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## IMAGE OF CONSUMERS IN THE MARKETING MANAGEMENT

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### **Abstract :**

*The marketing management is based on an organisation's idustry and marketing goals. It is vital to a business ability that a company is profitable by gaining new customers building a company's reputations providing cohesin in this new era. In the realm of this management, marketing appears every thing and consumers watch the function of marketing. In this way, it builds a form of communication between a business house and its customers with the goal of selling its products. Here marketing focuses on consumer needs and it begins role and continues after role. People work as liaisons between a company and its target consumer optimining marketing company to gain new customers.*

*Consumers try to tend to shop in stores that have images that agree with their own self-images in this modern era. They also attempt to enhance their Self-images by buying products in the market. To them, products and brands offer symbolic value for individuals. They also try to evaluate Products on the basis of their consistency with their Personal Pictures. In this way, it is clear that Self-image contains Strategy implication for markets and brand image is the perception of the brand in the minds of consumers.*

**Keywords :** Marketing management, Image of consumers, Product Development, Distribution methods, Drive Sales and The consumer environment.

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### **Introduction :**

A consumer who wants to purchase the product for his or her own needs. In another words, it is vivid that the consumer is the one who is the end-user of the product. He or She like brand image that is a representation of the brand products and their services. In the sence of marketing he or she their to attempt to preserve self-image by buying products. In this way, consumers tend to shop in stores that have images that agree with their own self-image. For

example, buying a bag of groceries in the store or paying someone to mow lawn makes up a part of the customer market. Go fulfill specific needs, pleasant Stores are linked explicitly to get profit on goods.

Marketing management offers the process of planning and executing the conception pricing, promotion and distribution of goods, ideas and services creating exchanges and organizational goals. Here the management ensures a company for profitable by gaining new customers expanding a customer base. It tries to improve customer interaction. In this era of disillusionment, Strategy, execution and the program oversight require to promote a company's products and services. Thus the management has to involve in developing and implementing strategic marketing programs, process and activities that align with objectives of business.

The plan is based on thorough market research gathering customer data properly. In this step, it explores the way to find out the opportunities that are profitable to satisfy the consumers. Consumers pay attention for brand image. It plays a crucial role in attracting and retaining them again and again. In this way, their building brand image requires consistent messaging and experiences with brand positioning. This is achieved by effectively managing customer touchpoints and marketing interactions.

### Product Development :

Product development is the process in which we find strategizing, brainstorming, planning, building, and releasing a product to market. After that measuring its success is investigated. Here it is tried to encompass taking a product idea from concept to delivery and beyond. These stages are involved here as brainstorming and ideation, research, concept development, Prototyping and product rollout. Marketing and distribution are done for the image of consumer. These add value for customers who may be well in the current version. These offer viability of the product, product selection, Product Development Tracking, Inspiring for Product development and get a better 360-degree view of the customer. In the case of NPD Performance we see its Performance across ways of best practices research as :

Performance Dimension	BP1 1990	BP2 1995	BP3 2004	BP 4 2012	BP 5 2021	Best	Rest
Sample program success 1-9 scale, 2-item average	-	5.5	5.4	5.8	6.8	8.0	6.2
Competitive Success -% in	-	39.1%	44%	59.6%	48.4%	21.3%	27.3%

Top third of Industry							
% of sales from New Products to Total Sales (5 Years)	32.6%	32.4%	28.0%	31.1%	42.2%	64.2%	35.5%
% New Product success (5 Years)	58.0%	59.0%	59.0%	61.0%	59.6%	73.3%	54.4%
Market/Financial	44.7%	44.2%	42.4%	44.8%	51.1%	69.4%	41.4%

Source : onlinelibrary.wiley.com

### Distribution methods :

In management, distribution is related to spreading products throughout a marketplace so consumers can buy them different locations. Methods are used as : Direct and Indirect. These methods offer selective and exclusive. Three – channel systems are done here as producers try to sell to an agent, Who then sells to a wholesaler agent, who then sells to a wholesaler followed by the retailer, and then the customers. Levels are the following steps:

Producer → Agent/Broker → wholesaler or Retailer → Customers

Distribution networks offer benefits as wider reach, market insights, risk sharing and focus on core work. Sometimes these product challenges related to lost control, high costs, slow response conflicts and dependence. The company also get high increase in sales.

### Drive Sales :

Drive sales are related to a sale of goods unwanted household items, conducted in the driveway of a house with the intention of selling to neighbours or passers by. Here gather sales data and reach for trends are required. Drive sales are important to conquer the competition and keep on working the business with confidence. The following steps may increase the productivity of a manufacturer!

- To exchange sales channels
- To introduce new products or service
- To expand to new domestic markets.
- To issue marketing activities
- To change price
- Be aware of the competition
- To improve community Relations

- To accept customer service

### **The Consumer Environment :**

It is vivid that the negative effects of consumerism bear the depletion of natural resources and pollution of the earth. To this, the consumer Society is working and more people are able to enjoy the benefits of buying goods and services in positive needs. Consumer watch their images in the following sections :

- Key market segments and market position.
- To develop a brand for downtown.
- To implement marketing programs.

Consumers watch goods in the following ways for their images :

- Variety
- Service
- Uniqueness
- Value
- Experience and sense of place

It is seen that a company may avoid having a negative image by taking measures to protect their employees and customers from injury. Therefore, it wants to have a positive image by being environmentally friendly and giving back to the community through charitable donations and volunteer work. After gaining branded products consumers idealize their images in marketing. They save money on products like gaining permits for new things and continue their actual self-image, Social Self-image.

### **Literature Review :**

**Keller has assessed :** Various reactions to the branding campaign from consumers who have knowledge of the brand in varying degrees. In other words, brand image and brand awareness are the basis and sources of brand equity ... Positive brand image could be established by connecting the unique and strong brand association with consumer's memories through marketing campaigns. To Oliver, customers performance specific expectation and expectation disconfirmation are the key indicators of customer Satisfaction.

**Roberts remarks :** Brand emotion is the cultural implication embodied in the brand ...

Branding is highly effective way to cause customer reaction, sentiments and moods, ultimately forming connection and loyalty with the brand.

**Graeff has remarked :** Examining the consistency between the brand image and consumer's self concept is very important because consumers might display various Self concepts indifferent display various self concepts indifferent Social context. But whatever the context is, consumers would thing better of the brand as long as the brand image is in line with the their Self-concept.

**Harlbrook and O'shaughnessy assest :** the important role of emotion in adversingh. In general, a positive emotion with comfortable and cheerful feeling makes the consumer happier and increases their intention to purchase ...

### **Findings :**

Consumers try to make their puchase decisions depending on the brand image rather than product itself. After consistenting the brand image they get Self-concept. In this way, the consumer give a perference of the product. It is done so because they buy goods and services to satisfy they wants and producers make goods and service. At marketplace, their transaction requires as buying that is selecting a product or service, paying for it, and using consuming it.

Right to choose, Right to consumer education Right to be heard, Right to seek redressal, To follow protection Act and Right to be informed and consumer rights. These rights represent the image of consumers. In india, consumer are dispersed. They are not united so, these is increasing supply of duplicate products in the market. Malpractices of businessmen like fraudulent, unethical monopolistic trade practies are emerged in trade practies are emerged in these days. Laws to Safeguard the interests of consumers should be effectively implemented.

### **Conclusion :**

To Conclude, it is vivid that consumers attempt to preserve their self-images by buying products in the market. They believe to agree with that Self-image and avoid products that are useless. Images convey information more efficiently than text alone. They also try to help consumers understand products, Services and characteristics. Owing to these consumers are confronted with value-laden decisions that challenge their principles.

It is duster clear that consumers have strong social responsibility principles. This expands their image theory by examining all images in the same decision context. Thus, image

theory occurs in testing the role of image compatibility. Marketing management stocks photo, image, vectors and illustrations for consumers. Thus, marketing management frames a source in which a frame work helps to guide marketing strategies for fulfilling images of consumers. As a matter of fact, place strategy is where a provider sells their services.

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