

... TO ENSURE THE CONSUMER'S WANTS.

DIFFERENCE BETWEEN THE OLD AND NEW CONCEPTS OF MARKETING

Following are the differences between the old and new concepts of marketing :

1. Consumer Satisfaction. The old concept of marketing was profit-oriented. Thus profit earning was given more importance than consumer satisfaction. But in the new concept consumer satisfaction is given more importance. No producer can stay in the market for a long time without taking care of consumer satisfaction.

2. Profit Earning. The old concept over-looked consumer satisfaction, profit earning being the chief concern. But in the case of new concept consumer satisfaction is considered to be a must for profit earning.

3. Mutual Relationship between Marketing Functions. In the old concept of marketing either there was no mutual relationship between marketing functions or if at all it existed, it was very little. But this has become unavoidable in the new concept. Without the integration of marketing functions consumer satisfaction is not possible.

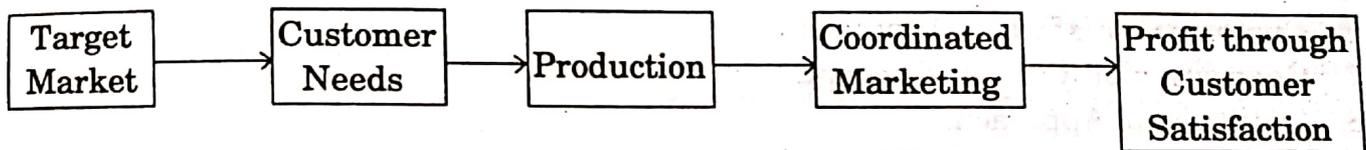
4. Product-oriented Vs. Consumer-oriented. The old concept was product-oriented whereas the new one is consumer-oriented. It means that the sole function of the producer as per the old concept was manufacturing the product. The distribution was not their concern. But in the new concept the focus of manufacturers is on the consumers. Necessary changes are brought in the products as per the requirements of the consumers.

5. **Consumer Research.** A lot of emphasis is laid on consumer research in the new concept of marketing whereas the old concept ignored it altogether.

6. **Consumer Welfare.** Consumer welfare is the long term objective of the new concept of marketing whereas it was not taken care of in the old concept. The responsibility to raise the standard of living of consumers lies on marketing today. The old concept took no notice of it.

7. **Social Responsibility.** Social responsibility was not taken care of in the old concept of marketing whereas the new concept links marketing with social responsibility.

New Concept of Marketing



Before embarking on the production, the new concept of marketing starts by finding out the requirements of customers. Businessman has to earn profit by selling and satisfying the customer with the product's quality.

THE MODERN CONCEPT OF MARKETING IN INDIA

On the question of application of modern concept of marketing in India, various scholars are of the view that it does not apply to India. They put forward under-mentioned logics in support of their answer :

1. Production in India is not according to the taste and needs of the consumers.
2. Marketing programme does not include after sale service.
3. The concept that "We must have profit irrespective of the fact that consumer feels satisfied or not", is adopted in India.

However, consumers opine that modern concept of marketing applies in India due to following reasons :

1. Many producers produce products after identifying the needs of consumers.
2. After-sale services such as guarantee on products are provided.
3. There are many manufacturers who are not solely concerned with profit motive.
4. Advertisements and other sales-promotion activities are undertaken by producers so as to enhance the standard of living of consumers.

Judging and comparing the two thoughts on marketing in India, it can be deduced that modern marketing concept applies in India in partial way. Modern marketing concept will play crucial role in India with the expansion of education, urbanisation of population, increase in per-capita income and improvement in standard of living.