Brief Contents

1	What do marketers do?	1
2	The marketing environment	22
3	Consumer and buyer behaviour	44
4	Segmentation, targeting and positioning	74
5	Market research	99
6	Products, branding and packaging	125
7	Pricing strategies	168
8	Distribution	189
9	Marketing communications and promotional tools	212
10	Marketing planning, implementation and control	261
11	International marketing	284
12	21st century marketing	308

Contents

	List of tables	xiv
	List of figures	xvi
	Preface	xviii
	Acknowledgements	XX
1	What do marketers do?	1
	Objectives	1
	Introduction	
	About marketing	2 2
	The development of the marketing concept	3
	Marketing and other business disciplines	7
	Marketing on a day-to-day basis	7
	Marketing jobs	9
	Definitions of some marketing terms	11
	Meeting marketing resistance	12
	Quotations about marketing	14
	Case study 1: <i>Tesco</i>	14
	Summary Chapter questions	17 17
	Chapter questions	17
	Multi-choice questions Further reading	10
	Glossary	19
	References	20
2	The marketing environment	22
	Objectives	22
	Introduction	23
	The marketing environment	23
	The external environment	23
	The internal environment	36
	Case study 2: The Australian telecommunications market	37
	Summary	39
	Chapter questions	40
	Multi-choice questions	41

41

	Glossary	42
	References	43
3	Consumer and buyer behaviour	44
	Objectives	44
	Introduction	45
	Consumer behaviour	45
	Perception	51
	Influences on the buying decision	53
	Impulse buying	59
	Industrial buyer behaviour	60
	Case study 3: Buying aircraft carriers	63
	Summary	65
	Chapter questions	66
	Multi-choice questions	66
	Further reading	68
	Glossary	68
	References	71
4	Segmentation, targeting and positioning	74
	Objectives	74
	Introduction	75
	Reasons for segmenting markets	75
	Segmentation variables	77
	Segmenting industrial markets	81
	Segmentation effectiveness	82
	Targeting	83
	Positioning	87
	Sales forecasting	89
	Case study 4: <i>The holiday business</i>	91
	Summary	93
	Chapter questions	94
	Multi-choice questions	94
	Further reading	95 96
	Glossary References	96 97
	References	97
5	Market research	99
	Objectives	99
	Introduction	100
	The need for market research	100
	The research process	102
	Approaching respondents	103
	Analysing the results	111
	Case study 5: Reclassifying the census	116

	Summary	118
	Chapter questions	119
	Multi-choice questions	119
	Further reading	120
	Glossary	121
	References	123
6	Products, branding and packaging	125
	Objectives	125
	Introduction	126
	Defining products	126
	Classifying products	127
	Managing the product range	130
	Services marketing	135 139
	Developing better products Diffusion of innovation	145
	Branding	143
	Strategic issues in branding	151
	Extending the brand	155
	Retailers' own-brands	156
	Packaging	157
	Case study 6: J.D. Wetherspoon	158
	Summary	160
	Chapter questions	160
	Multi-choice questions	161
	Further reading	162
	Glossary	163
	References	165
7	Pricing strategies	168
	Introduction	168
	Objectives	169
	Economic theories of pricing and value	169
	Pricing and market orientation	172
	Setting prices	180
	Case study 7: <i>Low-cost airlines</i>	181 183
	Summary Chapter questions	183
	Multi-choice questions	184
	Further reading	186
	Glossary	186
	References	187
8	Distribution	189
-	Objectives	189
	Introduction	190
		170

	Logistics v distribution	190
	Wholesalers	195
	Retailers	197
	Managing distribution channels	200
	Efficient consumer response	202
	Case study 8: Avon Cosmetics	204
	Summary	206
	Chapter questions	207
	Multi-choice questions	207
	Further reading	208
	Glossary	209
	References	211
9	Marketing communications and promotional tools	212
	Objectives	212
	Introduction	213
	Marketing communications theory	213
	Signs and meaning	215
	Developing communications	218
	The promotional mix	219
	Managing advertising	220
	Sales promotion	226
	Managing personal selling	231
	Managing the salesforce	232
	Managing PR	236
	Integrating the promotional mix	248
	Planning the campaign	250
	Putting it all together	250
	Case study 9: Selfridges department store	252
	Summary	253
	Chapter questions	254
	Multi-choice questions	254
	Further reading	256
	Glossary	256
	References	259
10	Marketing planning, implementation and control	261
	Objectives	261
	Introduction	262
	The marketing planning process	262
	The marketing audit	263
	Corporate objectives	264
	Tactical planning	268
	Organisational alternatives	270
	Promotional strategies	270
	Setting the budget	273

~		
0.1	ntei	ntc
00	incer	103

	Monitoring and evaluating the marketing performance	273
	Feedback systems	277
	Case study 10: <i>Legoland</i>	277
	Summary	279
	Chapter questions	280
	Multi-choice questions	280
	Further reading	281
	Glossary	282
	References	283
11	International marketing	284
	Objectives	284
	Introduction	285
	World trade initiatives	285
	Reasons for internationalising	287
	Barriers to internationalisation	291
	Global segmentation	293
	International market entry strategies	295
	Globalisation	298
	Case study 11: <i>Manchester United Football Club</i>	300
	Summary	302
	Chapter questions	302 303
	Multi-choice questions Further reading	303
	Glossary	304
	References	304
	interented a	500
12	21st century marketing	308
	Objectives	308
	Introduction	309
	Relationship v traditional marketing	309
	People with whom business is done	315
	Developing a relationship marketing approach	317
	Internet marketing	323
	Marketing ethics	328 329
	Marketing strategy revisited The 21st century marketplace	329
	Case study 12: Egg credit card	332
	Summary	334
	Chapter questions	334
	Multi-choice questions	335
	Further reading	336
	Glossary	337
	References	338

Index

List of tables

1.1 1.2	Reasons not to adopt a marketing philosophy	10
2.1 2.2 2.3 2.4	Competitive structures	24 25 29 34
3.1 3.2 3.3 3.4 3.5	0 1	52 54 55 57 61
4.1 4.2 4.3 4.4 4.5	Advantages of segmentation Resourcing and degree of differentiation Targeting decisions Market coverage strategies Time-series analysis	77 84 85 86 91
5.1 5.2 5.3 5.4 5.5	Survey techniques Sampling methods Analysis tools for qualitative data	105 106 109 112 115
 6.1 6.2 6.3 6.4 6.5 6.6 	Factors distinguishing services New product clusters Success rates of new products	127 128 136 142 143 153
7.1 7.2 7.3		172 173 175

7.4	Costings for demand pricing	175
7.5	Profitability at different price bands	176
7.6	Eight stages of price setting	180
8.1	Choosing a transportation method	191
8.2	Functions of channel members	193
8.3	Categories of channel members	194
8.4	Sources of channel power	201
8.5	Channel management techniques	203
9.1	Categorising signs	215
9.2	Silent communications	217
9.3	Advertising decision-making checklist	222
9.4	Advertising planning functions	224
9.5	Advertising effectiveness	227
9.6	Sales promotion techniques	228
9.7	Factors relating to length of training of sales staff	233
9.8	Trade-offs in salespeople's pay packages	234
9.9	Examples of company slogans	239
9.10	Criteria for successful press relations	240
9.11	Ways to encourage positive word-of-mouth	245
9.12	Characteristics of influentials	245
9.13	Reasons for sponsorship	246
9.14	Example of a promotional calendar	251
10.1	Comparison of strategic and tactical decisions	263
10.2	The marketing audit	265
10.3	Strategic alternatives	267
10.4	Growth strategies	268
10.5	Organisational alternatives	271
10.6	Promotional budgeting methods	274
10.7	Methods of sales analysis	275
11.1	World trade initiatives	286
11.2	Rationale for international marketing	288
11.3	Political factors in international marketing	290
11.4	International Internet marketing	292
11.5	Internationalisation and the 7-P framework	294
11.6	International market entry strategies	295
11.7	Stages in globalisation	299
12.1	Transaction v relationship marketing	311
12.2	Five stages for service benchmarking	320
12.3	Characteristics of the Internet as a marketing tool	325
12.4	Stages of integration of marketing communications	331

List of figures

1.1 1.2	Societal classification of new products Evolution of marketing's role	5 8
2.1	Micro- and macro-environmental forces	27
3.1	Consumer decision-making	45
4.1	Segmentation trade-offs	82
4.2	Perceptual mapping	88
5.1	The market research process	102
5.2	Tree taxonomy for eating out	113
5.3	Statistical methods chart: PERT, program evaluation and	
	review technique; CPM, critical path method	114
6.1	Three levels of product	129
6.2	Product life cycle	130
6.3	Revised product life cycle	132
6.4	Boston Consulting Group matrix	133
6.5	Expanded Boston Consulting Group matrix	135
6.6	Service purchasing sequence compared with physical	
	product purchasing sequence	138
6.7	Commodity products <i>v</i> branded products	148
6.8	Brands as a contact point	152
7.1	Supply and demand	169
7.2	Price elasticity of demand	171
8.1	Channels of distribution	192
9.1	Model of the communication process	214
9.2	Redundancy in communication	214
9.3	The promotional mix	219
9.4	Factual advertisement for a surfboard	225
9.5	Simpler advertisement for a surfboard	225
9.6	The hierarchy of communications effects	248

10.1	The marketing planning process	262
12.2	Relationship marketing, quality and service Pressures to adapt in developing relationships Service quality model	310 313 319