functionally acceptable i-e, I will make these sanitizers by following all the guidelines given by WHO. It has all these features/ingredients which are present in these factory-made sanitizers. It is reliable and do perform in the expected way and will satisfy customers in all aspects.
3. **Psychological acceptability:** Refers to the more “subjective” attributes of a product or service. We often see psychological acceptability associated with so called “luxury brands”. My idea for this is to make demonstrative videos and upload it on social media. **#ShareToAware,** the more people will see they will compare this product with the branded one. This will become psychologically acceptable.
4. **Affordability:** Affordability refers to whether customers in the target market are economically able and psychologically willing to pay a product’s price. It also has two dimensions:
5. **Economic affordability:** Economic affordability refers to whether the potential customers in the target market have sufficient economic resources to pay a product’s price. While keeping this factor in mind, I have decided the retail price of y product to be 1/3rd of the product available in the market.
6. **Psychological affordability:** Psychological affordability refers to a customer’s willingness to pay. In our society economic affordability is directly proportional to psychological affordability. If we are satisfying our customers economically then they will be psychologically satisfied, and they won’t hesitate buying it.
7. **Accessibility:** The third component of the 4A model is accessibility. Accessibility, which describes whether customers can easily acquire and use a product or service. It has two dimensions:
8. **Availability:** Availability measures whether a selling company has enough of a product to match customer’s demand. To satisfy this measure/point I should keep atleast one -month stock in advance so that will be available for order.
9. **Convenience:** Convenience refers to how easy it is for potential customers to acquire a product or service. I will cope up with the point by giving home deliveries and it will be easily accessible.
10. **Awareness:** The final component of the 4A model is awareness, which refers to whether customers are adequately informed about a product’s attributes and benefits in a way that persuades potential buyers to give the product a try and reminds existing users why they should continue to purchase the product. For this reason, I will make videos which will contain information about my product. How and the way I am making it by following all the ingredients and guidelines given by WHO and will upload it on social media with a hashtag of #ShareToAware. It is the best way of marketing and spreading awareness nowadays.

In conclusion, by following 4A’s we hope to achieve a successful business startup!