

International Journal of Advance Research in Computer Science and Management Studies

Research Paper

Available online at: www.ijarcsms.com

Marketing: Past, Present and Future Theoretical Framework

Dr. B. Neeraja¹

Faculty of Management Studies
Dr.MGR Educational and Research Institute
Tamil Nadu – India

Arti Chandani²

Assistant Professor
Symbiosis Institute of Management Studies
Symbiosis International University
Pune – India

Dr. Mita Mehta³

Associate Professor
Symbiosis Institute of Management Studies
Symbiosis International University
Pune – India

Abstract: *Marketing is an age old concept. It is a concept of old wine in a new bottle. This concept has commonly believed to have progressed through 7 stages while reaching its present form. Marketing is the process of communicating the value of a product or service to customers, for the purpose of selling that product or service. From a societal point of view, marketing is the link between a society's material requirements and its economic patterns of response. Marketing satisfies these needs and wants through exchange processes and building long term relationships.*

This concept has changed its face in multiple dimensions and at present is moving fast ahead with demanding feasible strategies and formulae's to retain its customers. Success of every business is on the set of brand loyal customers. To identify the areas where a company should concentrate and research in turn to retain its customers an attempt has been made by the author through this paper. This paper tries to highlight the changing trends of marketing from age old concept to the 21st century modern marketing era.

Keywords: *Marketing, Phases Of Marketing, Contemporary Concepts, Postmodern Marketing.*

I. INTRODUCTION

The Introduction concept of marketing is not a new word. It is a concept which is from age old starting from the barter system. The roots of marketing are far related into B.C According to Kotler "Marketing started with the first human beings. Using the first Bible story as an example (but this was not the beginning of human beings), we see Eve convincing Adam to eat the forbidden apple. But Eve was not the first marketer. It was the snake that convinced her to market to Adam."

Marketing is the science and art of exploring, creating, and delivering value to satisfy the needs of a target market at a profit. Marketing identifies unfulfilled needs and desires. It defines measures and quantifies the size of the identified market and the profit potential. It pinpoints which segments the company is capable of serving best and it designs and promotes the appropriate products and services.

Marketing is often performed by a department within the organization. It is done by people who are more qualified for the job. These people are well trained and are more efficient to convince his customers. This is both good and bad. It's good because it unites a group of trained people who focus on the marketing task. It's bad because it also exploits the information and exaggerates the used. It tries to tempt the needs of a customer to make his a potential consumer. By all means as a coin has two sides marketing can do well and also harm the needs of people.

Marketing's key processes are: (1) opportunity identification, (2) new product development, (3) customer attraction, (4) customer retention and loyalty building, and (5) order fulfillment. A company that handles all of these processes well will normally enjoy success. But when a company fails at any one of these processes, it will not survive.

The need of marketing exists to all those business which are in the process of manufacturing some product or service and try to serve the society as a whole. It is a discipline which has been developed through the influence of practitioners, and through developments in the area of industrial economics, psychology, sociology, and anthropology, as follows:

- Industrial economics influences as marketing deals with knowledge of the matching of supply and demand, within industries, owes much to the development of the discipline of microeconomics.
- Psychological influences as the customer's psychology should be understood more efficiently to plan the marketing strategies and launching of new products.
- Sociology influences as knowledge of how groups of people behave comes mainly from sociology, with insights into areas such as how people from similar gender and age groups behave (i.e. demographic factors), how people in different social positions within society behave (Class), why we do things in the way that we do (motivation theories), general ways that groups behave (customs), and culture (Bartels, 1951, 1959).
- Anthropological influences as we need to study about the sub-groups and other research.

II. THEORETICAL FRAME WORK

Marketing has passed 7 stages before it reached to the present form. These stages can be placed in order of periodically. They are discussed in marketing standard chronologies (Bartels, 1974; Dawson, 1969; Keith, 1960; Kotler and Keller, 2006) which are further subdivided in marketing history as follows:

PAST – I

■ Barter System: Dated back to the 18th century or even earlier when people lived in groups and started to produce what they were comfortable in and exchanged their products with the other groups without any value for money. This was because there was no proper denomination/value decided for the products. Whatever was in need of the group they exchanged with the other group which was producing the required product irrespective of cost concept?

■ Production orientation era: The simple rule was replaced with production era which started from the beginning of 19th century and lasted till the mid 19th century. This concept of production era was practiced during the industrial revolution. Where mass production was done and people were forced to buy the products available irrespective of their tastes. This era lasted from approximately 1860's to 1920's.

■ Sales orientation era: this era was followed after the production era which lasted approximately from 1920's to 1940's. during this era competition for market share increased. Companies had to sell only those products which were demanded by the customers. Commoditization emerged products were easily available and price became the measuring yard to differentiate the product in the competitive world. The archetype representing the end of this era.

■ Market orientation era (1940's to 1960's): the post world war II economic boom fostered the emergence of the department called marketing. This era was where the manufacturing firms realized the sales orientation of the past was not resonating with consumers. New levels of affluence provided consumers with more power in the market place. Organizations started to consolidate all the activities which are to be performed by the marketing department right from advertising, sales promotion, public relation etc. This was the era when manufactures realized the importance of consumer and his tastes. They started to realize the needs and tastes of customers.

■ Customer orientation (1960`s to 1990`s): This is the era when customer has become god for the business. It was the era when business people realized the customers is an asset for the business. His satisfaction is the strength of any business survival. Even in the words of Mahatma Gandhi “A customer is the most important visitor on our premises. He is not dependent on us. We are dependent on him. He is not an interruption in our work. He is the purpose of it. He is not an outsider in our business. He is part of it. We are not doing him a favor by serving him. He is doing us a favor by giving us an opportunity to do so”.

PRESENT – 2

- Relationship orientation (1990`s to 2010`s): During this era the goal is to build a long term mutually beneficial, relationship with the customer. The focus changed to lifetime customer loyalty. Peppers and Rogers ushered that this is the era to build one-to- one relationship with a personal touch. Customer Relationship Management and data-mining became the buzz of this era. Getting all the required information of customers in one click is the essence of this era.
- Social/mobile marketing orientation: With change in a step by step change in marketing eras the present day marketing concepts of social/mobile marketing era has been achieved. It subsumes the knowledge and theories of its predecessor era, and concentrates more on personalized marketing. It aims at 24/7 services.

Philip Kotler said “I would not say that marketing is more of an art, a craft or a science but rather that it has all these elements operating.” He said that the concept of marketing have taken various dimensions trying to elaborate each and every root of the concept in a more detailed way. Thus evolved the area of;

- Interactive marketing
- Service marketing
- Integrated marketing
- Digital marketing
- Relationship marketing
- B-2-B marketing
- Cause based marketing
- Not-for-Profit marketing
- International marketing, etc.

FUTURE AHEAD – 3

The present state of marketing is called as Postmodern Marketing. This concept has not yet gained momentum. People are not familiar with the features of Postmodern Marketing. In the marketing context a postmodernist application would indicate that marketers need to think more about how we go about segmentation our market, as markets are fragmenting: about how our consumers choose goods and services, because they are irrational as well as rational beings: about being careful not to characterize them as being of one type as we display different selves in purchasing and consumption. Post modern marketing is an orientation a way of thinking and rethinking about how we experience the marketing world around us. It denotes a break with the past, with the old concept of marketing concepts described earlier, towards a new theory of how marketing should interact with customers in the future. To do this, postmodern marketers will accept the multiherenic nature of the consumers experiencing and co-creating the brand, rather than simply consuming it, as the modernist marketers might assert. Postmodern markets are hyper real or simulated environment, which are increasingly fragmented in terms of their customer`s bases and the identities of those customers. Increasingly, the customers are more involved with the process of production and consumption, and co-produce those consumers products and experiences in a situation where product/ service development begins from the perspective of consumption first, with production second. The customer becomes dominated an owned by his or her experiences rather than the reverse, where in the past customers might have been more likely to have dominated and owned their products.

Marketing in the postmodern worked has dialectical features with seemingly opposite characteristics existing simultaneously, focusing on the material. Symbolic, social. Self, desire/ satisfaction, rational. Irrational and creativity/constraint dimensions.

III. CONCLUSION

In postmodern times, when produce is plentiful we no longer simply satisfy our needs but also our desire. The change in emphasis has required a complete shift in focus from production to consumption. Instead of producing what consumers need, manufacturers have shifted marketing emphasis to producing what they desire, a level of product, and particularly service, development more focused on experimental phenomena instead of simply passive accepting a product or service, consumers have shifted to actively interpreting brands and how they are used and are increasingly involved in the co-creating of the products/ services in a metaphorical and symbolic, as well as a literal sense.

In this 21st century where the consumer is more net savvy he gets the information required on just a click of a mouse, therefore the manufacturer should be more alert.

Acknowledgement

We are thankful to Dr. MGR Educational and Research Institute, Chennai, in providing us the infrastructure. We would like to extend our thanks to one and all who helped us and guided us in bring this paper to the present format. We would also like to thank our colleagues and family in cooperating with us and bearing with us in the process of completing this paper.

References

1. http://www.kotlermarketing.com/phil_questions.shtml (November 27, 2013)
2. <http://dstevenwhite.com/2010/06/18/the-evolution-of-marketing/> (November 27, 2013)
3. Paul Baines, Chris Fill, Kelly Page and Piyush K. Sinha (2013) Marketing , Oxford Publishers
4. Dr.Ramasamy and Ramakumari, Marketing Management (2013) , 5th Edition, TataMcGraw Hilll Publihers

AUTHOR(S) PROFILE



The author, Dr. B. Neeraja, a native of Andhra Pradesh has graduated from OSMANIA University in 1992. She has also completed her Post Graduation in Commerce form OSMANIA University (1995) and another Post Graduation in Management Studies from University of Madras in the year 2001. The author has been awarded Doctorate for her Contribution in the area of Consumer Behavior by Dr.MGR University in the year 2012. She has presented and published more than 40 research papers in National and International level conferences. Her papers were also published in National and International Journals. The author was awarded as “Accredited Management Teacher “by AIMA, New Delhi. She has published few articles in books with a special edition on subject related issues. She has also published a book titled, “Knowledge Management.” Published by “ Galgotia Publishers, New Delhi”. At present she is working as Associate Professor with Dr.MGR Educational and Research Institute, University, Maduravoyal, Chennai- 95.



Prof. Arti Chandani’s specialisation is finance and her interest area includes financial accounting, cost and management accounting and financial management. She has more than 14 years of Post graduate teaching experience. She has attended many conferences, national and international and presented papers in those conferences. She has also taught in Brunei Darussalam for 4 years. Presently, she is pursuing her Ph.D from University of Madras, Chennai. She has been certified by AIMA as AMT (Accredited Management Teacher).



Dr. Mita Mehta is Ph.D., M.com and UGC-SET qualified. She has more than 13 years of experience in teaching.Dr. Mita Mehta's current areas of interest are Human resource management, Communication skills, Organizational Behavior and Business ethics. She has done her doctorate in corporate governance in Indian Corporate Sectors area. She has cleared UGC-SET form M.S.U. Baroda, Gujarat in Commerce Subject. She has various international and national publications in reputed magazines, journals and refereed books related to the area of Business Ethics and HR. She has been awarded as best professor–Human Resource Management by Dewang Mehta Business School Award-2012; she has authored a book on Corporate Governance in India.