



"ज्ञान, विज्ञान आणि सुसंस्कार यांसाठी शिक्षण प्रसार" - शिक्षणमहर्षी डॉ. बापूजी साळुंखे
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VIVEKANAND COLLEGE, KOLHAPUR

(An Empowered Autonomous Institute)

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Department of Management Studies



Course Name Marketing Management

Course Code DSC37MKT11

Year & Semester MBA I Semester II

Unit No. 03

Unit Name Marketing Mix- Product

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Content

- Product decision and strategies
- Product mix decisions
- Product life cycle concept
- New product development
- Branding and packaging decisions

Marketing Mix

Marketing Mix is a combination of marketing tools that a company uses to satisfy their target customers and achieving organizational

They Are the 4 P's of Marketing- Marketing Mix

What are the 4Ps?

- The 4Ps of marketing are also known as the product, price, place, and promotion. They refer to the broad areas marketers need to consider when designing Marketing Strategy.
- **Product** – Product is the first P in this matrix and refers to anything related to your business's actual goods or services. It could mean designing new products, modifying existing products, or considering which products should be discontinued.
- **Price** – Price involves deciding on the amount that customers need to pay for their goods or services. Factors taken into consideration include value, demand, and customer needs.
- **Place** – The third P in this matrix is place, also referred to as distribution. It refers to how your product makes it onto the shelves of retailers, the location of the stores, the amount of store coverage you have, etc.
- **Promotion** – Promotion is the final P in this matrix. It refers to methods used by marketers in order to communicate with consumers. This includes advertising, events, or even word of mouth among customers themselves.



What is the Difference Between 4Ps And 4Cs
of Marketing Matrix?

What are the 4Cs?

- 4Cs are also known as the Customer, Cost, Communication, and Channels. While they are all different aspects, there is a complex relationship between each of them that marketers need to consider to achieve their goals.
- **Customer** – Customer refers to any stakeholder group that your company deals with. This could be current customers, potential customers, or even investors.
- **Cost** – Cost refers to the amount of money your business needs in order to maintain itself. This includes expenses, prices, and profits.
- **Communication** – Communication refers to how you share information with customers at every touch point (in person, online, or over the phone).
- **Channels** – Channels refer to all the different types of distribution channels that are available for transporting goods or services.

What is a Product?

Anything that can be offered to a market for attention, acquisition, use, or consumption and that might satisfy a want or need.

Includes: physical objects, services, events, persons, places, organizations, ideas, or some combination thereof.

What is a Product?

- **Goods**
- **Services**
- **Experiences**
- **Events**
- **Persons**
- **Places**
- **Properties**
- **Organizations**
- **Information**
- **Ideas**

What Is The Product Concept?

- The product concept of marketing is a concept that believes the buyers will purchase the products or services that have the most quality, performance, and innovative features for the given prices. Today it is compulsory for companies to produce high-quality products to meet customer's needs and in order to survive in this competitive market.

Features of the Product

- **Tangibility.**
- **Intangible attributes.**
- **Associated attributes.**
- **Exchange values.**
- **Consumer Satisfaction.**
- **Color**
- **Size**
- **Design**
- **Weight**
- **Content**
- **Smell**
- **Taste**
- **Feel**
- **Quantity**
- **Material makeup or ingredients**
- **Price**
- **Reliability**
- **Safety**
- **Packaging**
- **Marketing claims**

The Product and Product Mix

Product Classifications

- *Durability and tangibility*
 - *Consumer goods*
 - *Industrial goods*
- **Nondurable**
 - *Tangible*
 - *Rapidly consumed*
 - *Example: Milk*
 - **Durable**
 - *Tangible*
 - *Lasts a long time*
 - *Example: Oven*
 - **Services**
 - *Intangible*
 - *Example: Tax preparation*

The Product and Product Mix

Product Classifications

- *Durability and tangibility*
- *Consumer goods*
- *Industrial goods*

- **Classified by shopping habits:**
 - *Convenience goods*
 - *Shopping goods*
 - *Specialty goods*
 - *Unsought goods*

The Product and Product Mix

Product Classifications

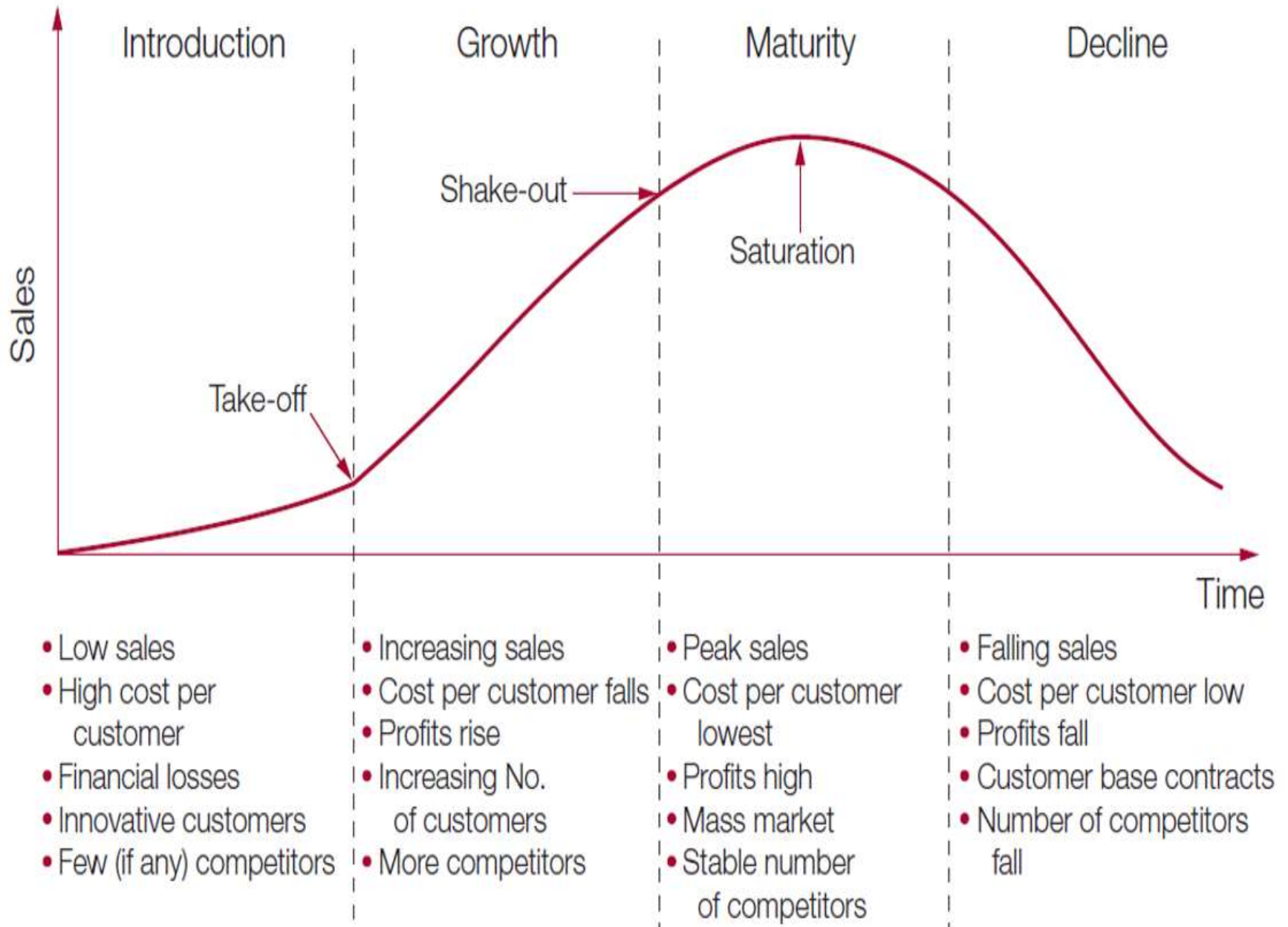
- *Durability and tangibility*
 - *Consumer goods*
 - *Industrial goods*
- **Materials and parts**
 - *Farm products*
 - *Natural products*
 - *Component materials*
 - *Component parts*
 - **Capital items**
 - *Installations*
 - *Equipment*
 - **Supplies and business services**
 - *Maintenance and repair*
 - *Advisory services*

The Product and Product Mix

- The customer value hierarchy:
 - *Core benefit*
 - *Basic product*
 - *Expected product*
 - *Augmented product*
 - *Potential product*

- **(1) Core Benefit** – Its the most fundamental level wherein it encompasses the service or the benefit that the customer is really buying. In this case, the core benefit for the Happy Meal is food for the stomach in order to satiate hunger.
- **(2) Basic Product** – At this level the marketer must convert the core benefit into a basic product. Thus a Happy Meal is in a way a combo-meal containing individual product offering of McDonald's. Its a burger & coke combo, with the intent to satisfy hunger and quench thirst.
- **(3) Expected Product** – At this level, the product has a set of attributes and conditions that customers will normally expect while purchasing the product. McDonald's has a reputation of standardization and high quality assurance and thus customers expect that their Happy Meal doesn't taste different at different outlets and that their food is handled with the highest degree of cleanliness and hygiene.
- **(4) Augmented Product** – The level in which the product exceeds customer expectations. For a Happy Meal the free toy contributes at this level. Toys are changed on a periodic basis and are often creative and interactive. McDonald's ensures their quality, safety and suitability for children.
- **(5) Potential Product** – This encompasses all the possible augmentations and transformations that the product might undergo in the future. For the Happy Meal, healthier alternatives can be introduced to replace the aerated beverage. The toys could get more creative, interactive and also impart knowledge to the children instead of just remaining as a play thing.

The 4 Life Cycle Stages and their Marketing Implications



PROCESS OF PRODUCT DELETION

**Identification of
Weak Products**

Deletion Analysis

**Deletion
Decision**

**Implementation
of Deletion
Process**

PRODUCT DIVERSIFICATION

- Diversification is a corporate strategy to enter into a new market or industry which the business is not currently in, whilst also creating a new product for that new market.

Eg- Apple moved from PCs to mobile devices.

- Virgin Group moved from music production to travel and mobile phones.
- Walt Disney moved from producing animated movies to theme parks and vacation properties.
- Canon diversified from a camera-making company into producing an entirely new range of office equipment

New Product Development Screening



Stages of Product Development

1

- Idea Generation

2

- Idea Screening

3

- Concept Development

4

- Market Strategy

5

- Feasibility Study

6

- Product Design

7

- Test Market

8

- Market Entry

BRANDING DECISIONS

BRAND Meaning - Brand is a name, term, symbol or a design or a combination of them which is intended to identify the goods or services of one seller or group of sellers and to differentiate them from those of competitors

E.g.. Lux 555, cigarette, Bata shoes, Coca-cola, Pepsi
McDonalds, HP, Honda

BRANDING

- **BRANDING** is the process of identifying the name of a producer with his product by affixing to the product or its container the trade name or brand represented by words or design.
- **BRAND NAME** A Brand name consists of words letters or numbers which may be vocalized or pronounced , e.g.. Pepsi, Whirlpool etc.

- BRAND MARK is the part of brand which appears in the form of a symbol, design or distinctive coloring or lettering. It could be recognized only by sight but may not be pronounceable,
- e.g.. The symbol of Air India, symbol of Vodafone etc.
- TRADE MARK When a brand name or brand mark is registered and legalized it becomes a trade mark.

Elements of a BRAND

- Name
- Logo
- Tagline or
Catchphrase
- Graphics
- Shapes
- Colors
- Sounds
- Scents
- Tastes
- Movement

BRANDS..



FEATURES of a BRAND

- A brand has physical qualities
- A brand has its own personality
- A brand has its own culture
- A brand is a relationship

Branding

Advantages

- Creates Wide Awareness
- Acquires Customers Easily
- Increase Profitability of Business
- Helps in Facing Competition
- Enhance Business Value
- Improves Productivity of Employees
- Supports Business During Crises

Disadvantages

- Expensive
- Creates Confusion
- Impersonal
- Leads to Monopoly
- Timescale

What is Packaging?

Kotler defines packaging as :

"all the activities of designing and producing the container for a product."

"Package is the process of making available the product in its intended form Of use from the producer to the consumer across different Levels of transfer". Prof Srikanth Venkataswamy

Functions of Packaging

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graph TD; A[Functions of Packaging] --> B[Basic functions]; A --> C[Selling functions]; B --> D[Product containment]; B --> E[Product identification]; B --> F[Product protection]; C --> G[Promotion]; C --> H[Product differentiation]; C --> I[Communication]; C --> J[Creation of public image];
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Basic functions

- ▶ Product containment
- ▶ Product identification
- ▶ Product protection

Selling functions

- ▶ Promotion
- ▶ Product differentiation
- ▶ Communication
- ▶ Creation of public image