

Critical Appraisal of Prevailing Marketing Mix: Applies Particularly to the Digital Marketing Metaphor

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Abstract

The generalized objective of this research paper is to critical evaluation of marketing mix in context of 21st contrary applies particularly to the marketing perspective. This research paper provides an idea to the marketing ideologist and can be used as marketing tools to assist them in pursuing their marketing objectives. Marketing mix is derived from the single P (price) of micro-economic theory. Apart from price other three Ps were introduced into the marketing scene in order to face up into a highly competitively charged competitive international environment. This study depict revised scenario of the current standing in the debate around the Mix as marketing paradigm tool and strategic marketing management tool by reviewing academic views. Critical appraisal of traditional product based marketing mix model with the present consumer oriented model is the base of this research. However, in spite of its deficiencies, the 4Ps remain a staple of the marketing mix. The subsequent Ps has yet to overcome a consensus about eligibility and agreement over the practical application.

Keywords: Marketing tool, Marketing mix, Micro-economic theory.

DOI: 10.7176/JMCR/71-06

Publication date: September 30th 2020

1. Introduction

As a concept marketing mix is derived from the single P (price) of microeconomic theory [1]. McCarthy (1964) suggested the “marketing mix”, in relation to “4Ps”, as a means of transforming marketing planning into practice [2]. Unlike scientific models marketing mix is simply a conceptual model that is based on product based orientation and neglects the consumer orientation. This marketing model in earlier marketing strategies pave the way for long term planning to give an edge in traditional marketing environment. But now in boundary less global environment, focal point is consumer specific needs and preferences. So, new concept of job order costing is invented.

Marketing mix as a product focused marketing tools, used for altering the buying behavior of consumer [3] is lost its relevance because choices make the product a latent variable.

Traditionally, main reasons for marketing mix as an altering concept as its pseudo type image shows easy to handling tool for marketing manifested the distinction of practices of marketing from other business activities and the delegation of marketing roles to specialist marketers. The elements of the marketing mix helps in transforming a business competitive position [4]. But in modern competitive transforming marketing environment strategically competitiveness advantage for long survival is not assimilated with traditional four P model practices.

2. Statement of problem:

The marketing mix concept also has two latent dysfunctions. First, it is as a tool not considering the consumer viewpoint; it is only product oriented approach. The second drawback of marketing mix is that in present innovative environment it not supports entrepreneurial models as it is based on marketing research and not on marketing intelligence. Managers at different levels of management have to allocate available resources among various demands, and the marketing manager will in turn allocate these available resources taking consideration of place, promotion, product and price. In doing so, this will help to instill the marketing philosophy in the traditional organization structure [5]. But in present context dialectic between product approach and customer orientation is the main focus to review this concept.

3. Hypothesis:-

On the base of review of related literatures researcher try to make relationship between two variables in the form of hypothesis. The purpose of mentioned hypothesis is to find answer to a critical question that [6] suggested the marketing mix is has relevance or not”. For this research researcher use Null Hypothesis.

H01: Product orientation approaches not have significant relevance in customer satisfaction.

H02: Place orientations not have any relation with customer preferences.

4. Objective

Neo-marketing ideologists have a dialect with the classical marketing strategists because of the advent and encounter of digital marketing space and shift in buying behavior of customer from family shopping to individual shopping and from market visit shopping to flip cart with card shopping over the last decade.

New “P” manifested by marketers [7] [8] and [3] in addition of traditional 4Ps have additional applicability in the new market digital place. However, the creation of new ‘P’ seem imitative pretentious. Recently added new Ps into the digital marketing space tried to make assimilation with highly competitive global environment [5]. Thus, the main objective of this study is critical appraisal of the prevailing marketing mix applies particularly to the digital marketing metaphor.

5. Research methodology

For the hypothetical testing of study objective “critical appraisal of the prevailing marketing mix applies particularly to the digital marketing metaphor” researcher mention this research as an explanatory in nature to find cause and effect relation between marketing Ps and challenging digital face of marketing. To analyze the dysfunction of McCarthy 4P researcher use standard deviation and to find paradigm shift from 4P model to 7P frame, researcher find the trend by applying trend analysis using non structuring time series clustering method.

6. Criticism of Marketing Mix

Traditionally, dependent management processes are delimited by four well-defined 4Ps. digitally induced transforming business scenario is not juxtaposed with this traditional modular approach. Digitally aware new demographic profile of census is more demanding and more analytical in approach.

- a.) Cross sectional sampling technique analyzed the buying behavior of same age and income level respondents and reveals the core of their buying behavior is utility and ease orientation not the product orientation. So in the present E-Commerce virtual market space 4P are misnomer.
- b.) Review of marketing literature suggest that all 4P of the marketing mix are having the equal relevance, neglect or non implication of even one put affect on the whole marketing strategy interwoven by the other three Ps [9]. Interpretation and analysis of number of empirical researches of industrial based marketers and purchasers depicted that the components of marketing mix significantly differ in importance level [10].
- c.) As the outcome of exploratory cause and effect related empirical market based studies gives most concerted criticism that has come from the services marketing area. High level of dissatisfaction with the 4Ps framework noticed in the result of these studies. Service based marketing orientation is more preferred as compared to traditional product based approach. Even, Thus these studies paved the strong support [11] service oriented 7P framework of marketing mix that should discard and replace the McCarthy’s 4Ps product oriented framework as the natural and generic marketing mix.

DYSFUNCTIONAL PERSPECTIVE OF 4PS	FUNCTIONAL PERSPECTIVE OF 7PS
1. Too simple in nature so narrow in approach in modern period.	1. Comprehensive in nature.
2. Not having base of people, participants and process.	2. More wide and detailed in scope in present context.
3. Only physical in evidence not in practical.	3. Highly refined for also future marketing.
4. Not fit in model of relationship marketing.	4. Perspective wise assimilative with changing marketing environment.
5. Ignore the dimensions of service.	5. Participant’s inclusion is comprehensive.
6. Having normative gap of connection/integration between variables.	6. Backward and forward linkage between people and process
7. Static in nature in relation among 4Ps	7. Theoretical cum practical in nature.

Source: Researcher own hypothetical creation

7. Findings of the work:

- Digital and flattened market places today are customer oriented backed by service orientation approach that believe the serve the customer at it’s not door step but at its dining table or may be at its kitchen. Traditional marketing rule based 4Ps are lost its relevance in front of present digitally aware customer; the time they were invested in physically shopping considered as a waste of their efforts. Becoming strategically competitive in the 21st century depends on the rules and regulation of interactive marketplace means that present marketing has shift from an internal orientation to global orientation.
- Recent market intelligence experts accepted this ideal type that the traditional 4P marketing Mix cannot be the basis of the advanced E-Commerce strategy and postulated the desirable vector changes that are evitable to make the 7P model more relevant for e-marketing.
- Actual and accepted pitfalls of the 4Ps mix as basis of online marketing activities like lack of interactivity, lack of strategic elements in a constantly developing environment, the 4Ps are not the critical elements of digital marketing.
- Hypothetical testing of some explanatory market researches shows cause and effect relation between the virtual value chain and 4P’ transformations. Thus give suggestions to modify it by adding new dimensions.

8. Conclusion

Paradigm between two models, classical and Neo- Marketing mix management has created dialectic with the new digital marketing trend further develop and refine the new ideological dimensional perspectives. However, in the third wave of digital revolution in 21st century pave the substructure of new marketing super structure that has emerged from the online world of the Internet. Neo modular sub-structure of marketing mix used will hypothesize according to its technological base, marketing analogs and transforming and radiating preferences and choices of end users.

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