

MARKETING MANAGEMENT IN INDIA : CHALLENGES AND PERSPECTIVES

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ABSTRACT

Marketing is a process of developing pricing, promoting and distributing the goods and services. Now a day's some of the business organizations have been quick to accept new concept like environmental management and waste minimization. They have also integrated environmental issues in to all organizational activities. Marketing Management incorporates a broad range of activities like product modification, changes into the production process and changes in packaging and modification in advertising.

Normally marketing management offers business bottom line incentives and top line growth possibilities. While modification of production process of any type of business organisation may involve start up costs and it will save money in the long term.

Marketing is a Phenomenon which has developed particular importance in the modern business world. In the era of Liberalisation Privatisation & Globalisation it has become a challenge to keep the customers as well as consumers in fold and even keep our natural environment safe and that is the biggest need of the time. Consumers are also aware of the environmental issues like, global warming and the impact of environmental pollution. Marketing is a phenomenon which has developed particular important in the modern market and has emerged as an important concept in India as in other parts of the developing and developed world, and is seen as an important strategy of facilitating sustainable development.

KEYWORDS

Marketing, Management, Business Organisation, Consumer Awareness, Marketing Environment, Marketing Segmentation.

INTRODUCTION

Marketing Management incorporates a broad range of activities like product modification, changes into the production process and changes in packaging and modification in advertising. Now a day's some of the business organizations have been quick to accept new concept like environmental management and waste minimization. They have also integrated environmental issues in to all organizational activities.

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From the business point of view because a clever marketer is one who not only convinces the consumer, but also involves the consumer in marketing his product. Marketing should not be considered as just one more approach to marketing, but has to be pursued with much greater vigor, as it has an environmental and social dimension to it.

Marketing enabled for the remarketing and packaging of existing products which already adhere to such guidelines and also controlling, organizing, planning between workers and management authority. Additionally, the development of green marketing has opened the door of opportunity for companies to co-brand their products into separate line, lauding the green friendliness of some while ignoring that of others. Such marketing management techniques will be explained as a direct result of movement in the minds of the consumer market. As a result of this businesses have increased their rate of targeting consumers who are concerned about the

environment. These same consumers through their concern are interested in integrating environmental issues into their purchasing decisions through their incorporation into the process.

CONCEPTUAL BACKGROUND

Marketing is an ancient art & is everywhere. Formally or informally, people & organizations engage in a vast numbers of activities that could be called marketing. Good marketing has become an increasingly vital ingredient for business success. It is embedded in everything we do- from the clothes we wear, to the web sites we click on, to the ads we see. Marketing deals with identifying & meeting human & social needs or it can be defined as meeting needs profitably.

An organizational function & a set of processes for creating, communicating & delivering value to the customers & for managing customer's relations in ways that benefit the organization & the stake holders. Marketing management is the art & science of choosing target markets & getting, keeping & growing customers through creating, delivering & communicating superior customer value.

Marketing people are involved in marketing 10 types of entities : goods services, events, experiences, persons, places, properties, organizations, information & ideas. Therefore ideal marketing should result in a customer who is ready to buy.

A Marketing Management Support Systems can be defined as any device combining (i) information technology, (ii) marketing data and/ or knowledge, and (iii) analytical capabilities, made available to one or more marketing decision-makers with the objective to improve the quality of marketing decision-making. Three types of MMSS, developed so far, can be identified: marketing information systems, marketing decision support systems and marketing knowledge-based systems. Each of these systems emphasize different components.

OBJECTIVES OF THE RESEARCH STUDY

The present research study is carried out with following objectives in view:-

1. To study the theoretical background of Marketing Management in India.
2. To study the growth relevance of Marketing Management in India.
1. To study the four P's of Marketing Management.

2. To study the Problems of Indian Marketing Management.
3. To give the Suggestions for Indian Marketing Management.

HYPOTHESIS OF THE RESEARCH STUDY

The said research study was carried out with following hypothesis in view:-

1. Day by day overall India is going to become a biggest market in the world.
2. Marketing Management has become a fad to market products in rural and urban India for the established companies.

RESEARCH METHODOLOGY

The said research study is totally based on secondary data. For the said research study the data pertaining to the above objectives was collected by the review of the literature on the subject concerned. The literature was thus collected by visiting libraries and various concerned websites.

The present research study is based on the secondary data. Such secondary data is collected from various reference books on Marketing, Management, Marketing Management, Commerce, Management, Technology, Finance, and Banking.

GROWTH RELEVANCE OF MARKETING MANAGEMENT IN INDIA

1. **Marketing Environment** : Demographic, Economies, natural, technology, political, legal & socio-cultural environment : The Indian marketing Environment.
2. **Buy Behaviour & Marketing Segmentation** : Factors influencing Buyer behaviour, buying decision process, profile and features of Indian consumers, Market segmentation meaning, levels, basis of segmentation, concept of niche marketing.
3. **Managing the Product** : Product planning, product mix, deciding product policy, product lines decision, product differentiation, brand equity packaging, labeling, concept of PLC, NPD process.
4. **Pricing** : Factors influencing pricing, pricing objectives, methods of pricing, pricing procedure.

5. **Marketing Channels, Logistics and Physical distribution** : Types of channels, channel functions, selection of channels, logistics role & types, physical distribution, objectives and functional areas of physical distribution, physical distribution in Indian context.
6. **Marketing Communication** : Meaning and importance, communication objectives, effective communication, communication process.
7. **Promotion Tools** : Advertising-meaning, objectives, types of advertising decisions, planning and evaluation of campaign, trends in advertising in India, personal selling objectives, functions of and principles, public relations—Importance and methods, Direct marketing concept, sales promotion—purpose, consumer and dealer promotion methods.
8. **Marketing Research and Control** : Marketing research-need, techniques and process, Need and tools of control (elementary Knowledge only).
9. **Marketing Challenges** : Marketing in the 21st Century, Impact of globalisation, technological advances and regulation on marketing, challenge of rural marketing in India, Need and grants of marketing in the service sector in India.

THE FOUR P's OF MARKETING MANAGEMENT

Like conventional marketers must address the four P's in innovative ways.

1. Product : Entrepreneurs wanting to exploit emerging green markets either:

- identify customers environmental needs and develop products to address these needs; or
- develop environmentally responsible products to have less impact than competitors.

The increasingly wide variety of products on the markets that support sustainable development and are good for the triple bottom line include:

- Products made from recycled goods, such as Quick Tuff housing materials made from recycled broccoli boxes.
- Products that can recycled to reused.
- Efficient products, which save water, energy or gasoline, save money and reduce environmental impact. Queensland's only waterless printer, print point, reduces operating costs by using less water than conventional printers and is able to pass the savings on to customers.

- Products with environmentally responsible packaging. McDonalds, for example, changed their packaging from polystyrene clamshells to paper.
- Products with green labels, as long as they offer substantiation.
- Organic products many consumers prepared to pay a premium for organic products, which offer promise of quality. Organic butchers, for example, promote the added qualities such as taste and tenderness.

2. Price : Pricing is a critical element of the marketing mix. Most customers are prepared to pay a premium if there is a perception of additional product value. This value appeal or taste. Environmental benefits are usually an added bonus but will often be the deciding factor between products of equal value and quality.

Environmentally responsible products, however, are often less expensive when product life cycle costs are taken into consideration. For example fuel-efficient vehicles, water-efficient printing and non hazardous products.

3. Place : The choice of where and when to make a product available has a significant impact on the customers being attracted. Very few customers go out of their way to buy green products merely for the sake of it. Marketers looking to successfully introduce new green products should, in most cases, position them broadly in the market place so they are not just appealing to a small green niche market.

The location must also be consistent with the image which a company wants to project. The location must differentiate a company from its competitors. This can be achieved by in store promotions and visually appealing displays or using recycled materials to emphasize the environmental and other benefits.

4. Promotion : Promoting products and services to target markets includes paid advertising, public relations, sales promotions, direct marketing and on-site promotions. Smart green marketers will be able to reinforce environmental credibility by using sustainable marketing and communications tools and practices. For example many companies in the financial industry are providing electronic statements by email, e-marketing is rapidly replacing more traditional marketing methods, and printed materials can be produced using recycled materials and efficient processes, such as waterless printing.

PROBLEMS OF INDIAN MARKETING MANAGEMENT

There are several Challenges and Problems before the Indian Marketing Management that make it difficult to progress in the marketing management. Marketers encounter a number of problems like dealing with physical distribution, logistics, proper and effective deployment of sales force and effective marketing communication when they enter markets. The major problems are listed as under -

- 1. Standard of living :** The number of people below the poverty line is more in Indian markets. Thus the market is also underdeveloped and marketing strategies have to differ from those used in marketing management.
- 2. Low literacy level :** The low literacy levels in different areas leads to a problem of communication. Print media has less utility compared to the other media of communication.
- 3. Low per capita income :** Agriculture is the main source of income and hence spending capacity depends upon the agriculture produce. Demand may not be stable or regular.
- 4. Transportation and warehousing :** Transportation is one of the biggest challenges in rural markets. As per as road transportation is concerned, about 505 of Indian villages are connected by roads. However, the rest of the rural markets do not even have a proper road linkage which makes physical distribution a tough task. Many villages are located in hilly terrains that make it difficult to connect them through roads. Most marketers use tractors or bullock carts in rural areas to distribute goods. Most marketers use tractors or bullock carts in rural areas, as there is hardly any organized agency to look after the storage issue. The services rendered by central warehousing corporation and state warehousing corporations are limited only to urban and suburban areas.
- 5. Ineffective distribution channels :** The distribution chain is not very well organized and requires a large number of intermediaries, which in turn increases the cost and creates administrative problems. Due to lack of proper infrastructure, manufacturers are reluctant to open outlets in these areas. They are mainly dependent, who are not easily available for rural areas. This is a challenge to the marketers.
- 6. Many languages and diversity in culture :** Factors like cultural congruence, different behavior and language of the respective areas make it difficult to handle the customers. Traits among the sales force are required to match the various requirements of these specific areas.

7. **Lack of communication system** : Quick communication is the need of the hour for smooth conduct of business, but it continues to be a far cry in rural areas due to lack of communication facilities like telegraph and telecommunication system etc. The literacy rate in the rural areas is rather low and consumers behavior in these areas is traditional which may be a problems for effective communication.
8. **Dispersed markets** : Rural population is highly dispersed and requires a lot of marketing efforts in terms of distribution and communication.

SUGGESTIONS

To face the challenges and to solve the problems of marketing management in India, the following suggestions can be used by marketers.

1. Regarding the problems of physical distribution, the marketer may have a joint network of stockiest/clearing-cum-forwarding agents at strategic location facilitation of physical distribution for its products in the rural market. The main advantage of this scheme is that the costs of physical distribution can be shared by the companies and stockiest. The combination of different modes of transport based on availability of tracks will be beneficial to the companies. Presently, bullock-cart plays a very vital role in rural distribution where the roads are not available. Some of the leading companies use delivery vans in rural areas for resolving the distribution problems in rural market. The delivery van takes the products to the retail shops in every corner of the rural market and it enables the company to establish sales contact with majority of the rural consumers which helps in sales promotion.
2. The rural market is composed of a number of retail sales outlets along with fair price shops under the public distribution system. It is suggested that the government should encourage private shopkeepers and cooperative stores to come forward and establish their business in rural areas instead of the weekly market known as weekly bazaar. Fertilizer companies have opened their outlets for proper distribution of fertilizer among the farmers.
3. To solve the problems of sales force management, it is suggested that the company takes due care in the recruitment and selection of sales people because the traits they required are different from urban and suburban sales persons. For the rural markets, only those sales people should be preferred for selection that is willing to work in rural areas. They must be

aware of the local language and must have the patience to deal with rural customers and can discharge the duties of a bare-footed salesman.

4. Regarding marketing communication in rural areas, the company should use organized media-mix like TV, radio, cinema and POP advertising. Television is gaining popularity in the rural areas but due to poor supply of electricity, radio is performing significantly better. Since, the rural people need demonstration, short-feature films with disguised advertisement messages, direct advertisement films and documentaries that combine knowledge and advertisements will perform better rural marketing communication.

CONCLUSION

The said paper includes the problems faced by the Indian Marketing Management. The research paper involves a study of the impact of information technology on business in India. The definition suggests that the primary elements of marketing include understanding and meeting the needs of consumers. Doing so requires attention to six major areas: Markets, Products, Prices, Places, Promotion and People. Managing consists of the ability to get others to complete work while helping improve their skills and knowledge of the business. Managers engage in five key activities: Planning, Organizing, Staffing, Directing and Control.

Marketing has become a fad to market products in the rural India for the small, medium and big established companies. But it is beyond that. Marketing is a process of developing, pricing, promoting and distributing rural specific goods and services leading to exchanges between urban and rural markets which satisfies consumer demand and also achieve organizational objectives. The Indian market with its vast size and demand base offers great opportunities to companies. Two-third of the Indian population lives in rural areas and almost on third of the national income is generated here. It is only natural that rural markets form a critical of the total markets in India. As part of planned economic development, the government is making continuous efforts towards rural development. In this age of liberalization, privatization and globalization, rural market offers a big attraction to the marketers to explore markets that are untapped. Companies are taking specific initiatives to succeed in the dynamic rural market. In short, Indian companies are taking special efforts to succeed in the market.

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