



A STUDY OF THE LITERATURE AND THEIR CLASSIFICATION FROM MARKETING MIX TO E-MARKETING MIX

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Abstract

The marketing mix paradigm, in its well-known iteration of the four Ps, has been a topic of debate throughout the development of marketing theory and is relevant to both academic research and management application. The 4 Ps marketing mix is a milestone in marketing theory, but it is also true that as corporate circumstances have changed, it has become necessary to revisit the "controllable factors" that make up the marketing mix. The more recent and in need of a greater degree of mix differentiation among the business contexts is the digital business. In the research community throughout this evolutionary process, the "conservatives," who assert that the 4 Ps paradigm can adapt to environmental changes by incorporating new elements inside each "P," and the "revisionists," who contend that the 4 Ps paradigm is out of date and suggest new paradigms, have always been at odds with one another. This research aims to clarify these two different views of the evolution of the marketing mix using a review of the important e-marketing mix literature and a focus on the development of the theory for the digital context.

Keywords: E-marketing, Marketing mix, E-marketing mix

Introduction

Understanding the dichotomy between "conservatives" and "revisionists" that this study suggests is essential to comprehending the historical origins of the conventional marketing mix.

1.1 Theoretical framework

The marketing mix, according to McCarthy, consists of the following components: product, pricing, place, and promotion. Borden (1964) listed twelve managerial policies, and each of these Ps contains numerous sub-mixes. The marketing mix, according to Kalyanam & McIntyre (2002), consists of hundreds of little components that are combined to help with managerial duties. The traditional mix will either be included or excluded in the digital context depending on whether and how it is conceivable and practicable to add more parts to it, remove some, and build a new one. Borden (1964) noted that in the formulation of his twelve components, Two lists must be created: one listing the crucial components or ingredients that go into marketing plans, and the other listing the forces that have an impact on a company's marketing strategy and to which the marketing manager must adjust in order to find a mix or programme that will work.

McCarthy's marketing has gained widespread acceptance among managers and academics throughout time, becoming an essential part of marketing theory and practise. The fact that it is simple to use and understand, making it a useful tool for both teaching and commercial decision-making, may account for this widespread use. (Jobber, 2001; Grönroos, 1994; Yudelso, 1999).

Client interaction and internet-based communication options were unimaginable in the 1960s. The 4 Ps were developed with manufacturers in mind. However, because of their versatility, the 4Ps can be used in competitive circumstances that are substantially dissimilar from those for which they were



originally intended. The focus of this study is on the question, "Can a new list of elements be created that can adequately modify the traditional mix to fit in new digital contexts?"

Researchers have experimented with two different approaches to modifying the traditional marketing mix. In digital situations, the 4 Ps may continue to dominate the marketing mix paradigm, according to some researchers (whom we refer to as "conservatives"). This is because it is necessary to alter the sub-mixes inside each P by adding and/or removing specific components in order to accommodate the new situation. Other authors—those we refer to as "revisionists"—claim that the 4 Ps framework is now out-of-date and advocate changing the components of the mix or suggesting the addition of new ones. Both strategies provide compelling justifications for their conclusions. Through an analysis of the relevant primary literature, this paper seeks to clarify these motivations.

1.2 The purpose and scope of the research

To provide readers a sense of the current level of the discussion over whether it is practical to use the classic marketing mix in digital environments, this study presents a literature scan and classification. Instead of providing a response to this question, the paper wants to draw attention to a crucial point that should be discussed during the debate. The most significant drawback of this research is that it solely examines academic viewpoints found in academic textbooks and research papers, without any examination of actual fieldwork. The publication emphasises the necessity for additional study on the subject.

2. The revisionists' perspective on a new marketing strategy for the digital business environment

Numerous studies and pieces of research have been carried out to build a new operational marketing paradigm that goes beyond the 4 Ps and can more clearly identify the marketing levers. According to this body of study, which we refer to as "revisionist," a considerable reconceptualization is required. The four Ps are commonly criticised for preventing organisations from being externally focused and giving their interactions with customers adequate attention (Möller, 2006; Popovic, 2006; Constantinides, 2002a, b). The four Ps are primarily criticised for this. According to Schultz (2001), the marketplaces of today require a new externally oriented paradigm that embraces a network system perspective. It's noteworthy to note that, with very few exceptions, the bulk of the "revisionists" authors examined concur that the 4 Ps should be included in marketing mix models despite these concerns.

The additional two Ps, people and packaging, which have been debatable in the marketing mix literature for many years, are suggested to be included to the traditional 4 Ps mix by Lawrence et al. (2000). The 5 Ps of marketing, which also comprise paradox, standpoint, paradigm, persuasion, and passion, are then added to this combination. Prandelli and Verona (2006) propose a three-part model for the Italian literature known as the three Cs. These three Cs include material (website and platform), community (relational capabilities and interaction system), and commerce (which includes the four Ps: product, price, place, and promotion). The 3 C + I (interface) paradigm put forth by Pastore and Vernuccio incorporates and reframes the 4 Ps for use in the online environment.

The 4 Ps are included in Kalyanam & McIntyre's (2002) 4P+ P2+C2+S3 model as part of a more thorough operational framework.

The 8 Ps model entails:



- J Precision is the improved level of target segment selection accuracy and market placement in digital contexts, primarily due to database management systems;
- J Customers must be able to easily utilise and trust payment methods;
- J Personalization refers to the ability to design a flexible interface that may change to meet the needs and preferences of users;
- J Push and Pull refers to the choice between user-requested communication (pull) and active communication regulations (push).
- J While the core components of these models are the conventional 4 Ps, other authors suggest completely different mixtures. The Internet, according to Chaffey et al. (2000), necessitates a modification of the conventional marketing mix. When creating a marketing plan at the strategic level, they point out eight important considerations: the target audience, brand integration, marketing assistance, strategic alliances, organisational structure, and financial constraints.
- J Strategic goals, market analysis and potential, e-commerce maturity level, and the strategic significance of e-commerce for the organisation are all included in the scope of strategic relevance. site, which is operationally valuable and has interface problems;
- J Synergy, which has organisational significance, includes the integration of the company's business model's bricks-and-clicks components.
- J System, which handles the data warehouse, security systems, and Web platform management.

3. Conservatives' attitude on upholding the 4 Ps in digital contexts

The 4 Ps model is perfectly capable of adapting and continuing to be the dominant paradigm in these new circumstances, according to a less significant but conceptually coherent portion of the literature on the subject. It is imperative to modify the marketing mix to account for sociological and market changes brought on by the widespread use of digital technologies, particularly the Internet.

The "internal orientation" critique of the 4 Ps, as per Möller (2006), is founded on an inaccurate understanding of the connection among marketing mix and the marketing concept. As per Möller, the 4 Ps paradigm accurately embodies the marketing maxim that "marketing activities should be based on identification of customer needs and wants." This implies that clear customer information must be decided upon in order to satisfy consumers' demands through segmentation, product differentiation, and positioning.

The virtual value chain, according to Bhatt & Emdad (2001), is internally modifying each P by supplying new dimensions—personalized information in the Product, transparency and personalization of Price, direct delivery for Place, and more flexibility for Promotion. As a result, each P is being internally transformed. Given as traditional marketing mix paradigm has to be adjusted, O'Connor & Galvin argue that digital technologies may be employed to enhance the functioning of the mix while maintaining the 4 Ps as the primary component of Internet marketing. The most significant changes that digital technology has made to each of the four Ps are as follows:

Product

The "virtual product" is a new product concept that has emerged as a result of the Internet's potential to be interactive and connected, according to O'Connor and Galvin (1997) (Valdani, 2000). According to von Hippel (2005) and Dominici (2008)b, the virtual product is viewed as a combination of material and immaterial elements that is customised and altered in line with the variety and variability of people's tastes. A product's development can take place in the context of the digital era when it can



be transferred digitally from the producer to the consumer (for instance, as an mp3 file for music, an avi file for movies, a pdf file for books and magazines, etc.) (Pastore & Vagnani, 2000). From the demand side, the capacity to obtain information is crucial (Smith & Chaffey, 2001). Due to the ease and low cost of online information retrieval, the growing amount of information, and the interactivity of Web 2.0, which has significantly aided the purchasing process for "search" products, experience products can now be converted into search products.

Price

Yudelson (1999) asserts that the price need to be redefined as the buyer's time, money, and effort expended to obtain the good. Additionally, comparing features and pricing automatically and specifically can be done while saving time and effort thanks to the usage of Artificial Intelligent Agents (Dominici, 2008a). Real-time price changes made possible by the Internet could, in the producer's view, lead to risky pricing competitions and a corresponding loss in profit margins (Allen & Fjermestad, 2001). To avoid this, online marketing campaigns must emphasise the product's distinguishing attributes and qualitative traits.

Place

It is now best described as everything necessary and done to support exchange (Yudelson 1999). The incorporation of the purchase process as a key component of location is necessitated by the term's use in a digital context. The process must be clear-cut and easy to follow while simultaneously encouraging positive client encounters. The transaction's intangible components are now present at the physical site, which is now virtual. Bhatt & Emdad (2001) claim that building connectivity with customers rather than just doing online transactions is the Internet's main contribution to business. A more effective and efficient e-CRM (digital customer relationship management) solution can be created thanks to the interactive elements of the Internet.

Promotion

It could be broadened to cover all interparty communication (Yudelson, 1999). Additionally, the interactive components of digital communication are included in this idea. Internet communication is distinct from earlier forms of mass media (Morris & Ogan, 1996). Although it may undoubtedly reach a large and dispersed audience, this medium actually sets itself apart from others in terms of its interactive and multimedia features. The more modern many-to-many paradigm has supplanted the older one-to-many paradigm in the context of the Web. With other media, it is impossible to transmit messages in a flexible manner that are targeted for a specific person (Bhatt & Emdad). Due to the multimodal capabilities of Web communication, it is also possible to hit the target when he or she is in a condition similar to that of television, but with a greater capacity for knowledge (described by Krugman in 1965 as one of "low involvement"). Instead of just advertising a product, the objective of online communication is to develop a buying relationship with the customer and cultivate a sense of trust in them. The P of promotion should include relationships, engagement, and multimedia.4. Conclusions and further research.

The various and powerful possibilities of digital contexts have created a brand-new corporate environment that is increasingly challenging the marketing mix paradigm. Many authors believe the mix is inadequate for the 21st century despite its capacity to absorb a large variety of factors and adapt to a wide range of business environment mutations. A new dominant paradigm for operational decisions in digital contexts is still being looked after. We are still a long way from creating a brand-



new, widely accepted standard that will completely displace the 4 Ps combinations. Lack of knowledge of the full commercial potential of new digital technologies and underappreciation of case study research on marketing operations are probably to blame for the lack of a novel, broadly accepted model. When McCarthy developed the 4 Ps, online enterprises had not yet reached the same degree of maturity as industrial corporations. The essential structure of the 4 Ps is still applicable and, with some expansion and adjustment, still serves as the foundation for practical decisions, despite the fact that there have been differences between "conservatives" and "revisionists" for almost fifty years. The conservatives' point of view is supported by the flexibility to alter the components of each P in the conventional blend. There is a need for research on this subject now, much as Borden (1964) formulated twelve aspects using information from practical practices and case studies in the 1960s. The traditional 4 Ps will undoubtedly be replaced by a new, more broadly acknowledged paradigm for marketing operations once e-marketing research and practices reaches a deeper level of understanding and maturity in the digital environment.

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