

# Effective Concept and Components of 4ps Marketing Information System

Khaing Thazin Nwe, Lwin Sandar Soe, Thet Thet Aung

Information Technology Supporting and Maintenance, University of Computer Studies, Hinthada, Myanmar

**Abstract:** - Today, the changing service environment is considered as a key factor in effective marketing. Effective operations are obvious, but not enough for success to design service products based on customer needs, and planning. It is very important to have proper distribution and active introduction to customers. Marketing mix or mixed marketing or marketing tools and marketing strategies are words used to translate marketing mix. The main purpose of this research is to study marketing mix. This is especially the case with products and services. Location: It is a 4 saver with 4 prices and 4 promotions. These 4 'P' are called as elements of the market and together they form the marketing mix. Marketing Components - Products market, Location and promotion are used for marketing purposes. The rank of each element be influenced by not only on the company but on its activities, It also depends on competition and timing. Some items are more important than others. It be determined by largely on the company's plan and its actions. All of these things are interconnected. Because one region's decisions are effective in another. Marketing mix is a clear tool for effective marketing strategy and its implementation through effective strategies. The combination helps determine which marketing strategy is right for the organization. It can be used by marketers to assist in the development of a marketing strategy.

**Keywords:** Exploring Better Method, Computer Science Students, Surveying, Verification and Validation, Software Testing, Rapid Software Testing.

## I. INTRODUCTION

Marketing is one of the popular theory and marketing frameworks. Marketing and other decisions are used to make companies more effective. Companies focus on the competitiveness of various marketing mixes as part of a strategy set out by senior management to achieve long-term goals and objectives. The part of MIS is to discovery what information is necessary by marketing managers. Then he gathers information and analysis. This information is distributed to the marketing manager on time. MIS gathers information over its subsystems. These subsystems are called subsets.

The four key mechanisms of Marketing Information System (MIS) are:

1. Internal Records,
2. Marketing Intelligence,
3. Marketing Research (MR), and
4. Marketing Decision Support System.



Figure 1.Components of Marketing Information System (MIS) [8]

## II. CONCEPT AND COMPONENTS OF MARKETING MIX

'Marketing Research' deals with the company's marketing problems. It collects information about the display and list this information. Then give suggestions for resolving the problem. Marketing research also provides information to marketing managers. However, this information is accurate. It can only be used for specific purposes. MIS and MR are not mutually exclusive. The field of MIS is vast. This includes "MR". However, the field of MR is very narrow.

Marketing involves a great deal of activity. As an organization, start-up can decide on the group of clients who want to serve. Once the target group has agreed, the product will be released into the market by supporting the appropriate product, price, location and promotion efforts. To achieve market goals, they must be integrated in the right proportion. Such product, price, location and promotion efforts are known as 'Marketing Mix'.

Each company creates the customer's highest satisfaction. At the same time, attempts have been made to successfully negotiate disputes so that their property can be fully controlled. Ability to be complete. Meet its campaign goals. Therefore, this mix is tailored to the needs of the target clients, which varies from organization to market depending on its resources and marketing objectives.

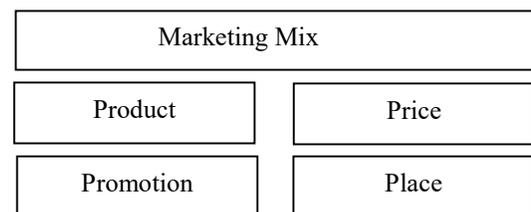


Figure 2.Marketing mix elements

### III. PRODUCT

Product is any product or service that meets a customer's needs. Products can distinguish who they buy from and what they aim for.

#### 3.1. Consumer Products

All products purchased for personal use are for consumers. Every product on the market has different characteristics and is based on different buying behavior of consumers.

#### 3.2. Types of Consumer Products

Marketers usually categorize consumer goods into four kinds of user products.

- Convenience Products
- Shopping Products
- Specialty Products
- Unsought Products

##### 3.2.1. Convenience Products

Convenient and easy-to-use products are commonly purchased by consumers in various locations. They are not dependent on low cost and strong brand recognition.

##### 3.2.2. Shopping Products

Shopping goods are often bought by consumers. Consumers are encouraged by the quality of shopping and the quality of shopping. It is often compared to a variety of products that are competitive and competitive, such as price and style. Therefore, compare shopping products. Compare more carefully. Time is running out compared to other options compared to convenience products.

##### 3.2.3. Specialty Products

They are products with special brand registration. They are usually expensive and purchasers do not spend much time comparing with other goods.

##### 3.2.4. Unsought Products

Unexpected products are a type of consumer product that consumers do not know about and do not buy these products under normal circumstances. Consumers do not care about these types. They don't think about it when they need it.

### IV. PLACE

The transfer of product from the manufacturer to the intended user from the manufacturer. This movement can be through intermediaries such as distributors, wholesalers and retailers. The organization must deliver the product to the consumer on time. It is important that the organization effectively distributes to meet its marketing objectives. If an organization does not meet demand, it will affect profitability.

Marketing marketing's storage operation is another stage of distribution. Storage involves holding products from the time they are made to the time they are purchased. The whole marketing function depends on the product and service

depending on the consumer and where they need them. Therefore, distribution and storage channels are part of a marketing mix.

### V. PRICE

The price of the product is central to the decision to buy. Price is not only a key element of a competitive situation, but directly affects the company's sales and profit margins, as well as being one of the most flexible market mixers to adapt quickly to environmental change. The point is that price is a very important decision. Because it affects the demand for goods and the profitability of the company.

#### 5.1. Types of Pricing Strategy

The following list are some popular pricing strategies accepted by the modern businesses.

- Cost-Plus Pricing
- Demand Pricing
- Price Skimming
- Penetration Pricing
- Auction Pricing
- Loss Leader Pricing
- Predatory Pricing
- Limit pricing
- Prestige Pricing
- Delivered Pricing
- Promotional Pricing

##### 5.1.1. Cost -Plus Pricing

Cost- plus valuing is a cost-based technique for situation the prices of products and services. When setting the cost-plus price, the direct material cost, direct labour cost, and above costs for a product are added up and added to a mark-up fraction (to create a profit border) in order to derive the price of the manufactured article.

##### 5.1.2. Demand Pricing

Demand Price Used customer demand to set up prices in the marketplace. The manufacturer determines the customer's demand for any product or service and determines the price. When prices are high, prices are high when prices are low and prices are low. High prices are interchangeable with peak hours when service is provided.

##### 5.1.3. Price Skimming

Price Skimming is a product price approach where the business sets the initial price for the manufactured goods or service and reduces the price over time. With the first customer's satisfaction and market penetration, the company has reduced the price to invite another section of the residents that is not sensitive to price.

##### 5.1.4. Penetration Pricing

Pricing is a marketing strategy to attract a business from the launch of a new product from a business to a new product. Low prices can enter the market for new products or services

and attract customers from competitors. Market penetration depends on the strategy of using a low-cost initialization strategy to get the attention of many buyers of a new product.

#### 5.1.5. Auction Pricing

The vender permits the buyer to contest for the product, citing the maximum price they want to pay for the buyer. The person who demonstrates the highest price is willing to buy the product.

#### 5.1.6. Loss Leader Pricing

The loss leader's price is a strong price strategy, and a store sells selected products at a cost to attract customers to replace the losses on highlighted products by buying more products. The cost of a loss leader is, in essence, a great deal. To attract customers from the businesses of trade contestants. Retailers use this price because they know that the retailer may not be profitable for the products designated as a losing leader. However, such businesses believe that using such valuing instruments may occasionally attract large facts of consumers who can brand their acquisitions elsewhere.

#### 5.1.7. Predatory Pricing

The low price is a low seller as a seller, and other suppliers have to leave the market unbeaten. Such a company will see its initial losses. In the end, however, the gains were driven by competition from the market and rising prices.

#### 5.1.8. Limit Pricing

Restrictions (or price restrictions) imply that other players are not allowed to come into the market through the supplier. It is charity by monopolists to prevent access to markets. The number of businesses in the marketplace is recognized as the price limit. Different the previous two approaches, the price is lower but not the loss.

#### 5.1.9. Prestige Pricing

Pricing a product at a high price is called a prestigious price. This is a strategy that sets prices higher than normal. Because low prices are more expensive than perfume rather than help sales such as for high-end perfumes, jewelry, clothing, cars, etc. It's also called picture value. Opinion There are some products that have a high opinion of the product due to the high price and quality of the product due to the high quality and quality of the product. As a result, these lower prices have led to lower sales. The higher the price, the better the incentive for customers to buy the product. Selling at a high price contributes to higher quality and social status.

#### 5.1.10. Delivered Pricing

A seller agrees to deliver the goods at the specified location and includes actual freight charges for actual delivery. It is the value for a item for consumption that includes the cost of conveying the product from the manufacturer to the customer. Clients want to buy products from such companies as a result of free home delivery.

#### 5.1.11. Promotional Pricing

When the price is abridged by a percentage for a fixed period, it is called the promotion price. This assistances to increase claim for products from price subtle customers.

### VI. PROMOTION

Promotions are about informing consumers about the product they want to buy. It means the process of attraction and influence. Availability of a product and mainly intended to provide information to potential consumers regarding the characteristics and uses. It stimulates the consumer's choice of the product, and stimulates the consumer's interest in the product.

#### 6.1. Division of Promotion

Promoting Sales promotion Personal sales and promotion activities include public promotion activities. These include public communications and services. Limit promotional activities such as design and packaging.

##### 6.1.1. Advertising

Advertising is the main promotion movement. Advertising is a media company with syndication. This is because the company finances the information it transmits through its communications media (newspapers, magazines, radio, television, etc.). Marketing & Communication. Advertisement is a model to enhance the creative communication process in line with the interests and needs of the entire community. It is a mass communication method that broadcasts information. The purpose is to stimulate activities that benefit the products and services companies. Advertisement is informing us about changes in product prices and explain how the product works. Reliable economic propaganda is because of strong competition from other manufacturers' products for manufacturers. Recalling propaganda plays a role in the maturity level of products.

##### 6.1.2. Sales Promotion

When promoting new products for domestic consumption, promotion is essential. The trade is aimed at maintaining its important role in the acquisition of the new product and the necessary stock and consumer interests. Free samples that inspire consumers. The purpose of the free sample is to persuade consumers to try the product. It is used in low-cost products consumed in large quantities during the year. The sample must determine the quality of the consumer to determine the quality of the product. Competitions are a competition and a way of promoting sales.

##### 6.1.3. Personal selling

Personal selling is a promotional model that allows direct communication between the seller and the customer. The seller can also directly examine the impact of their promotional messages. During the communication process - from monitoring customer feedback - adapting to individual engagement.

#### 6.1.4. Publicity

Public means the release of positive information about the company and its products and services.

### VII. CONCLUSION

Some actions and decisions aimed at meeting the needs of the company and its customers. All parts of the marketing mix require a minute-by-minute study with whole focus and thorough attentiveness. Public relations tools focus on the type of product, the type and the variety of product. The price and product price will depend on the customer's subsequent procedure. The important things to consider are the cost of production. This is the amount of money raised on promotional costs and distribution channels. As a result of the organization's goals for higher profitability and higher market share, it can only be achieved through a precise mix of all the marketing mix elements.

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