

# **MARKETING MANAGEMENT**

M.Com. Semester-2, Paper-COMCC-6

*Topic – Product Line*

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## PRODUCT LINE

Product line consists of a group of a product items that can satisfy the same needs and wants, they have more or less similar features. For example, Hero Motors in its two wheeler product line, makes Splendor, Passion Pro, Pleasure, Xtreme, etc.

According to Philip Kotler, "Product line is a group of products that are closely related because they function in a similar way, are sold to same customer groups, are marketed through the same type of outlets, or fall within given price range."

In other words we can say that product line is the group of similar products. The similarity may be seen one or more ways. It consists of product items belonging to same class.



Following are the main characteristics of Product Line —

1. Product line consists of different products that are closely related to each other.
  2. Product items are complementary to one another.
  3. There are differences in price. For example, Hero Moto Corp charges different price for different models.
  4. Product line is comprise of various similar items.
  5. They are sold to similar customer groups.
  6. They are marketed by similar outlets.
  7. They satisfy a particular class of needs.
  8. The purpose of offering similar items in each of the product line may be to attract customers by offering more varieties, and to create a good image or reputation.
  9. They need same technical skills to use them.
  10. Product items in each of the product lines are distributed in same channel.
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