

## **MARKETING CONCEPT AND PHILOSOPHY**

A correct understanding of marketing concept is necessary to understand the modern marketing.

### **CONCEPT:-**

A concept is a philosophy and attitude a course of Thinking, an idea or related to any aspect of divine and human creation

Marketing concept is a way of thinking which determines the course of action about marketing function. The Marketing concept is the tool guides the activities of marketing.

#### **The Production Concept**

This philosophy is based on the belief that high production efficiency and mass distribution would sell the product in the market. High production efficiency means that the input output ratio is favorable and it leads to economies of scale and decline in the cost per unit so the production concept holds that consumers favors' to that are easily available and offered at lower prices. In short, Mass production and distribution are the essence of the production concept

#### **The Product Concept**

The companies following this philosophy believe that by producing superior quality products and improving their features over time, they would be able to attract more customers. The underlying assumption is that the customer favors' product quality performance innovative features under the product concept superior products are always welcome by the Customer concentrate Superior quality products and improving them over the period

#### **The Selling concept**

This concept is based on the adoption of aggressive selling and promotional efforts because of the customer buying criteria. The form following the selling concept rely upon the power of advertising and other promotional techniques to maximize their sales as shown

#### **Product + promotion= sales**

The selling concept emphasizes on promotional activities to push up the same the Asian essence of sales orientation Products are not bought, but sold.

#### **The Marketing concept**

The Marketing concept emphasizes the determination of the requirement of the potential customer and supplying them products to satisfy your requirement

The Marketing concept is based on following pillars

- Identification of the prospective customer or the target market
- Understanding of the prospective customer or the target market
- Product or services for satisfying the need of the consumer

#### **The societal Marketing concept**

The critics of the Marketing concept argue that blindly following the goals of identifying consumer needs and satisfying them led to some social and environmental effects as pollution, ecological imbalance, and wastage of natural resources. Therefore, the social objective to be consider as important part process of consumer satisfaction. Societal marketing course beyond understanding the customer needs and matching the accordingly Care for not only customer satisfaction but also for social welfare, speaks of pollution free environment and quality of human life. Therefore, the company should discharge at social welfare and dimensions of the Marketer. The two-wheeler companies like Hero Motocorp and TVS are offering e scooters and car manufacturers like Tata Motors Mahindra and Mahindra and Maruti Udyog are launching several models of e-cars.