

CHAPTER 07

Marketing

The compass and the core of
success in the era of the borderless economy



The Importance of Marketing in the New Era

- ✓ Free Trade Era: Open Competition Under the WTO Framework
- ✓ The New Economy: Globalization and the Role of Information Technology
- ✓ E-Commerce: A Marketing Channel That Grows by Leaps and Bounds The value is hundreds of billions of baht.
- ✓ The heart of the organization: Marketing is a tool to achieve both business and non-profit objectives.



Definition of "THE MARKET"



Narrow meaning

A place where buyers and sellers meet to agree to exchange goods or services, and ownership of that thing takes place.



Broad meaning

A group of individuals or organizations that have Needs & Wants are willing to Ability and purchasing power

Crucial: Demand + Purchasing Power = Effective Market

Definition of MARKETING

Peter Drucker

"The effort has made sales wider and as fast as possible."

William J. Stanton

"Business activities that affect each other to meet the needs of current and future customers"

Dr. Philip Kotler

"Activities that human beings do to satisfy their needs through Exchange process."

"Marketing is the process of planning and managing concepts, pricing, promotions, and distribution."

MARKETING FUNCTIONS

Marketing serves to bridge the gap between producers and consumers in 5 dimensions:

(Place)

(Time)

(Perception)

(Value)

(Ownership)

Types of Main Functions:

- ✓ Trading Function: Buy (Right Quality/Time) and Sell (Promotional Mix)
- ✓ Distribution duties: transportation, warehouse management, orders.
- ✓ Facilitation functions: Product Standards, Information, Insurance and Finance

EXCHANGE Functions

Buying

Study customer needs to determine the right quality, quantity, and source of purchase (5 Rights)

Selling

Generate demand through Promotional Mix:

- Advertising
- Sales Promotion
- Personal Selling
- Public Relations (PR)

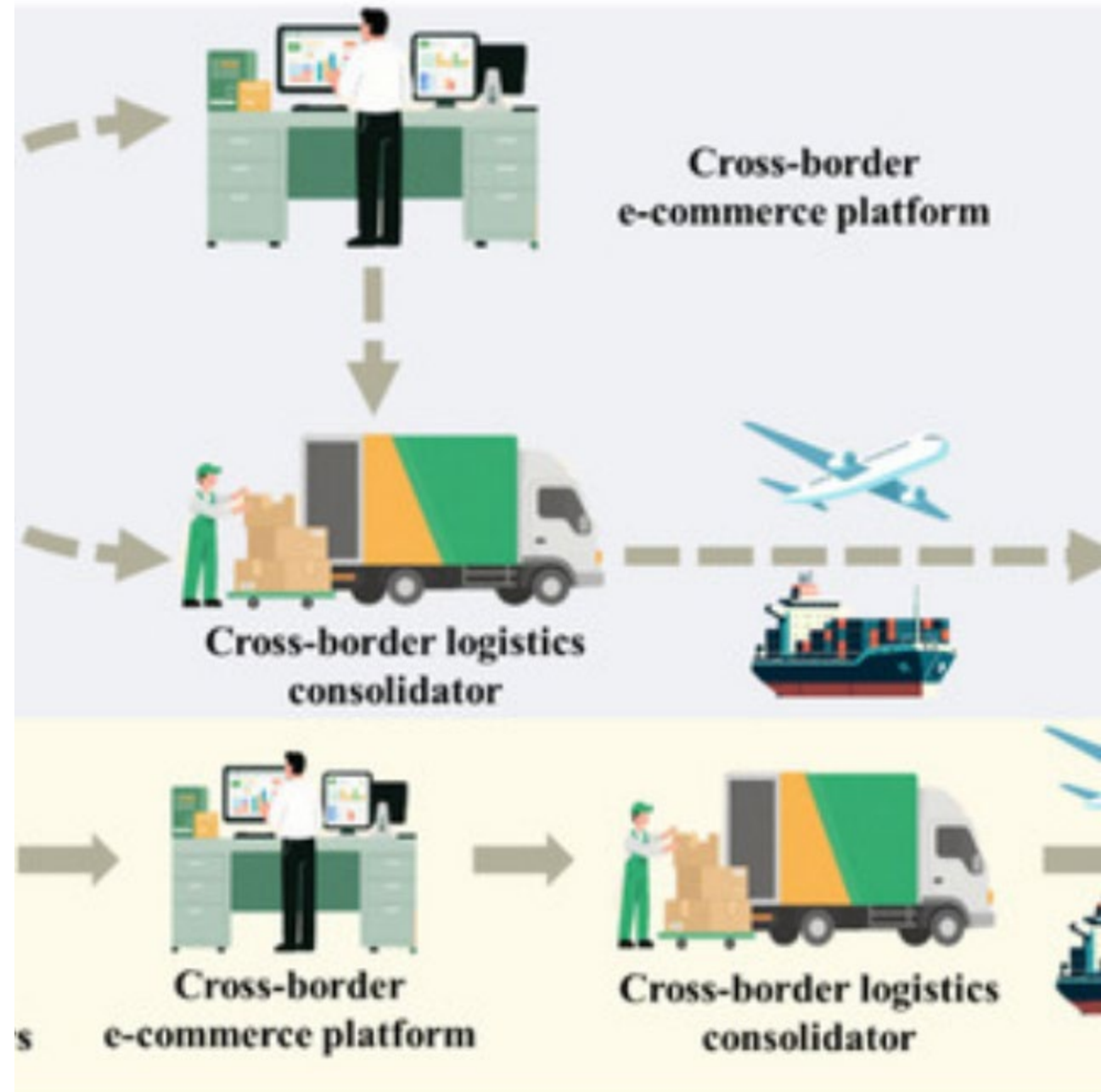


PHYSICAL DISTRIBUTION

Objective: Deliver the right product to the right place. At the lowest cost.

- ✓ Customer Service: Gain an Advantage with Service
- ✓ Inventory: Manage raw materials and finished goods.
- ✓ EDI System: Electronic Data Exchange
- ✓ Packaging: Protecting products and creating market value

es in cross-border e-commerce logistics s



FACILITATING

Activities	Importance to Marketing
Product standardization	It makes it easier for the buyer to make a decision (egg grade, golden weight).
Marketing Information	Quick data to use to determine strategies over competitors
Insurance	Reduce the risk of freight and disasters
Finance	Coordinate income-expenses and resource allocation.

Marketing Information System (MKIS)

Key Elements of MKIS for Accurate Decision Making



Internal Records

Order Cycle, Sales Data and Current Performance



Marketing Intelligence

Monitor environmental movements to adjust strategies.



Marketing Research

Design research to find answers to marketing problems.

Decision Support System (DSS): Using mathematical and statistical tools to find the best outcomes.

Market Environment

Internal Environment (Controllable)

- **Marketing Mix (4Ps): Product, Price, Location, Promotion**
- Funds and financial status
- Personnel Quality and Corporate Image
- Research and Manufacturing (R&D) Capability

External Environment (Uncontrollable)

- **Micro: Suppliers, Intermediaries, Customers, Competitors, Communities**
- **Macro: Demography, Economy, Physics, Technology, Politics**

Microscopic external environment

Groups that closely influence the operation:

Marketing Intermediaries

Merchants and agents who help sell and distribute products.

Target Market

Consumer, Industrial, Intermediary, Government and International Markets

Public Groups

Financial institutions, the media, government agencies, and the general public.

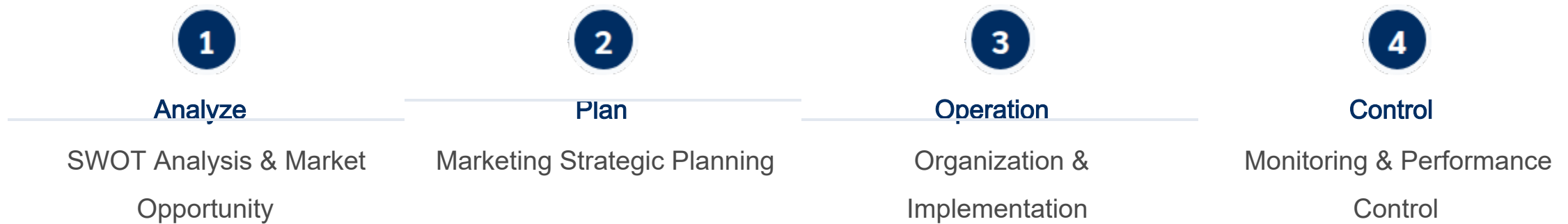


Driving force at the macro level

- ✓ Demographic: Changing Age Structure and Family Patterns
- ✓ Economic: Purchasing power Real income and liabilities
- ✓ Technology: Innovation and R&D Budget
- ✓ Physical: Shortage of raw materials and pollution
- ✓ Political: Business Law and Consumer Protection Groups
- ✓ Cultural: Core Values and Beliefs That Influence Consumption



Marketing Management Process



Heart: Creating satisfaction through exchange to achieve organizational objectives.

Strategy and positioning

Product Positioning (USP)

Creating a unique image in the minds of consumers compared to competitors:

1. Important, 2. Dominant, 3. Superior, 4. Communicable. 5. Privileged



Mission: The Basic Mission of Business



Marketing Mix (4Ps): Practical Strategies



STP: Market Segmentation and Target Audience Selection



Research: Troubleshooting and upselling tools

MARKET FORECASTING

Predicting future demand for accurate planning:

- ✓ Short-term forecast: for procurement and production scheduling.
- ✓ Long-term forecast: for investment and expansion of factories
- ✓ Qualitative: Use experience and premonition.
- ✓ Quantitative: Uses mathematics and historical data.



GREEN MARKETING

Pursue sustainable profits, not maximum profits.

- ✓ Green Product: Biodegradable Products Non-polluting
- ✓ Eco Price: Environmental costs reflected in prices.
- ✓ Sustainability: Competitive for Society
- ✓ Education: Educating is not just for sales.



Questions & Discussion

"Great marketing is creating superior value for customers."



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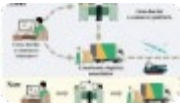
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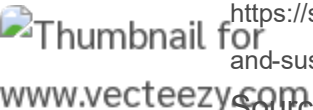
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