

By - Dr. Shweta Gad  
Assistant Professor  
Department of Commerce  
Aurangabad

Marketing Concept

A 'concept' is a philosophy, an idea, and a way of thinking. According to Philip Kotler, the marketing concept is a consumer orientation backed by integrated marketing aimed at generating customer satisfaction as a key of satisfying management goals.

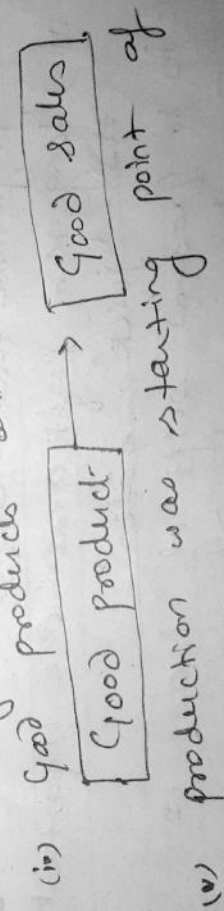
Evolution of marketing concept

- Old concept
  - (1) production oriented
  - (2) sales oriented
- New concept
  - (1) customer oriented
  - (2) social orientation.

Philosophy -

(1) Product orientation - In 1930's - It believed that if a firm have good product it will automatically have good consumer response. It was build on thinking that "Good wine needs no bush". The assumptions were

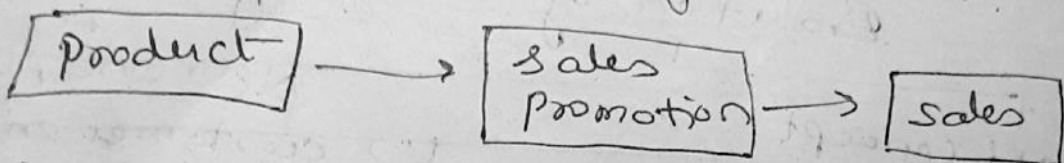
- (i) Any thing that can be produced can be sold
- (ii) The most important marketing function was keep the cost of production down
- (iii) only basic products will need no promotion.



(iv) production was starting point of marketing

(2) Sales Orientation (1940's) - It said that "goods are not bought but sold". Only good products are not enough, it needs aggressive sales policy to get sales. The assumptions of this concept are -

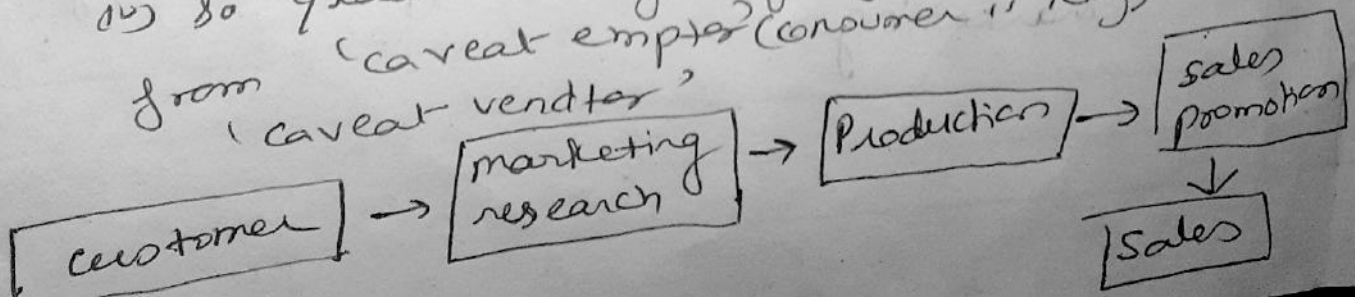
- (i) Producing the best possible product
- (ii) Finding the buyer for the products
- (iii) Convincing the buyers about products



(3) Customer orientation philosophy (1950's) - It emphasizes to understand first the needs, wants & desires of potential consumers & then produce goods to meet consumer expectation. So it emphasizes the need of marketing research well before product is made. So marketing here commences with identification of consumer needs and ends with requisite products.

The assumptions are -

- (i) firm should produce only products that are desired by customers
- (ii) All activities are integrated to develop programme that satisfies consumer needs
- (iii) 'long term profit goals' are important than 'quick sales'
- (iv) So gradual shift of focus is from 'caveat venditor' (caveat emptor) (consumer is king) to



(4p)

### Social orientation Philosophy - (after 1970s)

- This philosophy cares not only for consumer satisfaction but for consumer welfare and social welfare. eg - demand for cigarettes & alcohol satisfies a consumer but is not good for him or society.

The firm should discharge its social responsibilities also. Assumptions are -

- (i) The firm produces goods wanted by consumers
- (ii) The firm should discharge social responsibilities
- (iii) It should make marketing programme that integrates consumer & social needs.

