

What is consumer-oriented marketing?

An organizational strategy known as "customer orientation" puts the customer's requirements ahead of the company's. To keep customers longer, customer-oriented businesses strive to meet their needs. Customer-oriented businesses naturally draw customers to their offerings.

Customer orientation in customer service refers to giving customers supportive, individualized, and comprehensive results. The process of establishing corporate goals and producing results is viewed from a different angle, thanks to customer orientation.

It entails a shift away from outbound marketing strategies and toward sales-oriented business models (centered on discounts or sales). Companies create enduring customer connections by getting to know their customers and meeting their demands.



Marketing In A Consumer Oriented Society

Dewan & Sudarshan



Marketing In A Consumer Oriented Society:

Marketing in a Consumer-oriented Society John R. Stuteville, Marc D. Roberts, 1975 **Consumers, Society and Marketing** Dilip S. Mutum, Ezlika M. Ghazali, 2023-09-07 Environment and social responsibility are paramount for any modern business strategy and the field of marketing is adapting itself to the new focus on sustainability. The study of the interface between consumers, society and marketing is crucial for understanding the complex interactions between individuals and the products and services they consume and the resulting implications. In this book, the authors delve into the latest research and theories on the subject, providing insight into the various factors that shape consumer behavior and the broader impacts of marketing on society. Whether you are a student, professional, or simply curious about the topic, this book will provide a valuable resource for your learning and exploration. Instead of treating ethical foundations and critical marketing perspectives separately, this book merges them and takes a broader sustainability perspective. It examines the various ways in which businesses are incorporating sustainability into their marketing strategies and the impact these efforts are having on consumers, the economy, and the planet. Topics covered in this book include: Evolution of marketing thought, Critique of marketing, Sustainable marketing, Social marketing, Evolving consumer representations and roles, and many more.

Marketing in a Non-consumer-oriented Society Seyed Kamal Amirhessari, 1982 Marketing In and For a Sustainable Society Naresh K. Malhotra, 2016-07-05 This special issue featuring contributions from top scholars, including former editors of top journals in marketing, will assemble a set of current, comprehensive review articles written by distinguished experts on the state of the art of marketing research and future prospects in the transition towards sustainable society.

Customer-Oriented Marketing Strategy Tefik Dalgic, 2013-03-15 What is customer orientation? And how does it fit in your idea of a good marketing strategy? This book can help you understand more about the relationships, applications, and steps to take to drive continuous relationships with customers to aid in the process of defining and implementing niche strategies, international marketing efforts, and electronic commerce. Inside, the authors start with classic marketing concepts and then review important developments and research of the latest findings, both from the theoretical and applied points of view, to present specific examples, methodologies, policy measures, and strategies that can be implemented to increase and perfect customer satisfaction. Both manufacturing and service businesses are addressed, and the results will give you a combination of the major studies in this specific field of marketing and strategy to offer a comprehensive strategic tool for decision makers in organizations.

Marketing Ethics and Consumer Society Athanasia Daskalopoulou, Natalia Yannopoulou, 2025-04-03 This unique new text explores marketing ethics, the impact of marketing on consumers' lives, and the wider social, cultural, and political context of marketing activities. Taking a critical approach to marketing practice, the book discusses the growing sense of responsibility within the marketing discipline and addresses issues at the interface between marketing and society. Importantly for Marketing students, it works to develop an understanding of the impacts that

marketing can have on consumers lives and the potential that future marketers have to shape contemporary society Chapters cover marketing and advertising ethics critical consumption gender and race brand activism sustainability and corporate social responsibility and understanding and protecting the consumer Case studies drawn from international contexts featuring real life and recognisable organisations are included in every chapter to bring the theory to life enabling students to explore the ethical dilemmas and criticisms faced by organisations and consumers in contemporary society Chapter outlines learning outcomes summaries and self assessment questions cement learning whilst discussion questions aim to provoke interesting conversation A much needed and relevant textbook that brings together all the key contemporary topics in marketing ethics this should be core reading for advanced undergraduate and postgraduate students studying modules on marketing ethics ethical marketing and sustainability and marketing and society Online support materials include lecture slides and a test bank

MARKETING MANAGEMENT Dr. Saroj Kumar,Namrata Dubey,2025-04-01 MBA SECOND SEMESTER According to the New Syllabus of Kurukshetra University Kurukshetra based on NEP 2020 Human Rights and Ethics: Concepts, Methodologies, Tools, and Applications Management Association, Information Resources,2014-09-30 In today s increasingly interconnected and global society the protection of basic liberties is an important consideration in public policy and international relations Profitable social interactions can begin only when a foundation of trust has been laid between two parties Human Rights and Ethics Concepts Methodologies Tools and Applications considers some of the most important issues in the ethics of human interaction whether in business politics or science and technology Covering issues such as cybercrime bioethics medical care and corporate leadership this four volume reference work will serve as a crucial resource for leaders innovators educators and other personnel living and working in the modern world **Acceleration of Digital Innovation & Technology towards Society 5.0** Dian Puteri Ramadhani,Indira Rachmawati,Cahyaningsih,Nidya Dudija,Hani Gita Ayuningtias,Arien Arianti Gunawan,Dania Syanetta Dennyra,2022-11-14 Sustainable Collaboration in Business Technology Information and Innovation SCBTII 2021 focused on Acceleration of Digital Innovation Strategy Entrepreneurship Economics Finance and Corporate Governance and Accounting This valuable research will help academicians professionals entrepreneurs researchers learners and other related groups from around the world who have a special interest in theories and practices in the field of business and digital innovation and technology towards society 5 0

International Marketing Management Dewan & Sudarshan,2010 Contents Organisation and Control in International Marketing Management International Pricing Strategy Marketing Strategy Planning Product Policy and Planning International Advertising Marketing Strategy Planning for International Markets The Firm as a Business System International Markets Marketed in a Consumer Oriented Society Appraisal and Challenges **Consumer Behavior and Marketing Strategy** Dhanalakshmi Marar,2025-02-20 Consumer Behavior and Marketing Strategy addresses the steep rise in market competition and how marketing strategies adapt to capture impacts and provide solutions This comprehensive

guide delves into the interdisciplinary field of consumer psychology and its interaction with products It explores how these strategies contribute to business growth convert occasional customers into repeat consumers and navigate consumer behavior challenges The book provides insights into complex consumer behavior from basic to advanced levels addressing issues from both marketer and consumer perspectives Each thoroughly researched chapter follows a logical flow ensuring continuity for readers Concepts are illustrated with examples and end of chapter questions offer practice aimed at undergraduates Written in simple lucid language the book accelerates beginner learning The glossary at the end helps readers understand frequently used marketing terms Consumer Behavior and Marketing Strategy is an invaluable guide for understanding the interaction of consumer behavior and marketing strategies offering practical solutions and comprehensive insights

The Oxford Handbook of Critical Management Studies Mats Alvesson, Todd Bridgman, Hugh Willmott, 2009-06-19 Critical Management Studies CMS has emerged as a movement that questions the authority and relevance of mainstream thinking and practice Critical of established social practices and institutional arrangements it challenges prevailing systems of domination and promotes the development of alternatives to them CMS draws upon diverse critical traditions Of particular importance for its initial articulation was the thinking of members of the Frankfurt School of Critical Theory From these foundations CMS has grown into a pluralistic and inclusive movement incorporating a diverse range of perspectives ranging from labour process theory to radical feminism In recent times a set of ideas broadly labelled poststructuralist have been developed to complement and challenge the insights of Critical Theory giving new impetus for scholars seeking to challenge the status quo and articulate a more inclusive and humane future for management practice The Oxford Handbook of Critical Management Studies provides an overview of theoretical approaches key topics issues and subject specialisms in management studies as well as a set of reflections on the progress and prospects of CMS Contributors are all specialists in the respective fields and share a concern to interrogate and challenge received wisdom about management theory and practice Given the rapid growth of the CMS movement its ever increasing theoretical and geographical diversity and its outreach into the public sphere The Oxford Handbook of Critical Management Studies is a timely publication In addition to UK contributors where CMS has developed most rapidly there is strong representation from North American contributors as well as from areas where CMS has taken hold more recently such as Australasia

Handbook of Research on Perspectives on Society and Technology Addiction Sine Nazlı, Rengim, Sari, Gülşah, 2023-06-19 Internet based technologies prevail in most of the world Along with the positive features of digital technologies that permeate our lives in almost every area including lifestyles and daily practices the traces of negative aspects have also become evident Digital addiction is among the most important of these aspects It is obvious that communication which has been maintained in various forms since the beginning of humanity has been shaped by the period in which it is lived The technology based transformation has transformed communication which has been adopted to the

internet in the world into a completely different form Communication which has become sustainable at any time and anywhere regardless of location led by the never ending elements of continuity and interaction has turned into an indispensable form Perspectives on Society and Technology Addiction examines every subject of digital addiction in an interdisciplinary way It discusses the issues about what technology addiction is how to deal with this addiction how to use the existing technology in a positive way how to deal with this technology for disadvantaged groups and concerns in the fields of social science and communication science Covering topics such as Consumer 5 0 experience design and information markets this premier reference source is an essential resource for sociologists policymakers students and educators of higher education researchers and academicians

Sustainable Technologies, Policies, and Constraints in the Green Economy Jean-Vasile, Andrei, Adrian, Turek Rahoveanu, Subic, Jonel, Dusmanescu, Dorel, 2013-05-31 The development of a green and sustainable economy continues to grow in awareness and popularity due to its promotion of a more comprehensive way of achieving economic development through social and environmental efficiency Sustainable Technologies Policies and Constraints in the Green Economy carefully investigates the complex issues which surround the wide array of concepts policies and measures that come into play when promoting this somewhat new ideology This publication covers over 50 years of research in the field in order to provide the best theoretical frameworks and empirical research to its readers Professors researchers practitioners and students will all benefit from the relevant discussions and diverse conclusions which are revealed in these chapters

Managing Information Technology in a Global Society Mehdi Khosrowpour, 1991-01-01 Technological advances in information technology have created many new ways and structures in our lives Organizations now are mastering services of this technology in their business strategies productivity customer services and other managerial functions to stay competitive With a focus on the global issues of IT and its implications on organization this proceedings includes all the presentations of this international conference

On Becoming a Consumer James U. McNeal, 2007 On Becoming a Consumer is an easy to read theoretical discussion of the development of consumer behaviour patterns from age zero to 100 months the time period during which people become bona fide consumers according to the author's consumer behaviour research

Consumer Oriented Development of Ecodesign Products Hee Jeong Yim, 2007 In order to meet the challenges of sustainable production industries have more responsibility in controlling product related environmental aspects throughout the whole life cycle of a product since industrial products have potentially larger impacts than on site emissions This book looks at Ecodesign as a special form of product management integratable into Total Live Cycle Management

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Management and Marketing for Improved Retail Competitiveness and Performance Santos, José Duarte,Pereira, Inês Veiga,Pires, Paulo Botelho,2023-07-28 The growth of companies online presences is an unquestionable reality However not everything goes online and the physical presences of companies continue to exist with the physical retail point of sale as a place for experimentation and immediate consumption brand showroom and support for online sales which are fundamental to the shopping experience Managing a retail point of sale implies acting on several fronts bearing in mind the market requirements the point of sale s brand strategy the strategies of the brands being sold and all other aspects related to the management of a business while considering the specificities of a retail point of sale Management and Marketing for Improved Retail Competitiveness and Performance provides knowledge and skills to allow readers to understand and apply the different concepts techniques and tools to manage a retail point of sale in the various aspects of a business Covering key topics such as advertising client loyalty and merchandising this premier reference source is ideal for business owners managers marketers researchers scholars academicians practitioners instructors and students

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In a fast-paced world fueled by information and interconnectivity, the spellbinding force of linguistics has acquired newfound prominence. Its capacity to evoke emotions, stimulate contemplation, and stimulate metamorphosis is truly astonishing. Within the pages of "**Marketing In A Consumer Oriented Society**," an enthralling opus penned by a highly acclaimed wordsmith, readers set about an immersive expedition to unravel the intricate significance of language and its indelible imprint on our lives. Throughout this assessment, we shall delve in to the book is central motifs, appraise its distinctive narrative style, and gauge its overarching influence on the minds of its readers.

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