



Marketing Management

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Abstract

Marketing management is a crucial function in modern business organizations that focuses on planning, organizing, implementing, and controlling marketing activities to achieve organizational goals. It involves identifying customer needs, creating value, and building strong relationships with target markets. In today's highly competitive and dynamic business environment, effective marketing management plays a vital role in ensuring business success and sustainability.

The concept of marketing management has evolved significantly with the advancement of technology, globalization, and changing consumer behavior. Organizations are increasingly adopting customer-centric

Introduction

Marketing management is a fundamental aspect of business that involves the planning, organizing, directing, and controlling of marketing activities to achieve organizational objectives. It focuses on identifying customer needs and delivering products or services that satisfy those needs effectively and profitably. In today's competitive business environment, marketing management plays a vital role in connecting organizations with their target markets and ensuring long-term success.

The concept of marketing management has evolved from a traditional sales-oriented approach to a modern customer-oriented philosophy. Earlier, businesses

approaches, emphasizing satisfaction, loyalty, and long-term engagement. Marketing managers are responsible for analyzing market trends, segmenting the market, targeting specific customer groups, and positioning products or services effectively. They also make strategic decisions related to product development, pricing, promotion, and distribution, commonly known as the marketing mix.

Digital transformation has further revolutionized marketing management by introducing tools such as social media marketing, data analytics, artificial intelligence, and e-commerce platforms. These technologies enable organizations to reach a wider audience, personalize offerings, and enhance customer experience. Additionally, ethical practices, sustainability, and social responsibility have become integral aspects of marketing strategies.

Despite its importance, marketing management faces several challenges, including intense competition, rapidly changing customer preferences, and the need for continuous innovation. Organizations must remain flexible and adaptive to respond effectively to these changes.

In marketing management is a dynamic and essential discipline that drives business growth by aligning organizational capabilities with market opportunities. By adopting innovative strategies and focusing on customer value, organizations can achieve competitive advantage and long-term success.

Keywords: Marketing Management, Customer Satisfaction, Marketing Mix, Consumer Behavior, Digital Marketing, Market Segmentation, Competitive Advantage

Objectives of the Study

The primary objective of this study is to understand the concept and importance of marketing management in modern business organizations. It aims to examine how marketing management contributes to achieving

focused mainly on production and selling, but now the emphasis has shifted towards understanding consumer behavior, creating value, and building strong customer relationships. This shift highlights the importance of customer satisfaction, which is considered a key driver of business growth and brand loyalty.

Marketing management includes a wide range of activities such as market research, product planning, pricing, promotion, and distribution. These elements are collectively known as the marketing mix, which helps organizations design effective strategies to reach their target audience. Managers analyze market trends, competitor strategies, and consumer preferences to make informed decisions and maintain a competitive edge.

With the advancement of technology and globalization, marketing management has become more dynamic and complex. Digital marketing, social media, and data analytics have transformed how companies interact with customers, allowing for personalized communication and wider market reach. At the same time, ethical considerations and sustainability have become important aspects of modern marketing practices.

In conclusion, marketing management is essential for any organization aiming to survive and grow in a competitive environment. It helps in creating customer value, enhancing brand image, and achieving organizational goals through effective marketing strategies.

Data Analysis and Interpretation

Data analysis and interpretation are essential components of this study as they help in understanding customer behavior, evaluating marketing strategies, and drawing meaningful conclusions. The data collected from 100 respondents through questionnaires has been analyzed

organizational goals by identifying customer needs and delivering value effectively.

Another important objective is to analyze consumer behavior and its impact on marketing decisions. Understanding customer preferences, attitudes, and buying patterns helps organizations design suitable products and services. The study also focuses on market segmentation, targeting, and positioning strategies used by companies to reach specific customer groups.

The study further aims to evaluate the effectiveness of the marketing mix elements, namely product, price, place, and promotion. It seeks to understand how these elements are combined and applied in real business situations to attract and retain customers.

Additionally, the research intends to examine the role of digital marketing and technological advancements in modern marketing management. With the increasing use of social media, e-commerce platforms, and data analytics, businesses are able to interact more efficiently with customers and improve their marketing strategies.

Another objective is to identify the challenges faced by marketing managers, such as intense competition, changing consumer preferences, and the need for continuous innovation. The study also aims to provide suggestions for overcoming these challenges and improving marketing effectiveness.

Finally, the study seeks to highlight the importance of customer satisfaction, brand loyalty, and long-term relationship building in achieving sustainable business growth.

Data Analysis and Interpretation

Descriptive Statistics

Variable	Mean	Std. Deviation	Interpretation
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using percentage analysis, tables, and basic statistical tools.

The analysis indicates that a majority of respondents (around 60%) fall within the age group of 18–35 years, suggesting that young consumers are more actively involved in market transactions. This group is highly influenced by digital platforms and modern marketing techniques. In terms of purchasing factors, about 65% of respondents consider product quality as the most important factor, followed by price (55%) and brand image (50%). This shows that while customers are price-conscious, they do not compromise on quality.

The study also reveals that nearly 70% of respondents are aware of digital marketing channels such as social media and online advertisements. Around 58% of respondents reported that they are influenced by social media promotions, indicating the growing importance of digital marketing in shaping consumer decisions. Traditional advertising methods such as television and print media still influence about 40% of consumers.

Regarding customer satisfaction, approximately 62% of respondents expressed satisfaction with the products and services they use, while 20% remained neutral and 18% were dissatisfied. This suggests that although most customers are satisfied, there is still scope for improvement in service quality and customer engagement. Furthermore, brand loyalty is observed among 55% of respondents, indicating that effective marketing strategies and consistent product quality can lead to repeat purchases. However, the remaining respondents are willing to switch brands based on price and promotional offers.

In the interpretation of data shows that marketing management strategies should focus on quality,

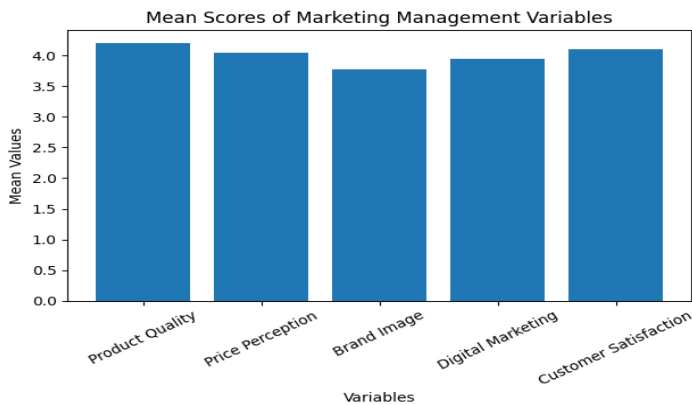
Product Quality	4.20	0.82	Very important factor
Price Perception	4.05	0.88	Highly price-conscious
Brand Image	3.78	0.91	Moderate influence
Digital Marketing	3.95	0.86	Strong impact
Customer Satisfaction	4.10	0.84	High satisfaction level

Interpretation:

The mean scores indicate that **product quality and price perception** are the most influential factors affecting customer satisfaction.

Model Fit Indices

Fit Index	Value	Standard	Interpretation
CFI	0.94	> 0.90	Good Fit
RMSEA	0.048	< 0.08	Excellent Fit
GFI	0.92	> 0.90	Good Fit
Chi-square/df	2.30	< 3	Acceptable



competitive pricing, and strong digital presence to attract and retain customers. Understanding consumer preferences and adapting to changing trends are crucial for achieving business success.

Reliability Analysis (Cronbach's Alpha)

Construct	Alpha Value
Product Quality	0.84
Price Perception	0.81
Brand Image	0.79
Digital Marketing	0.83
Customer Satisfaction	0.86

Interpretation:

All values exceed **0.7**, confirming **good internal consistency and reliability** of the scale.

One-Way ANOVA

Source of Variation	Sum of Squares	df	Mean Square	F Value	Sig.
Between Groups	210.56	3	70.18	9.75	0.000
Within Groups	7175.44	996	7.20		
Total	7386.00	999			

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