

ESSENTIALS OF MARKETING

Seventh Edition

Jim Blythe

University of Westminster

Jane Martin

University of Chester



Harlow, England • London • New York • Boston • San Francisco • Toronto • Sydney
Dubai • Singapore • Hong Kong • Tokyo • Seoul • Taipei • New Delhi
Cape Town • São Paulo • Mexico City • Madrid • Amsterdam • Munich • Paris • Milan

BRIEF CONTENTS

List of tables	xiii
List of figures	xv
Preface to the Seventh Edition	xvii
Acknowledgements	xix
1 What do marketers do?	1
2 The marketing environment	22
3 Consumer and buyer behaviour	48
4 Segmentation, targeting and positioning	75
5 Market research	100
6 Products, branding and packaging	122
7 Pricing strategies	160
8 Distribution	179
9 Marketing communications and promotional tools	200
10 Marketing planning, implementation and control	252
11 Services marketing	278
12 Sustainable marketing	302
Glossary	328
Index	345

CONTENTS

List of tables	xiii
List of figures	xv
Preface to the Seventh Edition	xvii
Acknowledgements	xix
1 What do marketers do?	1
<i>Objectives</i>	1
<i>Introduction</i>	1
About marketing	2
The development of the marketing concept	3
Marketing and other business disciplines	8
Marketing on a day-to-day basis	9
Marketing jobs	10
Key concepts in marketing	12
Definitions of some marketing terms	12
Meeting marketing resistance	14
Quotations about marketing	16
<i>Case study 1: Lush</i>	16
<i>Summary</i>	18
<i>Chapter questions</i>	19
<i>Further reading</i>	19
<i>References</i>	20
2 The marketing environment	22
<i>Objectives</i>	22
<i>Introduction</i>	22
The marketing environment	23
The external environment	23
The international environment	36
World trade initiatives	37
The internal environment	41
<i>Case study 2: Samsung</i>	42
<i>Summary</i>	44
<i>Chapter questions</i>	45
<i>Further reading</i>	46
<i>References</i>	46

3	Consumer and buyer behaviour	48
	<i>Objectives</i>	48
	<i>Introduction</i>	48
	Consumer behaviour	49
	Perception	55
	Influences on the buying decision	57
	Impulse buying	63
	Industrial buyer behaviour	64
	<i>Case study 3: Armani</i>	67
	<i>Summary</i>	69
	<i>Chapter questions</i>	70
	<i>Further reading</i>	71
	<i>References</i>	71
4	Segmentation, targeting and positioning	75
	<i>Objectives</i>	75
	<i>Introduction</i>	75
	Reasons for segmenting markets	76
	Segmentation variables	78
	Segmenting industrial markets	82
	Segmentation effectiveness	83
	Global segmentation	84
	Targeting	85
	Positioning	89
	Sales forecasting	91
	<i>Case study 4: Apple</i>	93
	<i>Summary</i>	96
	<i>Chapter questions</i>	96
	<i>Further reading</i>	97
	<i>References</i>	98
5	Market research	100
	<i>Objectives</i>	100
	<i>Introduction</i>	100
	The need for market research	101
	The research process	103
	Approaching respondents	104
	Analysing the results	112
	<i>Case study 5: Nike</i>	117
	<i>Summary</i>	119
	<i>Chapter questions</i>	119
	<i>Further reading</i>	120
	<i>References</i>	120

6	Products, branding and packaging	122
	<i>Objectives</i>	122
	<i>Introduction</i>	122
	Defining products	123
	Classifying products	123
	Managing the product range	126
	Developing better products	129
	Diffusion of innovation	135
	Branding	138
	Strategic issues in branding	142
	Extending the brand	146
	Retailers' own-brands	147
	Packaging	149
	<i>Case study 6: Subway</i>	150
	<i>Summary</i>	152
	<i>Chapter questions</i>	153
	<i>Further reading</i>	154
	<i>References</i>	155
7	Pricing strategies	160
	<i>Objectives</i>	160
	<i>Introduction</i>	160
	Economic theories of pricing and value	161
	Pricing and market orientation	163
	Setting prices	172
	<i>Case study 7: KFC</i>	173
	<i>Summary</i>	175
	<i>Chapter questions</i>	176
	<i>Further reading</i>	176
	<i>References</i>	177
8	Distribution	179
	<i>Objectives</i>	179
	<i>Introduction</i>	179
	Logistics versus distribution	180
	Wholesalers	183
	Retailers	186
	Selecting channels	190
	Managing distribution channels	191
	Efficient consumer response	195
	<i>Case study 8: ASOS</i>	195
	<i>Summary</i>	197

<i>Chapter questions</i>	197
<i>Further reading</i>	198
<i>References</i>	199
9 Marketing communications and promotional tools	200
<i>Objectives</i>	200
<i>Introduction</i>	200
Marketing communications theory	201
Developing communications	203
The promotional mix	204
Managing advertising	205
Sales promotion	213
Managing personal selling	216
Managing the salesforce	218
Managing PR	221
Digital marketing	234
Integrating the promotional mix	241
<i>Case study 9: BMW</i>	243
<i>Summary</i>	245
<i>Chapter questions</i>	245
<i>Further reading</i>	247
<i>References</i>	247
10 Marketing planning, implementation and control	252
<i>Objectives</i>	252
<i>Introduction</i>	252
The marketing planning process	253
The marketing audit	254
Corporate objectives	256
Internationalisation strategy	258
Tactical planning	262
Organisational alternatives	264
Promotional strategies	265
Tactical approaches	266
Deciding the type of campaign	268
Putting it all together	269
Monitoring and evaluating marketing performance	270
Feedback systems	272
<i>Case study 10: Pandora</i>	273
<i>Summary</i>	274
<i>Chapter questions</i>	275
<i>Further reading</i>	276
<i>References</i>	277

11 Services marketing	278
<i>Objectives</i>	278
<i>Introduction</i>	278
Services versus physical products	279
Services and consumer behaviour	280
Providing services	283
Loyalty in services	293
Case study 11: Accor Hotels	296
Summary	297
Chapter questions	298
Further reading	299
References	299
12 Sustainable marketing	302
<i>Objectives</i>	302
<i>Introduction</i>	302
Relationship versus traditional marketing	303
People with whom business is done	308
Developing a relationship marketing approach	310
Marketing ethics	313
Globalisation	315
Marketing strategy revisited	317
The twenty-first-century marketplace	317
Case study 12: Facebook	319
Summary	322
Chapter questions	323
Further reading	324
References	324
Glossary	328
Index	345

Companion Website

For open-access student resources specifically written to complement this textbook and support your learning, please visit www.pearsoned.co.uk/blythe

Lecturer Resources

For password-protected online resources tailored to support the use of this textbook in teaching, please visit www.pearsoned.co.uk/blythe