The Marketing Environment

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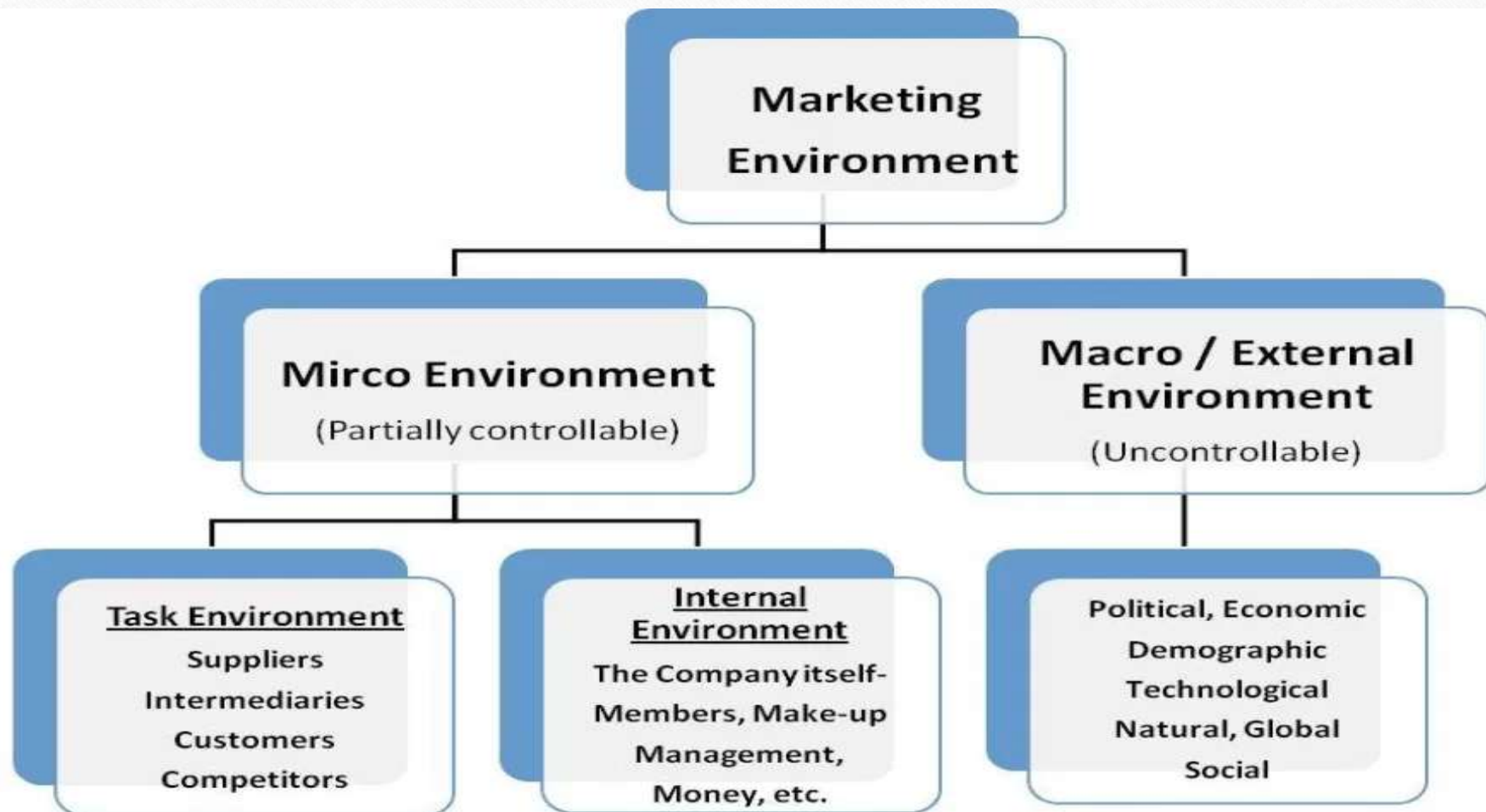
Plan:

1. **Marketing environment**

2. **The company's microenvironment**

3. **The company's macroenvironment**

Marketing environment

- The marketing environment consists of all the forces outside marketing that affect the marketing management's ability to develop and maintain successful relationships with its target customers.

- Generally it is divided into:

✓ Microenvironment;

✓ Macroenvironment.

The company's microenvironment

- The company's microenvironment consists of 6 factors that affect its ability to serve its customers. These factors are:

a) The company

b) Suppliers

c) Marketing intermediaries

d) Customers

e) Competitors

f) Publics

The company's macroenvironment

- The macroenvironment are forces that shape opportunities and pose threats to the company. These include:

➢Demographic

➢Economic

➢Natural

➢Technological

➢Political

➢Cultural

What is Macro Environment

Demographic Environment

- Age structure.
- Gender.
- Income distribution.
- Family size.
- Family life cycle.
- Occupation.
- Education.
- Social class.

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Economic Environment

The external economic factors that influence consumer and business buying habits, and therefore also company performance.

Microeconomic Factors

- Competitors
- Demand
- Market size
- Supply
- Suppliers
- Distribution chain

Factors in the Economic Environment

Macroeconomic Factors

- Unemployment
- Inflation
- Interest rates
- GDP
- Exchange rates
- Consumer confidence

Natural Environment

Natural Environment:

- Involves the natural resources that are needed as inputs by marketers or that are affected by marketing activities

Trends

- Shortages of raw materials
- Increased pollution
- Increased government intervention

Goal 3: Identify trends in natural and technological environments

Cultural Environment

➤ The cultural environment mean a environment which affect the basic values, behaviours, and preferences of the society-all of which have an effect on consumer marketing decisions.

Socio-cultural environment

➤ A set of beliefs, customs, practices and behaviour that exists within a population.

➤ International companies often include an examination of the socio-cultural environment prior to entering their target markets.

Conclusion

Micro and macro environments have a significant impact on the success of marketing campaigns, and therefore the factors of these environments should be considered in-depth during the decision making process of a strategic marketer.

The company is surrounded by a complex environment. The Macro Environment consists of a large variety of different forces. All of these may shape opportunities for the company, but could also pose threats. Therefore, it is of critical importance that marketers understand and have an eye on development in the Macro Environment, to make their business grow in the long term.