



LINGKUNGAN PEMASARAN

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many organizations assemble a team of specialists to continually collect and evaluate environmental information, a process called *environmental scanning*. The goal in gathering the environmental data is to identify future market opportunities and threats.

Understand CUrrent CUstomers You must first understand how customers buy, why they buy, what they buy, and when they buy

Understand How Consumer decisions are made



Despite being one of America's largest sporting goods chains, Sports Authority filed for bankruptcy in 2016 amidst pressure from Dick's Sporting Goods.

Consumers don't simply go into the first store they see and buy the first item they see

They research, waffle between products, and sometimes, decide not to buy altogether. Mobile shopping is one factor that has had a significant impact on the consumer decision-making process.

In the United States, 90 percent of people keep their mobile phones within reach at all times.² Knowing this, many retailers have worked to make shopping easier—from anywhere.

S O c I A L F A c T O r S

Social change is perhaps the most difficult external variable for marketing managers to forecast, influence, or integrate into marketing plans

Social factors include our attitudes, values, and lifestyles.
Social factors influence the products people buy

A *value* is a strongly held and enduring belief. America's core values strongly influence attitudes and lifestyles:

- **Self-sufficiency:** Every person should stand on his or her own two feet
- **Upward mobility:** Success would come to anyone who got an education, worked hard, and played by the rules.
- **Work ethic:** Hard work, dedication to family, and frugality were moral and right.
- **Equality:** No one should expect to be treated differently from anybody else.
- **Individualism:** Each person is unique and special
- **Achievement orientation:** Emphasis on getting things done by setting goals, planning, and measuring results

DEMOGRAPHIC FACTORS

Another uncontrollable variable in the external environment—also extremely important to marketing managers—is **demography**, the study of people's vital statistics, such as age, race and ethnicity, and location.

Demographics are significant because the basis for any market is people. Demographic characteristics are strongly related to consumer buying behavior in the marketplace.



Approximately 90 percent of teenagers that use the Internet, also use some form of social media.

Millennials, or **Generation Y**, are people born between 1979 and 1994.

Generation X—people born between 1965 and 1978



Asian Americans are 31 percent more likely to buy organic foods and 23 percent more likely than the general consumers to evaluate the nutrition of the products they buy.

the nutrition of the products they buy:
likely than the general consumers to evaluate

E c O n O M I c F A c T O r S

- **Consumers' Incomes**
- **Purchasing Power**
- **Inflation**
- **Recession**

inflation a measure of the decrease in the value of money, expressed as the percentage reduction in value since the previous year

recession a period of economic activity characterized by negative growth, which reduces demand for goods and services

purchasing power a comparison of income versus the relative cost of a standard set of goods and services in different geographic areas

Technology and Innovation

Technological success is based upon innovation, and innovation requires imagination and risk taking.

Bringing new technology to the marketplace requires a corporate structure and management actions that will lead to success. Great corporate leaders must embed innovation into the lifeblood of the company

YOUR TASK !

Buat PAPER (WAJIB) maksimal 5 halaman dari materi yang sudah dijelaskan

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THANK YOU!

ANY QUESTIONS?