

Society Demands Quality Life of products in Marketing

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ABSTRACT

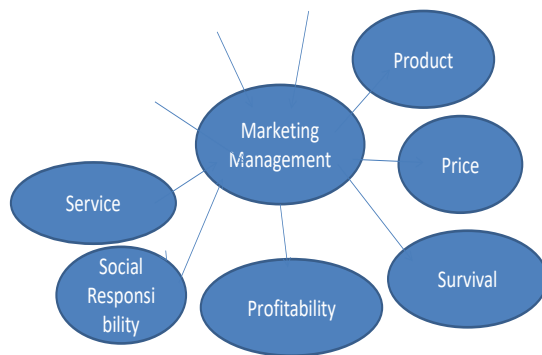
The study briefly describes Marketing Management factors of social responsibility i.e. product, survival, price and profit which are involved in the marketing practices in Cachar district, among them 96 unit under the study. Marketing has an important role to play in the growth and development of underdeveloped economy. A rapid development of an underdeveloped country it is possible only through the modern techniques of marketing. Importance of marketing goes on increasing in these countries with every growth in industrialization and urbanization because marketing is a significant tool for producing the goods and services at large scale and for selling this production successfully in the market. Marketing is considered to be the most important activity of all the business activities. It has become a necessity for the successful operation of all other business sources. In recent years, the functions of marketing have undergone tremendous changes. It is being recognized as a profession based on a systematic part of knowledge. These changes have increased the liabilities of marketing in international markets. It exercises a definite and extensive influence on our economic and social life styles. As a socio-economic institution a market-oriented company has to perform all tasks involved in the development and delivery of goods and services from production to consumption. As a social institution, marketing is responsible to deliver a standard of living and maximise life quality. Now life quality means not only the quantity and quality of consumer goods and services but also enriched quality of the environment.

Key words: Product, survival, social responsibility and Profit.

INTRODUCTION

Modern business is regarded as an integral component of society. It must have society's approval in order to function successfully. In today's world, society is accepting much more from business than in the past. Society demands quality life of product. Integrated business plan and controls are accepted to act as instruments of social change and these have to be implemented in order to promote maximum public good and welfare. In addition to economic performance, modern business must demonstrate social awareness of sensitivity and social performance. Dependence of business on its environment is so complete that the very existence and survival as well as growth of any organization depend upon its acceptance by the society. If it outlives its utility to the society it has no place and reason to live. Social responsibility means an intelligent and objective concern for the welfare of society that limits or prevents individual and corporate behaviour from destructive activities, e.g. monopoly power, unfair trade practices, environment. Such destructive activities may be immediately profitable to the business but they cannot be tolerated by the society. Social responsibility indicates personal obligation of people, as they act their own interest, to ensure the rights and legitimate interest of others are not sacrificed by their behaviour and action. Basically, it means that managers should consider the effects of their decisions (in Business planning and developing business strategies) upon all stakeholders who are interested in the enterprise directly or indirectly and who may be adversely affected by these corporate decisions.¹ We have twin activities which are most significant in marketing: 1. Matching the product with demand, i.e. customer needs and desires or target market, 2. The transfer of ownership and possession at every stage in the flow of goods from the primary producer to the ultimate consumer. Marketing comprises all activities involved in the determination and satisfaction of customer needs at a profit. By means of marketing function, marketer can direct the firm's response to an ever-changing market environment and orient all parts of the business toward the creation of a satisfied customer. Marketing encompasses all activities of exchange conducted by producers and middlemen in commerce for the purpose of satisfying consumer demand²

Marketing concept, a philosophy of early 1950 gave marketing a much more important role in business. To apply this concept, an organization must meet three basic needs. Firstly, it must truly believe in the customer's importance. Most of the companies give lip service to this idea; no manager wants to be caught saying that customers are not important. By contrast, a genuine customer orientation demands a fervent commitment of people, time, and monetary resources to implement this orientation. Secondly, marketing efforts must be integrated. Specific and measurable goals should be set; all marketing activities should be coordinated. If various departments follow their own private agendas in conducting marketing activities, the organization may lose sight of customer's needs finally, management must accept the assumption that profit goals will be reached through satisfied customers. Clearly, the path to profit is not a simple one; all business firms compete within a complex environment that demands astute management of organizational resources and efforts. Nevertheless, managers must have confidence that if their material needs by offering quality product at fair prices, their companies will make money. Similarly, not- for- profit organizations will achieve their financial and other goals if they satisfy their customer and members. These three points of the marketing concept, which are necessary conditions in creating satisfactory exchange and in making marketing true philosophy of business³.



Source: Primary Data

Problem of the Study

Marketing managers face the severe challenges:

Budget constraints: A lack of funding or resources can prevent marketers from reaching their goals.

Generating leads: it can be difficult to generate enough high- quality leads to support a company's goal.

Hiring talent: there are may not be enough resources to meet the high demand for talent.

Data privacy and security: it's important to ensure that customer data is handled securely and in compliance with regulations.

Inconsistent messaging: Inconsistent branding and messaging can confuse audiences and lead to lack of trust.

Keeping up with consumer behavior: Consumer behavior is constantly changing and marketers need to adopt to these changes.

Managing a changing marketing landscape: The business landscape is constantly changing, making it difficult for businesses to stand out.

Managing a multi- Channel Marketing strategy: Marketers need to manage multiple marketing channels.

Creating engaging content: Marketers need to build brand awareness and recognition.

Proving ROI: Marketers need to prove that their marketing campaigns are providing a return on investment.⁴

Objectives of the study

The main objectives of the study are:

1. To draw the characteristics of the marketing management of social aspects.
2. To enumerate the growth and development of the marketing management of social responsibility.
3. To identify the growing challenges and prospects.

Research Questions

The Proposed study aims to address the following questions:

1. What are the main characteristics of the study area?
2. What are the growth and development of the sector?
3. What are the prospects and challenges of the area?

MATERIALS AND METHODS

The proposed study is to explore and understand the various features of marketing management of Cachar district. The universe is all the marketing management unit in the Cachar district randomly selected 9075 unit. The population 9075 numbers of unit by using sample size calculator, the sample size is found 96, at confidence level 95%, Margin of Error 10%, Population Proportion 50%. The area of study was conducted in Cachar district data analysis techniques are descriptive statistics for analyzing the dependence data Chi-square Exact test is used due to the reason that some of the cells are either zero or less than 5. The report presentation is using tables for easy grasping the findings.

RESULT AND DISCUSSION

Marketing has acquired an important place for the economic development of the country .it has also become a necessity for attaining the object of social welfare as a result of it, marketing is considered to be the most important activity in a business enterprise while at the early stage of development it was considered to be last activity⁵.

Product

Product are integral to the exchange process; without them, there is no marketing. As pointed out earlier, a product can be a good, service, or an idea. Astute marketers realize that a product is actually a “bundle of value” that meets customer’s expectations. This philosophy holds that customer favours quality, performance, innovative features etc. the buyer will admire such products. Therefore, firms following this philosophy believe that by making superior products and improving their quality overtime, they will be able to attract customers. The product concept is somewhat different from the production concept. Whereas the production concept seeks to win markets and profits via high volume of production and low unit costs, the product concept seeks to achieve the same result via product excellence- improved products, new products, and ideally designed and engineered products. It also places the emphasis on quality assurance. They spend considerable energy, time and money on research and development and bring in a variety of new products. Organization which follows this concept concentrate on achieving product excellence. They do not bother to study the market and the consumer in depth. They get totally engrossed with the product and almost forget consumer for whom the product is actually made. They fail to find out what consumers actually need and what they would gladly accept. When organization

fall in love affair with the product is leads to marketing Myopia because the focus is on the product rather than on the customer needs.⁶

Table:1: -Product for Price

Price		Product			Total
		Local	Traditional	New Product	
	Lowest	2	15	0	17
	Medium	22	30	21	73
	High	6	0	0	6
Total		30	45	21	96

(Source: Primary Data)

It is revealed from the above table that Price respondent under Medium category is the highest Traditional category under product respondent is the second largest and High price is the lowest response.

From the above findings, it is imperative to test whether Product respondent depend upon the Price respondent in Cachar district.

Hypothesis Testing

Null Hypothesis (H_0)

There is no significant relationship between the Product respondent and Price respondent in Cachar district.

Alternative Hypothesis (H_a)

There is significant relationship between the Product respondent and Price respondent in Cachar district

For testing the above hypothesis Chi-square (exact test)

Table:2 Chi-Square Tests

Pearson Chi-square	Value	df	Exact sig(Two sided)
	30.210	4	0.000

Test Result of SPSS Software

Since the P –value ($=0.000$) < 0.05 , the Chi- square critical value $\chi^2=30.210$ is significant. Hence, Null hypothesis (H_0) is rejected and Alternative hypothesis (H_a) is accepted. That is, there is a significant relationship between Product respondent and Price respondent. In conclusion that Product respondent depend upon the Price respondent.

Price

Pricing is perhaps the most important decision taken by a businessman. It is the decision upon which the success or failure of an enterprise depends to a large extend. Therefore, price must be determined only after taking all the relevant factors into consideration. While determining price policy, the factors to be considered are- cost of production, severity of competition, prices of competitors, marketing policy, government policy, the buying capacity of consumers etc.

An Analytical study of all the functions of marketing discussed above makes it clear that marketing is very wide term including all the activities from the discovery of needs and wants of consumers to their satisfaction.

Table:3: -price for product

price		Product			Total
		Local	Traditional	New product	
	Lowest	2	15	0	17
	Medium	22	30	21	73
	High	6	0	0	6
Total		30	45	21	96

(Source: Primary Data)

From the above table it is found that Medium category under Price respondent is the highest in both respondent Traditional category under Product respondent is the second where as High price under Price respondent is the lowest respondent.

From the above findings, it is imperative to test whether Product respondent depend upon the Price respondent in Cachar district.

Hypothesis Testing

Null Hypothesis (H_0)

There is no significant relationship between Price respondent and Product respondent in Cachar district.

Alternative Hypothesis (H_a)

There is significant relationship between the Price respondent and Product respondent in Cachar district

For testing the above hypothesis Chi-square (exact test)

Table:4 Chi-Square Tests

Pearson Chi-square	Value	Df	Exact sig(Two sided)
	30.219	2	0.000

Test Result of SPSS Software

Since the P –value ($=0.000$) < 0.05 , the Chi- square critical value $\chi^2=30.219$ is significant. Hence, Null hypothesis (H_0) is rejected and Alternative hypothesis (H_a) is accepted. That is, there is a significant relationship between Price respondent and Product respondent. In conclusion that Price respondent depend upon the Product respondent.

Survival

Survival may be the basic and ultimate objective of a business particularly under changing environment, changing demand and competition. Survival also is the best measure of economic performance and marketing activity. Social responsibility is an essential condition of survival over the long run. Service is the highway to

customer satisfaction. Therefore, to survival in-competition. Marketing strategies are developed to achieve the survival goal⁷.

Table:5: -Survival for Profit

Profit		Survival			Total
		Environment	Demand	Performance	
	Medium	2	15	0	17
	High	22	30	21	73
	Low	6	0	0	6
Total		30	45	21	96

(Source: Primary Data)

it is revealed from the above table that High category under profit respondent is highest and Demand category under survival respondent is the second largest whereas low category under profit respondent is the lowest.

From the above findings, it is imperative to test either Survival respondent depend upon the Profit respondent in Cachar district.

Hypothesis Testing

Null Hypothesis (H₀)

There is no significant relationship between the Survival respondent and Profit respondent in Cachar district.

Alternative Hypothesis (H_a)

There is significant relationship between the Survival respondent and Profit respondent in Cachar district

For testing the above hypothesis Chi-square (exact test)

Table:6: Chi-Square Tests

Pearson Chi-square	Value	Df	Exact sig(Two sided)
	30.223	4	0.007

Test Result of SPSS Software

Since the P –value (=0 .007) > 0.05, the Chi- square critical value $x^2=30.223$ is significant. Hence, Null hypothesis (H₀) is accepted and Alternative hypothesis (H_a) is rejected. That is, there is no significant relationship between Survival respondent and Profit respondent. In conclusion that Survival respondent is not depend upon the Profit respondent.

Social Responsibility

Modern business does not live in a vacuum. It lives in a socio-economic environment. Hence it has an obligation to meet its social responsibility to its employees, the community and the public, as well as to its owners and

customers. A corporation is expected to act as a good citizen in a society. Managers act as both businessman and citizens. They must reconcile the conflicts between the economic responsibility and social responsibility. If business fails to do so, it will invite additional government regulation. It is expected that social responsibility and enlightened self-interest should coincide. self -regulation can help marketers to fulfil social responsibilities. Marketing strategies are formulated always in the light of requirements of social responsibilities.

Managers at all levels in an organization are involved in resolving the conflict and reconciling the following responsibilities: 1. To the society as a whole ,2. To the consumers.3.to the employees, 4.to the shareholders, and 5. To the government⁸.

Table:7: - Product for Social responsibility

Social responsibility		Product			Total
		Local	Traditional	New Product	
	Medium	2	15	0	17
	Fully	22	30	21	73
	Partial	6	0	0	6
Total		30	45	21	96

(Source: Primary Data)

It is revealed from the above table that Fully category under Social responsibility respondent is the highest and Traditional category under product respondent is the second largest whereas partial category under Social responsibility respondent is the lowest responses.

From the above findings, it is imperative to test whether Product respondent depend upon the Social Responsibility respondent in Cachar district.

Hypothesis Testing

Null Hypothesis (H₀)

There is no significant relationship between the Product respondent and Social Responsibility respondent in Cachar district.

Alternative Hypothesis (H_a)

There is significant relationship between the Product respondent and Social Responsibility respondent in Cachar district

For testing the above hypothesis Chi-square (exact test)

Table:8: Chi-Square Tests

Pearson Chi-square	Value	Df	Exact sig(Two sided)
	30.220	4	0.000

Test Result of SPSS Software

Since the P –value ($=0.000$) < 0.05 , the Chi- square critical value $\chi^2=30.220$ is significant. Hence, Null hypothesis (H_0) is rejected and Alternative hypothesis (H_a) is accepted. That is, there is a significant relationship between Product respondent and Social Responsibility respondent. In conclusion that Product respondent depend upon the Social Responsibility respondent.

Profit

The ultimate purpose of the marketing concept is to help organisations achieve their objectives. In the case of private firms, the major objective is the profit. In the case of non-profit and public organisations it is surviving and attracting enough funds to perform useful work. Private firms should not aim for profits as such but to achieve profits as a consequence of creating superior consumer value. A company makes money by satisfying customer needs better than its competitors.⁹

Table:9: -Profit for Product

Profit		Product			Total
		Local	Traditional	New Product	
	Medium	2	15	0	17
	High	22	30	21	73
	Low	6	0	0	6
Total		30	45	21	96

(Source: Primary Data)

It is seen from the above table that High category under profit respondent is the highest Traditional category under Product respondent is secured second largest respondent whereas Low category under Profit respondent is the lowest.

From the above findings, it is imperative to test whether Product respondent depend upon the Profit respondent in Cachar district.

Hypothesis Testing

Null Hypothesis (H_0)

There is no significant relationship between the Product respondent and Profit respondent in Cachar district.

Alternative Hypothesis (H_a) There is significant relationship between the Product respondent and Profit respondent in Cachar district

For testing the above hypothesis Chi-square (exact test)

Table:10: Chi-Square Tests

Pearson Chi-square	Value	Df	Exact sig(Two sided)
	32.210	4	0.000

Test Result of SPSS Software

Since the P –value ($=0.000$) < 0.05 , the Chi- square critical value $\chi^2=32.210$ is significant. Hence, Null hypothesis (H_0) is rejected and Alternative hypothesis (H_a) is accepted. That is, there is a significant relationship between Product respondent and Profit respondent. In conclusion that Product respondent depend upon the Profit respondent.

Men

Men often thrive in marketing roles that require a strong focus on data, analytic and ROI. Their approach tends to be more strategic and result -oriented which is essential for performance marketing, digital advertising and Operations management¹⁰

Service

Under customer-oriented marketing, serving the demand or customers is the central marketing function. It is the guaranteed road even to profitability. Profit is the byproduct of customer satisfaction. Modern business is a vehicle through which man serves society. The concept of service to customers and to society is based on ethical views of marketing practice. Service customer -citizen is the master key to both survival as well as profits.¹¹

Table:12: -Men for Service

Service		Men			Total
		Medium	High	Less	
	Demand based	2	15	0	17
	Custom oriented	22	30	21	73
	Normal	6	0	0	6
Total		30	45	21	96

(Source: Primary Data)

It is revealed from the above table that Customer oriented category under Service respondent is the highest, High category under Men respondent is the second largest and Normal category under Service respondent is the lowest response.

From the above findings, it is imperative to test whether Men respondent depend upon the Service respondent in Cachar district.

Hypothesis Testing

Null Hypothesis (H_0)

There is no significant relationship between the Men respondent and Service respondent in Cachar district.

Alternative Hypothesis (H_a)

There is significant relationship between the Men respondent and Service respondent in Cachar district

For testing the above hypothesis Chi-square (exact test)

Table:13 Chi-Square Tests

Pearson Chi-square	Value	df	Exact sig(Two sided)
	30.210	4	0.000

Test Result of SPSS Software

Since the P –value ($=0.000$) < 0.05 , the Chi- square critical value $\chi^2=30.210$ is significant. Hence, Null hypothesis (H_0) is rejected and Alternative hypothesis (H_a) is accepted. That is, there is a significant relationship between Men respondent and Service respondent. In conclusion that Men respondent depend upon the Service respondent.

CONCLUSION

In conclusion. that Product respondent depend upon the Price respondent and Price respondent depend upon the Product respondent. On the other hand, Survival respondent is not depending upon the Profit respondent. Product depends upon the profits. Men respondent depends upon service. Product respondent depend upon the Social Responsibility respondent

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