

IB Business Management SL

4.1 Introduction to Marketing

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4.1.1 Marketing & Markets

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4.1.1 Marketing & Markets

An Introduction to Marketing

- A market is any place where **buyers and sellers can meet to conclude a transaction** e.g. amazon.co.uk or a shopping mall
- **Different markets** have different characteristics and are affected differently by changes
- **The aim of marketing is to help identify, anticipate and satisfy consumer needs and wants profitably**
 - Needs are considered to be **essential** e.g. shelter or food
 - Wants are desires which are **non essential**, even if consumers consider them to be essential e.g Nike trainers
- **Market research** is essential in helping businesses to identify products/services they can develop in response to the **needs and wants** that their customers have
- **Market research** is the process of **systematically gathering data** from consumers which can be used to influence the business decisions

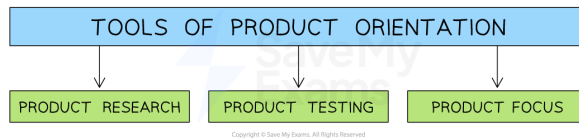
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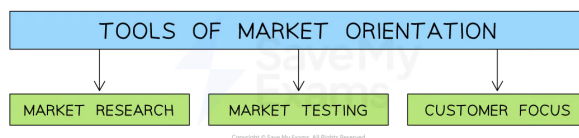
Market Orientation Versus Product Orientation

- **Product orientation** is an approach to marketing that **focuses on the characteristics of the product** rather than the needs of the consumer
 - The **emphasis** will be **on creating a product first** and **then finding a market**
 - The business has a belief that the product is superior i.e. it will sell itself
 - One problem with being **too product orientated** is that over time your business may move further and further away from **what the market is looking for**, thus increasing the risk of business failure
 - E.g. Gillette's razors can be classed as a **product oriented business** as the business focuses on the quality of its products and regular innovations aim to increase sales



A product orientation is an approach often used by inventors who research, test and produce a product well before market research has taken place

- **Market orientation** is an approach to marketing that focuses on the **needs of consumers** and uses this information to design products that meet customer needs
 - **Consumers** are **at the centre of marketing decisions**
 - **Products** will be **developed** which **respond to consumer needs**
 - The result of market orientation is that the firm will benefit from increased demand, increased profits, and a **valued brand image** as its products become more desirable
 - E.g. Universities often develop new courses based on the feedback they receive from students and employers



Market orientation aims to develop products to meet consumer needs identified during the market research process

Market Share

- The size of a market can be measured through sales volume **or sales value**
 - Sales volume is the **number of products** sold i.e the physical number of units sold
 - **Sales revenue = price x quantity sold** i.e the financial value of the units sold
- **The market share** that a business enjoys is the **proportion of the total sales** of a product/service as a proportion of the size of the market as a whole
 - E.g. Tesco has 26% of the UK grocery market
- **Market share** can be calculated using the formula

$$\frac{\text{Sales of a business (volume or value)}}{\text{Market size (volume or value)}} \times 100$$

- An **increase in market share** can indicate that a business has made **effective use of marketing strategies** to increase sales and **gain customers from competitors**

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Worked Example

In 2022 the UK coffee shop/cafe market was worth £4.6bn. Sales of Starbucks Coffee were £328m in 2022.

Using the data calculate, to 2 decimal places, the market share of Starbucks Coffee in the coffee shop/café market. You are advised to show your workings.

[4 marks]

Step 1: Identify annual sales of Starbucks Coffee

£328m

[1 mark]

Step 2: Identify the total size of the coffee shop/cafe market

£4.6bn

[1 mark]

Step 3: Substitute figures into the formula

$$\frac{\text{Sales of a business}}{\text{Market size}} \times 100$$
$$= \frac{\text{£ 328 m}}{\text{£ 4.6 bn}} \times 100$$

[1 mark]

Step 4: Present the answer to two decimal places

7.13%

[1 mark]



Exam Tip

By providing the formula and showing your working out, even if you do not get the right answer you will still be able to gain some marks.



Market Growth

- Market growth is the **increase in the overall size, value or volume of a market** over a period of time usually expressed as a percentage
 - This metric considers the size of the whole market/industry as opposed to a single firm's share of the market
- Some common ways to measure market growth include **sales revenue, sales volume** or the **number of customers**
- Market growth is calculated using the formula

$$\text{Market growth} = \frac{\text{This year's market sales} - \text{Last year's market sales}}{\text{Last year's market sales}} \times 100$$

- If the growth rate is **positive** the market is **getting bigger** (expanding)
- If the growth rate is **negative** the market is **getting smaller** (contracting)



Worked Example

In 2021 worldwide sales of plug-in hybrid vehicles was 1.94 million units. By 2022 sales had increased to 2.84 million units.

Calculate the rate of market growth in the plug-in hybrid vehicles market.

[2 marks]

Step 1 – Deduct 2021's sales from 2022's sales

$$2.84 \text{ million} - 1.94 \text{ million} = 0.90 \text{ million}$$

Step 2 – Divide the outcome by 2021's sales

$$\frac{0.90 \text{ million}}{1.94 \text{ million}} = 0.4639$$

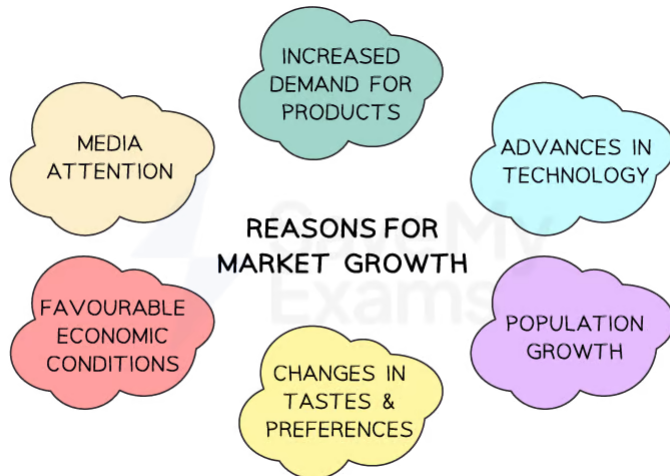
[1 mark]

Step 3 – Multiply the outcome by 100 to find the percentage growth rate

$$0.4639 \times 100 = 46.39\%$$

[1 mark]

- Market growth provides an incentive **for businesses** looking to expand, increase sales and generate higher revenue
- Businesses are often attracted to the potential of growing markets – and they can **become increasingly competitive** quite rapidly



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Market growth can vary significantly across industries and can occur for a range of reasons



Exam Tip

You may be asked to calculate the sales in a market given a certain growth rate. In simple terms you are being asked to calculate a percentage increase.

For example, in 2022 a niche market had total sales of \$850,000. This was expected to grow by 15% in 2023.

- To calculate expected market sales in 2023 you must first find 15% of \$850,000:

$$0.15 \times \$850,000 = \$127,500$$

- Then add this amount to 2022's sales:

$$\$850,000 + \$127,500 = \$977,500$$

So, with a market growth rate of 15%, market sales in 2023 are predicted to be \$977,500.

Niche Markets & Mass Markets

- In **niche markets**, products are aimed at a subset of the larger market e.g. gluten free products
 - **Niche marketing** occurs when businesses identify and satisfy the demands of a **small group of consumers** within the wider market
 - Production usually happens on a **small scale**
- In **mass markets**, products are aimed at broad market segments e.g. Kellogg's Corn Flakes is an example of a breakfast cereal aimed at the mass market
 - Market segments are groups of consumers who share similar characteristics e.g. age, lifestyle, etc.
 - **Mass marketing** occurs when businesses sell their products to most of the available market
 - Production usually happens on a **large scale**

Characteristics of Niche Markets & Mass Markets

Niche Markets	Mass Markets
<ul style="list-style-type: none"> • Products are more specialized and unique as they are aimed at narrow market segments • High average costs due to small scale production <ul style="list-style-type: none"> ◦ They do not benefit from economies of scale • High prices make products less affordable and lead to lower sales volumes • High prices can allow businesses to earn higher profit margin • Louis Vuitton is an example of a fashion company that aims its products at a niche market 	<ul style="list-style-type: none"> • Products are less unique as they are aimed at broad market segments • Low average costs due large scale production economies of scale • Low prices lead to greater affordability and higher sales volumes • Low prices lead to lower profit margins • <i>Primark</i> is an example of a clothing company that focuses its product on the mass market

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