

that have been written. In addition, success factors of all phases are studied widely New technology development and new product development processes with market launch are here called together as a new product innovation process. Innovation process is composed of series of steps. Between different steps or stages of the process there are decision points where it is decided if to continue to the next stage. Each step in the new product innovation process could be broken into smaller steps and explaining in detail. In brief, it is based on analysis and synthesis of four contributions. As aim is to understand unfolding phenomenon over time this goal requires a case study method because in this way it is possible to receive detailed and rich information from one focal phenomenon.

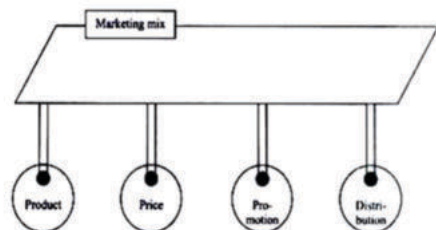
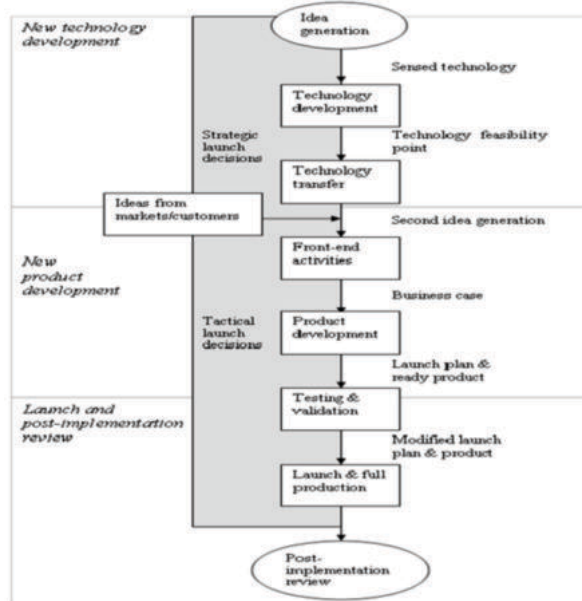


Fig. 1.4

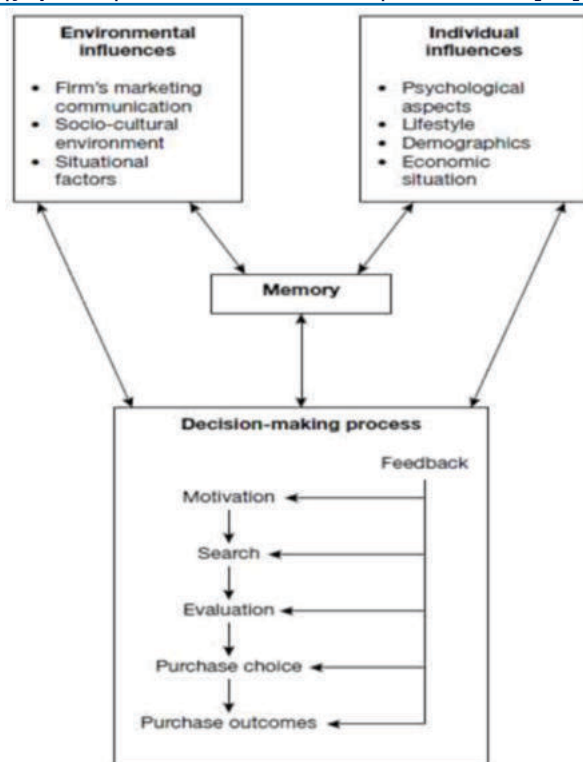
The Sub-Components of the Four Ps.

Product	Price	Place	Promotion
Features	Credit Terms	Channels	Advertising
Design	Payment Period	Location	Sales Promotion
Brand	Discount	Stock	Publicity
Package	Commission	Delivery	Selling
Service	Price	Transport	Communication
Warranty	Differentials	Wholeselling	
Quality		Retailing	
Style			



Model Of Consumer Behavior-

Consumer behavior is such an important aspect of marketing that companies have started making dedicated teams to analyze it for their business. Customer behavior, aka buyer behavior, refers to the buying habits of an individual based on the influences from their personal belief, place in society, and their thought process while making a purchase. The distinguishing feature of consumer as opposed to organizational buyer behavior is the fact that consumer buying behavior consists of activities involved in buying and using products or services for personal and household use. To investigate this, it is advantageous to break down the purchase process into a model to simplify the process and factors influencing purchasing behavior. a simplified model.



Even though culture is a basic foundation of society, in the strategic management process it has to be monitored for changes. In addition, culture is often assumed, and this has led to many mistakes when companies have tried to market their products abroad where there are often substantial cultural differences.

CONCLUSION-

There is a need for improved concepts and techniques of culture study in marketing and that an understanding of culture is essential for a whole range of marketing decisions from product development, advertising and communication to segmentation targeting and positioning. We explore these important international cross-cultural factors, 'Global marketing'. Within a national culture, other aspects of the socio cultural environment include subculture, social class, group and family influences. A company wanting to secure a certain share of the market, should ensure they clearly identify their mission, survey the industry situation, define specific objectives and develop, implement and evaluate a plan to guarantee they can provide their customers with the products they need, when they need them. Organizations can attain and achieve a sustained marketing strategy that enables them to influence consumer buying behavior. Sustained marketing strategy can be realized when a firm has a marketing pool that cannot be imitated or substituted by its rivals or competitors. E-marketing impacts upon businesses in a number of important ways. When used effectively, e-marketing campaigns and strategies have the potential to reach customers in a speedy and low-cost manner and can provide promotion for a wide range of products and services. E-marketing also offers businesses the opportunity to garner data about their consumer base to an extent that has hitherto been very difficult to achieve via traditional marketing methods. The development of e-marketing and social media advertising has led to examples of businesses in recent years that appear to little more than categories and filter information relating to products and services on the Internet, taking a small cut from any transaction that may occur as a result.

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