MODEL OF MARKETING ENVIRONMENT BASED ON INDIAN EXPERIENCE

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ABSTRACT

In the last decade, India's marketplaces have changed dramatically, from low-involvement to high-involvement product categories. Marketers study the marketing environment in order to predict changes that may occur in the future. These changes may pose both a threat and an opportunity to the company. Marketers continue to adjust their strategy and plans in response to these shifts. The purpose of this research is to trace the scope and nature of marketing practice in India, as well as to suggest a model for guiding it.

Keywords: Market, Scenario, Environment, External, Internal.

I. INTRODUCTION

A environment's marketing environment is divided into two parts: internal and external. The internal environment is defined by the company and includes owners, specialists, machines, and materials, among other things. In addition, the external environment is divided into two sections: micro and macro. The micro or project environment is also visible to the business, but it is external. It is made up of individuals that are involved in the creation, appropriation, and advancement of advertising (Dr. Sidharth Jain & Dr. Surender Kumar Gupta, 2021). The macro or expansive environment encompasses larger societal powers that have an overall impact on society. Statistics, financial, physical, mechanical, political-legal, and social-cultural environments make up the vast environment.

- The marketing environment is a mix of external and internal elements and forces that influence a company's capacity to build relationships with and serve its customers.
- A environment's marketing environment is divided into two parts: internal and external.
- The internal environment is unique to each organisation and includes owners, employees, machines, and materials, among other things.
- The external environment is split into two categories: micro and macro.
- The micro or task environment is similarly business-specific, but it is external. It is made up of individuals who are involved in the creation, distribution, and promotion of the offering.
- Larger sociocultural forces that affect society as a whole are included in the macro or wide environment. It consists of six elements: the demographic, economic, physical, technological, political-legal, and social-cultural environment.

II. FEATURES OF MARKETING ENVIRONMENT

The marketing environment in which a company operates has the following five characteristics:
• Special and general forces: There are both specific and general forces in the marketing environment. Customers and investors have a direct impact on how a firm operates, but general elements such as social, legal, technological, and political considerations have an indirect impact.

• Complex: The marketing environment is a complex interplay of various aspects, variables, conditions, and pressures that influence a company's ability to build a relationship with and serve its customers.

• Dynamic: The environment in which a firm operates is extremely dynamic since its constituents vary over time. Furthermore, while marketers have some control over some aspects of the marketing environment, others are beyond their control.

• Uncertainty: Because the forces that govern the marketing environment are so unpredictable, it's difficult for a marketer to foresee market dynamics in order to establish marketing strategies and plans.

• Marketing settings are relative in nature as well. Because of the differences in marketing conditions in the two nations, a particular product may be in high demand in the United States but not in India.

III. LEVELS OF MARKETING ENVIRONMENT

The marketing environment is divided into three levels:

**Micro (internal) environment** - This refers to all of the internal forces that influence an organization's ability to service its customers. It revealed the qualities and flaws that existed within the organisation. To maintain a strong client relationship, marketing managers must keep an eye on supply availability and other pattern management providers to ensure that products are delivered to customers in the period allotted.

**Meso environment** - This term refers to the business environment in which a company operates as well as the market in which the firm operates (s). Between the macro- and micro-levels, the meso-level exists. This area is in charge of the structure of the initiatives' specific environment (Kalpana Pundir & Dr Ankur Kumar Agrawal, 2020). New examples of association and guiding must be established on the meso-level, just as they must be created on the micro-level.

The macro-environment (national) refers to all powers that are a part of a larger society and have an environment on the micro-environment. The term "external environment" refers to all of the elements that exist outside of the association's boundaries and have the potential to influence a portion or the entirety of the organisation. The external environment revealed the opportunities and threats that exist outside of the organisation. Wild forces like as population, finance, politics, legitimacy, characteristic powers, and culture have an impact (Rammohan Sundaram, Dr. Rajeev Sharma and Dr. Anurag Shakya, 2020). Because of developing challenges associated with expansion, education, changing innovation, and so on, marketing environment research has been increasingly important in the last decade.

IV. COMPONENTS OF THE MARKETING ENVIRONMENT'S

The marketing environment is comprised of the environment's internal and external environments. While the firm can regulate the internal environment, it has little or no control over the external environment.

**Internal environment**
The business's internal environment encompasses all of the dynamics and circumstances that influence marketing operations within the organisation. These elements can be classified as part of the business's Five Ms, which are:

- Men: The organization's workforce, which includes both skilled and unskilled labour.
- Minutes: The amount of time it takes for a business procedure to finish.
- Machinery: The equipment that a company needs to help them perform their processes.
- Materials: The production factors or supplies needed by the company to complete the procedures or production.
- Money: A financial resource that is used to buy machines, materials, and pay employees.

The marketer has influence over the internal environment, which may be altered in response to changes in the external environment. Nonetheless, the internal marketing environment is just as vital as the external marketing environment for the organisation. The sales department, marketing department, production unit, human resource department, and so on are all part of this environment.

**External environment**

The external environment includes external elements and forces over which the marketer has little or no influence. There are two sorts of external environment:

- Micro marketing environment
- Macro marketing environment

**V. MARKETING ENVIRONMENT IN INDIA**

India is a large country with a population of around 80 million people. Its distinct trait is the diversity of religions, dialects, social norms, and geographical features, which is both a benefit and a liability for marketers. A boon in that a wide range of items and services may be successfully advertised, but a bane in that the marketer must frequently change his marketing technique to suit varied tastes and values. Some marketers may discover that the Indian environment has a lot of earnings potential. It suggests that there is a market for everything and that there is a buyer for everything. Others, on the other hand, are more pessimistic, citing poverty and shortages of necessary components. However, one can certainly state that the market is huge, that consumer awareness of quality is rising, and that there is a desire for new and improved products and services, and that these trends are likely to continue for a long time. Despite its 40-year independence, India is still dominated by villages, with about 77% of the people living in rural areas. However, these rural communities are now reaping the benefits of the Green Revolution, and the rural population's purchasing power is increasing. The rural public’s purchasing power has increased as a result of government spending on rural development. Many new markets have opened up as a result of advancements in transportation, communication, literacy, and other areas. Marketers can open doors by having the ability to recognize an opportunity and devise an effective marketing strategy.

In the country, there are a great number of firms, public sector undertakings, factories, and small-scale units, all of which are organisational consumers. While the public sector typically follows a bureaucratic, lengthy, and time-consuming system for making even the simplest purchase, decision-making in the private sector is generally faster and procedure-free. If you're marketing items or services
to both the public and private sectors, you might want to consider setting up distinct marketing departments for each. The timeliness of the purchase decision is another significant variation between the public and private sectors. The government allocates an annual budget to public sector enterprises, which is used to purchase a variety of goods. The public sector units feel forced to use the entire budget amount because if they don't, they fear having their budgets cut in future years. During the quarter approaching March, when the financial year finishes, there would be a flurry of purchasing. If public-sector enterprises are your primary customers, you should consider the timing aspect. In the private sector, such a peaking of purchases in any single month of the year is uncommon unless it is tied to seasonality of production or sales.

VI. CONCLUSION

Marketing is one of the most important aspects of a company and is widely regarded as the revenue-generating unit. The concept of marketing has changed over time and has been shaped by external and internal pressures. The dimensions of marketing orientation and direction are influenced by society, the environment, and the economy. Initially, marketing adaptation was focused on the product, then on the consumer, and lastly on the stakeholder. We hope that this study will help to advance the research agenda in light of current marketing issues and trends.

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