

International Marketing

Class 10

Nov 12, 2025

Contents

- I. Team Presentation
- II. Evolution of Marketing Theories
- III. Q&A

I. Team Presentation

II. Evolution of Marketing Theories

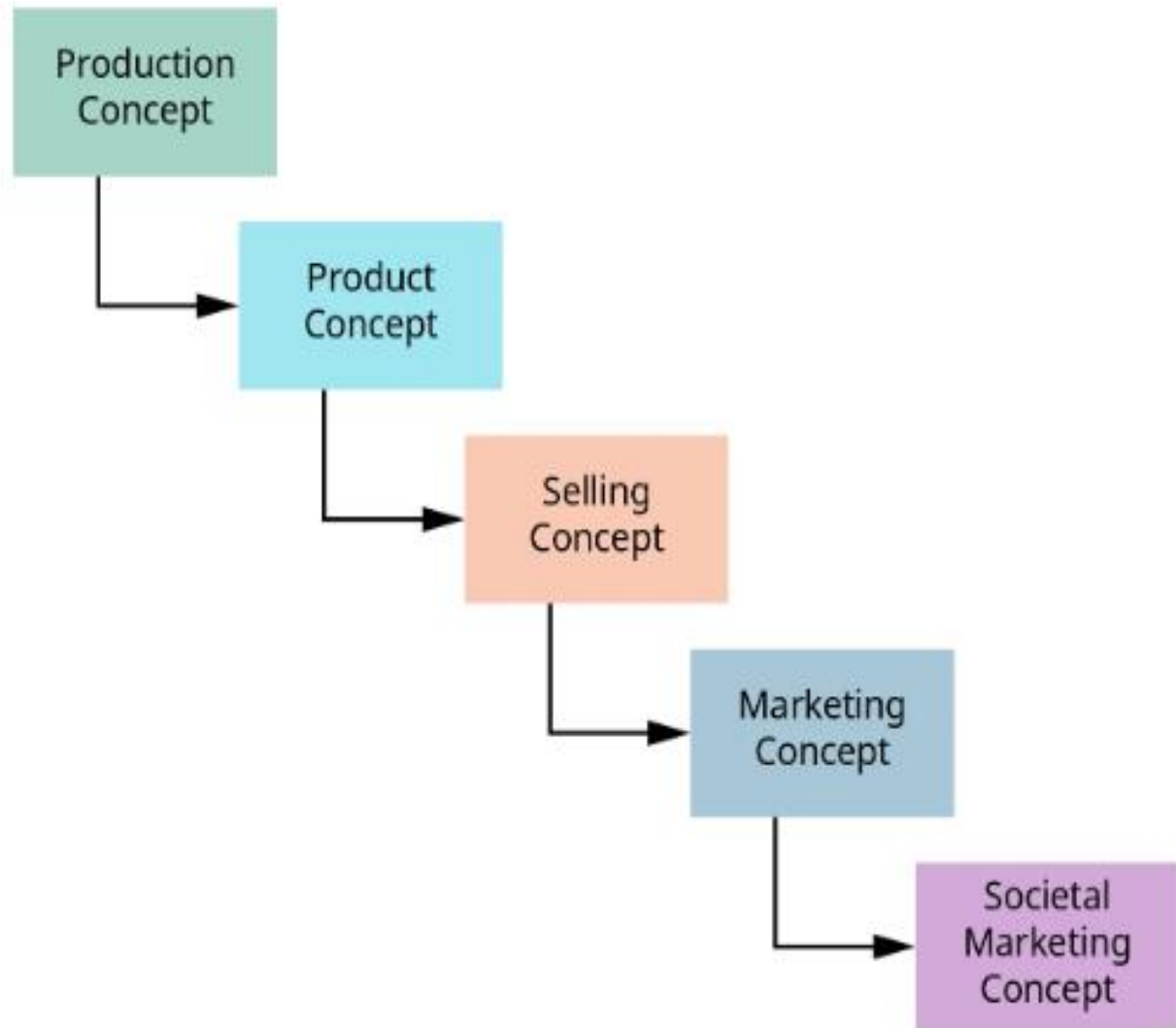


Figure 1.9 Evolution of Marketing (attribution: Copyright Rice University, OpenStax, under CC BY 4.0 license)

The Production Concept (1900s)

- Efficiency and affordability drive demand.
- Example: Ford Model T – assembly-line production reduced costs.





The TOURING

\$290

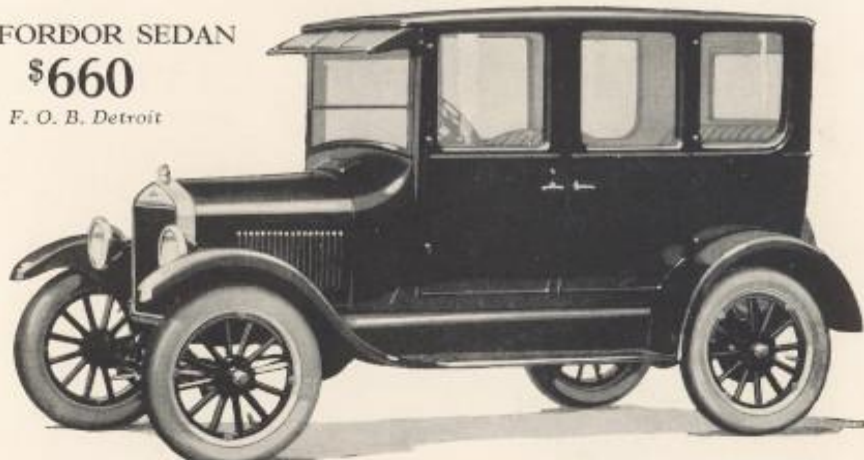
F. O. B. Detroit

Color—Black. All-steel body with pronounced streamline effect. Low, deeply-cushioned seats. Double ventilating windshield. One-man top. Standard equipment includes weatherproof side curtains opening with all four doors, windshield wiper, nicked headlamp rims and four cord tires. Starter and demountable rims, \$85 extra. Balloon tires, \$25 extra.

The FORDOR SEDAN

\$660

F. O. B. Detroit



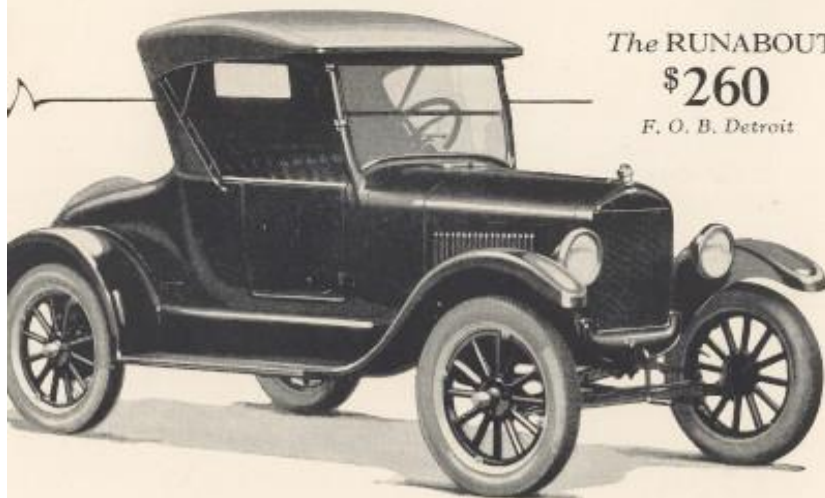
Color—Windsor Maroon with upholstery to harmonize. Composite body. Nicked radiator and headlamp rims. Double ventilating windshield. Plate glass windows with rotary lifts. Standard equipment includes silk curtains on rear windows, dome light, hooded sun visor, windshield wiper, rear view mirror, dash lamp, starter, demountable rims and four cord tires. Balloon tires, \$25 extra.

Ford

The RUNABOUT

\$260

F. O. B. Detroit

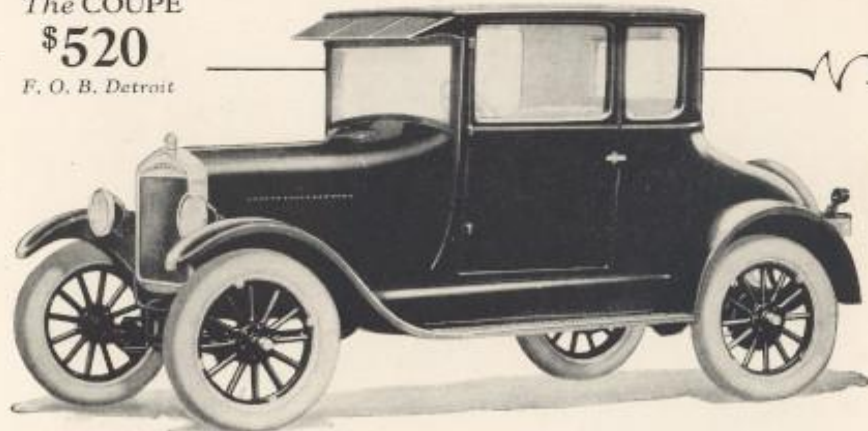


Color—Black. All-steel body with streamline treatment. Large compartment under the sweeping rear deck. Double ventilating windshield. Standard equipment includes weather-proof storm curtains opening with both doors, windshield wiper, nicked headlamp rims and four cord tires. Starter and demountable rims, \$85 extra. Balloon tires, \$25 additional.

The COUPE

\$520

F. O. B. Detroit



Color—Channel Green with upholstery to harmonize. All-steel body. Nicked radiator and headlamp rims. One-piece ventilating windshield and hooded sun visor. Plate glass windows with rotary lifts. Wide shelf behind seat for parcels. Large dust-proof rear deck compartment for luggage. Standard equipment includes starter, windshield visor, rear view mirror, dash lamp and four cord tires. Balloon tires, \$25 extra.

The Product Concept (1910s–1930s)

- Quality and innovation attract customers.
- Example: Apple Inc. – continuous innovation in design and performance.

The Product Concept

From the 1920s until the 1950s, the **product concept** dominated. With product availability a thing of the past, consumers began to favor products that offered quality, performance, and/or innovative features. As a result, companies concentrated on making superior products and improving them over time. One of the problems with this type of thinking is that marketers may fall in love with a product (known as “marketing myopia”) and may not realize what the market truly wants or needs. Consider the manner in which railroad marketers overlooked the growing competition from airlines, buses, and automobiles. In his book *Marketing Myopia*, author Theodore Levitt writes, “The railroads did not stop growing because the need for passenger and freight transportation declined. That grew. The railroads are in trouble today not because that need was filled by others (cars, trucks, airplanes and even telephones) but because it was not filled by the railroads themselves. They let others take customers away from them because they assumed themselves to be in the railroad business rather than in the transportation business.”³⁶

The Selling Concept (1930s–1950s)

- Aggressive selling and promotion stimulate demand.
- Example: P&G – mass media advertising for Tide soap.

The Sales Concept

By the 1950s, mass production had become the norm rather than the exception. Competition had increased over the years, and there was little unfulfilled demand in the marketplace. Marketing evolved from simply producing products that customers wanted to trying to persuade customers to buy through advertising and personal selling.

The basic premise of the sales concept was that consumers and businesses need to be “coaxed” into buying, and the aim of companies was to sell what they made rather than make what consumers wanted.

The Marketing Concept (1950s–1960s)

- Customer satisfaction and need-based strategy.
- Example: Coca-Cola – emotional branding campaigns ('Open Happiness').

The Marketing Concept

The marketing concept was built on the premise that an organization will achieve its goals when it satisfies the needs and wants of the consumer. As a result, firms began to focus on customer needs *before* developing products, rather than developing products and then trying to “sell” them to consumers. The marketing concept was also the start of relationship marketing—fostering long-term relationships with customers in order to ensure repeat sales and achieve stable relationships and reduced costs.

The 4Ps of Marketing Mix (1960)

- Product, Price, Place, Promotion.
- Example: McDonald's – global adaptation of menus and marketing.

STP Model (1970s)

- Segmentation, Targeting, Positioning.
- Example: Nike – targets athletes, positions brand with empowerment message.

Relationship Marketing (1980s–1990s)

- Focus on long-term relationships and loyalty.
- Example: Amazon Prime – retention through personalization and service.

What is relationship marketing?

By [Cameron Hashemi-Pour](#), Former Site Editor | [Laura Aberle](#), TechTarget

Published: Jul 17, 2024

Relationship marketing is a facet of customer relationship management ([CRM](#)) that focuses on customer loyalty and long-term customer engagement rather than shorter-term goals like customer acquisition and individual sales. The goal of relationship marketing is to create strong, emotional, customer connections to a brand. Such connections can lead to ongoing business, free word-of-mouth promotion and information from customers that can generate leads.

Relationship marketing stands in contrast to the more traditional [transactional marketing](#) approach, which focuses on increasing the number of individual sales. The transactional model can fall short when it comes to the return on [customer acquisition cost](#). A customer engages with a brand one time, but without a strong relationship marketing strategy, they don't come back to the brand in the future.

Transactional vs. relationship marketing

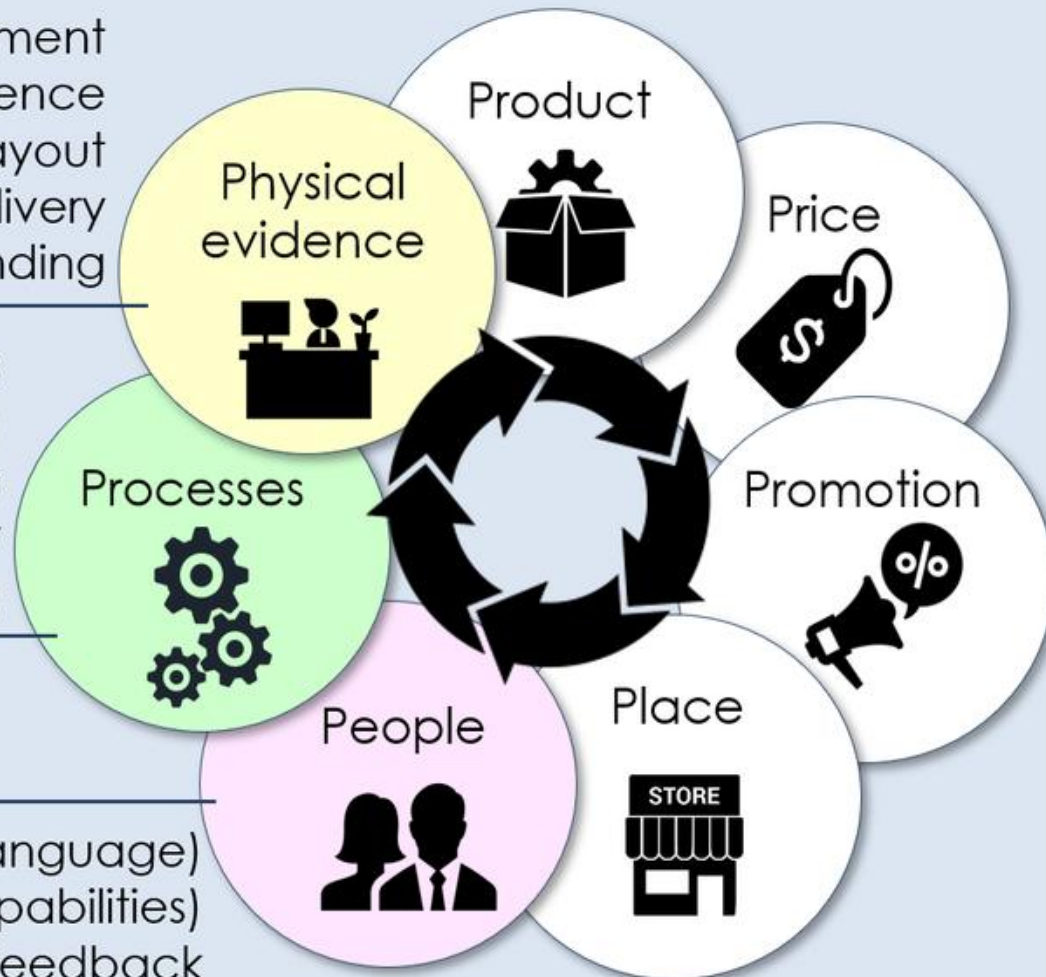
	Transactional	Relationship
OBJECTIVE	Acquire new customers and increase volume of point-of-sale transactions	Improve customer retention and build customer loyalty
LENGTH OF RELATIONSHIP	Short term	Long term
CUSTOMER CONTACT	Minimal	Frequent
TYPE OF MARKETING	Mass marketing and promotion	Personalized marketing
TYPE OF PROMOTIONAL STRATEGY	BOGO, discounts and coupons	Loyalty programs and rewards

7Ps of Service Marketing (1981)

- Adds People, Process, Physical Evidence.
- Example: Singapore Airlines – premium service and trained employees.

7Ps – services marketing mix

- The physical environment
 - Ambience
 - Spatial layout
 - Delivery
- Corporate branding
- Payment methods
- Wait times (queuing)
- Customer services
 - Delivery
- After sales care and servicing
- Appearance (including body language)
 - Attitudes and aptitudes (capabilities)
 - Customer feedback
 - Efficiency



Value-Based Marketing & CLV (1990s)

- Maximize customer lifetime value.
- Example: Starbucks – rewards programs and customer experience focus.

Value-Based Marketing: Concept and Business Applications

☀ Concept Overview

Value-based marketing is a strategy that prioritizes creating and communicating **customer-perceived value** rather than focusing solely on product features or price competition. The goal is to align the company's activities, products, and services with what customers genuinely **value most**, thereby enhancing loyalty, differentiation, and long-term profitability.

Instead of asking, *"How can we sell more of what we make?"* — value-based marketers ask, *"What do our customers truly value, and how can we deliver it better than anyone else?"*

This approach combines:

- **Customer insight** (deep understanding of needs and perceptions),
- **Value creation** (designing offerings that exceed expectations),
- **Value communication** (clearly showing customers why the offer matters), and
- **Value delivery** (ensuring that experience and results match promises).

4Cs Model (1990s)

- Customer, Cost, Convenience, Communication.
- Example: Airbnb – convenience and trust through user interaction.

What Is the 4 C's Marketing Model?

The **4 C's model**, introduced by **Robert F. Lauterborn in 1990**, shifts the focus from the **seller's perspective (4 P's: Product, Price, Place, Promotion)** to the **customer's perspective**.

4 P's (Seller Focus)	→	4 C's (Customer Focus)
Product	→	Customer Solution
Price	→	Customer Cost
Place	→	Convenience
Promotion	→	Communication

This model emphasizes *understanding, satisfying, and building long-term relationships with customers* rather than simply pushing products.

Experiential & Emotional Marketing (2000s)

- Emotional connection through experiences.
- Example: Disney – storytelling and immersive entertainment.

🌟 1. What Is Experiential Marketing?

■ Concept

Experiential marketing (also known as *engagement marketing*) focuses on creating **memorable, sensory, and interactive experiences** that connect consumers with the brand on a personal level.

Instead of telling customers about the product, the company lets them **experience** it — physically, emotionally, or digitally — so that the *brand becomes part of their life story*.

Theoretical Background

Developed and popularized by **Bernd Schmitt (1999)**, experiential marketing identifies five dimensions called **Strategic Experiential Modules (SEMs)**:

1. **Sense:** Appeals to the five senses (sight, sound, taste, touch, smell).
2. **Feel:** Creates emotional connections.
3. **Think:** Stimulates creativity and problem-solving.
4. **Act:** Encourages participation or action.
5. **Relate:** Builds a sense of community and identity.

💡 Business Examples of Experiential Marketing

1. Red Bull – “Gives You Wings” through Experiences

- Red Bull doesn't just advertise; it *creates events* (e.g., **Red Bull Air Race, Flugtag**) where customers *feel the brand's energy and thrill*.
- Customers associate Red Bull with *adventure, courage, and excitement*.
→ **Effect:** The product becomes a *symbol of adrenaline and lifestyle*, not just a drink.

2. Apple Store – Multi-Sensory Experience

- Apple stores are designed to engage *sight (clean aesthetics), touch (hands-on demo), and sound (calm music)*.
- The experience reflects Apple's brand identity: *simplicity, innovation, and premium design*.
→ **Effect:** The store itself acts as marketing — customers “feel” the Apple culture.

3. IKEA – Real-Life Home Experience

- IKEA showrooms replicate full apartments so customers can *imagine living in them*.
- Cafés and play areas add comfort and belonging.
→ **Effect:** IKEA turns shopping into a *lifestyle experience* rather than a simple transaction.

The 4V's of Marketing (2010s)

- Value, Variety, Volume, Veracity.
- Example: Netflix – data analytics for personalized recommendations.

What Is the 4V's Marketing Model?

The **4V's of Marketing** — **Value, Variety, Volume, and Veracity** — evolved from the **Big Data framework** and reflect how marketers today use data and customer insight to build stronger, more adaptive marketing strategies.

While the traditional **4P's** focused on *product and promotion*, and the **4C's** emphasized *customer perspective*, the **4V's** highlight how companies manage **data, personalization, and trust** in marketing decisions.

◆ 1. VALUE — Delivering Meaningful Benefits

💡 Concept

“Value” represents the **core benefit** or **customer-perceived worth** of a product or service. It’s not just about the lowest price — it’s about delivering *relevance, satisfaction, and experience* that justify a customer’s choice.

🏢 Real Business Examples

- **Apple** – Builds *emotional and functional value* through elegant design, reliability, and ecosystem integration.
- **Toyota** – Delivers *value through trust, safety, and longevity*, customers perceive Toyota cars as high-value assets over time.
- **Netflix** – Provides *value in convenience and personalization*, offering instant entertainment tailored to user preferences.

📊 Key Insight:

Customers define *value*, not companies. Marketing success depends on continuous feedback and adapting to evolving expectations.

♦ 2. VARIETY — Personalization and Product Diversity

💡 Concept

“Variety” emphasizes offering **diverse options** that match different customer tastes, lifestyles, or cultures. In the digital era, this often means **mass customization** enabled by data analytics.

🏢 Real Business Examples

- **Nike By You (NikeiD)** – Allows customers to *design their own shoes*, expressing individuality.
- **Coca-Cola** – Introduced personalized “Share a Coke” bottles with names in different languages, boosting emotional engagement.
- **Amazon** – Offers *millions of product varieties* and recommends them using AI algorithms that track behavior and preferences.

📊 Key Insight:

Variety satisfies *diversity and inclusiveness*, appealing to niche markets and cultural segments worldwide.

◆ 3. VOLUME — Managing Big Data and Market Scale

💡 Concept

"Volume" refers to the **massive amount of data and customer interactions** marketers must handle — from social media activity to online transactions. Managing this data helps firms identify trends, forecast demand, and target campaigns efficiently.

🏢 Real Business Examples

- **Google Ads & YouTube** – Analyze billions of daily searches to provide personalized ad placements.
- **Netflix** – Uses viewing data from millions of users to produce content (e.g., *House of Cards*) that matches audience demand.
- **Starbucks Rewards App** – Collects purchase data from millions of customers to design targeted promotions and new product ideas.

📊 Key Insight:

Data volume enables prediction and precision — turning *mass information* into *personal relevance*.

◆ 4. VERACITY — Data Accuracy and Brand Trust

💡 Concept

"Veracity" means **truthfulness, transparency, and reliability** of data and communication. In an age of misinformation and privacy concerns, maintaining data integrity and *consumer trust* is essential.

🏢 Real Business Examples

- **Unilever & Dove** – Promote honesty and authenticity through campaigns like *Real Beauty*, emphasizing truth over perfection.
- **Patagonia** – Maintains full transparency in sourcing and environmental reporting, reinforcing ethical trust.
- **Google** – Introduced stricter data privacy controls and transparent ad policies to ensure trustworthy digital interactions.

📊 Key Insight:

Without veracity, even valuable and abundant data lose credibility — *trust is the new marketing currency*.

Summary Table

4V Element	Focus	Example Brand	Marketing Impact
Value	Delivering meaningful benefits	Apple, Toyota	Strong loyalty & pricing power
Variety	Personalized and diverse offerings	Nike, Amazon	Wider reach & inclusiveness
Volume	Leveraging big data insights	Netflix, Google	Predictive and targeted marketing
Veracity	Ensuring transparency and trust	Patagonia, Dove	Ethical reputation & credibility

Summary Insight

The **4V's Marketing Model** shows how firms succeed by combining:

- **Value** → focus on meaningful benefits,
- **Variety** → adapt to diverse global consumers,
- **Volume** → utilize big data for personalization, and
- **Veracity** → sustain trust and ethical transparency.

This approach is essential for **digital-first global marketing**, where data, personalization, and integrity define success.

Sustainable & Ethical Marketing (2010s–Present)

- Balancing profit with social responsibility.
- Example: Patagonia – 'Don't Buy This Jacket' campaign promoting ethics.

Co-creation Marketing (2010s– Present)

- Customers co-create brand value.
- Example: LEGO Ideas – user-generated designs for new products.

Digital Ecosystem & Influencer Marketing (2020s)

- Digital engagement through influencers and communities.
- Example: Glossier – community-driven brand growth.

Conclusion

- Marketing evolved from production efficiency to co-creation.
- Modern marketing emphasizes data, authenticity, and sustainability.

III. Q&A