

# Consumer oriented marketing

[Business](#), [Marketing](#)



a) There are certain very important elements that good marketers need to know in order to work towards the success of the company and the business. The job of a marketer in today's competitive environment is not limited to designing the products and selling it but there is now much more to that. Marketers are also responsible for designing the entire marketing mix of a product and to see that these marketing strategies are not in any conflict with each other and reap desired results for the firm. These elements include a consumer's preference for a product in terms of design and experience. Similarly, in order to remain profitable in the future also, they need to know the future changes in the consumers' tastes as they are imperative for the success of the business as it is the consumer purchases that keep the business up and running and do well for the owners of the company and for all other stakeholders including the company's customers as well. Marketers will have to base their promotional strategy on the basis of consumer's perceptions. If consumers value discounts more than other offers such as free samples then the marketers need to make sure that they get the appropriate promotion technique and hence marketers need to know a lot about the market in order to keep the business on track and up and running. Apart from the consumer's perception, the psychology of consumers must also be kept in mind. If a certain ad is considered to be bad according to the culture of the country then such an ad should not be aired or printed. These are some of the techniques that marketers must keep in mind in order to make successful promotional and marketing techniques to contribute to the success of the business. However, there are also various other ways that will lead to the success of the business like making sure that target consumers

will be tempted to buy the product via the tradition AIDA model, channels of distributions are such that there will be easy availability of the product through appropriate distribution channels and to make sure that the interests of all shareholders are protected when designing the marketing strategies.