Marketers constantly try to make buying as easy as possible for customers in order to attract more business. Businesses that provide special services make buying more convenient for customers, which often increases sales. The other alternatives are different ways in which marketing benefits consumers.

Standard of living is the way, or manner, in which people live. It is usually measured by the quantity and quality of the goods and services that people own and use. Our marketing system has given the United States one of the highest standards of living in the world. Community relations refers to a company's involvement or relationship with the community. Family ties are intrafamily relationships. A planned economy is an economic system in which the government makes all the decisions.

An organization that applies the marketing concept must focus all of its planning and activities on satisfying customer needs. This requires the coordination of all marketing activities with each other and with all other business functions. No viable marketing activities should be eliminated. Contrasting or publicizing the activities would not improve customer satisfaction.

The marketing concept is based on satisfying the needs and wants of customers. By reordering a discontinued product, businesses are satisfying their customers' requests. The production process is the activity of producing goods and services. The promotional mix is the combination of communication channels a business uses. The promotional-mix concept does not result from providing previously discontinued products. Distribution involves moving, storing, locating, and/or transferring ownership of goods and services.

Without marketing, people would need to be self-sufficient. Marketing provides the products that consumers need and cannot provide themselves. For example, individual consumers are not able to manufacture automobiles. Self-assured, self-controlled, and self-confident people could be part of our society without marketing. But marketing's absence would demand that we depend upon ourselves.

This marketing function involves determining and adjusting prices to maximize return and meet customers' perceptions of value. Pricing includes setting an amount to charge a customer for a product, which usually is based on the item's cost, expenses, and desired profit. Distribution involves moving, storing, locating, and/or transferring ownership of goods and services. Communicating information about goods, services, images, and/or ideas to achieve a desired outcome is promotion. Risk management, which is not a marketing function, involves the planning, controlling, preventing, and procedures used by management to limit business loss.

Marketing-information management is a marketing function that involves gathering, accessing, synthesizing, evaluating, and disseminating information for use in making business decisions. This information helps businesses define their markets. Product/Service management involves obtaining, developing, maintaining, and improving a product or service mix in response to market opportunities. The pricing function involves determining and adjusting prices to maximize return and meet customers' perceptions of value. Financing is a business function rather than a marketing function.

The functions of marketing involve activities that are interrelated. No one function is more important than another. When the marketing functions are performed well, consumers are satisfied. The functions are not independent. If any one of the functions is not performed well or is neglected, the other functions will be less effective.

Promotion is a marketing function that communicates information about goods, services, images, and/or ideas to achieve a desired outcome. Businesses often develop promotional campaigns to create a certain image or to improve an existing image. The purpose of creating a favorable image is to increase sales. Businesses do not use promotional campaigns to create or improve credit or safety, which are business activities. Displays may be part of a promotional campaign.

The purpose of the promotion function of marketing is to communicate information about goods, services, images, and/or ideas to achieve a desired outcome. Some of the ways to communicate with customers include advertising, publicity, and sales promotion. Sending discount coupons to potential customers is a promotional form of communication intended to encourage customers to buy. Financing is the business function which determines the need for and availability of financial resources to aid in marketing activities. Selling is the marketing function which involves determining client needs and wants and responding through planned, personalized communication that influences purchase decisions and enhances future business opportunities. Product/Service management involves obtaining, developing, maintaining, and improving a product or service mix in response to market opportunities.