



# Revisiting The Marketing Concept In A Novel Context

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## Abstract

Due to technological advancements, there is change in choices that has transformed the trading center. Consequently, we are witnessing the emergence of a new marketing paradigm — not a “do more” marketing that simply increases the volume of sales games of the past, but a knowledge and experience-based marketing that represents the salesman’s death one and all. The transformation of marketing is driven by the great influence and widespread presence of technology. Marketing has moved from deceiving customers to blame customers, satisfying customers, and to systematically integrating customers. The capabilities of a successful marketing organization will increasingly be defined by two key factors: knowledge-based marketing and experience-based marketing. These two fundamentals will replace the outdated approach to marketing and new product development. The role of the marketer as an integrator necessitates the ability to effectively combine internal and external factors. This review paper revisits the marketing notion in a novel context and redefines the marketing notion in the emerging scenario.

## Introduction

In generic form, marketing means the buying and selling of products, but experts in this area investigate the broad meaning of the term and include the activities performed before and Post Revenue generation and we can divide the concepts into two parts: (i) Old Concept of Marketing, and (ii) Modern Concept of Marketing.

## OLD CONCEPT OF MARKETING

The theory of marketing narrowly explained as a commercial process of Transactions and determining their monetary values.

We can also define marketing as the channel of activities that includes transfer of goods from producer or manufacturer in lieu of money. In this definition marketing emerged as product oriented” activity. Importance was given to the producer of good & services of business firm without assuming about the demands or needs of the customers. Following this heading, we can discuss the following definitions, presenting a narrow view of the term ‘Marketing’:

Professor Pyle defines, “Marketing is composed of both purchasing and selling activities“ This definition limits the scope of marketing to the components of purchasing and selling and does not cover other supplementary activities like transportation, warehousing, financing, risk-bearing, etc.

Tousley, Clark & Clark defines, “Marketing consists of those efforts which effect transfers in the ownership of goods and services, and provide for physical distribution. “

Marketing covers the areas associated with mental & physical parts. Any activity that includes transmission of authority of goods and services fall under the term marketing. Besides it, the activities involving physical distribution are also covered by it. Physical distribution means transporting goods from one place to another, and collecting and dispersing them.

The afore-mentioned two definitions present the traditional or old concept, because:

**(i)** They include mainly the production, purchasing and selling. Today, activities performed prior to creation are also treated as a part of marketing because the manufacturing of products is undertaken according to its demand in the marketing area.

**(ii)** Now, seller also provides ‘After-Sale-Service’, which is absent in the definitions.

**(iii)** These definitions are ‘Product -oriented’ and lay more stress over production function, while the activities of marketing now are mainly ‘Customer-oriented’ and the stress is laid over consumer satisfaction.

These definitions of marketing suited most in the days of seller’s market under which there was a cute shortfall of goods. The traditional interpretation of marketing found most in appropriate in the current era of marketing environment and supplements competing market. The philosophy which assumes that when goods have been manufactured and sale has lost its notability. But in today’s scenario marketing process starts before production.

Prior to product is developed, need arise of consumers are required to be known very well. Other decisions like pricing, promotion and distribution decisions must also be taken as per needs of the consumers. Marketing does not end mere with the final sale of goods. The customer must be satisfied if a business enterprise expects repeat order for goods produced by him. Because of these reasons the term marketing has undergone sea change. Progressive firm believe in consumer orientation approach in marketing because they recognize that it is consumer who make possible modification of business beliefs. Consumers are the guiding force which directs the Trade and commerce. It is suggested that business activities should focus its aim on consumer’s satisfaction.

## **MODERN CONCEPT OF MARKETING**

In the recent years, total marketing concept of business is customer oriented. The following definitions which take a broad view of the term, can be discussed under the modern concept of marketing:

William J. Stanton defines, “Marketing is a total system of interacting business activities designed to plan, price, promote and distribute want satisfying products and services to the current and potential customers. “

As per the definition, any activity undertaken for satisfying the want of customers is covered under the term marketing.

Malcolm McNair defines, “Marketing is the creation and delivery of a standard of living. “It means that the marketing is manufacturing new and better articles and expanding their consumption, Hence society can achieve new higher standard of living.

The Systematic study of the above-mentioned two definitions reveals that:

**(i)** Consumer satisfaction is the main element under the modern concept, i.e., production is undertaken corresponding to the usefulness of the Item to the consumers.

**(ii)** Under business activity Marketing has a special role.

**(iii)** Marketing programme initiates with idea of Producing a commodity and plays a role after revenue generation also.

**(iv)** Upliftment in condition of the masses is result of marketing process.

We can conclude that 'Marketing means to produce what consumers wants and to deliver what is required for consumption and to alleviate the Condition through consumer satisfaction of the People.'

In past marketing was confined to the selling of products to customers for profit, while satisfaction basic element under the modern concept. No producer can continue production for long without consumer satisfaction. The old concept of marketing was product-oriented. It means that the producers concentrated their attention only upon production; and distribution was carried out by the middlemen. the modern concept is consumer-oriented whereby producers concentrate upon consumer satisfaction. To achieve this objective, they discover wants and desires of the consumers, and undertake production accordingly. The modern concept lays stress on sufficient expenditure on consumers' surveys, whereas it was not necessary under the old concept. In modern concept the vision is set by the management to consumer welfare, which had no place in old concept. That is why, today's marketing is responsible for standard of living. Social responsibility, not recognized by old concept, is considered a part of marketing process in modern concept. Planning and coordination of different functions of marketing, which were lacking in the old concept, are essential today for achieving consumer satisfaction.

### **HISTORICAL DEVELOPMENT OF MARKETING**

Current form of Marketing was not recognized until at the beginning of twentieth century.

Its development has been of evolutionary nature. Man's existence in primitive days was depended on his own efforts. He consumed what he produced; produced what he wished to consume. The man was self-sufficient and dependent on his own self. He himself tilled his own land, built dwellings and made clothes for own use. With advancing civilization, the benefits of specialization were recognized, and division of labour resulted. It led to exchange of goods. The people used to exchange things which they wanted by giving away the things they had in excess, as consideration. This was the foundation of the trade. 'Trade is the heart of marketing.' At this stage, top attention was paid to production; and since the production was done according to orders, marketing aspect was ignored. This was the first phase of marketing development. The purchasing and selling involved producer and the customer, without any intermediaries.

As the time passed away small scale producers with goods in larger quantity are emerged, with the help of principle of division of labour, in the hope of getting orders in future. The task of bringing the consumer and producer together was entrusted to some persons, called middlemen who arranged the selling of the goods produced by manufacturers. To facilitate this purchasing-selling process, the producers and consumers started gathering at one place. These places developed as Trade centers, and the business activities shot up. At this stage, marketing was not recognized as a problem, and the production was the only consideration.

In the beginning of twentieth century, as a consequence of large-scale production, there arose the problem of cut-throat competition, which urged the producers to pay due attention to marketing; and which led to opening of their own retail shops and contacted intermediary sellers to know the consumers' needs and preferences. Producers and middlemen discovered advertisement as a tool for attracting consumers. World-wide depression in 1930 brought about great disaster, and it became essential for producers to study in detail the wants and desire of consumers, before undertaking any production activity.

### **OBJECTS OF MARKETING**

"The object of marketing, as that of all production activities, is to supply human wants. " All commodities are produced for satisfying human needs. Business operations are established to supply customer not the people is what business is all about. Entrepreneurial profit, that is, the survival of the enterprise in the market, is considered to be the objective of all other activities. In the capitalism system in place, it always comes to direct advertising and such activities from the marketing side. However, under the socialism some commodities are produced meeting the minimum standards set by the government to give basic shelter and human welfare. As the society's conditions change and the State takes upon itself the responsibility of satisfying all need requirements of mankind, and the State Marketing Organizations will no doubt keep in pace with its policy of

socialism. Today the mankind is not the one, the need of which is limited to the food, clothes and house. But the mankind has made several needs and they all are much beyond that. As per the View of the Economist there is no such thing as limitation of human needs today. Marketing involves stimulating and satiating human wants as these likes and desires develop with Improvement of human life. As discussed earlier, while explaining 'Marketing', Purpose of current marketing results in increase of the living standard of the society.

### **MARKETING ITS AREA AND VIABILITY.**

The scope and nature of marketing can be described in both narrow and wide sense of the words. While the former (i.e. narrow meaning) indicates the traditional or old concept of marketing, the latter (i.e. wide meaning) represents the modern concept. In the narrow sense, only the basic marketing procedure is followed, However, the activities with the object of marketing start prior to production, e.g. the Probable wants are studied before actual production and design or structure would be decided. Decisions regarding packaging and trademarks are taken, and advertisements, Sales Promotion Campaigns are taken up and are in scope of marketing. "Just as marketing does not begin post production line neither with the final sale. "

Consumers' satisfaction is essential for creating permanent customers. It calls for production guarantee and after-sale-service.

Today, supplying of goods at reasonable prices to the society and creation of high standard of living are also included in the scope of marketing. The following activities are worth mentioning for clarifying the nature and scope of marketing:

### **Consumer Research**

Consumer research is the starting point of modern marketing process, because of the recognition that 'Consumer is the king of the market.' First of all, the needs, wants, preferences, nature, habits, paying capacity, dwelling place, etc. of the consumers are studied, so that the maximum consumer satisfaction is attained by supplying them the goods, according to their wants, and thus social welfare may be possible. In place of social welfare, the commercial enterprises will think of more profits in a capitalistic society.

### **Determination of the product and Price Policies**

Under the marketing process, product and price policies are now determined before actual production, i.e. the colour, design, size, brand, trade-mark, label, packaging, etc. of the product are determined beforehand. Prices are also fixed according to the pre-planned price policies.

### **Determination of Distribution Channel**

After manufacturing is over, its distribution is arranged. Various channels are used which is Important process. Thought Process is then taken up regarding the appointment and remuneration of retailers, wholesale dealers, sole distributors, agents, traveling agents, etc.

### **Promotion Decisions**

To make the Product for wider reach it is essential in present day situation for selling one's product in sufficient quantity. The different means of advertisement are employed and evaluated regarding performance. The selection of best means of training of salesmen is taken.

### **Post sales customer satisfaction**

The object of marketing today is that the consumers should be satisfied, for which Post sales customer satisfaction is provided. It includes free repairs, free servicing of goods, money back guarantee, etc. This all comes under the scope of marketing. Sometime the term 'marketing' and 'selling' are used interchangeably but both have different orientation. Selling as a business philosophy which has been notified as performance. Though selling is integral part of marketing but there difference between the two concept i.e. selling and

marketing. Selling ultimately reaches to consumers who need them and the firm performs its functions of creating a customer and thereby meeting his needs and requirements. Marketing, as an alternative philosophy of business which creates Customer delight. The main emphasis in marketing is laid on the selling aspect of the marketing because sale forms the very basis of success of active business. The function selling of selling includes the sales planning, marketing sales forecast doing market research, familiarizing the customer with the product advertising and arranging the display of goods, and making the goods available to them.

In the words of **Edward G. Koch**, "The difference between selling and marketing is more than a semantic exercise. Selling focuses on the needs of the seller, marketing on the needs of purchaser".

The distinction between the two defined by Levitt "The difference between marketing and selling is more than semantic.

### **New Paradigms of Conceptualization of Marketing:**

Technology-driven marketplace is changing at an unprecedented rate. As a result, people are doing their chores through a different lens. Nowadays, marketers are moving from the sole goal of boosting sales, turning to an embodiment of a new marketing paradigm centered around a provision of information and experiences for their customers. Technology which holds power and impact over companies has been driving this change so comprehensively that even company branding is affected, either tech or non-tech. Together along the world, the modern technology has quickly penetrated industries through robust products, workplaces and the marketplace with fractional horsepower motors and microprocessors that made tremendous progress in few years. There has been a drastic responsibility shift leading to termination of the old fashion sales person and a new marketing era.

The future marketing will be transformed by a great amount of technology. Technology is consistently being introduced and spreading around. The implication of technology is currently that close to every commercial establishment or industry has to employ technology to survive, which makes it difficult to identify what business without technology will look like. Technical sphere is being more pervasive for everyone and each of the businesses is following suit. Technology progress has become an undeniable factor on a global scale hence felt in products, work areas, and the market. To illustrate this example, fractional horsepower motors, which were patented approximately seventy years ago, can be found in 15-20 household appliances per the average American household nowadays. In addition, the microprocessor has maintained the leading position in the market with a high rate of growth for two decades. It is rather just a crazy progress – Two Decades back not more than 50,000 computers were in use, and now more than 50,000 computers are bought a day.

The essential element of this recent technological development is its customer programmable function. Programmability through computer chip refers to modifying the command which gives the chip a whole lot of functionalities such that one single chip can perform a certain array of functions and generate diverse results.

Manufacturing process, is the one changeover that has programmability which helps from a single machine being able to manufacture an endless amount of different items and products. The prominence of this phrase can be seen to express not just a new capacity but a competence in the field of issues related to business and, the ability to provide more options and customer's empowerments to design and implement their personalized "programs" that will accomplish the exact results of individual customers' needs. What is now known as the programmable potential is not any longer a speculative technological promise with unlimited possibilities, but has all become accessible in an increasingly present reality.

Decades ago, companies that simply focused on sales existed, for there did not exist the marketing ecosystem. These foundations of customers attracted by the ideas of buyers made organizations for convincing them about the importance about creating products. exploiting a predation marketing strategy "

Nevertheless, alongside the technological progress and growth of competition, some companies shifted their operation strategy and started to focus on customer-centered practices. This was a new found and unpropitious situations, where the renowned companies were adjusting their product colors according to what the customers trial. This was realized through a strategy of "the color that you would love to wear."

Around the end of 1990s, successful companies began switching to a strategy that was similar to market orientation. In this method, companies aimed at the sector that portrayed the strategy of their customers. This conception can be described as "together," your purpose will be identified after which means if or how the color will influence your broader goals. It does not aim to supplant the market but to organize it to educate the market, makes steady progress, and continues the process instead of relying on targeted sales or lone events to yield market share. However, the key benefit was the utilization of the knowledge the company already possesses and experiences.

Successful marketing organizations' capabilities will increasingly be defined by two important factors: information oriented marketing and experience-oriented marketing. Substitution of passé marketing philosophies and newly-developed products are the benefits coming from this new idea. Traditional methods, for instance, coming up with ideas, conducting market research, developing the product (s) move at a snail's pace, are bound by layers of rules and regulations, and as a bonus, the internal bickering. Besides, knowing that quicker than ever marketplace fluctuations require less trust for efficiency in fulfilling customer needs or challenges, the holistic traditional trust is in decline.

Smart marketing is no longer limited to the conventional forms of marketing. It broadens its base to the formation of knowledge and experience marketing. Knowledge-based marketing mandates a company to possess a comprehensive understanding of various aspects: variety, such as the technology in which it runs, the competitors, the customers, other upcoming technological progress that can change its competition landscape, and the internal data pertaining to its enterprise, capability, plan, and practices. Equipped with this expertise, companies can effectively utilize knowledge-based marketing in three crucial ways: involving the customer in process to ensure that it fulfills needs and desires of consumers, but also align with the strategy that includes niche thinking to leverage the company's knowledge of channels and markets to identify segments of the market that the company can dominate; and establishing a network of suppliers, partners and customers whose relationships can contribute to the company's reputation and technological advantages.

Experience-based marketing is what lies at the core of the reshaped marketing, making it a cloverleaf with the other two being the other shapely parts that form the perfect and the pristine figure. It strongly cares about emotion, user attention, and thoughts of the target audience. In order to be successful, organizations allocate time to talk to their customers, follow the opportunities seized by their competitors, and maintain the feedback/analysis process. So they integrate these data through market and competitive analysis processes and for the research and innovative process. They are analyzed critically to find out their relevance and also collaboration with other organizations to create common systems and solutions which benefit everyone. One on one conversation with customers, competitors and latest technologies help companies learn a lot of things that can guide them in arriving at decisions, resource allocation for market expansion and decision making on risk taking.

The fact that, today, marketing efforts focus on being the integrator implies that marketer needs to have an intuitive tool to interconnect internal and external factors together. Technologically this means plugging modern technical skills with consumer needs. On the one hand, it concentrates on efforts that reach the customer and engage them in the company's development and adaptation processes. A backdrop of such shift in marketing illustrates a move from influencing the customers through the well understood manipulative tricks to involving them; from just conveying information and closing a deal, to interaction and knowledge sharing respectively. Additionally, from serving as peripheral service and personnel of the corporation to a leading credibility assistant of its operations and offerings.

An integrator cannot exist without a backbone of credibility. Remembering credibility then becomes the lasting and deserved attribute a company can have. Company's credibility would depend on a number of elements, including the quality of its management, the financial intuitions executives show, the efficiency of its innovations, the level of satisfaction of its clients, and the strengths of its alliances. Use of these standards, namely credibility, directly affect the company's capability to open doors for hiring great minds, sparking innovations, and forming strong relationships.

The basic of customer choice and company perpetuity depends on the relationships companies create. A brand is successful only when its relationship is exceptional and it is a unique in its field. In such scenarios, the marketers are best dressed to create, maintain, and both the contradistinct and same relations between the company, its suppliers, and its customers. Over the years, however, the emphasis of companies has changed from the financial part, which was fundamental in the cost control process, to product competition and customer service, where engineering takes the central place, to the promotion of manufactured goods, which presently is the most important thing in a company. Marketing in the '90s will be less about a straight shot selling but more of a complex process with several other goals to be achieved. I do not think to design a strategy is easy , which says what a business or a company should do.

Conventionally marketing was exemplified by the customary phone call from the CEO to the corporate headhunter, requesting, "Find me a competent marketing professional to oversee my marketing operations!" The CEO's intention was to find someone capable of handling a specific set of textbook functions typically associated with conventional marketing practices. This individual would promptly engage a Madison Avenue Advertising agencies, revising advertising campaigns, revising company logos, updating brochures, training sales teams, hiring a well-known advertising agency and changing or repositioning the company's image. The CEO's request for a competent marketing professional was supported by a set of assumptions and attitudes towards marketing. These beliefs consisted in the conclusion that marketing is a sole department of an enterprise, other divisions were more important than marketing and served as a captive or a subservient to them. In the marketer's view, it is believed that this is the quintessential purpose of marketing, which seeks to identify target market segments and make use of various persuasive marketing techniques to inspire them to buy the company's goods and services. Besides that, it was largely based on the ideal of conceiving an artificially-knowledge about the Organization and its advertising aimed at pulling customers. Apartly , thesis regarding the lack of relevance of these approaches to management has no support in today's business reality. Marketing in modern business is not only a function; it rather encompasses the whole way of understanding business. The bigger idea is much more than a one campaign or short-term promotion. Rather than marketing being a department per se, it should be fully involved within every one of the company's departments on both sides, reception and president. The former purpose of the marketing strategy is the ability to bring customers into the formulation of the product and construction of the company's image and the platform for the communication process that is established on the basis of a systematic approach.

Blue chip companies emphasize Marketing as much as they prioritize their products, which is the same as quality. Likewise, marketing is a snippet of quality and it can be noticed only by customers if one tries it. From the American perspective, quality started to evolve from an initiative such as planned obsolescence and product inspection to an overall quality system that embraces every aspect of the production. Ultimately, marketing has advanced from adversarial behavior to a more inclusive, involving-the-customer-in-an-ongoing-dialogue method.

Marketing, gone from tricking consumers into buying to blaming customers for poor purchase decisions and then to enticing customers, moves forward to systematically controlling customers. As the marketing is set to doing next, image-making unit, then persuade the marketing to put an individual seal. Surprisingly the firms in the latter category who see marketing as a bunch of tricks end up losing to the firms in the first group who do products that are substances and real.

A fundamental aim of marketing becomes a customer-centred notion and a channel to convey identity of the enterprise to the world. And because marketing in the 1990s was a representation of the character of a company, it was a responsibility that inevitably belonged to the whole company) Generally two mistakes attempted by U.S Companies one is creating of new things and another competition of selling's things to increase market share. Both methods prove to be fatal, one leads to internal focus on R&D and forget about customer, market and competition; and another approach is market-share mentality, which inevitably translates into undershooting the market. Market-share thinking leads companies to think of their customers as "share points" and to use tricks, tricks and promotions to gain percentage points.

It weeds out the inefficient firms and breathe life into the less efficient ones, resulting to the tenderization of most process and practices. It turns existing products to look for immediate sales increment, and occasionally, the rush to enter new strategic space, even if they may be the last ones to face fatty markets fight. The industry throws in its hat without hope. It creates a frightening battle for the crumbs, instead of reasonable endeavors to have the whole pie.

The real goal of marketing is to control it rather than to engage in manufacturing or marketing of products. Smart marketing means creating a go-to-market strategy for defining a piece that is yours. This entails repositioning yourself, making up your technology, as well as products as a leader; as a starting point, you may reflect on your company, technology, products again and find out what you can lead. Being a certified marketer, it will be you who should direct the traffic. Leadership is ownership. When you own the market, you do different things and you do different things, too, as do your suppliers and customers. When you own the market, you develop a product that serves that market; you define the standards in that market; you bring third-party parties into your field who want to develop compatible products or offer you new features and add-ons to supplement your products; you get firsthand the ideas that others have tested in that market; you attract the most talented because of your acknowledged leadership position. Market ownership can become an internal spiral. You are the dominant force in the field, and when you are the dominant force in the field, you deepen your market property. Finally, the company that shows such integrated performance attributes more and more leadership qualities to customers, and their relationship with customers will also deepen.

Sometimes the ownership of a market means that it expands; sometimes it narrows. Apple has succeeded in both creating and owning a market. Apple first expanded the small computer category to become a leader. The market definition started with a hobby computer and there were many small players. The next step was home computers — a market that was also congested and restricted. In order to have a market, Apple identified personal computers, which expanded the concept of the market and made Apple an undeniable market leader. Later, Apple re-defined the market by narrowing its definition, essentially changing the market. IBM certainly owns the business market, and the market share mindset for Apple in this field is unnecessary. Instead, Apple created a new market: desktop publishing, with technical alliances and marketing correctly defined. Once in the corporate world with desktop publishing, Apple could deepen and broaden its relations with business customers.

(Paradoxically, two important results of owning a market are substantial revenues, which can supplement the company's research and development budget, and a strong market position, which can grow the company's additional market share by expanding its technological capabilities and market definitions. In the mass production world, the counterpart is the mass marketing. In the world of flexible manufacturing, the opposite is flexible marketing. Technology comes first, then market potential follows. This technology is characterized by adaptability, programming, and customization; now it is marketing that delivers these qualities.

Today, technology has made promises that “everything, anyway, any time.” If you want, you can have your own version of almost all products, including those that appeal to mass identification rather than individuality. Think of products or industries where customization does not dominate. The telephone? Initially, Bell Telephone aimed to install a simple, black phone at home. Today, more than 1,000 combinations and combinations are available, with options that run from different colors and portable to answers and programming, as well as services. The convergence of optical fibers and computers and communications into a single industry and the increasing technological options are further promising. What is happening here is the dominant mathematical formula of today's marketing: Variety plus service equals customization. For all its use as a marketing buzzword, customization is a very direct concept – the main skill to deal with customers in a unique way. Technology is making it more and more possible, but interestingly, the version of marketing physics makes it more and more difficult. Eco-systems carry on like light and energy in the marketplace and among the customer. It is the fact that customers have multiple roles which simultaneously. At times customer are seen acquiring the social stands and belong to certain classes which have their distinct psychological groups. In addition to that, often the consumer cracks up and reflects the meaning of its story. This metaphor is used by the author when he compares the consumer to the Jellicoe ship that broke into pieces during the WWI. Customers make and break patterns: the oldies marketplace from where the youth-fled elders are looking for chance to act youthful and active, and the luxury market is the one that is competing for the billionaires who are hiding their money behind the cleverest purchases.



Apple is the force that changes the ad-speak model into the communicational model that is based on the interaction. It is bringing to life, in an experience-based marketing, responding to customer explicit requests and also through observing purchases and inquires to learn what current and potential customers like of what they have tried. This is done this way through a beta site, where manufacturers can place the product to be tested before launch and being used by customers, and later adjustments will be applied. An engineer may not always listen and change what the customer wants, although experienced marketing people who are in touch with clients to alter products and adapt technologies are willing to give suggestions and ask for proof from the users why they are not up to the mark. It's a goal to build an adaptable way of marketing where the attention is on attention, flexibility and endurance. Sensitivity is the array of all possible manners and lines through which the organizations can understand the surroundings; from the inputs of user groups to the advanced consumer scanners that offer data about the actual preferences of the customers. Flexibility can be reached by building up the Lay out which are beneficial in adopting the new opportunities which are appearing by the users' feedback. Building resilience based on making mistakes is about empathy and responsiveness so you can market to listen and to reply.

Innovations and marketing looked like contradictory things. The cold, non-personality of innovation and humanized nature to be eternally in conflict. As a result, technology and products have been transformed and customers and companies have been reshaped. The technology allows information to flow both in both directions between customers and companies which integrate customers into companies, make companies have market shares, allow customizations, create dialogues, convert products into services, and convert services into products. In fact, technology and marketing relationships have greatly changed the work of customers and business representatives. Sales reps have become marketing consultants. With the advancement of manufacturing technology in "real-time" processes, there will be no gap left behind between production and after sales service, which can be easily seen in Online Purchase and sales through platforms like "Blink it' ,"Zepto" etc.

### **Findings and Conclusions**

The innovations in the field of marketing is being propelled by the immense influence and widespread presence of technology. Marketing instead putting Onus on Customer for poor services now are busy with actions which creates Delight in the Minds of Consumers. Outstanding Marketer will increasingly be defined by two key factors: knowledge-based marketing and experience-based marketing. These two fundamentals will replace the Conventional methods of Marketing.

Now marketer can work as an integrator necessitates the power to effectively combine internal and external factors. Internally, this involves merging technological capabilities with market demands. Externally, it entails involving the Users in the company's processes of developing and adapting with line of articles manufactured by the Company. Marketing is first determining consumer demand for then after transforms them into goods or services. Marketing is inclusive process and elaborate the entire systems of marketing. Marketing aims at long-term objectives and has Philosophical and strategic implications. Marketing pay its attention on wants of the consumers. Marketing comes before the beginning of the production cycle and continue even after sale has been affected because "after sale service" may be necessary to satisfy the wants of the consumer. Marketing define the supremacy of customer and emphasis the needs of customers and redefine the customers preferences, liking and disliking and needs in order to alive the market of the products. Top priority is given to profitable volume of sales and market share at fair price and reasonable risk. Marketing design and redesign the production schedule in line with the demands and supply conditions. Marketing first determines what the customer's want are and then plan how to profitably make the delivery of product to satisfy those wants. It lies in the relationships established. Popularity of a Product is essentially built upon a unique and special relationship. In this regard, the marketing personnel can create and understand the relationship that exist between company and third parties i.e. consumers and suppliers.

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