

A STUDY ON MARKET PROCESSING WITH SPECIAL REFERENCE TO CONSUMER BEHAVIOR IN READY MIX (INDIA) IS A DIVISION OF PRISM CEMENT LIMITED

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ABSTRACT

Marketing is the process of performing market research, selling products and/or services to customers and promoting them via advertising to further enhance sales. It generates the strategy that underlies sales techniques, business communication, and business developments. It is an integrated process through which companies build strong customer relationships and create value for their customer and for themselves. Marketing is used to identify the customer, to satisfy the customer, and to keep the customer. With the customer as the focus of its activities, it can be concluded that marketing management is one of the major components of business management. Marketing evolved to meet the stasis in developing new markets caused by mature markets and overcapacities in the last 2-3 centuries. The adoption of marketing strategies requires businesses to shift their focus from production to the perceived needs and wants of their customers as the means of staying profitable.

The term marketing concept hold that achieving organizational goals depends on knowing the needs and wants of target markets and delivering the desired satisfactions. It proposes that in order to satisfy its organizational objectives, an organization should anticipate the needs wants of consumer and satisfy these more effectively than competitors.

KEYWORDS: Performing Market Research, Selling Products, Services to Customers, Promoting