

**DEFINITIONS OF TERMINOLOGIES USED IN MARKETING IN PRE 2000-01 ERA****\*Dr. Anamitra Roy***\*Director, Concept Research Foundation, India.*DOI: <http://doi.org/10.47211/idcij.2022.v09i04.002>**ABSTRACT**

*There were differences in the marketing environment of the pre and post 2000-01 eras. This led to differences in the definitions of various terminologies used in Marketing. In order to give importance to the historical perspectives of this discipline, a database of definitions of terminologies used in the pre 2000-01 eras has been produced. This is expected to serve the interests of scientists, researchers, students, authors, thinkers, teachers, professors, influencers and practitioners of this field.*

**KEY WORDS:** *Definitions, database, Marketing, change, Marketing Management, Marketing Research, Marketing Mix, Product, Standardisation, Branding, Salesmanship and Advertising.*

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**INTRODUCTION**

The period of 2000-01 was a significant one in History. This period not only ensured the entry into a new millennium, but also saw many events around the world. Some of these events went on to change the course of the civilization and have an impact on all disciplines of study.

Business concepts changed after this period, as globalization and technology became driving forces. These were always driving forces in the developed nations like U.S.A., EU nations, Australia, Japan etc. But, after this period, it also attained such a status in the developing parts of the world, thereby including almost the whole world within the sphere of its influence. The consequence of this was that organizations were sometimes failing to recognize the changes. They were not able to identify the changes in the markets. In the words of Slywotzky (1996)<sup>1</sup>, customer requirements and competitive forces changed significantly every few years. Kotler (2000)<sup>2</sup> highlighted on how last year's winning strategy may become today's losing strategy.

Under these circumstances, Marketing as a discipline of study, was also a part of this change. Thus, ways of thoughts and concept building changed in this discipline. That provided opportunity to divide the journey of Marketing into two time frames i.e. pre 2000-01 and post 2000-01.

**OBJECTIVE**

Brunswick (2014)<sup>3</sup> wrote that in Marketing a tendency to undervalue the historical perspective was always visible. Thus, this manuscript aims to provide a database of definitions of the terms used in Marketing in the pre 2000-01 eras. The objective was to emphasize on the historical perspective of Marketing.

It was also considered that the formulation of such a database will help scientists, researchers, students, authors, thinkers, teachers, professors, influencers and practitioners of this field.

**METHODOLOGY**

A review of relevant literature from the time period of 1930 to 2000 was pursued in order to identify the terminologies used most commonly in Marketing in the pre 2000-01 eras. Then secondary data was collected from books and research journals, both print and online versions. Finally, an anthology of the definitions of the concerned terminologies was produced.

This manuscript aims at solving a problem. The problem has been discussed in the 'objective' portion. Thus it took an applied research approach.

**DEFINITIONS****Marketing**

"Marketing is the economic process by which goods and services are exchanged and their values determined in terms of money value."

Duddy & Revzan (1948)<sup>4</sup>

"Marketing involves the design of the products acceptable to the consumers and the conduct of those activities which facilitate the transfer of ownership between seller and buyer."

Professor Harry L. Hansen (1956)<sup>5</sup>

"Marketing consists of those efforts which effect transfer in ownership of goods and care for their physical distribution."

F.E. Clark & C.P. Clark (1975)<sup>6</sup>

"Marketing is the process of planning and executing the conception, pricing, promoting and distribution of ideas, goods and services to create exchanges with target groups that satisfy customer and organizational objectives."

American Marketing Association (1985)<sup>7</sup>

"Marketing is a total system of business activities designed to plan, price, promote and distribute want-satisfying products, services and ideas to target markets in order to achieve organizational objectives."

William Stanton (1987)<sup>8</sup>

"Marketing is a social and managerial process by which individual and groups obtain what they need and want through creating, offering and exchanging products of value with others."

Philip Kotler (1996)<sup>9</sup>

### **Necessity or Importance of Marketing**

“Marketing is the creation and delivery of living to the society”.

Malcolm McNair (1950)<sup>10</sup>

“The developing countries desire to come out of the vicious circle of poverty and miseries. In order to convert the unutilised factors into real resources, to fulfil the desires and aspirations of people, and to create responsible economic leaders as well as responsible citizen conversant with knowledge and economics, the marketing works tremendously like a magic.”

P.F. Drucker (1958)<sup>11</sup>

“Marketing is the foundation of business.”

P.F. Drucker (1993)<sup>12</sup>

### **Marketing Management**

“Marketing management relates to directing of those activities, the objective of which is the achievement of marketing goals, and which are well-planned, organized, coordinated and controlled.”

Cundiff & Still (1972)<sup>13</sup>

“Marketing management is the combined effort of different functions of planning, organizing, activating and controlling essential for marketing the functions of exchange easy, quick, smooth, efficient and successful.”

W. W. Pride & O. C. Ferrell (1991)<sup>14</sup>

“Marketing management is the analysis, planning, implementation and control of programmes designed to bring about the desired exchanges with target audiences for the purpose of personal or mutual gain. It relies heavily on the adaptation and coordination of product, price, promotion and place for achieving effective response.”

Philip Kotler (1996)<sup>15</sup>

“Marketing management is the conscious effort to achieve desired exchange outcomes with target markets. The marketer’s basic skill lies in influencing the level, timing, composition of demand for a product, service or organization place, person or idea”.

Philip Kotler (1996)<sup>16</sup>

### **Marketing Research**

“Marketing research is the systematic, objective and exhaustive search for and study of the facts relevant to any problem in the field of marketing, while market research is restricted to the study of actual and potential buyers, their location, their actual and potential volume of purchases and their motives and habits.”

Richard D. Crips (1957)<sup>17</sup>

“Marketing research involves a study of consumer preferences, habits and attitudes.”

Parker Russell Turner (1972)<sup>18</sup>

“... careful and objective study of product design, markets and such transfer activities, as physical distribution and warehousing, advertising and sales management.”

Harry L. Hansen (1987)<sup>19</sup>

“Marketing research may be defined as the thorough and objective gathering and analysis of data that pertain to a given problem.”

William Stanton (1987)<sup>20</sup>

### **Marketing Mix**

“Marketing mix is the term used to describe the combination of the four inputs that constitute the core of a company’s marketing system, the product, the process structure, the promotional activities and the distribution system.”

William Stanton (1987)<sup>21</sup>

“Marketing mix represents the setting of the firm’s marketing decision variables at a particular point of time.”  
Philip Kotler (1996)<sup>22</sup>

### **Product & Standardisation of Product**

“Standardisation carries the idea of uniformity of quality.”  
Kanhaiya Lal Govil (1943)<sup>23</sup>

“Product is more than just a physical product with its functional and aesthetic features. It include accessories, installation, instructions on use, the package, perhaps a brand name which fulfils some psychological needs and the assurance that service facilities will be available to meet the customer’s needs after the purchase.”  
McCarthy (1960)<sup>24</sup>

“Grading is the division of products into classes made up of units possessing similar characteristics of size and quality.”  
Clark & Clark (1975)<sup>25</sup>

“A product is a set of tangible and intangible attributes, including packaging, colour, price, manufacturer’s prestige, retailer’s prestige, and manufacturer’s and retailer’s services.”  
William Stanton (1987)<sup>26</sup>

“A product is anything that can be offered to a market for attention, acquisition, use or consumption: it includes physical objects, services, personalities, places, organization and ideas.”  
Philip Kotler (1996)<sup>27</sup>

### **Branding**

“Branding is the process of identifying the name of the producer with the product.”  
M.C. Shukla (1953)<sup>28</sup>

“A brand is a name, symbol or design of a combination of them which is intended to identify the goods of one seller or group of sellers and to differentiate them from those of competitors.”  
American Marketing Association (1960)<sup>29</sup>

“Simply stated, branding means giving a name to the product by which it should become known and remembered by customers.”  
Padmalochan Gangopadhyay (1999)<sup>30</sup>

### **Salesmanship**

“Salesmanship refers to the constant effort on the part of the seller to induce a prospective buyer to purchase something that he had not really decided to buy even if he had thought of it favourable.”  
James Stephenson (1935)<sup>31</sup>.

“Salesmanship is the art of so presenting an offer that the prospect appreciates the need for it and a mutually satisfactory sale follows.”  
Harold Whitehead (1956)<sup>32</sup>

“... the process by which the seller ascertains and activates the needs or wants to mutual, continuous advantage of both the buyer and the seller.”  
Carlton A. Pederson & M. D. Wright (1961)<sup>33</sup>

“It (salesmanship) is a part of salesman’s business to create by demonstrating that the need does exist although before his visit there was no consciousness of the need.”  
William Scott (1962)<sup>34</sup>

“... salesmanship is the art or technique of selling an idea or one’s point of view. It is the process of persuading a person to buy goods or services.”  
Padmalochan Gangopadhyay (1999)<sup>35</sup>

**Advertising**

“Advertising is a valuable economic factor because it is the cheapest way of selling goods, particularly if the goods are worthless.”

Sinclair Louis (1936)<sup>36</sup>

“Advertising is the preparation of visual and oral messages and their dissemination through paid media for the purpose of making people aware of and favourably inclined towards a product, brand, service, institution, idea or point of view.”

Albert Frey (1961)<sup>37</sup>

“Advertising is nothing more than the use of bright ideas, stunts and slogans to popularise goods which appeal to the great body of ordinary customers.”

British Institute of Management (1992)<sup>38</sup>

“Modern advertising is the extension of personal salesmanship from that which is directed to an individual or a small audience of individuals to that which is directed to react hundreds of thousands of people over a network of media.”

Dr. Y. K. Bhushan (1999)<sup>39</sup>

“Advertisement is a written or printed publicity in order to draw attention of the people to purchase goods or services.”

Padmalochan Gangopadhyay (1999)<sup>40</sup>

**CONCLUSION**

Brunswick (2014)<sup>41</sup> wrote, “While the role of technology and other marketing environmental factors continues to influence the practice of marketing (and in turn how we define marketing), the ability to examine broad trends is critical in being able to understand and anticipate how marketing will continue to evolve in the future.”

So, this manuscript should be refined from time to time by pursuing a refining research periodically. That will ensure the maintenance of the relevance and effectiveness of it.

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