

# **Commodity, functional, behavioral , and institutional approaches to Marketing**

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The analysis of marketing could be on the basis of

- **functional approach.** The functions performed by organization

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- **Institutional Approach** –  
focusing on the organization

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- **Commodity approach** – considering the product itself

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- Analysis involves consideration of key market characteristics such as
  - size of the market
  - structure of the market

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

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- **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

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- 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.

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**Southern Sudan**

**END**

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