

REVIEW OF SELECT CONTRIBUTIONS OF PHILIP KOTLER TO MARKETING THEORY AND PRACTICE

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ABSTRACT

Very rightly, Philip Kotler, is known as the father of modern marketing. He has written more than 80 books and contributed to over 150 articles on various aspects of marketing. His contributions span entire range of topics on marketing such as - Improving the Role and Practice of Marketing, Marketing Theory and Orientations, Analytical Marketing, Globalization and International Marketing Competition, The Social and Ethical Side of Marketing, Marketing in the New Economy, Strategic Marketing, Creating and Managing the Product Mix, and Broadening the Concept and Application of Marketing. As such, Kotler has made unparalleled contribution to the theory and practice of marketing.

Keywords: Marketing, Marketing Mix, Economy, Marketing theory

Introduction

Philip Kotler is known around the world as the "father of modern marketing." For over 50 years he has taught at the Kellogg School of Management, Northwestern University, Evanston, Illinois. As such, Kotler has made unparalleled contribution to the theory and practice of marketing. This paper review select contributions of Kotler to the theory and practice of marketing.

Books by Philip Kotler

Kotler is the author of over 80 books, including Marketing Management (Kotler and Keller, 2006), Principles of Marketing (Kotler et al., 2014), Kotler on Marketing (Kotler, 2012), Marketing Insights from A to Z (Kotler, 2003), Marketing 4.0 (Kotler, 2018), Marketing Places (Kotler, 2002), Marketing of Nations (Kotler et al., 1997), Chaotics, Market Your Way to Growth (Kotler and Kotler, 2012), Winning Global Markets (Kotler and Kotler, 2014), Social Marketing, Strategic Marketing for Health Care Organizations, My Adventures in Marketing, Social Media Marketing, Winning at Innovation, and Up and Out of Poverty. Kotler's famous book "Marketing Management" is the most widely used textbook in marketing all around the world.

Kotler's autobiography, My Adventures in Marketing (Kotler, 2017), tells his story – how a Ph.D. economist from M.I.T. became the world's leading marketing authority. The

following is an excerpt on the criticisms and contributions of marketing.

Criticisms

To start with, there is the intrusiveness of millions of brands that want to wrest cash from our bank accounts, brands in which we normally have little interest nor that would significantly increase our well-being. It is estimated that we are presented to 5,000 commercials a day without noticing a large portion of them. These brands are collecting information about us as we use Facebook, Twitter, Instagram, You Tube, or Google and they reach a point of knowing such a huge amount about us that they desire to send the perfect message at the perfect time and place to incentivize us to make a purchase. We hate our loss of privacy and at times wish that we could live in a society free of advertising.

Second, there is incessant exaggeration or deceitfulness of the messages. Charles Revson of beautifiers brand Revlon said it well: "In the factory, we make the item; in the store, we sell trust." Others will hint: "Purchase this convertible, and ladies will swarm all over you." Each medicine will fix the depicted ailment, and each pair of shoes will allow you to skim through life. Vance Packard, one of marketing's most dedicated pundits, composed the Hidden Persuaders and The Status Seekers loaded with stories of marketing practices to get individuals to purchase things they didn't need or want. Ralph Nader, a major organizer of the purchaser development, composed

Unsafe at Any Speed, to uncover the auto industry's lack of safety in the plan of many of its automobiles.

Third, marketing appears to neglect the hidden costs and damage to the environment that our maximum usage creates. Businesses in the past were not charged for the air and water pollution that their activities delivered. Rachel Carson alerted us in her book *Silent Spring* on the ravages to our waterways and streams by the tireless use and disposal of our natural resources and the weak regulations covering creation activity. Add to this that companies gain by continually upgrading their products, turning older versions of products into throwaways that pile up in waste dumps. As the degree of world consumption increases, its damaging consequences for the environment could make the planet uninhabitable.

Fourth, marketers pay little attention to the five billion desperately poor individuals in the world (of the 7 billion on the planet) who need much lower cost products. The poor don't have the means to purchase even the cheapest packet of shampoo. This was the case until Unilever started to package shampoo in a small bag, or sachet. Even here, the cost per ounce of shampoo is higher than in a regular jug. The main point is that marketers go to where the cash is which is mainly in the hands of the working class, the working class, and the rich, all of whom add up to two billion out of the seven billion individuals on the planet.

Fifth, marketing's position is to increase consumption and it does this by increasing covetousness. Marketers operate on the assumption that there are no restrictions to human wants and everything could be made and sold as an object of want. The outcome is that many individuals spend more than they can afford, facilitated greatly through the omnipresence of credit cards. The average American family has a credit card obligation of \$16,000 and what is worse, their interest rate may average 15% annually. The U.S. has failed as a society to deliver an ethic of sane consumption in its customers. Many other social orders, especially European and Asian social orders, have a much higher rate of saving versus spending. In earlier America, getting into profound obligation was regarded

as a black mark and even a sin. Today, the motto is "Purchase now. Pay later."

Sixth, marketers work hard to differentiate their offerings through the heavy utilization of advertising and branding, whose work is to shroud the ware nature of most offerings. There isn't much distinction between most brands of coffee or aspirin. Advertising and branding increase the cost of most products, at times by as much as 10-20%. They don't develop the item category to such an extent as move brand shares. Naomi Klein is the most grounded pundit of branding and she gives much proof of its cost and its false differentiation in her book *No Logo*.

Seventh, marketers are ready to sell anything that shoppers want, regardless of its qualification for consumption. For years, marketers sold cigarettes and excused or kept proof from getting the damaging impacts of smoking. Had laws not prevented selling cigarettes to minors, marketers would want to get minors early into the smoking addiction and have them purchase cigarettes for the following 70 years. Marketers don't raise inquiries regarding marketing alcohol to drunkards, or firearms to mentally upset individuals. Marketers are ready to utilize any appeals that work, for example, glamorizing smoking, showing great occasions with lager drinking, and using fear and security to sell more firearms.

Contributions

To start with, marketing has raised our standard of living and built the middle class. Marketers, through intensely competing with each other, have created products with new features, better quality and design, and superior service. Marketing has created the largest array of products, brands, and services that the world has even seen. Buyers today can carry on with an existence of affluence, health and entertainment that was not available to even the richest persons in the past.

Second, marketing is a major force in job creation and economic growth. Marketers are determined in bringing new products and ways of life to individuals' attention and enticing them to attempt new products, services and encounters. In the event that their marketing succeeds, individuals go through more cash

and this creates more jobs. The outcome is a higher Gross Domestic Product.

Third, marketing improves the ease with which individuals can obtain the products, services and encounters that they want. Each town will have a supply of Wrigley chewing gum, McDonald's hamburgers, and Bayer aspirin. Marketers guarantee mass availability of their offerings as well as mass information about their offerings and where they can be found.

Fourth, marketing offers a broad range of costs available for regular products. A few businesses supply products estimated at the low end, others at the middle, and still others at the high or best quality. Car purchasers can pick a cheap recycled car, a medium evaluated new car, or purchase a Ferrari or Rolls Royce for several hundred thousand dollars. A Swedish carmaker, Koenigsegg, costs his car at \$3 million and it will not be ready for four years.

10 Important Quotes from Kotler

1. "You should never go to the battlefield before having won the war on paper. The good news is that you can learn Marketing in an hour. The bad news, it takes a lifetime to perfect it".
2. "Marketing is not the art of finding ingenious ways to exhibit what you do. Marketing is the art of creating genuine value before your clients and helping them to improve. **The keywords of Marketing are "Quality", "Service" and "Value"**.
3. "Every business is a service business. You're not a chemical company. You're a company of chemical services. **Does your service presentation make your clients smile?**
4. "The sales department is not the entire company, but the entire company should be the sales department".
5. "The best advertisement constitutes satisfied clients".
6. "Companies pay too much attention to the cost of something. They should be more worried about the cost of doing nothing".
7. "Successful sellers **are concerned with the client first** and the products later".
8. "Good companies will satisfy needs; **excellent companies will create markets**".
9. "The best form of retaining clients is to constantly analyze how to give them more for less".
10. "**It's more important to do what is strategically correct than what is immediately profitable**".

Articles by Kotler

Philip Kotler has written 147 articles in peer-reviewed journals. At the point when Professor Jagdish Sheth invited him to be published as a Legend in Marketing, he grouped these 147 articles into nine categories. These nine categories are:

1. Marketing Theory and Orientations
2. Improving the Role and Practice of Marketing
3. Analytical Marketing
4. The Social and Ethical Side of Marketing
5. Globalization and International Marketing Competition
6. Marketing in the New Economy
7. Creating and Managing the Product Mix
8. Strategic Marketing
9. Broadening the Concept and Application of Marketing

Below a couple of categories are explained:

Marketing in the New Economy: The rapid advances in innovation leading to the PC; Internet; phone; social media like Facebook, My Space, Twitter, and LinkedIn; video viewing like YouTube; and new gadgets like compact cameras, electronic book readers, iPads, and others will undoubtedly change the marketing world as we probably are aware it. These advancements have introduced a whole online world where we get abundant information about any competing products and can order many of them online, thereby reducing the job of sales individuals and certain retailers (music stores and book stores) while expanding the ability of purchasers to talk with each other and influence each other on brand decision. I composed seven articles to imagine the implications of the new economy for marketing theory and practice.

Professor Ravi Achrol and I stated "Marketing in the network economy" to show the increasing role played by networks in shaping domestic and global activity. Drucker saw the

future economy as a networked economy with information workers in charge. He saw the old hierarchical constructions of companies giving way to disaggregated networks. In our article, we see that companies don't contend; their strategic networks contend. We distinguished four sorts of networks: internal, vertical, intermarket, and opportunity networks. We portrayed how networks have placed force into the hands of purchasers to become makers and sellers as well.

Creating and Managing the Product Mix: Many companies carry some low selling products too long through inertia or through not wanting to disappoint a couple of customers. My observation is that most companies have not installed a framework for identifying their weak or weakening products and things nor taken strides to correct or eliminate them. I deal with this issue in "Phasing out weak products". The framework comprises of periodically reviewing the sales of each item thing and judging whether it is satisfactory or requiring correction or elimination. This article got a lot of attention from companies that realized that they needed some framework to distinguish weaker products.

- 1) *Getting freed of a weak item is definitely not an easy task because of personal stakes. In "Harvesting strategies for weak products", I tell the best way to handle a weak business unit or item that is destined for downsizing or elimination. I portray the cycles of preparing, implementing, and monitoring the choice to apply a harvesting strategy.*

Strategic Marketing: I have always asked marketers to invest more energy into strategic thinking before developing their tactical plans. I have also emphasized that strategies should adjust to the particular economic environment at the time, whether it is downturn, inflation, stagflation, or shortages.

In 1973, the U.S. economy moved from a time of abundant merchandise to a time of serious shortages in oil, chemicals, power, natural gas, concrete, aluminum, copper, materials, paper, and glass. I distributed "Marketing during times of shortage" to give a viewpoint on this new economic environment. The Age of Abundance was presently moving into the Age of Shortages. Companies had to go to demarketing because there was no need to fabricate demand further. A few persons believed that marketing work force and departments would be made redundant. Companies had to make hard choices about which customers have the right to have their orders filled, how much higher the company should set its costs, and other issues. Much relied upon the company's perspective on the normal durability and profundity of the scarcity situation. Three schools arose: the gloom and doom school, the getting back to normal school, and the new ways of life school and each favored an alternate reaction. Companies perceived that they had to overhaul their product mix, customer mix, and marketing mix. The article introduced guidelines on the best adjustments to make. I added additional ideas about responding to shortages and inflation in my article, "Strategic remarketing: The favored reaction to shortages and inflation".

Conclusion

Philip Kotler has made unparalleled contribution to the field of marketing by writing over 80 books and 150 articles on the subject. He has created concepts such as marketing mix, social marketing, demarketing, prosumers and atmospherics. Indeed, he is regarded as the father of modern marketing. His work is all rounded, being focused not only on the subject of marketing but also on society, economic justice and the shortcomings of capitalism.

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