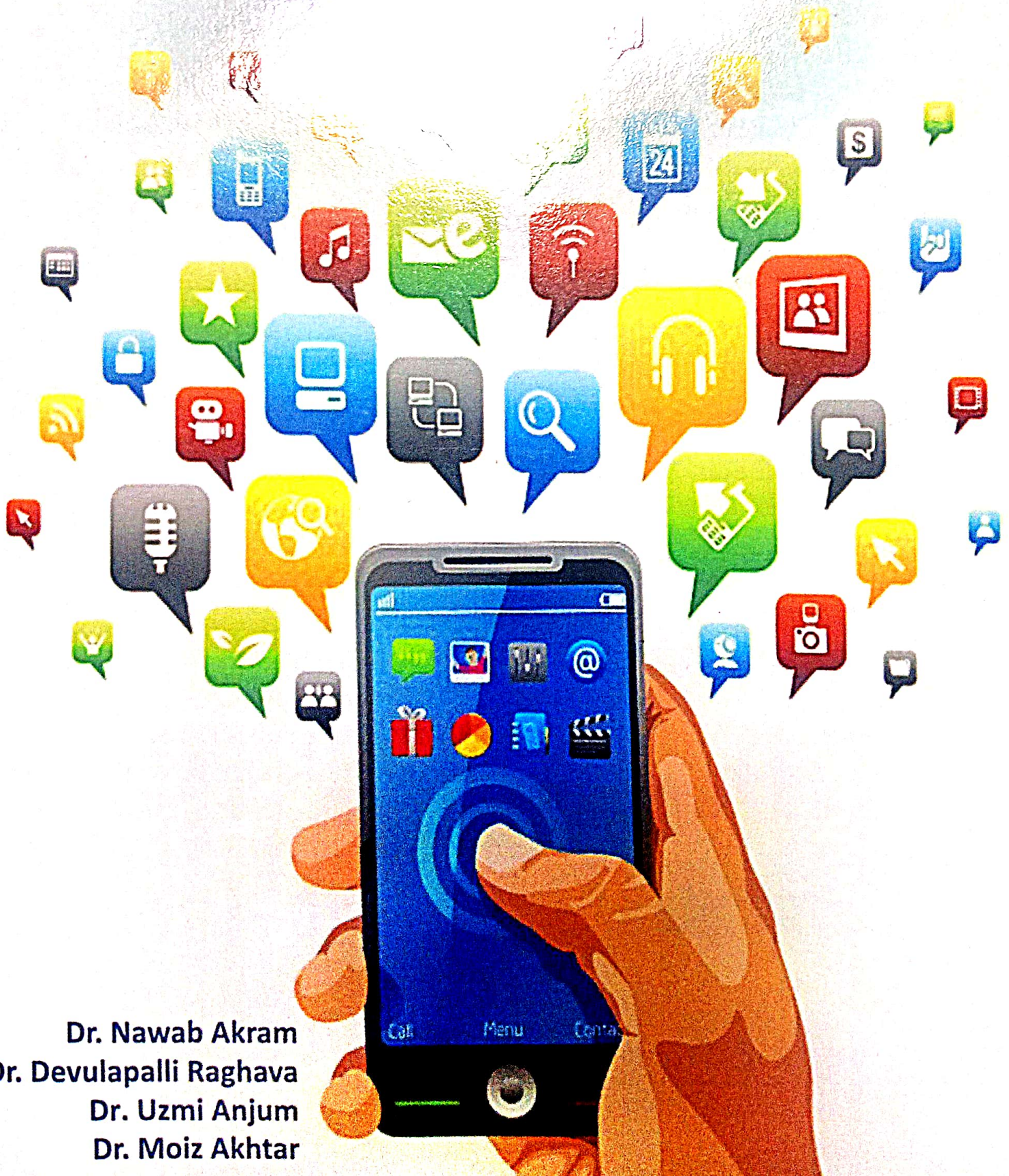


Marketing Management: Concepts, Tools and Trends



Dr. Nawab Akram
Dr. Devulapalli Raghava
Dr. Uzmi Anjum
Dr. Moiz Akhtar

Marketing Management - Concepts, Tools and Trends

Dr. NAWAB AKRAM

Dr. DEVULAPALLI RAGHAVA

Dr. UZMI ANJUM

Dr. MOIZ AKHTAR

RK Publications

RK Publications
India | Brazil | Kenya

1ST Edition - 2024

ISBN 978-81-972877-9-4

This book has been published with all reasonable efforts taken to make the material error-free after the consent of the author. No part of this book shall be used, reproduced in any manner whatsoever without written permission from the author, except in the case of brief quotations embodied in critical articles and reviews.

The Author of this book is solely responsible and liable for its content including but not limited to the views, representations, descriptions, statements, information, opinions and references ["Content"]. The Content of this book shall not constitute or be construed or deemed to reflect the opinion or expression of the Publisher or Editor. Neither the Publisher nor Editor endorse or approve the Content of this book or guarantee the reliability, accuracy or completeness of the Content published herein and do not make any representations or warranties of any kind, express or implied, including but not limited to the implied warranties of merchantability, fitness for a particular purpose. The Publisher and Editor shall not be liable whatsoever for any errors, omissions, whether such errors or omissions result from negligence, accident, or any other cause or claims for loss or damages of any kind, including without limitation, indirect or consequential loss or damage arising out of use, inability to use, or about the reliability, accuracy or sufficiency of the information contained in this book.

Price - INR ₹ 800 | USD \$10

Head office - Saravanampatti
Coimbatore, India

Contents

Chapter 1	11
Introduction to Marketing Management	11
Definition and scope of marketing management	11
Evolution of marketing concepts	13
Marketing vs. selling.....	16
Importance of marketing in business	21
Marketing environment analysis.....	24
Marketing planning process.....	27
Marketing strategies and tactics	30
Marketing research and information systems	33
Ethical and social responsibilities in marketing	37
Globalization and international marketing.....	41
Future trends in marketing management.....	46
Case studies in marketing management.....	48
Project: Developing a marketing plan	51
Chapter 2	58
Understanding Consumer Behavior	58
Consumer behavior models and theories.....	58
Psychological factors influencing consumer behavior	62
Sociocultural factors influencing consumer behavior	66
Personal factors influencing consumer behavior.....	70

Marketing Management : Concepts, Tools and Trends



Dr. Nawab Akram is currently associated with Magadh Professional Institute, Danapur, Patna, as Associate Professor. He has also served International School of Management (ISM), Khagaul, Patna, as Assistant Professor and Head of the Department (Marketing Management) for more than six years. Dr. Akram has a very long association of more than fifteen years with L. N. Mishra Institute of Economic Development and Social Change, Patna, as Assistant Professor (Visiting). Dr. Akram has rich experience of more than fifteen years in the field of teaching and academic research. His area of research and teaching are fundamentals of Marketing Management, Marketing Research, Marketing Analytics, Rural Marketing, Services Marketing, and Strategic Management.

After completing his MBA, Dr. Akram worked with many of Multinational Corporations and he has heap of corporate experience of more than eight years in the field of marketing and sales.

Dr. Nawab Akram is awarded with Ph.D. and he is UGC NET qualified also. He has published several research papers, organized national conferences as Conference Secretary at ISM, Patna. He has attended various conferences, seminars, FDPs, QIPs, Refresher Courses and Orientation Programs organized by reputed universities like University of Hyderabad, Jamia Millia Islamia, Banaras Hindu University, etc. in India.



Dr. Devulapalli Raghava is working as an Associate Professor in Vishwa Vishwani School of Business, Hyderabad with the qualifications of M.B.A., M.A. (HRM), M.Phil., Ph.D. He has 24 years of teaching experience including of Research, Administration and Abroad experience. He published 12 International papers and 13 National papers in various journals. He has participated in various national and international conferences/workshops. He is a member of Hyderabad Management Association (HMA) and also member of **Scientific and Technical Committee & Editorial Review Board, International Scientific Committee, Waset.Org, USA**. Having consultancy experience with companies like APGENCO, LIC... etc, he is also a Resource Person for **MHRD, Bapatla, MBA Distance Education Programmes of Bharathidasan University, Trichi, Madurai Kamaraj University, Madurai, ICFAI University, Vijayawada, M.A. (Hindi) Programme of SDLCE, Kakatiya University, Warangal** and for **M.Phil. (Management) Programme of Madurai Kamaraj University, Madurai**.



Dr. Uzmi Anjum is an Associate Professor at the Department of Business Management, Integral University, Lucknow, India. She hails from the city of Lucknow and is alumna of Aligarh Muslim University. She is MBA (International Business) & Ph.D and holds 12 years of wide teaching experience. She is an active researcher and has number of publications to her credit. Dr. Anjum likes to write and collaborate on varied interest area such as business research methods, organizational behaviour, leadership in management organisations, banking and international trade. A number are scholars are pursuing Doctoral studies under her guidance and she has also authored one book.



Dr. Moiz Akhtar is an Associate Professor in the Faculty of Commerce and Management and Assistant Director (IQAC), Integral University, Lucknow, Uttar Pradesh. He graduated in Bio-Engineering from Integral University with the University's second rank. He pursued his Master's degree in dual specialization in Marketing and Human Resource. He received his Ph.D in Banking service Quality. He has total of 12+ years of Academics and Industry experience. He has published more than 22 papers in leading National and International Journals. He is editor of many international Journals. His main areas of interest include Operations Management, Business Research Methodology, Total Quality Management and Service Quality.



ISBN 978-81-972877-9-4



9 788197 287794