

# The marketing concept assignment

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The “ marketing concept” is the philosophy that firms should analyze the needs of their customers and then make decisions to satisfy those needs, better than the competition. Today most firms have adopted the marketing concept, but this has not always been the case. Apple Company has applied marketing concept into their business. As we know, the marketing concept means determining the needs and wants of target markets and delivering the desired satisfaction more effectively and efficiently than competitors do.

The marketing concept used by the Apple Company divided into 3 categories, which are customer oriented, organization objectives and coordinated market activities. Apple Company makes correct marketing management by learning and understanding customer’s needs and wants. They collect up-to-date data about customer needs in order to produce satisfied goods to them. The launch of phone surprised the world and created a revolution. Apple proved that its success is generated through innovation. It is voted the highest in terms of customer satisfaction.

The Apple Company modifies offering by creating varieties in their products. They also try to attract customers by advertising through media, which is appealing to the customers. Moreover, they create convenience to the customer by providing good delivery service despite the massive demand. All these steps taken by Apple company is said to be process of reaching customer orientation concept. Besides, they also attempt to move closer to their ultimate goal by improving their qualities of their products.

The Apple Company also applied societal concept to the business. Societal concept focus on consumer needs, wants and society expectation. Based on

our research, Apple Company has recycled over 21 million pounds of electronics worldwide since 1994. Apple Company also has a continuing free pod-recycling program in the US retail stores, offering environmentally friendly methods of disposing of old and unwanted pods. The purposes of recycling are to reduce toxic products, increase durable products and save resources.

The Product Concept: The “ product concept” prevailed from the time of the industrial revolution until the early sass’s. The production concepts was the idea that a firm should focus on those products that it could produce most efficiently and that the creation of a apply of low-cost products would in and of itself create the demand for the products. Toyota is an example of a company, which uses the Product Concept. The cars manufactured by Toyota are of supreme quality, which also yield an overall good performance. They do not compromise on the seating comfort and luxury in the car.

At the same time, they manage to give a good mileage, which is a necessity in the Indian market. Although their prices are slightly higher compared to other competitors such as Hounded, Marti Suzuki and Honda, Toyota is still a primary choice for many of the middle class families. Some of the high selling cars of Toyota in India include Innovate, Altos and Fortune. The highest selling Toyota car around the world is the Pries which is a hybrid car made to save fuel. This car can be charged and is very efficient at the same time.

The servicing of the car is also one of the key features why Toyota cars rule the market. It is very affordable. Added to this, Toyota recently introduced a

60 minutes servicing option for those who are always on the move. This has been incorporated after keeping the majority of the Indians in mind who do not have sufficient time to take their car for service. Holistic Marketing Concept The four components that characterize holistic marketing are relationship marketing, internal marketing, integrated marketing, and socially responsive marketing.