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**A REVIEW UPON VARIOUS DEVELOPMENT OF  
MARKETING PRINCIPLE: A CASE STUDY OF  
MARKETING'S DOMAIN**

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# A Review upon Various Development of Marketing Principle: A Case Study of Marketing's Domain

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**Abstract – The development of the marketing concept is discriminatingly reviewed. Marketing as an order is followed from its roots as a business action to its contemporary position as a nonexclusive movement applying to all sorts of associations and exchange exchanges. In such a widened domain, the centrality of the customer is addressed just like the nature and degree of the exchange process that happens. The paper reasons that if the issues tended to by marketing are so all inclusive, if the control is currently to be seen as so nonexclusive, then it may well lose its different character.**

## INTRODUCTION

This paper starts with looking to changes in the meaning of marketing. It follows marketing's development from an order concerned with business exchanges in a financial market spot, through a control concerned with any association that can be said to have customers, to a control concerned with all associations in their relationships with all their publics, not simply their customers.

The current state of marketing has the exchange process and the exchanges that make up that process as its core interest. Kotler states that exchange is the characterizing concept hidden marketing. He characterizes exchange as "the specialty of getting a wanted item from somebody by offering something consequently". For exchange to happen Kotler accepts five conditions must be fulfilled:-

1. There are no less than two parties
2. Every party has something that may be of worth to the next party
3. Every party is fit for communication and delivery
4. Every party is allowed to acknowledge or reject the offer
5. Every party trusts it is proper or alluring to manage the other party.

Marketing in this way involves the arrangement of exercises that encourage exchanges in an exchange

economy. The nature and degree of what is comprehended to be exchange is in this way basic to comprehension the domain of marketing.

## EXTENDING THE DOMAIN OF MARKETING

In 1969 a more extensive meaning of marketing was verbalized and this was further stretched out by Kotler. Kotler and Levy contended for a significantly increased conceptual domain for marketing from the business action it had heretofore been, to "a pervasive societal action that goes extensively past the offering of toothpaste, cleanser and steel". Kotler and Levy felt the business legacy of marketing given a helpful arrangement of concepts for managing all associations whether benefit situated or not furthermore, whether included in marketing toothpaste or persons and thoughts. Indeed they felt the decision confronting directors in nonbusiness associations was not whether to utilize marketing or not however whether to utilize it "well or inadequately".

In backing of this comprehensive perspective of marketing, Kotler and Levy utilized cases of a police office building up a battle to 'win companions and impact individuals'; an exhibition hall chief supporting contemporary workmanship shows and "happenings" to increase the exhibition hall's allure; a government funded educational system utilizing TV to perform its work with a specific end goal to build support for what it was doing to battle the secondary school dropout issue, to grow new instructing strategies and to advance the youngsters; the junta of Greek Colonels who seized power in Greece in 1967 procuring a major New York advertising firm to mastermind daily papers to convey full page commercials announcing, "Greece was spared from Communism", and

itemizing in little print why the takeover was fundamental for the steadiness of Greece and the world; and the opposition to cigarette aggregate in Canada who concocted creative approaches to utilize their restricted trusts.

Utilizing these illustrations and expanded conceptual limits, the creators gladly broadcasted that, "marketing has taken another rent on life and attached its financial movement to a higher social reason". One famous marketing scholastic was brisk to endeavor to temper such aggressive cases. He was worried that when perspectives were propounded by such unmistakable creators as Kotler and Levy their uncritical acknowledgement appeared to be likely, so opposite feelings required an enthusiastic voice. Fortunes' dispute was that whilst Kotler and Levy were verifiably requesting a redefinition of marketing, they didn't unequivocally offer one. Undoubtedly Luck kept up that if a definition were encircled to meet Kotler and Levy's discords, "marketing no more would be limited as far as either organizations or the extreme reason for its exercises. In the event that an errand is performed, anyplace by anyone, that has some similarity to an assignment performed in marketing, that would be marketing".

Aside from marketers mental self-view being 'pleasurably expanded', Luck saw little to be picked up from such thinking. Nonetheless, his endeavor to be an incredible voice of difference did not demonstrate effective. In knowledge of the past it is humiliating to watch the uncritical scramble with which marketing scholastics grasped this fundamentally new conceptualisation of their control. The 1970 Autumn Conference of the American Marketing Association was offered over to examining marketing's freshly discovered part and social reason. The Journal of Marketing issue of July 1971 was dedicated solely to Marketing's Changing Social/Environmental Role, with no distributed article voicing huge dispute from Kotler and Levy's suggestion.

One of the articles in that 1971 release of the Journal of Marketing particularly analyzed how marketing concepts and procedures could be successfully connected to the advancement of social destinations, for example, fellowship, safe driving and family planning. The creators asserted to show how social reasons could be progressed all the more effectively through applying standards of marketing examination, planning and control to issues of social change. The inquiry Wiebe brought up in 1952, "Why wouldn't you be able to offer fellowship like you offer cleanser?", was straightforwardly replied, "You can". This further amplified the domain of marketing to incorporate not just nonbusiness and charitable associations included in two-sided exchange processes, yet associations included in planning and actualizing social change.

In any case, in projects of planned social change, it is once in a while the customers or target market(s) whose perspectives on their needs and needs are

looked for. It is typically the perspectives of those in positions of force, impact and at times learning, who realize what is best for the target market, or what the target market truly needs or needs, or should need. In such programs, items are not altered to make them worthy to the target market, as happens in the financial exchanges of the business market, yet endeavors are increased to make the target market better comprehend what is great or best for them. In composing a content on strategic marketing for not-revenue driven associations, Lauffer gives particular cases from his own experience as a social laborer to bolster this perspective. He brings up that numerous social specialists start with the supposition that their items, the administrations gave, are to the greatest advantage of people in general.

Kotler depicted marketing in three stages of awareness. Awareness one identified with the pre-1969 verbalization of marketing being basically a business subject made out of market exchanges. Cognizance Two was truly the 1969 enunciation of marketing being suitable for all associations that have customers, and contained association customer exchanges. Cognizance Three is the bland and now customary perspective of marketing being suitable for all associations in their relations with their customers as well as with every one of their publics. The center concept in Consciousness Three is exchanges and subsequently marketing is said to apply to any social unit trying to exchange values with other social units.

## MARKETING AS EXCHANGE

The core concept of marketing is the exchange process. On this there is little contention. However, there has been debate about the nature and extent of the exchange process that is in consonance with marketing. Kotler, concomitant with his generic concept of marketing, gives a broad interpretation as to what constitutes an exchange process to which the marketing discipline applies. He specifically includes as market transactions such examples as a church providing religious services for its members and a donor providing money or service to a charity. Bagozzi supports Kotler's broad interpretation and describes three types of exchanges; restricted, generalised and complex.

Restricted exchange is defined as two party reciprocal relationships; "*Most treatments of, and references to, exchanges in the marketing literature have implicitly dealt with restricted exchanges; that is they have dealt with customer-salesman, wholesaler-retailer, or such other dyadic exchanges*".

## MANY CONSIDERATIONS WITH THE EXTENDED CONCEPT

Other concerns were voiced at this broadened concept in addition to Luck's immediate response to Kotler's article referred to earlier in this article. Enis

also responded to Kotler's argument for further expansion with a wish to deepen rather than broaden the concept of marketing. He listed the following activities, which Kotler and Levy might argue are activities within the scope of marketing and which Luck would probably maintain are beyond marketing's proper domain:

*A financial vice-president seeks a loan from a bank*

*A merchant bribes a government official*

*A graduate student seeks a fellowship*

*A man endeavours to win a woman's heart*

*Reverend Billy Graham holds a revival*

*An insurance agent is active in his church or civic club.*

In his analysis, Enis points out that marketing has traditionally connoted an exchange relationship between buyers and sellers of economic goods and services. Kotler and Levy emphasise that it is the notion of exchange rather than the economic basis for the relationship that is central to the concept of marketing. Exchange is the process of satisfying human wants via trade (barter, swap, purchase, lease and so on) as opposed to other methods of want satisfaction, such as origination, force or gift.

The mainstream of marketing literature is not concerning itself with whether it is appropriate or useful to extend the marketing concept but with trying to identify why, when marketing is extended beyond its traditional domain, it seems to be more difficult to implement. A noticeable exception is in Part I of the volume edited by Mokwa and Permut where at least an attempt was made to raise the conceptual question of whether a more conscious marketing perspective is truly appropriate for government.

## CONCLUSION

This paper has highlighted the very nearly humiliating scurry with which marketing scholastics hurried to grasp the emotional expansions to the discipline's domain enunciated by Kotler also, others a little more than a quarter century. Some key issues have been reviewed, especially challenges with the focal part of the customer and the nature and degree of the exchange process which the widened concept infers.

Maybe more basic than the issues navigated here is the perplexity and trouble brought about to the development of the discipline's hypothesis by such noteworthy region claims. As a generally youthful scholarly train marketing has far to go in adding to a sound what's more, sound hypothetical system. It doesn't assist to claim that marketing is everything,

since then it is nothing. In the event that marketing is as nonexclusive as its contemporary writing proposes, at that point it may well lose its different and particular personality.

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