

Market objectives should be more customers orientated than the objectives for the entire business. They are also concerned with products and markets. Four common marketing objectives include: increasing market range, expanding the product range, expanding existing markets and maximising customer service.

Increasing market Share: Market share refers to the business's share of the total industry sales for a particular market.

Expanding the product Range: The product mix is the total range of products offered by a business. Businesses are usually keen to increase to increase their product mix, this will in the long term increase profits because the same product mix will not remain effective for long because customer's tastes and preferences will change over time. To develop an ideal product range, businesses must understand customer's needs.

Expanding existing markets: The demand for some products varies greatly due to geographic variables. Geographical representation refers to the presence of a business and the range of its products across a suburb, town, city, state or country.

Maximising customer service: Customer service means responding to the needs and problems of the customer. High levels of customer service will result in improved customer satisfaction and a positive reaction from customers towards the products they purchase. Customer service can no longer be regarded as merely explaining the refund policy or providing a complaints desk. Rather it is an attitude that should be adopted by all departments within the business.

Identifying Target Markets:

The market segmentation approach:

Market segmentation occurs when the total market is subdivided into groups of people who share one or more common characteristics. Marketing managers use four main variables when segmenting the total market.

Demographic: age, gender, ethnicity, income, occupation, education level, religion, family size and social class.

Geographic: urban, suburban, rural, region, climate and landform.

Product related: regular user, first time user, brand loyalty, price sensitivity and end use.

Psychographic: personality, motives, lifestyles.

Developing Marketing Strategies:

Marketing Mix – the four Ps:

Product- The business owner must determine the product's quality, design, name, warranty and guarantee, packaging, labelling and exclusive feature.

Price- Business's must be careful when setting price, a price set too low may give customers the impression of the product being cheap and nasty however a price too high could mean lost sales unless superior customer service is offered.

Promotion- A promotion strategy details the methods to be used by a business to inform, persuade and remind customers about its products. The main forms of promotion include personal selling, advertising, below the line promotions and public relations.

Product Deletion: is the elimination of some lines of product, outdated products may create an unfavourable image and this negativity may rub off on other products sold by the business. Most businesses find it difficult to delete a product, especially if it had been successful for a long time. Attention must be paid to Apple in this area where they release new product lines every line and phase out the old products.

Market Research and Customer and Buyer Behaviour:

The Three Steps of the Market research Process:

1: Determining information needs:

The best method to determine the relevance of data is to constantly ask questions concerning its ultimate use. Information is useful if it:

- Results in marketing strategies that meet the needs of the business's target market
- Assists the business to achieve its marketing objectives.
- May be used to increase sale and profits.

More businesses are undertaking marketing research of recent years.

2: Data Collection (Primary and Secondary):

Marketing data refers to the information, usually expressed as facts and figures, relevant to the defined marketing problem. Market researchers may use two types of data: primary and secondary data. Normally market researchers use a combination of both types of data.

Primary Data- are the facts and figures collected from original sources for the purpose of the specific research problem. Many businesses outsource the activity of collecting market data. The three main methods used to gather primary data:

- Survey: means gathering data by asking or interviewing people.
- Observation method: involves recording the behaviour of customers.
- Experiments: involve gathering data by altering factors under tightly controlled conditions to evaluate cause and effect. This is often used on beauty products and health products.

Secondary Data – is information that has already been collected by some other person or organisation. There are two types of secondary data:

- Internal data: This is information that has already been collected from internal sources. That is from inside the business such as financial statistics, annual and management reports, research reports and customer feedback.
- External data: This is published data from sources outside the business. Examples include magazines, industry association newsletters, government reports and ABS statistics.

3: Data analysis and interpretation:

Statistical interpretation analysis is the process of focusing on the data that represents average, typical or deviations from typical patterns.

Customer and Buyer Behaviour:

Buyer behaviour may be defined as the decisions and actions of people involved in buying and using products. Marketing managers are better able to predict how customers may react to particular marketing strategies

Implied conditions:

Are the unspoken and unwritten terms of a contract, these conditions are assumed to exist regardless of whether they were especially mentioned or written into a contract. The two most important implied terms relating to customer purchases refer to the merchantable quality and fitness of the product.

- Merchantable quality means that the product of a standard a reasonable person would expect for the price. Merchantable quality applies to most consumer contracts.
- Fitness of purpose means that the product is suitable for the purpose for which it is being sold. That is, it will perform as the instructions or advertisements imply.

Warranties:

A warranty is a promise by the business to repair or replace faulty products. In recent years government legislation has made it necessary for businesses to state, clearly and simply, the terms and conditions of the warranty.

Resale price maintenance:

Occurs when the manufacturer or supplier insists that a retailer sell the product at a certain price. For example, if a distributor of television sets forced a retailer to charge a set price for a product; this would be viewed as an incidence of resale price or maintenance and therefore, a breach of the act.

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