

A STUDY ON MARKETING MIX AND CUSTOMER ORIENTED MARKETING APPROACH (7p's and 4a's)

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Abstract

One of the most well –known concepts in marketing is the marketing mix which is also known as 7P's of marketing and customer oriented marketing approach also known as 4A's of marketing. But, in present scenario of marketing 7P's dominates the 4A's it means marketing mix dominating the customer oriented marketing approach. This study contributes both marketing mix and customer oriented marketing approach are necessary for effective marketing.

Key words : 7P's(marketing mix) and 4A's(customer oriented marketing approach)

I.INTRODUCTION

The 4P's of marketing mix is introduced by **E.Jerome Mc Carthy** in the **1960's** and later 3P's are introduced by **Bernard H. Booms and Mary J. Bitner in 1981** . The 7P's comprise product, price, place, promotion, people, process and physical evidence which focus on the selling organizations rather than on the customer whereas the 4A's model was developed by **Jagdish Sheth**, a marketing professor at Emroy university and **Dr.Rajendra Sisodia**, a marketing professor at Bently university,it includes ac Teptability, affordability, accessibility and awareness. They both acknowledge that their 4A model was inspired by a similar marketing framework that coca-cola used successfully for many years.This model focus on customer oriented marketing approach.

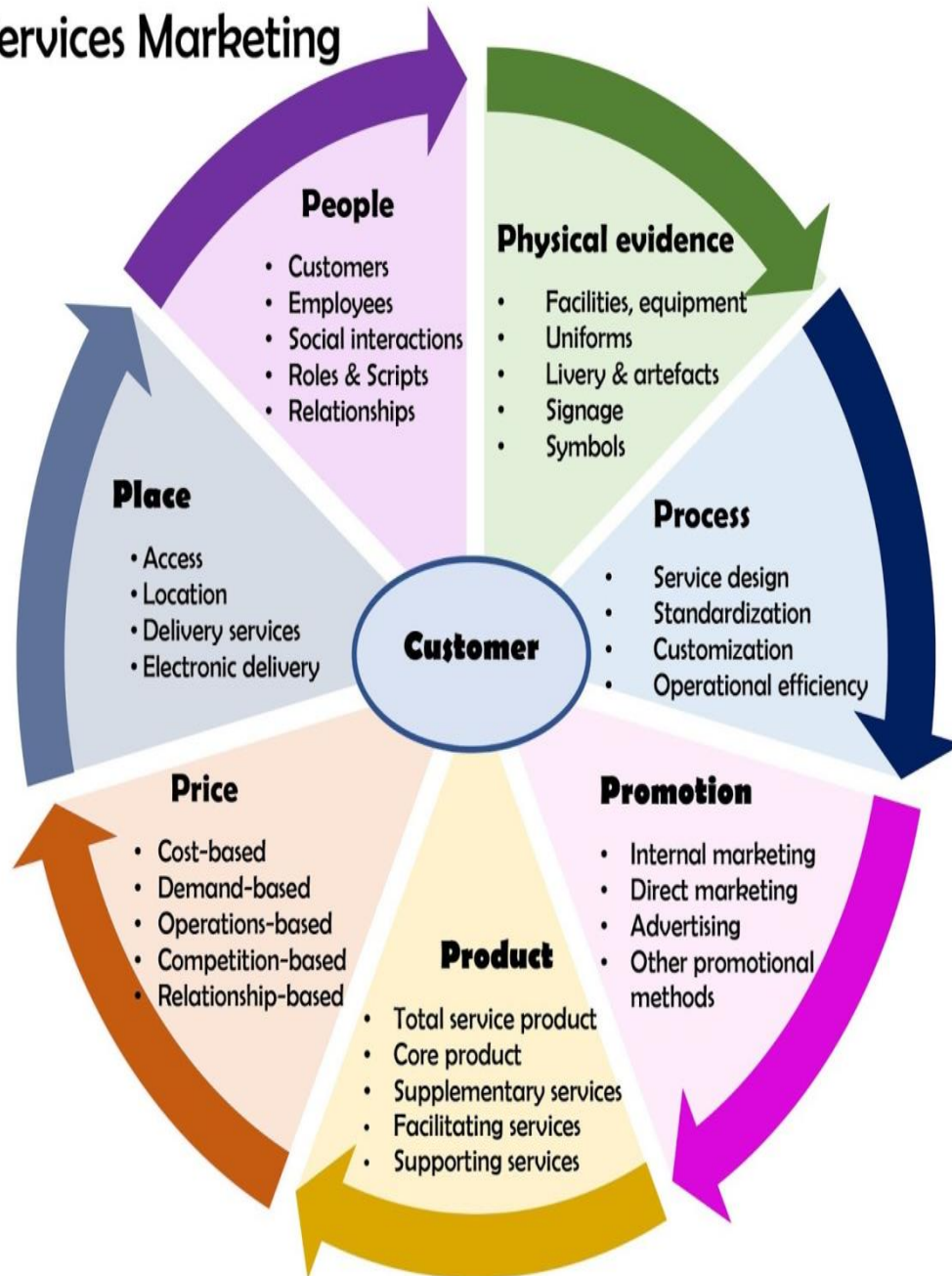
II.Implementation

7P's and 4A's:

The 7P's of marketing mix takes stand on the seller's side in market area .So with this marketing style the seller gains advantage whereas the customer didn't. Because here they discuss only about product, price, place, promotion, people, process and physical evidence but they do not consider about customer whether the customer afford,access,accepts and aware of the product.

Let's see the difference between 7P's and 4A's of marketing

The 7 Ps of Services Marketing



By seeing this picture we can understand about 7P's of marketing mix where it didn't mention about consumer point of view it only deals with seller's. Whereas customer oriented marketing (4A's) deals with customer point of view about a product. Let's see what 4a consumer oriented marketing deals with and why it is important for effective marketing



By seeing the above picture we can say that 4a's of marketing strongly deals with customer affordability, accessibility, acceptability and awareness where the seller must keep concentration on it before developing and promoting a product

But for effective marketing the seller organisation's must concentrate on customer point of view but most of the marketer's neglecting this. For that reason customer oriented marketing (4A's) must be remembered by every marketer and customer.

III.OBJECTIVES

To ensure how important customer oriented marketing in present marketing trends and how important it is for marketers and sellers. For a perfect effective marketing both 7P's and 4A's are needed.

IV.NEED OF THE STUDY

The present market situations are dominating the customer oriented marketing approach(4A's) by marketing mix or seller's marketing approach(7P's).So this study says to give importance to customer oriented marketing approach equal to marketing mix.

V.REVIEW OF LITERATURE

Jerome McCarthy – Basic marketing: A global-managerial approach

Booms and Bitner – Marketing strategies and organization structures for service firms

Rajendra sisodia and Jagadish N.Sheth – The 4A's of Marketing

VI.RESEARCH METHODOLOGY

This research follows to prove that 7P's of marketing mix and 4A's of consumer oriented market approach are really necessary for effective marketing

This research has been carried through several source of information online and offline through various blogs, articles, world wide websites, books, etc and data collection by individuals random surveys through oral interviews directly etc

VII.HYPOTHESIS

The below mentioned hypothesis are used during the research study

H0 NULL HYPOTHESIS

There is no impact of consumer oriented marketing approach (4A's) and marketing mix (7P's) for effective marketing.

H1 ALTERNATE HYPOTHESIS

There is impact of consumer oriented marketing approach (4A's) and marketing mix (7P's) for effective marketing.

SAMPLING SIZE

This research is conducted with a sample size of 30 by using questionnaire and oral interaction

Types of questionaaire used in the study

Multiple Choice Question(MCQ):MCQ's was framed with 4 options a, b, c, d to be answered by respondent for the given questions for the research study.

VIII.LIMITATIONS OF THE STUDY

The limitations for this study are as follows

- ❖ This study is limited only for Indian markets
- ❖ This study is based on the information provided by offline , online articles and the survey conducted by marketing students
- ❖ Finally resources of the researcher are limited, thus the research study was made using the available resources optimumly.
- ❖

IX.FINDINGS AND SUGGESTIONS

- ❖ It's found that 7P's of marketing is given more preference than the 4A's of marketing.
- ❖ This study says that 7p's of marketing takes stand at seller's side whereas 4A's stand beside customer
- ❖ This study suggest's that for effective marketing both 7P's and 4A's are necessarily needed.

X.CONCLUSION

This study concludes that present markets are dominating customer oriented marketing approach(4A's) by seller's side marketing called(7P's).So, the customer oriented marketing approach should consider as an important factor for effective marketing strategies.

XI .REFERENCES

Effective marketing of 4A's and 7P's by David Dodd

WWW.customerthink.com

The 4A Model Of Marketing –www.onlinemanipal.com