



Overview of the Lecture

- **The Company's Microenvironment**
- **The Company's Macroenvironment**
- **The Demographic Marketing Environment**
- **The Economic Environment**
- **The Natural Environment**
- **The Technological Environment**
- **The Political and Social Environment**
- **The Cultural Environment**
- **Responding to the Marketing Environment**





The marketing environment

The marketing environment includes the actors and forces outside marketing that affect marketing management's ability to build and maintain successful relationships with customers



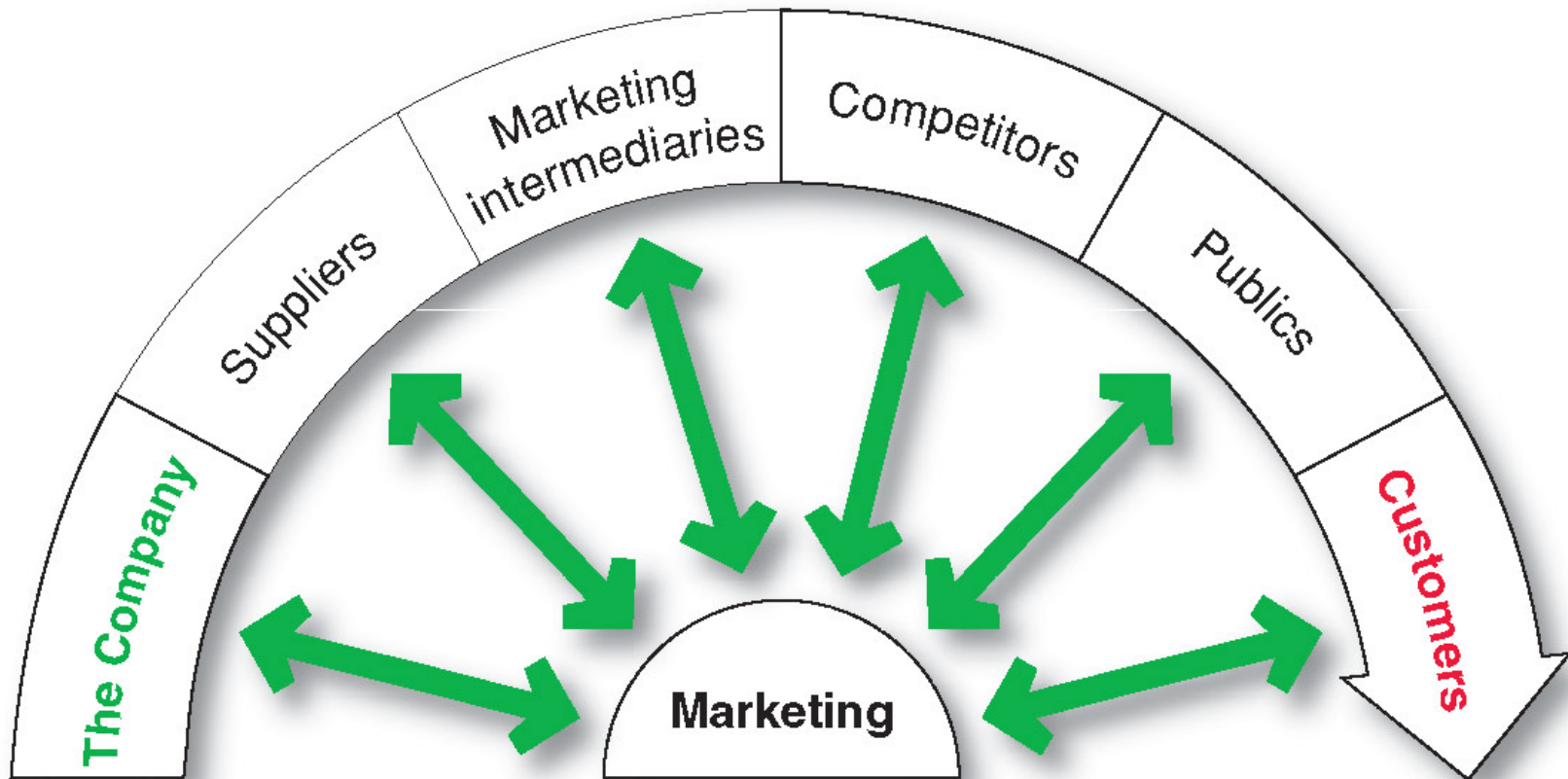


Microenvironment

Microenvironment consists of the actors close to the company that affect its ability to serve its customers, the company, suppliers, marketing intermediaries, customer markets, competitors, and publics



Actors in the Microenvironment





Actors in the Microenvironment

The Company

- Top management
- Finance
- R&D
- Purchasing
- Operations
- Accounting



เกี่ยวกับทรู
It's Better Together





Actors in the Microenvironment

Suppliers

- Provide the resources to produce goods and services
- Treat as partners to provide customer value



Actors in the Microenvironment

Marketing Intermediaries

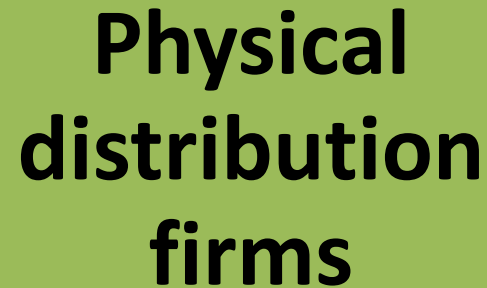
- Help the company to promote, sell and distribute its products to final buyers



Types of Marketing Intermediaries



Resellers



**Physical
distribution
firms**



**Marketing
services
agencies**

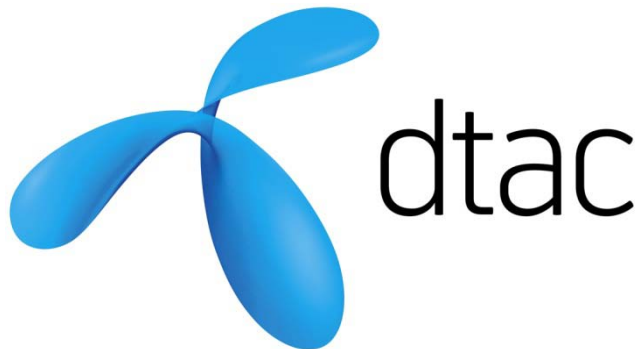


**Financial
intermediaries**



Competitors

- Firms must gain strategic advantage by positioning their offerings against competitors' offerings





Actors in the Microenvironment

Competitors

สิทธิพิเศษเฉพาะลูกค้า ทรูออนไลน์ | ทรูวิชั่นส์
(แพ็คเกจพิเศษ 18 เดือน)


ที่คงสถานะการใช้งานต่อเนื่อง 12 เดือนขึ้นไป
 โดยจ่ายค่าบริการล่วงหน้า 7 เดือนแรก

ทรูช้อปที่ร่วมรายการ

| iPhone 4 (8GB) | iPhone 4S (16GB) | iPhone 4S (32GB) | iPhone 4S (64GB) |
|-------------------|---------------------|---------------------|---------------------|
| 9,250 | 13,500 | 17,200 | 21,200 |



Publics

- Any group that has an actual or potential interest in or impact on an organization's ability to achieve its objectives
 - Financial publics
 - Media publics
 - Government publics
 - Citizen-action publics
 - Local publics
 - General public
 - Internal publics
- 



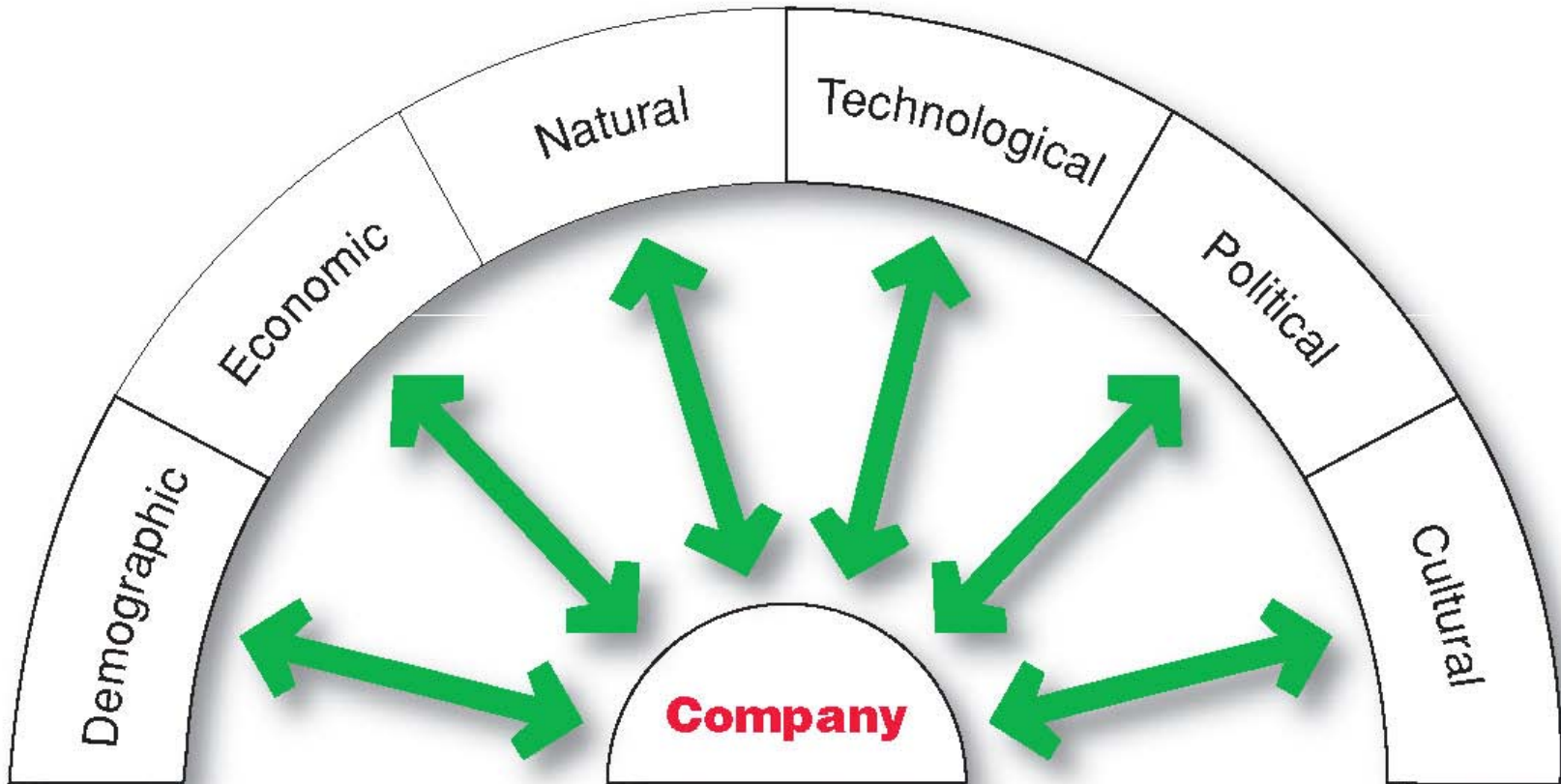
Actors in the Microenvironment

Customers


- Consumer markets
- Business markets
- Government markets
- International markets



Actors in the Macroenvironment



Demographic Environment

- **Demography:** the study of human populations-- size, density, location, age, gender, race, occupation, and other statistics
 - **Demographic environment:** involves people, and people make up markets
 - **Demographic trends:** shifts in age, family structure, geographic population, educational characteristics, and population diversity
- 

ASEAN formation



ASEAN population

Population

613
million

5th Largest
Population
in the world

12

China
2.2 times
of
ASEAN

India
1.9
times of
ASEAN

EU
0.8
times of
ASEAN

US
0.3
times of
ASEAN

ASEAN
613 million
people



Demographic Environment


- More educated
- More white collar
- Larger middle class
- Higher spending power
- Smaller family unit
- Increasing number of working women



ASEAN Paradigm



Market size 2.67 Trillions USD



Fast growing Economy
Increasing Urbanization
Younger Population

Demographic Environment

- **Generational marketing** is important in segmenting people by lifestyle or life state instead of age, Gen X and Gen Y
- **Gen Y** more comfortable with technology
- **Gen X** less materialistic and family-oriented

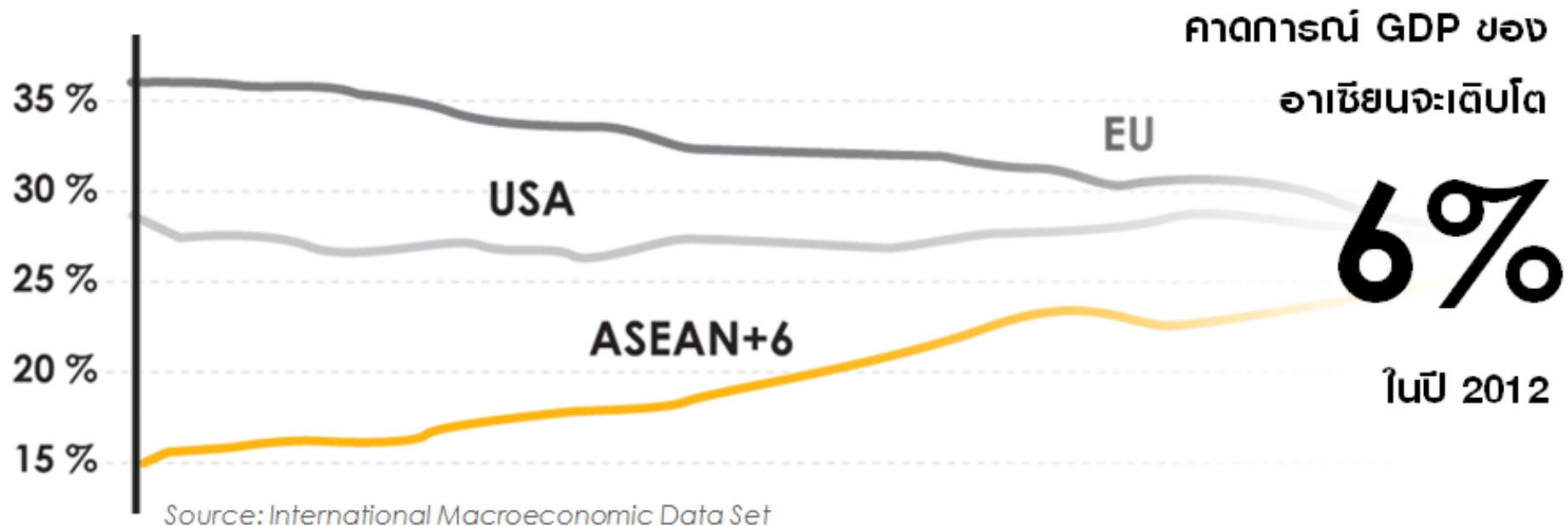


Economic Environment

- Economic environment consists of factors that affect consumer purchasing power and spending patterns
- Industrial economies are richer markets
- Subsistence economies consume most of their own agriculture and industrial output

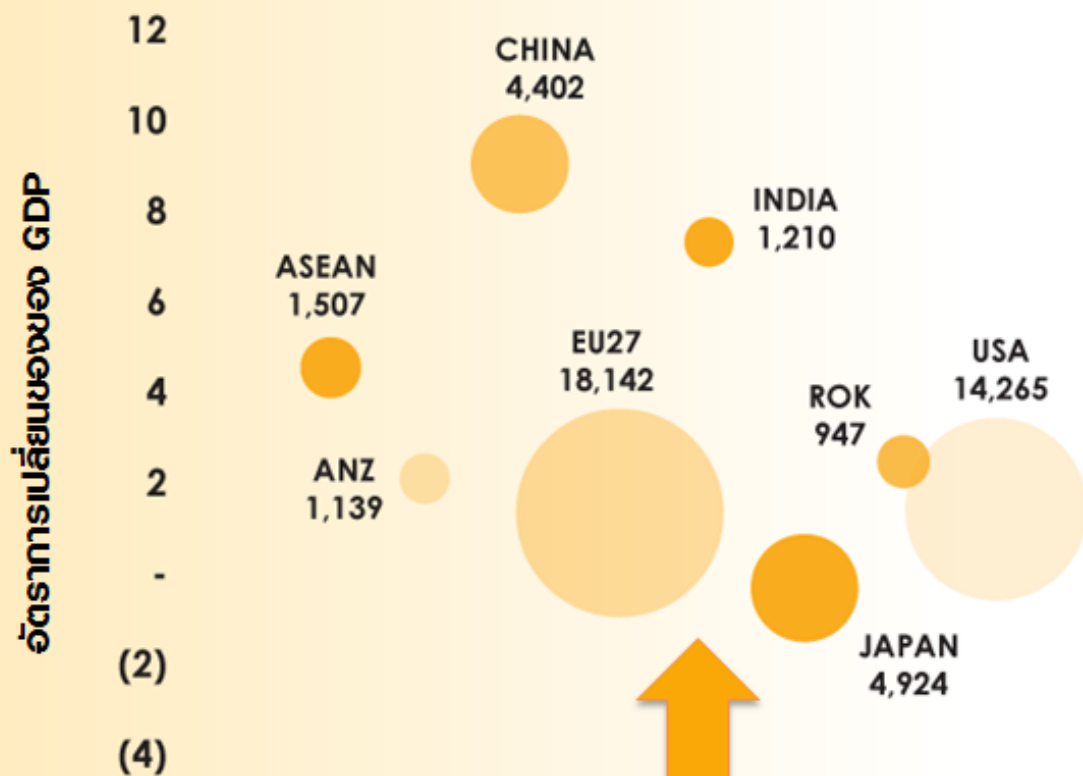


AEC โอกาสและความท้าทาย ต่อธุรกิจไทย



AEC โอกาสและความท้าทาย ต่อธุรกิจไทย

ผลิตภัณฑ์มวลรวมภายในประเทศของอาเซียนมีแนวโน้มขยายตัวมากขึ้น
หน่วย พันล้านดอลลาร์สหรัฐ เปรียบเทียบกับอัตราการเปลี่ยนแปลงของ GDP ปี 2008



Source: ASEAN Finance and Macroeconomic Surveillance Database and IMF World Economic Outlook Database

การเปลี่ยนแปลงสู่สังคมเมือง
ความหลากหลายของประชากร

=>

การบริโภคภาคเอกชน

AEC โอกาสและความท้าทาย ต่อธุรกิจไทย

การค้าของอาเซียนและคู่ค้าในแต่ละประเทศ

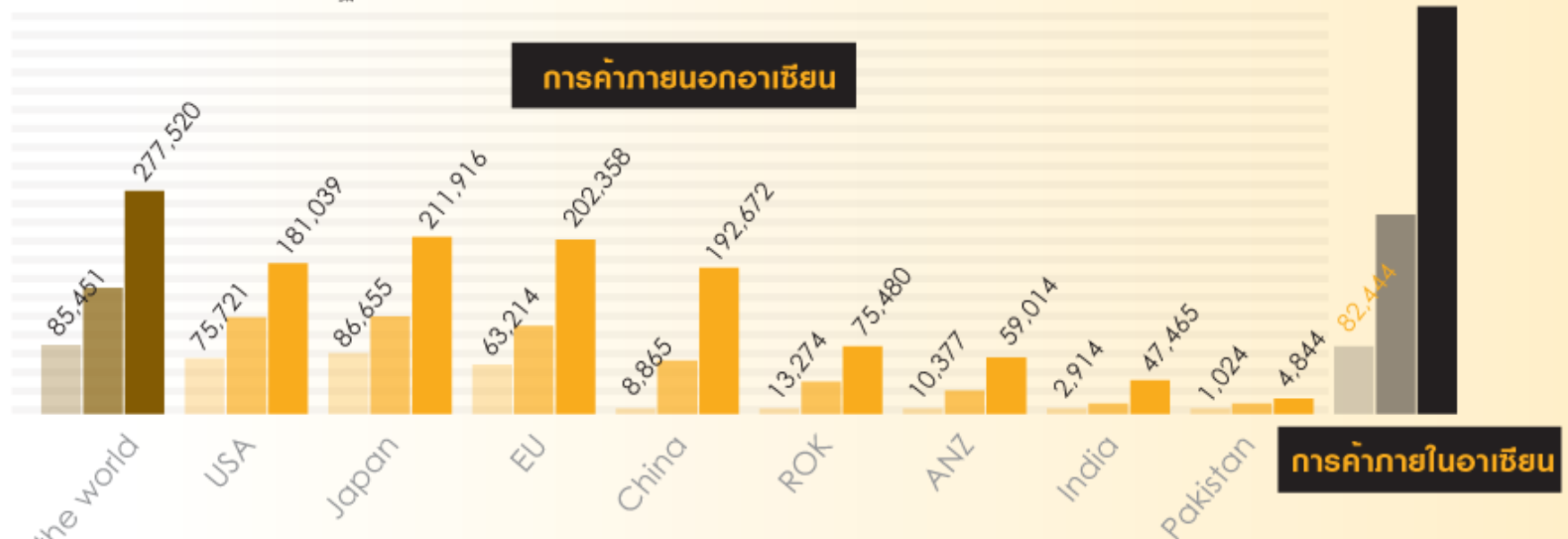
หน่วย : ล้านดอลลาร์สหรัฐฯ

Graph Opacity

Lightest 1993

Medium 2003

Darkest 2008



Source: ASEAN Finance and Macroeconomic Surveillance Database and IMF World Economic Outlook Database

Actors in the Macroenvironment

Value marketing


- Offering financially cautious buyers greater value
- The right combination of quality and service at a fair price



Natural Environment

- **Natural environment:** natural resources that are needed as inputs by marketers or that are affected by marketing activities

Trends

- Increased shortages of raw materials
 - Increased pollution
 - Increased government intervention
 - Increased environmentally sustainable strategies
- 



Business Evolution




Technological Environment

- Most dramatic force in changing the marketplace
- New products, opportunities
- Concern for the safety of new products



Political and Social Environment


laws, government agencies, and pressure groups that influence or limit various organizations and individuals in a given society

- Legislation regulating business
 - Increased legislation
 - Changing government agency enforcement
 - Increased emphasis on ethics
 - Socially responsible behavior
 - Cause-related marketing
- 

Cultural Environment

Core beliefs and values are persistent and are passed on from parents to children and are reinforced by schools, churches, businesses, and government

Secondary beliefs and values are more open to change and include people's views of themselves, others, organization, society, nature, and the universe



Cultural Environment

Uncontrollable

- React and adapt to forces in the environment

Proactive

- Aggressive actions to affect forces in the environment

Reactive

- Watching and reacting to forces in the environment
- 