

## About the Authors



Dr. Abdul Tayyab Khan is currently serving as Associate Professor in Department of Commerce and Business Management, Integral Lucknow. Dr. Khan has more than a decade of experience in academics and 8 years of experience working in corporate. He is a prolific writer and has published numerous research papers and research articles in various research journals of national and international repute. He has contributed many case studies in various research journals. His area of expertise is economics and international finance. Dr. Khan is also an active member of Indian Society for Training and Development.



Dr. Khushnuma Bano, a highly accomplished professional, obtained her Ph.D. in Management from Amity University, Lucknow, India, in 2021. She earned an MBA degree in Human Resource Management and Finance from AKTU, Lucknow, in 2016. Additionally, Dr. Bano possesses a Master's in Arts with a specialization in Sociology. She has successfully published in reputable journals indexed in SCOPUS, Web of Science, and other double-peer-reviewed publications. Beyond her written work, Khushnuma has showcased her research at both national and international conferences, demonstrating her commitment to advancing knowledge in her fields of interest. Notably, she is a

lifetime member of the Association of Socio-Economic Development Studies, reflecting her dedication to promoting research in the dynamic field of social-economic systems. Khushnuma Bano's academic journey and professional accomplishments underscore her passion for contributing to the development and understanding of management and social-economic systems.



Brijesh Kumar Yadav has Ten years of Corporate/Industrial experience of National & Multi-nationals Company (Reliance Capital, Kotak Mahindra, Bharati-Axa, Airtel) worked as senior level manager / Branch manager and five years of teaching experience. He did his M.Phil.(Management) B.B.A.U.(A Central University) MBA (UPTU) M.Com and B.B.A. Bhimrao Ambedkar University, Agra. Mr. Yadav has edited more than five books & contributed more than dozen Research Papers in reputed National & International Journals; He has also presented a number of Research Papers in National and International Seminars. He has life time membership of Association of the Socio-economic Development Studies. And All India Association for Educational Research. He has keen Interest in the social welfare he engaged with different NGO's with the motive of developing primary education in the rural area through his different studies.

And All India Association for Educational Research. He has keen Interest in the social welfare he engaged with different NGO's with the motive of developing primary education in the rural area through his different studies.



Swaranjali Publication  
swaranjalipublication@gmail.com  
1-B, 10-B, Vasundhara,  
Ghaziabad, (U.P. - 201012)  
www.nrjp.co.in  
8700124880, 9810749840

Price ₹ 699/-

ISBN - 978-93-5470-960-9



Principles of Marketing

Dr. Abdul Tayyab Khan  
Dr. Khushnuma Bano  
Brijesh Kumar Yadav

# Principles of Marketing



Dr. Abdul Tayyab Khan  
Dr. Khushnuma Bano  
Brijesh Kumar Yadav

# **PRINCIPLE OF MARKETING**



# Principle of Marketing

**Dr. Abdul Tayyab Khan**

Associate Professor  
Department of Commerce and Business Management

**Dr. Khushnuma Bano**

**Brijesh Kumar Yadav**



**Swaranjali Publication**

Address: No -1-B, Sector 10B, Vasundhara Sector 10,  
Delhi - 201012, Behind Vanasthali Public School  
E-mail: swaranjalipublication@gmail.com  
Website: swaranjalipublication.co.in  
Contact No. +91-9810749840/8700124880

All rights are reserved. No part of this publication may be reproduced, stored in a retrieval system or transmitted in any form or by any means, electronic, mechanical, photocopying, recording or otherwise, without the prior permission of the copyright holder.

Author © : **Dr. Abdul Tayyab Khan**  
**Dr. Khushnuma Bano**  
**Brijesh Kumar Yadav**

Publisher : Swaranjali Publication  
Sector 10-B, Vasundhara,  
Ghaziabad, (U.P.) 201012

Phone : 9810749840, 8700124880

E-mail : [swaranjalipublication@gmail.com](mailto:swaranjalipublication@gmail.com)

Website : [www.swaranjalipublication.co.in](http://www.swaranjalipublication.co.in)

Book : **Principle of Marketing**  
Edition : 2024

ISBN : 978-93-5470-960-9

Price : 699-

Printed By : Swaranjali Printers

Book Available on : [www.buybox.me](http://www.buybox.me)

# CONTENT

---

<b>Chapter-1</b> .....	1
Introduction to Marketing	
<b>Chapter-2</b> .....	43
Consumer Behavior	
<b>Chapter – 3</b> .....	51
Consumer Purchase Decisions	
<b>Chapter – 4</b> .....	64
Business Market	
<b>Chapter – 5</b> .....	78
Market Segmentation	
<b>Chapter – 6</b> .....	87
Target Marketing	
<b>Chapter – 7</b> .....	95
Marketing Information System (MIS)	
<b>Chapter – 8</b> .....	110
Demand Forecasting	
<b>Chapter – 9</b> .....	113
Product	
<b>Chapter – 10</b> .....	144
Product Planning and Development	

<b>Chapter – 11</b> .....	152
Price	
<b>Chapter – 12</b> .....	158
Distribution Channel & Physical Distribution	
<b>Chapter –13</b> .....	164
Promotions	
<b>Chapter – 14</b> .....	184
Personal Selling	
<b>Chapter – 15</b> .....	209
Contemporary Topics in Marketing	