

# Holistic Marketing Concept - A Global Need



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## Abstract

Marketing is everywhere. Formally or informally, people and organizations engage in a vast number of activities that could be called marketing. Good marketing has become an increasingly vital ingredient for business success. And marketing profoundly affects our day-to-day lives.

- Philip Kotler, Kevin Lane Keller.

Different Authors have expressed their opinions about marketing these philosophy should guide a company's marketing effort. Some marketing activities include the following concepts –

### **The Production Concept**

It is the oldest concept of marketing. It is used when company to expand the market.

### **Product Concept**

Producer's major emphasis on the product they offer - the most quality, performance and innovative features in the product.

### **The Selling Concept**

Producers aim to sell what they make. Hence the salesman adopts various tactics for aggressive and speedy sales.

### **The Marketing Concept**

It is a customer oriented concept. It starts before the production and ends after sales service or satisfaction of the customers.

### **The Holistic Marketing Concept**

It is an improvement over pure marketing concept. This concept is based on the development design and implementation of marketing programs, processes and activities. It believe that "everything matters" for marketing.

The old concept of marketing stresses upon product only. It does not consider the need, choice, wants or behavior of consumer. According to this concept marketing is only the physical distribution of goods any service from producer to consumer. Now-a-days this concept is not a practical concept.

**Keywords:** CRM - Customer Relationship Management,  
PRM - Partner Relationship Management,  
Marketing Partner- Channel, Suppliers, Distributions, Dealers,  
Agencies,  
Financial Community - Shareholders, Investors, Analysts.  
Marketing Network - Building of Unique Company asset with  
Supporting Stake Holders.  
Stake Holders-Customers, Employees, Distributors, Retailers,  
Ad Agencies and Others.

### **Introduction**

Marketing concept is such a philosophy of management which guides the marketing activities. In other words marketing concepts is that condition of a company which acts to fulfill the needs of its customers. Decisions are based on management system approach which unifies and co-ordinates all marketing activities, so that these activities combine with other functions of the company so as to achieve the ultimate goal of maximizing long term profits.

Generally, marketing is understood only as purchase and sale of goods and services but it's wrong to understand it so as the term marketing have a wider sense. It starts with discovery of needs and wants of the consumers and it continues till these needs and wants are satisfied.

To understand the meaning of marketing clearly, it becomes necessary to look over the different concepts of marketing:-

**Production Concept**

It is called the production-prime concept and this situation is termed as "Sellers -Market". The producer has confident that whatever they presents in the market will be automatically sold. As a result they does not make any effort for sale and does not consider it necessary to care the customer's wants, tastes and needs. They only cares about their production, distribution and profit maximization.

But this concept is useful only when the production of goods is limited, availability of product in the market is less than demand, price of the goods is very high

**Product Concept**

Product concept emphasizes only on production and ignores customer's needs and wants. Due to good quality product, latest design, best and attractive look, customers may get attracted once but in the long term they prefer to buy goods which can satisfy their needs and wants. Hence, this concept can only work for short duration.

**Sales Concept**

This concept is based on the assumption that consumer generally do not take interest in buying the goods until incessant efforts are made to sale products in large volume. In this concept the focus is on how the product should be sold. The business tries to create demand of product and develops consumer's taste, buying interest by removing sales hurdles. They do the use of advertisement, publicity, sales promotion personal sale and middleman's help to maximize product sales. Salesman adopts various tactics for aggressive and speedy sale, like exciting the customer, psychological behavior, finishing sales quickly but sometimes they even mislead the consumers in order to sale their products.

**Marketing Concept**

Marketing concept is also caused the "Customer Oriented" concept. According to this concept marketing functions starts before the production and continues even after sale in the form of after-sale-services to the customers. It is based on integrated marketing efforts, market study and long-term profit goals. As a result customers get the desired products as per their taste and needs.

**Holistic Marketing Concept**

It is an improvement over pure marketing concept. This concept is based on the development design and implementation of marketing programs, processes and activities. It believe that "Everything Matters" for marketing. The main four components of holistic marketing are:

1. Relationship Marketing;
2. Integrated Marketing;
3. Internal Marketing; and
4. Social Responsibility Marketing.

After the study of various concepts for the convenience, the concept of marketing may be divided into two parts .

1. Old concept of marketing or Product oriented concept and
2. Modern concept of marketing or Consumer oriented concept.

**Old Concept or Product-Oriented Concept of Marketing**

This is the classical concept of marketing. According to this concept, marketing is a part of production process- only physical distribution of goods and services from producer to consumer is termed as marketing. This concept assumes that marketing begins with the production of goods and ends with the sale of goods. But this is an incomplete, inadequate and impractical concept of marketing as in modern age it is literally impossible for a producer to sell his product without considering the needs and wants of consumers.

**New Concept or Customer Oriented Concept of Marketing**

This concept believes that business and industrial enterprise stands only for the consumers. So the new concept starts with the discovery of social needs and wants and the behavior of consumers, then these needs and wants are converted into goods and services and sold to their desired consumers. But it doesn't complete here as the after-sale-services are provided so that the need and wants of consumers may be satisfied in the best possible manner. According to this concept-

1. Producer must produce what his consumer's need
2. Price must be fixed what his consumers can afford
3. Production must be in the quantity that the consumers require and
4. The goods must be distributed through the channels which is most suited to its consumers.

Marketing has changed a lot in the past years, in every single possible way. The ideals are the same and the final target is the same: we need to sell certain products or services to targeted customers. However we can choose to have a different marketing plan, based on what we believe to be more effective and what we believe to bring desired results.

There is no end for the continuous flow of new ideas in marketing discipline. Marketers in the twenty-first century are increasingly recognizing the need to have a more complete, cohesive approach that goes beyond traditional applications of the marketing concept. Philip Kotler introduced the new and advanced marketing concept that is "Holistic Marketing Concept".

**Objectives of Holistic Marketing**

By using the concept of holistic marketing the business enterprises have a better chance to settle themselves in the competitive marketing era.

The following objectives are the basic objective of this study -

**Attract New Business & Brand Building**

Holistic marketing empowers the company to build a brand among all its stakeholders. As the customer's mindset is changing they believe in "Buying a Brand and not the Product alone".

A holistic marketing plan is nothing different but it is simply making a plan smarter.

Marketing means to generate leads and develop new business.

Hence, using all the marketing channels as one will help attract new business and generate new leads which will help-

attract new visitors to our company > visitors to leads > leads to customers > customers to our brand advocates.

**Focus & Effectiveness**

The company usually faces a problem with the focus.

The holistic marketing concept brings all the company's efforts into one functional plan by setting the quantum of focus through different marketing channels and focusing on the big picture to create a synergy that effectively reinforce the brand message, brand image, and positions uniquely in the minds of the customers.

**Efficiency**

Holistic marketing plan aligns the departments, goals and available resources of company to work more efficiently, which will result in harmonized and smarter distribution of resources to reduce (and even eliminate) repetition of resources among departments to become more efficient to save company's time and money.

**Consistency**

Consistency is important aspect to stay in the market for long.

Holistic marketing concept helps marketing the brand to all the stakeholders of the company through unified communication strategies and hence the consistency is maintained.

To fulfill the above mentioned objectives it is important to know about Holistic Marketing Concept-

**Holistic Marketing Concept**

Holistic marketing is not only a new marketing paradigm but it provides a new way of looking at a business. It is an improvement over pure marketing concept because in pure marketing concept social welfare is ignored. The holistic marketing concept recognize that "Everything-Matters" with marketing. Holistic marketing is thus an approach to marketing that attempts to recognize and reconcile the scope and complexities of marketing activities. The main four components of holistic marketing are:

1. Relationship Marketing;
2. Integrated Marketing;
3. Internal Marketing; and
4. Social Responsibility Marketing.

Hereunder these components are discussed in detail

**Relationship Marketing**

Key goal of marketing is to develop deep, enduring relationship with all people or organization that could directly or indirectly affect the success of the firm's marketing activities. The concept of relationship

marketing is not only focused towards customer retention and satisfaction but also on building or establishment of strong relationship with clients which can facilitate the formation of incredible business partnership that in turn benefits both the parties.

Relationship Marketing gives attention to CRM & PRM both. It believe that customer, employees, marketing partners and member of financial community are key constituents of marketing. It has built mutually profitable business relationship with marketing network because now the competition is not between companies but between marketing networks, so company has to built a better network.

For the development of strong relationship it requires an understanding about the capabilities of its resources to fulfill the needs and desires of different groups. For example - many banks maintain separate CRM department, showrooms of readymade garments sent messages to their customers for their full stock information any promotion scheme that they adopt, many chain stores like big bazaar, D Mart, etc sent message to their customers describing about the latest offers running in their stores.

Institutions want to achieve their profitable growth and capturing most of customer's expenditures by building customer loyalty and satisfaction focusing on customer life time value.

In conclusion the relationship marketing devotes considerable efforts on two main things- first maintaining customers and second is achieving a high level of satisfaction.

**Integrated Marketing**

Integrated Marketing is not limited distribution of goods and services. Under this a firm has to satisfy the needs of its customers by establishing effective co-ordination between various departments. Marketing department has to co-ordinate the activities of all other departments of firm in a manner that all the departments may discharge their responsibilities in the best possible manner and may contribute to the satisfaction of consumers. All the departments of a firm are coordinated through marketing department and the decisions of marketing department and the decisions of manager are considered to be the most important. All other departments have to follow these decisions.

Firm uses the marketing mix as a tool for pursuing its marketing objectives. McCarthy classified these tools into four broad groups, which he called as the four P's of marketing as -

**Product, Price, Place and Promotion**  
The four P's of marketing mix are-

Product	Price	Place	Promotion
Production Planning Quality Color Shape, Size Design Brand Name Packaging Features Guarantee/Warranties Service Level After Sales Services Standardization and Grading	Price Objective Discount Payment Condition Price Policies Allowances Credit terms and duration Mediator Level of Competition	Distribution Channels & Area Location Transport Inventory Management of Physical Distribution Packing	Personal Selling Publicity Advertisement Sales Promotion Public Relation Direct Selling Tele Marketing Internet Branding Packaging

Marketing mix decisions must be made for influencing the trade channels and the final consumers. Once the company's marketing mix has been decided and determined then according to time and situations necessary changes and adjustments are made. The firm can change its price, sales force size and advertising expenditures in short run. It can develop new products and modify its distribution channels only in the long run sometimes the changing factors of external environment change in customer's likings, their taste, income, fashion, education etc. Internal changes in concern like increase decrease in product lines, change marketing research system budget etc, govt. interference are gives pressure on firm to change their mix.

For Example

1. Smartphone Companies are continuously working over the development of performance and camera quality so as to attract more and more youth towards their product.
2. Automobile companies are continuously providing different segments of vehicles in the market in order to fulfill the needs of various groups of consumers.
3. Telecom sectors is improving their internet connectivity and better calling experience so as to provide a great calling and surfing experience to the users at an affordable price.
4. Companies are also working on providing high quality of after sale services.

The four Ps represent the seller's view of the marketing, this tool influencing the buyers. From a buyer's point of view, each marketing tools is designed to deliver a customer benefit. Robert Layterborn suggested customers four **Cs** correspond seller four **Ps**.

Four Ps	Four Cs
Product	Customer Solution
Price	Customer Cost
Place	Convenience
Promotion	Communication

Companies who meet customer needs economically and conveniently and with effective communication will success to win the market. In conclusion businesses must integrate their system for demand management, resource management and network management.

**Internal Marketing**

It emphasis on the employees within an organization.As prescribed by the old adage- "Charity begins at home" It follow that marketing should also start at the organization level. There is no point in selling ideas to the customers/clients, if the employees are not fully committed towards the organization brand in the first place. Smart marketers recognize that marketing activities within the company can be so important but marketing activities outside the Company also important, so they do the task of hiring, training and motivating able employees who want to serve customer well.

Internal marketing take place on two level -

**The Various Marketing Functions**

Sales force, advertising, customer services, product management, marketing research must work together and must be coordinated from the customer's point of view.

Marketing is not a department its thinking must be pervasive throughout the company and other departments must also "Think Customer".

As a result company's management will become customer oriented so that customer will get goods and service at minimum cost in an effective manner.

**Social Responsibility Marketing**

It is more concerned about the need of the society as a whole, as against individual desires. The societal marketing concept holds the organization task to determine the needs, wants and interest of target markets and to deliver the desired satisfaction more effectively and efficiently. The societal marketing concept calls upon marketers to build social, ethical and environmental considerations into their marketing practices. They must balance between conflicting criteria of company's profits, consumer want/needs, satisfaction and public interest. Example-

Classmate stationery – they print on register's back page – ITC LIMITED CITIZENS FIRST Enduring value and also mention – There are still million who only dream of school. ITC is helping some of them realize this dream.

Marketing companies are producing baby milk- powder and advertize if as – Mother's milk is best for baby".

Consumer's wants goods packing of product than company developed eco-friendly packages and satisfied them.

We have studied the old and new concept than we get a result that the modern concept is helpful in product development, for more social satisfaction, important for national economy, for save the environment, for the long survival of institutions, Technological growth, communication means population growth and customer welfare but with the expansion of education, urbanization or development of rural areas, increase in per capita income, living standard and increase in buying capacity the applicability of modern concept will increase.

Some examples of leading companies whose mission fulfill this concept-

Company	Old Concept	New Modern Concept
Indian Railways	We make a railroad.	We offer a transportation and material – handling system.
Indian Oil	We produce oil and gasoline product.	We provide various type of safe and material handling system.
Eastman Kodak	We make cameras and film.	We help preserve beautiful memories.
Revlon	In the factory, we make cosmetics.	In the drugstore, we sell hope.

The modern marketing concept holds that the key to achieving organizational goals consist of the company being more effective than competitors in creating, delivering and communicating superior customer value to its chosen target markets. Due to adoptions of modern marketing concept the goal and mission of company's are- The job is not to find the right customers for your products but the right products for your customers. Now the **Marketing is not 'Hunting' but it is 'Gardening'**.

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