

INTRODUCTION TO MARKETING

CHAPTER 2: MARKETING ENVIRONMENT

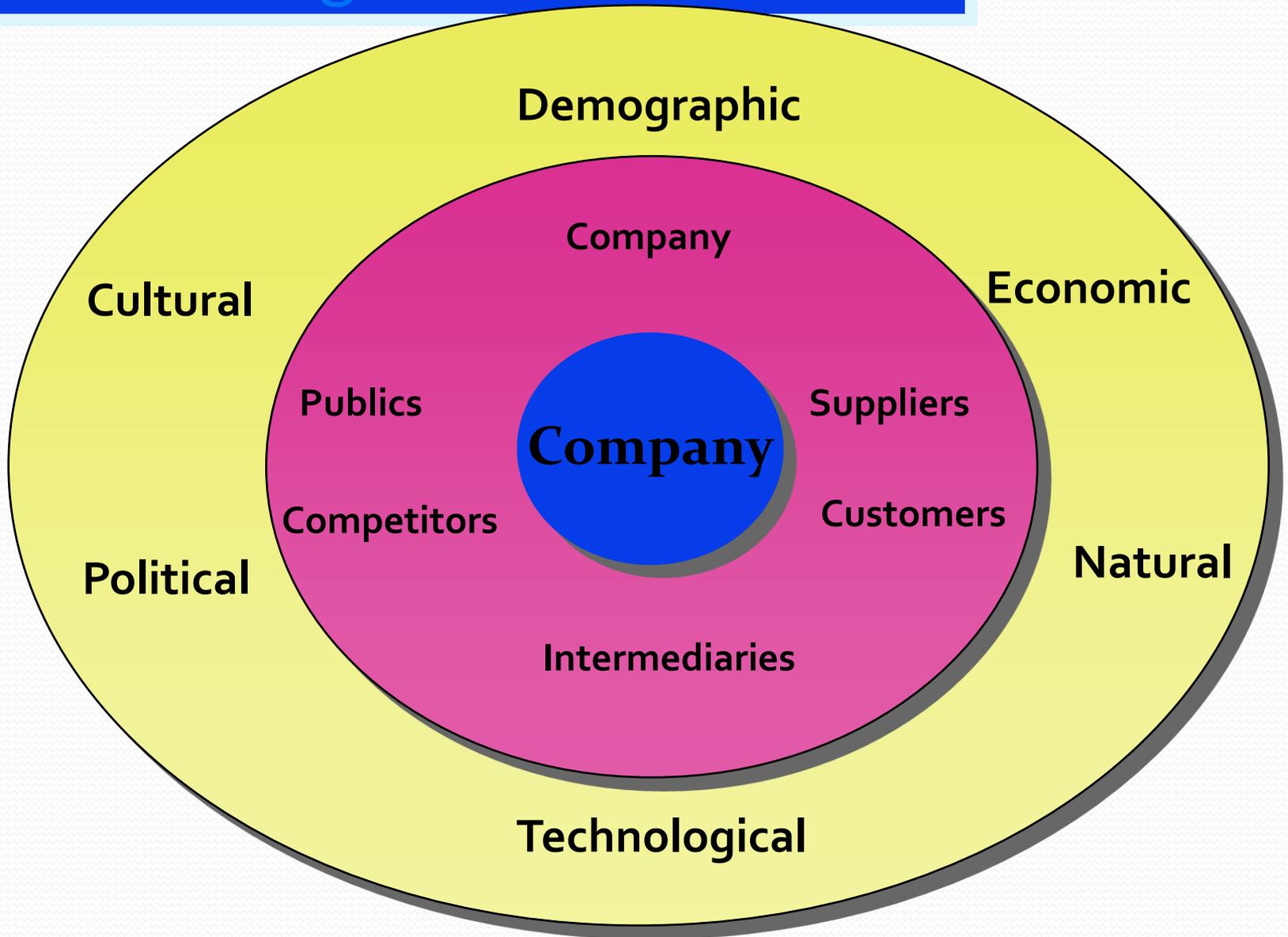
After completing this chapter, student should be able to understand:

1. Environmental scanning
2. Macroenvironment
3. Microenvironment
4. Responding to the marketing environment

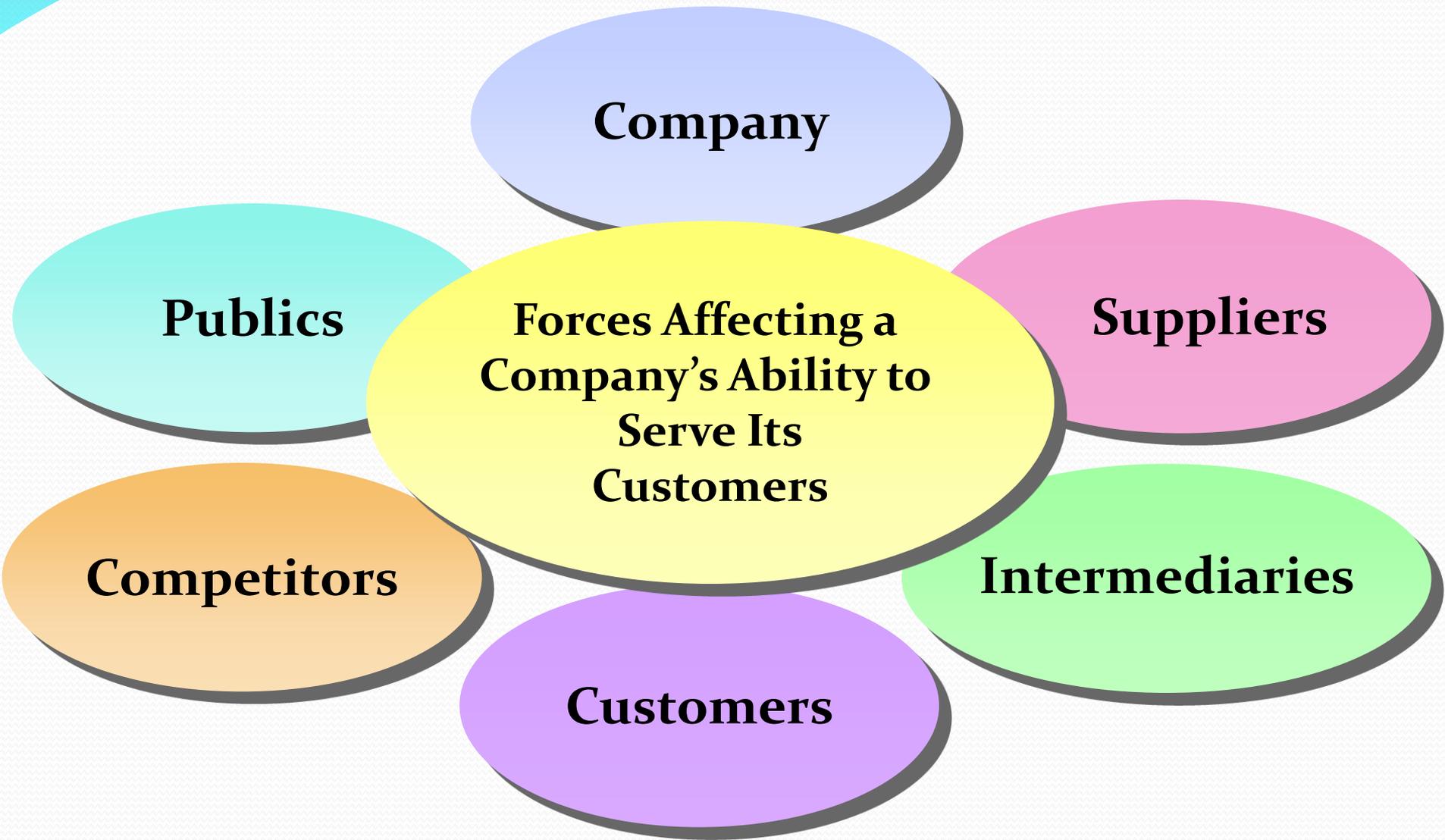
Marketing Environment

- **Marketing Environment**- consists of the actors and forces outside marketing that affect marketing management's ability to develop and maintain successful relationships with its target customers.
- Includes:
 - **Microenvironment** - forces close to the company that affect its ability to serve its customers.
 - **Macroenvironment** - larger societal forces that affect the whole microenvironment.

The Marketing Environment



The Microenvironment



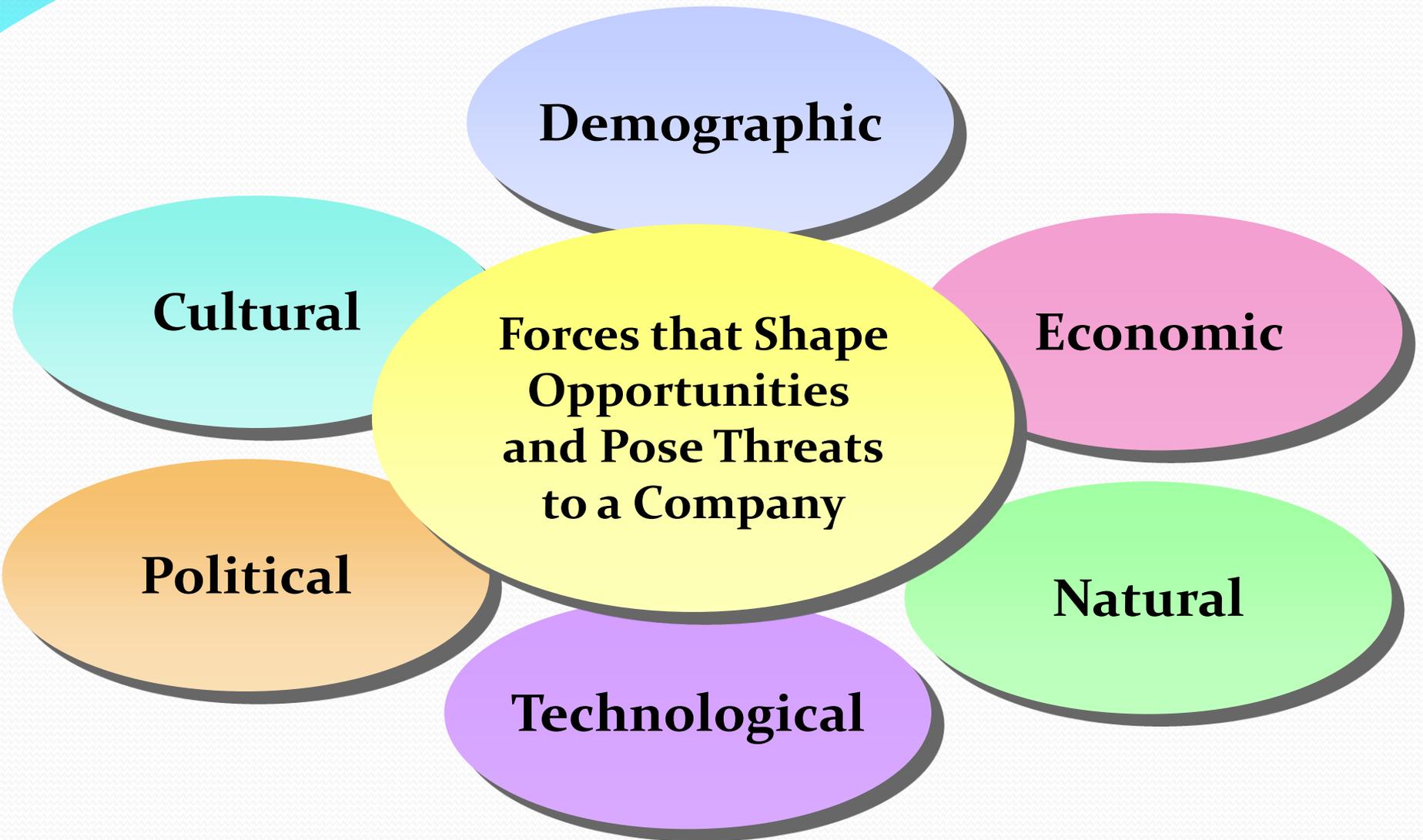
The Company's Microenvironment

- **Company's Internal Environment**- functional areas such as top management, finance, and manufacturing, etc.
- **Suppliers** - provide the resources needed to produce goods and services and are an important link in the “*value delivery system*”.
- **Marketing Intermediaries** - help the company to promote, sell, and distribute its goods to final buyers.

The Company's Microenvironment

- **Customers** - five types of markets that purchase a company's goods and services.
- **Competitors** - those who serve a target market with similar products and services against whom a company must gain strategic advantage.
- **Publics** - any group that perceives itself having an interest in a company's ability to achieve its objectives.

The Macroenvironment



The Company's Macroenvironment

- **Demographic** - studies populations in terms of age, gender, race, occupation, location and other statistics.
- **Economic** - factors that affect consumer purchasing power and spending patterns.
- **Natural** - natural resources needed as inputs by marketers or that are affected by marketing activities.

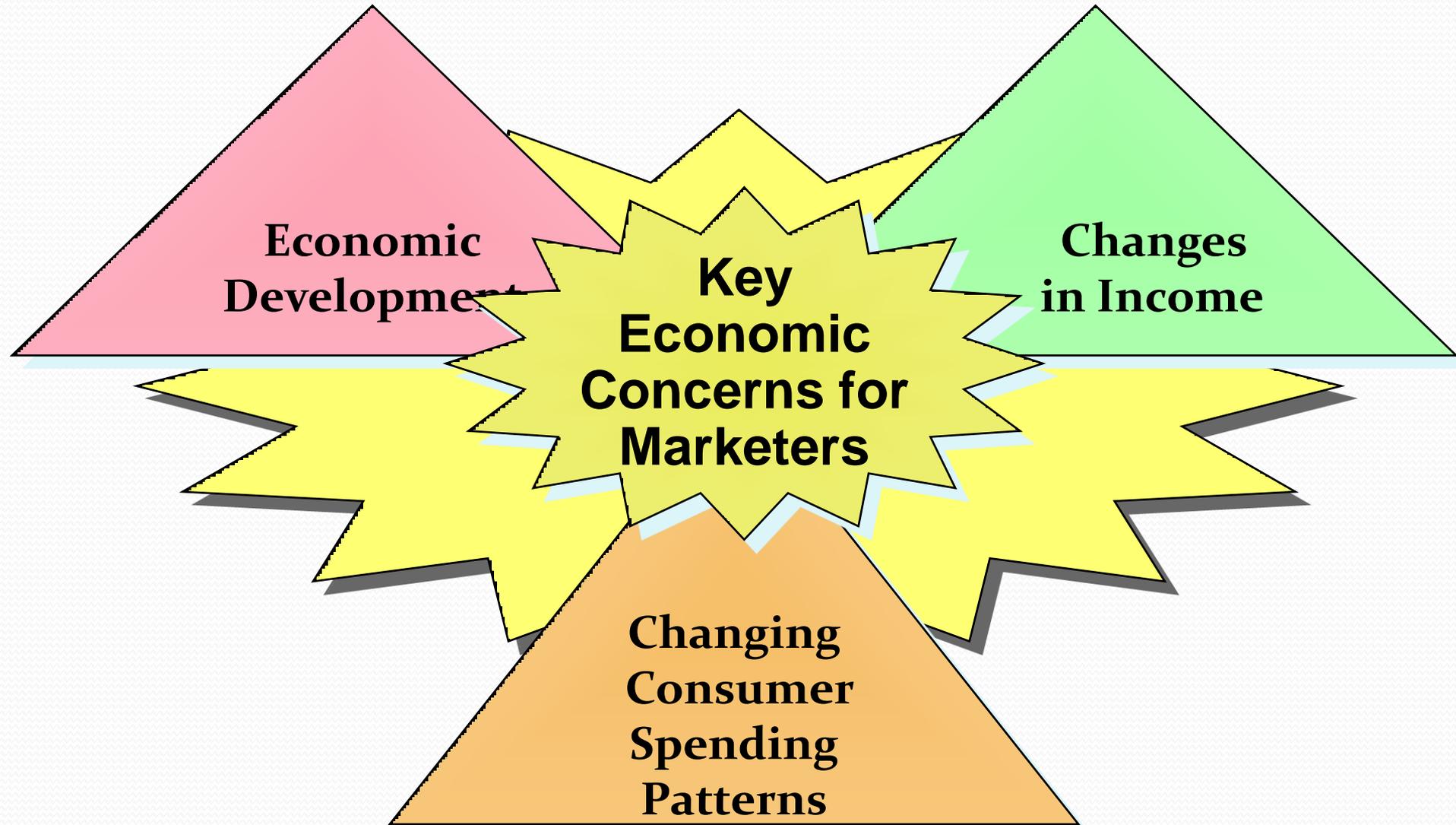
Economic Environment

**Economic
Development**

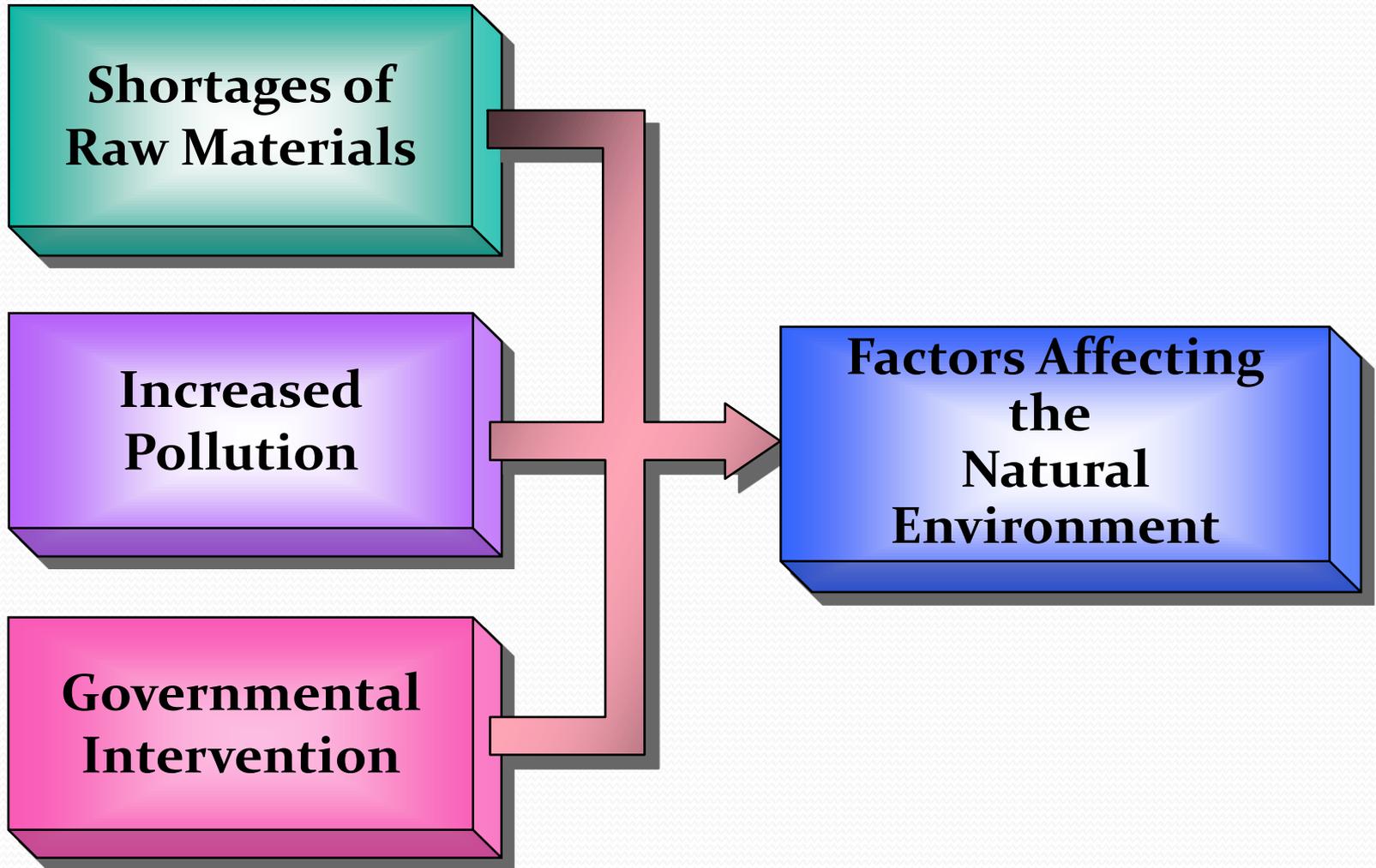
**Key
Economic
Concerns for
Marketers**

**Changes
in Income**

**Changing
Consumer
Spending
Patterns**



Environment



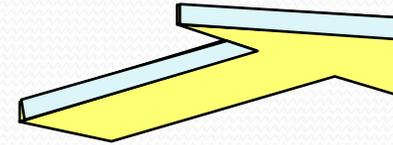
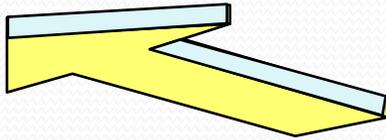
The Company's Macroenvironment

- **Technological** - forces that create new technologies, creating new product and market opportunities.
- **Political** - laws, agencies and groups that influence and limit organizations and individuals in a given society.
- **Cultural** - institutions and other forces that affect a society's basic values, perceptions, preferences, and behaviors.

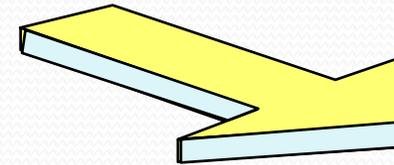
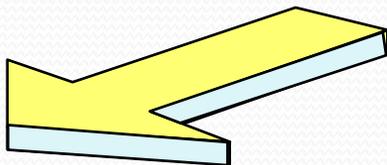
Technological Environment

**Rapid Pace of
Change**

**Unlimited
Opportunities**



**Issues in the Technological
Environment**



**Increased
Regulation**

**Practical, Affordable
Products**

Some Trends in the Political Environment Include:

**Increasing
Legislation Designed
to Protect Groups**

**Changing Government
Agency
Enforcement**

**Increasing Emphasis
on Ethics and
Socially Responsible
Actions**