



Marketing Process

*Kiran Ravindra Sahasrabudhe **Dr. (Prof.) Vijay Kumar Soni

* *Research Scholar, Vidya Dairy- Assistant Manager- Anand, (Gujarat) INDIA

** Principal, Jai Meenesh College, Jaipur

ABSTRACT

The persons started to exchange the goods and services with of exchange laid the foundation on which the building of marketing process of today stands.

Keywords : Marketing Process

At the early stage, the needs of human beings were limited and they were capable enough in fulfilling all their needs on their own but with the growth of civilisation, these needs went on increasing and it became impractical for the human beings to fulfill all their needs on their own. It gave birth to specialisation and the persons started to produce only those goods and services in the production of which they were expert. It started the system of barter exchange.

Scientific processes and techniques, latest scientific investigations, means of transportation, means of communication, and many other developments in different fields have now complicated the functions of marketing. Therefore, it has become necessary that the help of different types of intermediaries must be taken for the successful and efficient performance of marketing functions. Now, it is not practical for any producer to distribute the goods and services produced by him to their consumers through his own network of distribution. All the producers have to take the help of different intermediaries for the distribution of goods and services produced by them. Such distribution of goods and services through intermediaries is known as marketing Process.

Marketing process divided into three parts as follows:-

1. **Concentration** : Concentration means the accumulation of goods at one central place in huge quantity by collecting it from a large number of small producers. In small quantities many producers are now days engaged in the production of goods and services of different types. Some of them produce at large scale, while others at small scale. It is not possible for all of them to have their own network of distribution. All of them cannot sell their goods and services to the consumers on their own. It necessitates the concentration. This is done by wholesalers. They collect the goods from different producers in different quantities.

Concentration is necessary for those products also which are produced throughout the year but consumed seasonally and for the products which are produced seasonally but consumed throughout the year; it is not possible to make these goods available at proper time and place without concentration.

Concentration includes purchasing, Storage, Grading, Stand. Radiation, Transportation, Financing, Risk

Bearing etc. Government of India is also engaged in the concentration of some goods.

- (2) **Dispersion** : It is the most important function of marketing process to distribute the goods and services to their consumers. Dispersion is the activity through which the goods and services are delivered to their real consumers at the right time and right place in the right quantity through the most appropriate channels of distribution. This function is mainly discharged by wholesalers. They collect the goods from different producers in indifferent quantities and store it and then they sell it to the retailers who, at the last, sell it to the real consumers. Dispersion includes the performance of many different activities, e.g., collection, Storage, Gradation, standardization, Transportation, Arrangements of Finance, Risk Bearing etc. During recent years, some organizations. Government of India has also undertaken the liability of distributing some products.
- (3) **Equalization** : Equalization establishes effective co-ordination between the activities of concentration and dispersion. All the efforts are made to establish effective co-ordination between these two activities. Right goods must be collected from right producers at right time at right prices and in right quantities. These goods must be stored till their distribution in right condition. And then these goods must be delivered to their real consumers at the right time and place through the most appropriate channels of distribution. Alongwith this best efforts must be made to maintain effective equilibrium between demand and supply so that best possible services may be provided to the consumers.

To achieve pre-determined objectives of the enterprise, it is essential that all the three activities of marketing process must be well co-ordinated. Only then the twin object of maximising profits and maximum service of the society can be achieved. It can very well be concluded, "Concentration, Dispersion, and Equalization are the heart of Marketing it is the need for the performance of these operations that makes Marketing necessary.

At the early stage of development, human wants were limited and the scope of marketing was also very limited. There were direct relations between producers and consumers. Thus, there was no problem of marketing but now the time has changed and the human wants are unlimited. Producers are scattered throughout the country. The gap between producers and consumers is increasing day-by-day.

There are three different approaches to the study of marketing:-

- (1) **Commodity Approach :-** This approach of the study of marketing is based on the study of commodity. According to this approach, to study the system of marketing, we must study in delivering this commodity to the consumers? What are the functions to be performed in this process? For example, if we want to study the marketing of wheat, we will have to study the demand of wheat, sources of supply of wheat, different qualities the consumers. We will have to study the nature and attitude of the consumers. We will have to study the pattern of sellers of wheat. We will have to study the channels of distribution used for the distribution of wheat. Thus, we will have to study the activities of Storage, Grading Packing, Transportation, and Finance etc.

Thus, Commodity Approach of Marketing is the study of marketing activities for the individual commodities.

- (2) **Institutional Approach :** Institutional approach of marketing is based on the study of different institutions engaged in the activities of marketing. Due to the increasing complexities of marketing day-by-day, many large number institutions are engaged in marketing activities and are playing very important role in this field, such as, Wholesalers, Retailers, Marketing Research Agencies, Insurance Companies, Advertisement and Transportation Agencies, Warehousing Agencies etc. All of these institutions help in distributing the goods and services to the consumers. To study the marketing process, we must study the activities performed by all these institutions and the role being played by these institutions in the field of marketing.

Thus, Institutional Approach of Marketing states that to study the process of marketing, we must study the activities being performed by different institutions

engaged in this field.

- (3) **Functional Approach :** This approach of marketing is based on the study of different functions performed in the process of distributing the goods and services from producers to consumers. This approach states that in the process of distributing goods and services from producers, to consumers, This approach states that in the process of distributing goods and services from producers, to consumers, many activities have to be performed. If we study these activities in deep and detail, we can understand the process of marketing very well. Main functions to be performed in the process of distributing goods and services from producers to consumers are Collection, Gradation, standardisation, Storage, advertisement, Sales Promotion. Transportation, After-sale-services, etc. Therefore, to understand the marketing, we must study all these activities.

Thus, Functional Approach of Marketing states that to understand the process of marketing, we must study the different activities performed in the process of distributing the good and services from producers to their consumers.

Above discussion makes it clear that there are three approaches to the study of marketing Commodity Approach, Institutional Approach, and Functional Approach, Commodity Approach states that to study marketing, we must study the different commodities and problems in delivering these commodities. Institutional Approach states that to study marketing, we must study the activities being performed by different institutions engaged in the field of marketing. Functional Approach states that to study marketing, we must study the different functions performed in the process of distributing goods and services from producers to consumers. Actually, these three approaches are complementary to each other and we must study all the there aspects together.