



## Evolution of marketing management philosophies: A Study

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### Abstract

Marketing as a concept has evolved over a period. It has augmented the process of exchange as an economic activity and there are five concept associate with marketing. They are “Production Concept”, 2) Product Concept, and 5) Selling Concept, 4) Marketing Concept, and 5) Societal Concept.

The greatest confusion in understanding marketing is the confused line of difference between selling and marketing. While selling is product focused and looks after the interest of the seller, marketing takes a more welfare view and key focus of marketing is consumer satisfaction than sales. Marketing plays a pivotal role in the development process of a country in Indian market are indications that there is a revolution undergoing in Indian Market.

**Keyword:** Production, societal, augmented, associated, satisfaction, indications, revolution

### Introduction

The Origin of marketing management dates back of prehistoric period when people started settlements and there was a division of labor for the community living. As it was difficult for every-one to engage in activities to satisfy all the need requirement a mutual cohabitation led to this division of labour in the society. The birth of a barter system where two parties are involved in the physical exchange of goods and services for mutual benefits for the transfer of ownership of the physical good exchanged, started the evolutionary growth of modern day marketing.

### Marketing Management Philosophies

There are five different marketing concepts under which business enterprises conduct their marketing activity.

1. Production Concept
2. Product Concept
3. Selling Concept
4. Marketing Concept
5. Societal Concept

### Product Concept

The Production Concept emerges out of the production orientation. The basic proposition is that customers will choose products and services that are widely available and are of low cost. So managers try to achieve higher volume with low cost and intensive distribution strategy. The managers believe that consumers prefer products that are priced low and are widely available. It is a natural that the companies cannot deliver quality products and suffer from problems arising out of impersonal behavior with the customers.

### Product Concept

The Product concepts has the proposition that consumers will favor those products that offer the most attributes like quality, performance and other innovative features. The managers focus on developing superior products and improving the existing product lines over a period of time. The innovations in this scientific laboratory are commercialized and the consumers get on opportunity to

know and use these products. This is called “Technology Push Model”. The Problem with this orientation is that the managers forget to read the customers mind and launch products. Many times it is observed that the innovations enters in to the market before the market is ready for the product. On subsequent period at an advance state of the market LG brought the technology and made its Unique selling proposition for marketing success.

### Selling Concept

The Selling concept proposes that customers, be individual or Organizations will not buy enough of the Organisation’s products unless they are persuaded to do so through selling effort. So organization should undertake selling and promotion of their products for marketing success. The consumers typically are inert and they need to be goaded for buying by converting their inert need in to a buying motive through persuasion and selling action.

This approach is applicable in the cases of unsought goods like life insurance, vaccum cleaner, fire fighting equipments including fire extinguished. These industries are seen having a strong network of sales force. In reality this does not happen and companies persuing this concept often fail in the business.

### Marketing Concept

The marketing concept proposes that the reason for success lies in the company’s ability to create, deliver and communicate a better value proposition through its marketing offer in comparison to the competitors for its chosen target market. According to Theodore Levitt “Selling focuses on the needs of the seller and marketing focuses on the buyer. Selling is preoccupied with the seller need to convert his product in to cash, marketing with the idea of satisfying the needs of the customer by means of the products and the whole cluster of things associated creating, delivering and finally consuming it. “The marketing concept is an elaborative attempt to explain the phenomenon that rests on four key issues like target market, customers need integrated marketing and profitability.

Marketers use various sophisticated techniques of consumer research to understand the customer needs. Marketing culture should be adopted by other departments of enterprise also.

### **Societal Concept**

The Societal Concept proposes that the enterprise's task is to determine the needs, wants and intentions of the target market and to deliver the expected satisfaction more effectively and efficiently than the competitors in a way to preserve or enhance the consumer's and society's well-being. It combines the best element of marketing to bring social change in an integrated planning and action framework with the utilization of communication technology and marketing techniques. It also looks for marketers to build social and ethical consideration into the marketing practices. The goal of profit maximization should match with the goals of customer satisfaction and responsible corporate citizenship. In a sense, marketing is not a business activity alone but must take into account the social needs.

### **Conclusion**

On the success of marketing. There are various definitions to Marketing. We can generalize the definition through the definition of the famous marketing author, Phillip Kotler. According to him, "Marketing is a social activity directed at satisfying needs and wants through exchange process." This emphasizes the optimum utilization of resources and delivering value to customers through efficient process and with a profit to the organization.

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