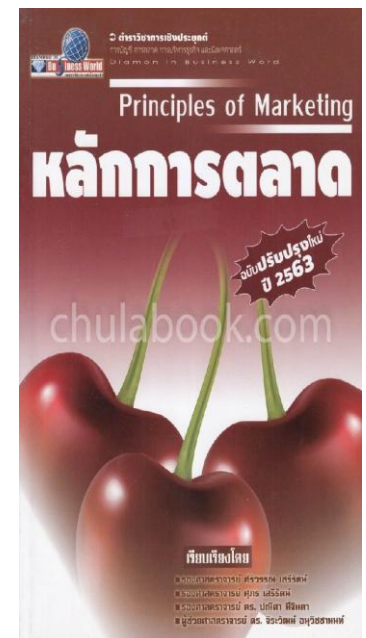


MARKETING PRINCIPLES



MARKETING PRINCIPLES

- Meaning and Characteristics of Marketing
- Creating Marketing Utility
- The Importance of Marketing
- Exchange and Marketing Functions
- Marketing Mix
- Marketing Concepts
- Evolution of Marketing Management
- Marketing Overview



MEANING AND CHARACTERISTICS OF MARKETING.

Marketing refers to the process of planning and managing the concepts, pricing, promotion, and distribution of goods or services to create an exchange of goods or services, resulting in individual satisfaction and the achievement of organizational objectives.

Phillip Kotler defined marketing as "the human activity undertaken to satisfy various needs and desires through the process of exchange."

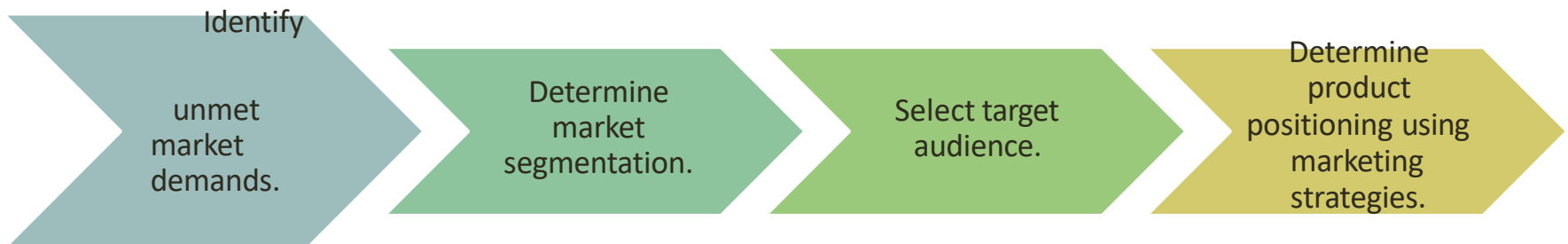
E. Jerome McCarthy defined marketing as "the result of activities related to the organization's efforts to achieve its objectives, based on anticipating customer needs and including the movement of goods and services from producers to consumers to satisfy those needs."

William Stanton defined marketing as "a system of reaction business activities involving the planning, pricing, promotion, and distribution of products and services to satisfy the needs of both current and prospective consumers."

The American Marketing Society defined marketing as "the business practice involving activities to deliver goods and services from producers to consumers or users, satisfying them while achieving the objectives of the business."

THE TARGET MARKETING PROCESS

1. Identify unmet market demands.
2. Determine market segmentation.
3. Select target audience.
4. Determine product positioning using marketing strategies.



MARKETING

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graph TD; A[MARKETING] --> B[Analysis of Needs, Wants, and Demand]; B --> C[Market Segmentation and Target Market]; C --> D[Products and Brands Offering]; D --> E[Products considering Value, Cost, and Customer Satisfaction]; E --> F[Marketing Channels]; F --> G[Supply Chain]; G --> H[Competition]; H --> I[Marketing Environment];
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Analysis of Needs, Wants, and Demand

Market Segmentation and Target Market

Products and Brands Offering

Products considering Value, Cost, and Customer Satisfaction

Marketing Channels

Supply Chain

Competition

Marketing Environment

CREATING MARKETING UTILITY.

- Form Utility:Producing products in various shapes and forms according to buyer's needs.
- Place Utility:Marketing allows customers to buy products in their desired location. For example, consumers who want to eat durian don't have to travel to Rayong province to buy it.
- Time Utility:Marketing allows customers to buy products at any time they want. For example, convenience stores are open 24 hours a day.
- Possession Utility:Marketing enables customers to own the product they desire immediately upon need. Customers can exchange money or other valuables for ownership of the product. (Comment: You do not have permission to add comments.)
- Image Utility:Using advertising to enhance brand image, such as branded watches or handbags.

THE CHANGING MARKETING LANDSCAPE

Digital Marketing: The Digital Age

Online Marketing, Internet,
Website Marketing

Mobile Marketing

Social Media Marketing

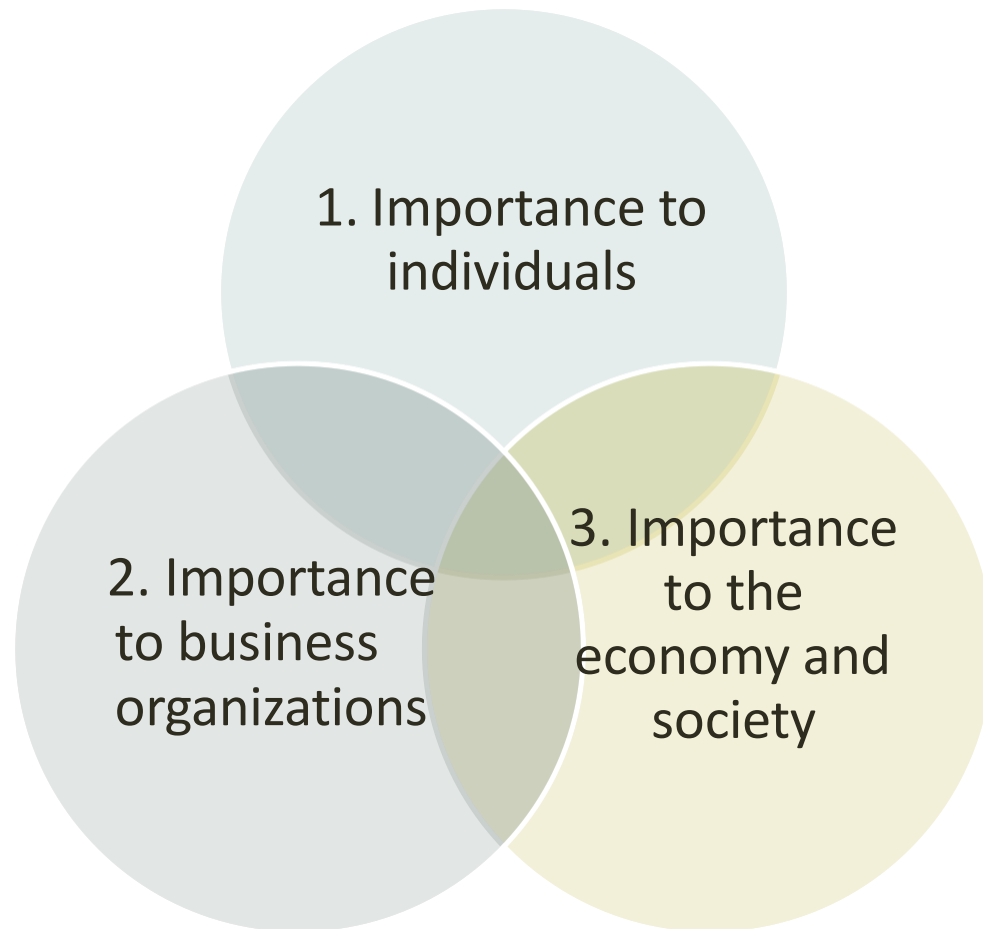
Changing Economic Environment

The Growth of Non-
Profit Marketing

Globalization

Sustainable Marketing

THE IMPORTANCE OF MARKETING



THE IMPORTANCE OF MARKETING



THE IMPORTANCE OF MARKETING

3. Importance to the Economy and Society:

It also contributes to economic growth because markets generate businesses, production, investment, and employment, which in turn increases income.

Increasing purchasing power helps raise the standard of living, leading to a better quality of life for citizens.

MARKETING FUNCTION AND MARKETING ACTIVITIES

Exchange

- Buying
- Selling

Physical distribution

- Transporting
- Storing

Marketing facilitation

- **Product quality standards and management**
- **Finance**
- **Risk management**
- **Marketing information and market research**

THE EVOLUTION OF MARKETING MANAGEMENT.

1. The Production Concept

- 1. Focuses on improving production efficiency.
- 2. Lower unit costs and product prices lead to increased customer purchases.
- 3. Finds ways to distribute products widely.

2. The Product Concept

- 1. The business believes consumers want and choose products that offer the highest value relative to their price.
- 2. The business requires less effort in sales.
- 3. Focuses on improving the quality and appearance of the product.

THE EVOLUTION OF MARKETING management.

3. The Selling Concept or Sales Concept

- 1. The business assumes that most consumers will not attempt to purchase unnecessary products.
- 2. The business can motivate and stimulate purchasing decisions using various marketing tools.

4. The Marketing Concept

- 1. Studying and analyzing consumer needs.
- 2. Creating satisfaction for consumers to best meet their needs.

5. The Societal Marketing Concept

- 1. An additional responsibility to creating satisfaction and happiness for consumers.
- 2. Creating a difference in the feeling and connection with consumers that is greater than other companies that do not.