

Marketing philosophies (Marketing concepts)

Marketing concept or philosophies is an attitude or a way of business thinking. It is also referred to as marketing philosophies.

- **Production concept**

According to this concept marketing success depends on offering products at low price. This concept's emphasis is low cost of production through mass production and distribution.

- **Product concept**

According to this concept, the marketer can easily sell the product if it is of high quality. This concept emphasizes product quality.

- **Selling concept**

According to this concept low cost or high quality alone is sufficient to sell the products. This concept emphasizes selling efforts.

- **Marketing concept**

According to this concept products are developed and produced to satisfy the needs of the customer. This concept emphasizes customer satisfaction.

- **Social marketing concept**

According to this concept marketing activities should aim at the welfare of the society. This concept emphasizes customer satisfaction.

- **Holistic marketing concept**

It is a new marketing philosophy developed to meet challenges of modern marketing. It comprises the following

- a) **Relationship marketing**

It is an attempt to create customer loyalty and discouraging customers from defecting to other sellers.

- b) **Integrated marketing**

It refers to an approach where marketing function is integrated with other functions, to achieve the organizational objectives.

- c) **Internal marketing**

Internal marketing refers to harmony among various marketing activities within the firm.

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P. Kaliraj, T. Devi



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