

### 3. The Marketing Environment



### Outline

- ◆ Environment Scanning
- ◆ Environment forces
- ◆ Environmental Trends:
- ◆ Firms' responses

### Why Environmental Scanning?

- Identify opportunities and threats;
- Design effective marketing strategies.

### Environmental Scanning

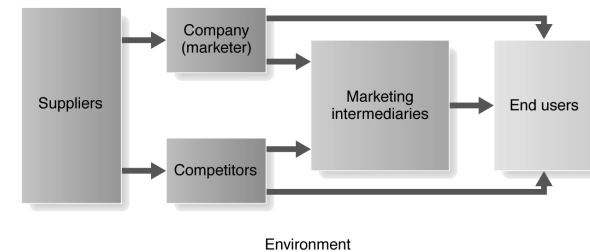
- ◆ Gathering information regarding the external environment;
- ◆ Analyzing that information;
- ◆ Forecasting the impact of the trends.

The role of marketing research?

## Two Levels of Environmental Forces

- ◆ **Macro influences:**  
demographics, economic conditions, culture, technology and laws.
- ◆ **Micro influences:**  
suppliers, marketing intermediaries, and customers.

## The Microenvironment



## The Macroenvironment

- ◆ Demographic
- ◆ Economic
- ◆ Natural
- ◆ Cultural
- ◆ Political
- ◆ Technological

## Demographic Trends

- ◆ World population growth
- ◆ Changing age structure
- ◆ Changing American household
- ◆ Geographic population shifts
- ◆ Better-educated, more white-collar workforce
- ◆ Increasing Diversity

## Key Generations

- ◆ Baby boomers
- ◆ Generation X
- ◆ Generation Y

Generational Marketing?

## Economic Environment

- ◆ U.S. income distribution is skewed.
- ◆ Consumer spending patterns are changing.

## The Natural Environment



Many companies use recycling to help protect natural resources

## Technological Trends

- The technological environment is characterized by rapid change.
- New technologies create new opportunities and markets but make old technologies obsolete.

## Cultural Environment

- ◆ Core beliefs are persistent;
- ◆ Secondary cultural values change and shift more easily;
- ◆ Society's cultural values are expressed through people's views  
Of: Themselves, Others, Organizations, Society, Nature, The Universe

## Other Social and Cultural Forces

- Environmental Consciousness
- Changing Gender Roles
- A Premium on Time
- Physical Fitness and Health

## Cause-related Marketing: Doing Well by Doing Good



Cause-related marketing is one method of demonstrating social responsibility

## Responding to the Marketing Environment

- Reactive: Passive Acceptance and Adaptation
- Proactive: Environmental Management

## Online Marketing Today: Peapod.com

- ◆ How do benefits cited on the web page related to the current trends in the marketing environment?

### The home page for Peapod, the nation's largest online grocer

