CHAPTER I : INTRODUCTION
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Marketing in Non-profit organizations

'Marketing', as a separate field of study is relatively new. The concept of marketing is developed from simple barter to the recent concept of social marketing. Traditionally, marketing dealt only with tangible products and was considered as a business activity. In course of time, the concept of 'Product' was expanded to include in its meaning 'Services' also. Thus, a new field of 'Marketing of Services' was evolved. The broadening of marketing concept was a further development which results in application of marketing techniques to entirely new fields such as marketing of persons, places, ideas, organizations and thereby extending the applicability of marketing technology to the benefits of Non-profit Organizations. To quote Prof. Kotler, "The principles of marketing in the traditional product areas can be transferred to the marketing of persons and ideas." Today, there is a considerable agreement among marketing scholars that marketing is useful, in fact essential, for both types of organizations i.e., profit as well as non-profit organizations. As this study deals with marketing of educational services for non-profit organizations i.e., Agricultural University, it would be useful to understand this new concept and how it is essential for the organization in question.
Meaning of Marketing

The American Marketing Association defines marketing as "the performance of business activities that direct the flow of goods and services from producer to consumer or user." This definition restricts the scope of marketing to the business field only. Philip Kotler defines marketing as "the set of human activities directed at facilitating and consuming exchanges." The essence of marketing, according to this definition, is exchange of products to satisfy human needs and wants. According to this school of marketing thought, marketing exists when people decide to satisfy needs and wants through exchange process. Exchange, according to them, is the act of obtaining desired object for some one by offering something, in return. It is not necessary that, 'exchange' must have profit motivation. This concept presents a broader view of marketing and make it applicable to non-profit organizations as they are also involved in some kind of exchange. Before going into the details of exchange function in non-profit organizations, it would be useful to study the nature of such organizations.

Non-profit Organizations

Organizations coming under this class work with a different motivation. They mainly come into existence to serve a public cause. As they do not have any financial objectives raising money represents a major problem of such organizations.
For this purpose, they have to approach Government and/or private public. Therefore, organizations of this type may be Government promoted or they may be from private sector. India has organizations from both the sectors. Public transport, Universities and Educational Boards, Government Educational institutions belong to the category of Non-profit organizations in Government sector. Organizations like Cancer Relief Society or Loss Prevention Association represent Non-profit organizations in private sector. But one thing is common to all that, they exist to serve public cause/s and that they are service oriented and not profit oriented organizations. Their success depends on effective interaction with target public, for which marketing may be considered as an important tool.

Marketing Tasks in Non-profit Organizations

Once it is accepted that 'Exchange' is the essence of marketing and that non-profit organizations are involved in exchange with their target public, the need for organizing this 'exchange' or 'marketing' function, no longer, remains a debatable issue. It becomes, therefore, necessary to understand the typical nature of marketing function in non-profit organizations.

As pointed out earlier, non-profit organizations work for some public causes. Funding is always a problem for them. They have to attract funds from various sources. In other words, 'fund givers' represent a class of public to be served
by these organizations. The task is more difficult in the sense that these people need to be motivated to part with their money without any tangible gain for them. Further, they may come forward and give money to promote specific cause/s. In the light of the organizational objectives, non-profit organizations have to identify specific groups of people who may contribute for organization's purpose, contact them, convince and motivate favourable action on their part and further keep them informed about proper utilization of their money. These stages in marketing of commercial products are similar to:

(a) Identification of customer groups.
(b) Offering them product appropriate to their needs.
(c) Motivating buying action on their part, and
(d) Post sales contact/service.

Another set of people to be served by non-profit organizations are its beneficiary public like customers, in general, they are scattered and heterogeneous. For effectively serving them, organization must:

1) Define target market,
2) Segment them properly,
3) Identify their problems, and
4) Offer solution to them in the form of a product and in the manner convenient to them.
This is nothing but "designing marketing programme to satisfy target market." It must be mentioned that organization's existence depend on its capacity to serve and keep satisfied its target market. Failure in doing so, may demotivate funds giving public. Thus, non-profit organizations have to satisfy these two distinct types of people. This makes their marketing tasks more complex and challenging than profit organizations. To conclude, non-profit organizations represent Exchange Organizations, therefore marketing is very much needed and useful in such organization. In view of the typical nature of these organizations, marketing is more complex and challenging than marketing of commercial products. Further, this being a new concept, very little marketing knowledge is available in this context. Whatever little work has been done, relates to private non-profit organization in U.S.A. This explains the need for research in this field, particularly in Indian context. Present attempt represents a starting point in this direction.

Agricultural Universities as Non-profit Organisations

In India, educational services are offered by two types of organizations. One category of organizations include Government owned, or Government managed or Government financed and controlled organizations. Government Colleges, Schools, Universities belong to this class. Private commercial institutions like coaching classes or correspondence
schools represent the second type. They have profit motivation, whereas institutions representing the first category work with service motivation. They are not expected to generate profits out of their working. They work to help funding organization in reaching their objectives. Agricultural Universities represent this class. They fulfill both the conditions of non-profit organizations. They exist to serve public cause. Profit making is not their objective. They serve two groups of people as indicated below:

| Government Money, objectives | Agricultural Universities | Product and Services to beneficiary public |

Their performance is measured in terms of their capability to satisfy the public. Funding organizations do not expect from them any kind of profit through their operations. Effective transfer i.e. exchange represents yardstick to measure their success. Thus, they are established and maintained to serve public cause hence, they are defined as non-profit organizations. Marketing task in such organization may be defined as keeping both the groups contended in terms of objectives.