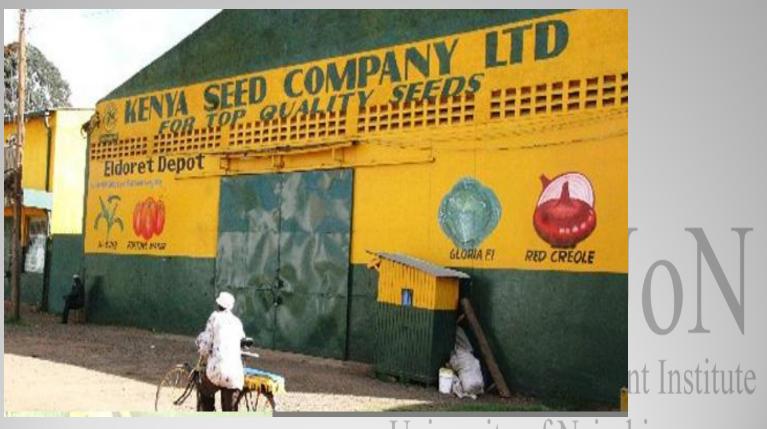
Commodity, functional, behavioral, and institutional approaches to Marketing

BY Prof JUSTUS M MUNYOKI ELECOME Source University of Nairobi

The analysis of marketing could be on the basis of functional approach. The functions performed by organization Seed Enterprises Management Institute University of Nairobi

Institutional Approach – focusing on the organization



University of Nairobi

Commodity approach – considering the product itself



Bean seed

University of Nairobi





- Analysis involves consideration of key market characteristics such as

 size of the market
 - structure of the market

Behavioral Approach

- On the basis of market behavior and consumption patterns
- Characteristics of consumers

Identifying Market Characteristics

- Generally, a good market would be one in which:
- There is good potential for market growth.
- There are few barriers to entry
- Has opportunity for competitive advantage

- There is stability in customer demand.
- No large capital material is required.
- There is good prospects for increased market share
- A high return on investment relative to other markets.

SUC Seed Enterprises Management Institute Demos in Ethiopia University of Nairobi



Demos in Kenya Univer

University of Nairobi



END