

# INTERNATIONAL JOURNAL OF RESEARCH IN COMPUTER APPLICATION & MANAGEMENT

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- Sharma T., Kwatra, G. (2008) Effectiveness of Social Advertising: A Study of Selected Campaigns, Corporate Social Responsibility, Edited by David Crowther & Nicholas Capaldi, Ashgate Research Companion to Corporate Social Responsibility, Chapter 15, pp 287-303.

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- Schemenner, R.W., Huber, J.C. and Cook, R.L. (1987), "Geographic Differences and the Location of New Manufacturing Facilities," Journal of Urban Economics, Vol. 21, No. 1, pp. 83-104.

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**DEMARKETING: A CREATIVE THINKING****ANITA KUMARI PANIGRAHI****LECTURER****DEPARTMENT OF HUMANITIES****GANDHI ACADEMY OF TECHNOLOGY & ENGINEERING****BERHAMPUR****ABSTRACT**

No doubt Marketing is the essence of all management activities, still the importance of demarketing can't be ignored as it is core part of societal marketing concept. The significance of demarketing lies in the well being and the safe health of society. Demarketing is the part of marketing functions which dissuades customers in general or a certain class of customers towards consumption of a product or service on a temporary or permanent basis. But, generally it discourages the consumption of scarce materials and harmful products. Hence, considering the changing natural environment, effective implementations of demarketing strategy is necessary in all organisations for meeting the objective. The present article aims at finding out what actually demarketing is all about and how can a business firm be more competitive by using demarketing strategy and puts forth a few cases of this strategy.

**KEYWORDS**

Demarketing, Societal marketing, scarce materials, Demarketing strategy.

**INTRODUCTION**

Demarketing is considered to be the reverse of marketing. Because, the term 'Marketing' has been associated with the creation and satisfaction of customers. The consumer can only be satisfied when the goods are delivered at the right time, place and quantity. Whereas, demarketing involves the use of marketing functions and operations for discouraging or dissuading customers in general for the use of a specific product or service on a temporary or permanent basis. Usually, demarketing may be intended to decrease demand either for a shorter period or forever. It may be due to scarce materials, harmful products, high costs of distribution or promotion or deleting product benefits.

Although many firms may find this stream of demarketing useless because of missing customers, there have always been companies which are face to face excess demand. These companies have to discourage customers, however, they should act with the respect and not to forget about the long-run aim of developing satisfied clients. This attempt can lead to an outcome of excessive demand which may have some effects on the objectives of an organization.

In demarketing, most or oftentimes marketers are encountered with the social change that is, the shifting of social values and attitudes away from the excessive consumption to the limited consumption. It is aimed at limiting growth; practiced, for example, by governments to conserve natural resources, or by companies unable to serve adequately the needs of all potential customers. It can also be advertising, which urges the public to limit the consumption of a product, as at a time of shortage. It could also be viewed as strategy for pruning the marginal markets and can be used to maintain customer goodwill in times of shortages. Demarketing is considered to be an integral component of general marketing and needs to be positioned from a very wider prospect instead of a limited point of view. Demarketing not vanish companies product demand but it temporary reduce or shift the demand to balance the things out. From the company's point of view, the role of demarketing is to make sure that the demand is at the same stage and composition which favors the long term goals of the company.

**REVIEW OF LITERATURE**

The concept of de-marketing was initially proposed by Kotler and Levy in 1971, they defined it as "Attempts to discourage customers in general or a certain class of customers in particular for consumption of a specific product on either a temporary or a permanent basis." The functions of marketing have characteristically emphasized the task of creating and maintaining demand in an environment of abundance. However, recent changes in the business environment have focused attention on a wider range of marketing tasks which include that of reducing overfull demand, or de-marketing (Philip Kotler and Sidney J. Levy, 1971). (Lawther, 1997), In other word de-marketing is perceived as a method of controlling demand as well as generating and satisfying it there is need to reduce or control demand and the tool for doing this is known as de-marketing. (Crompton and Howard, 1980), stated that demarketing is not a negative concept as "a decrease in visitor numbers can lead to an increase in clientele satisfaction, through preserving a higher quality experience". One problem with de-marketing is that it is has received relatively little attention from the marketing profession itself. (Annabelle Mark and Ross Brennan 1995). (Beeton and Benfield, 2003), who claimed demarketing to be an intrinsic aspect of marketing management. (Wearing and Neil, 1999) make mention of demarketing as a potential ecotourism tool in the management of a scarce resource. They nominate pricing, restricting access through queuing, and various negative promotional strategies or persuasion as methods of demarketing, which leaves one with an overall negative impression of the concept. However, the use of demarketing need not be seen as applying purely punitive measures. When used as part of the marketing mix, it has the potential to demonstrate positive, powerful outcomes.

**DEMARKETING STRATEGIES**

Marketing is to deal with the dilemma of expanding need or demand. This concept is related with the rising period of items that are oversupply. Thus, the major functions of marketing have characteristically emphasized the task of creating and maintaining demand in an environment of abundance (Kotler, P. 1974, & Stanton, W. J. 1971). But, the recent changes in the business environment have focused attention on a wider range of marketing tasks which include that of reducing the overfull demand or demarketing (Kotler and Levy, 1971).

Demarketing strategy has been focused toward maintaining customer goodwill at the times when the demands of the customer do not match appropriately. On the other hand, demarketing strategy may probably lead to improved revenues in the long run. (Cullwick, 1975) mentioned two different types of demarketing strategies. "A demarketing strategy will either ration demand or reduced demand. When rationing demand, the marketer attempts to spread limited supply of products throughout the market. When reducing demand, active efforts are made to lower the overall demand for the product." There are various demarketing strategies which can be implemented depending on the situation. These strategies also include a wide range of applications. This strategy may be targeting all or a certain set of customers. The ultimate objective of a de-marketing strategy is to ensure that the demand of the product suits the objectives and goals of the company. Marketing strategy needs to accommodate changing environmental and internal influences. A demarketing strategy quite often has been referred to as a reaction to actual or threatened shortages of raw materials. In order to coincide or match with supply, the marketer is required to reduce or ration demand with barriers and higher prices for a number of reasons, like

- The marketer cannot meet all the demand
- Social causes (e.g., demarketing drugs, tanning salons)
- Protecting your brand and customer mix

(Groff, 1998) identified three different circumstances where a protected area agency may utilize demarketing strategies:

- Temporary shortages: - due to either lack of supply or underestimation by management of demand for particular settings or programs;
- Chronic over popularity: - can seriously threaten the quality of the visitor experience and also damage the natural resource that attracts the visitors; and

- **Conflicting use:** - encompasses issues of visitor safety, compatibility of use with the available resources, and the different uses and programs demanded by the public.

As supply of resources becomes increasingly strained, the growth and development of the market expansion especially for the strategies seemed to be a major difficulty to implement. A de-marketing program will prove to be effective only when a large segment of consumers are receptive to such programs and ready to alter their behavior. De-marketing as a strategy strongly emphasizes on decreasing or rationing demand. Philips, Kodak HP, Wilkinson, Nokia etc are some of the companies that used ways of de-marketing for various reasons.

## CASES

### EXAMPLES IN INDIAN MARKET

- **INDIA, IPCL SELLS ITS PRODUCTS AND AT THE SAME TIME IT PROMOTES 'SAVE OIL, SAVE INDIA'.**

De-marketing is the methods which attempts to lower the demand for a product or service in a particular market. This attempt can led to an outcome of excessive demand which may have some effects on the objectives of an organization. Therefore, demarketing is able to be applied to affect lesser demand when it is bigger than an organization can or able to tackle the situation to set goals. Oftentimes, de-marketing methods involve raising prices, reducing advertising and promotion expenditures, or deleting product benefits.



IPCL (Indian Petrochemicals Corporation Limited) which de-markets its own product saying "Save Oil Save India"

The impetus here is not to stave away the consumers, it is the fact that oil being a finite resource product should be used carefully to maximize its utility. Thus, IPCL sells it's product and simultaneously reducing its advertising and promotion expenditure.

- **DEMARKETING OF THE PRODUCT TATA NANO**

Governments in many countries are experimenting with alternative methods for reducing car use, including congestion charges, increased fuel taxation, and improved public transport. In India Tata Nano had used the demarketing strategy when they were short of supply of Nano. While the demand for the product was increasing day by day. Hence they applied the demarketing strategy by promoting/ advertising other Tata products and by completely stopping Nano's promotion.



- **DEMARKETING EFFORTS FOR TOBACCO CONTROL IN INDIA**

India is 3<sup>rd</sup> largest grower of tobacco in world. India's anti-tobacco legislation, first passed at national level in 1975, but it was largely limited to health warnings and so proved to be insufficient. A new legislation was proposed in 2001. It includes the measures like outlawing smoking in public places, forbidding sale of tobacco to minors, more prominent health warning labels, ban advertising at sports & cultural events. From the last decade, there is a change of tobacco related policies in many countries. Indian parliament has recently introduced Tobacco Control Bill 2001 (Tobacco products (prohibition of advertisement and regulation of trade and commerce, production, supply and distribution)). There is a continuous consumption of tobacco in India at 2-3% per annum and by 2020, it is estimated that it will account for 13% of all deaths in India. With the enforcement of National Legislation, direct advertisement of tobacco products has been prohibited. Smokeless tobacco is the cause of cancers of mouth, lip, tongue and pharynx. The oral cancer incidents have been estimated as high as 10 per 1,00,000 males per annum.

Demarketing is the most effective strategy for reducing the demand for tobacco products. This strategy include measures like increase taxes on tobacco products, publishing information about adverse effects, health warning labels on these products, bans on advertising and promotion, restrict smoking in public places. Pro-tobacco legislation with Tobacco Board Act was introduced in 1975, to develop Tobacco industry. Similarly, Tobacco Cess Act of 1975 was introduced to collect duty on tobacco to develop tobacco industry through loose export policies. To preserve environment, smoking was included in Prevention & Control of Pollution Act 1981. Violating the Acts of Smoking in public places such as streets, parks or governments complexes will be fined up to Rs. 200. Same fine is applied to vendors who sell tobacco to minors. If the offence is repeated, it will result in fine or Rs. 1,00,000 and imprisonment of up to 3 years. Ban on smoking was first imposed by Delhi Government, with the help of Delhi Prohibition of Smoking and Non-smokers Health Protection Act 1996, followed by Kerala High Court in 1999, also introduced anti-tobacco legislation in 1999. Tamil Nadu and Andhra Pradesh have banned the marketing and sales of *guthka*.

### EXAMPLES IN GLOBALISED MARKET

- **DEMARKETING MANAGES VISITOR DEMAND IN THE BLUE MOUNTAINS NATIONAL PARK IN AUSTRALIA**

Nature-based tourism is a significant feature of the Australian tourism industry and relies heavily on protected areas. The Blue Mountains National Park is an important draw card for domestic and international tourists but is recognised as suffering from excess demand. This research investigated the use of demarketing in addressing excess tourist demand in the park. No holistic or systematically planned demarketing strategy was found and the demarketing



measures that are employed are not consciously used as such. A more conscious and holistic application of demarketing measures may help to proactively manage visitor demand for park experiences and ensure that the resource remains for future generations.



(Blue Mountains National Park in Australia)

- **'DEMARKETING' CANADA'S FRIENDLY OIL, FUNDED BY AMERICAN FOUNDATIONS**

Demarketing is reducing or shifting demand away. The demarketing of Canadian oil appears to be funded as a small part of a large, well-financed marketing campaign to sway market share and investment capital towards so-called "clean energy." Indeed, it wouldn't be easy to create demand for "clean energy" while singing the praises of oil and coal. It would be much easier to create demand for "clean energy" with a negative foil of bad press about "dirty oil," and "tar sands" - which is precisely what environmental organizations are providing.



American charity would be better directed towards reducing poverty and advancing education, rather than forcing America to rely on oil imports from countries that are far less friendly to the U.S., than Canada. At the present rate, American foundations are on track to spend half a billion dollars (roughly \$50 million per year) funding the environmental movement in Canada, over the next ten years. This money could be better spent in other places that are far needier than Canada.

- **U.S. CASH AGAINST 'ALBERTA OIL' AND 'DEMARKETING ALBERTA' PUBLISHED IN THE FINANCIAL POST**



Published in the Financial Post, the American funding and the U.S. interests behind the campaign to ban oil tanker traffic along the B.C. coast, and thereby block Canadian oil exports to Asia. This would continue the U.S.'s virtual monopoly on Canadian oil exports - all in the name of protecting the environment. If the campaign against oil tankers were to succeed in Vancouver, overseas exports of Canadian oil would be blocked and Canada would be stuck with only one major customer for Alberta oil:

the United States. The campaign against Alberta's oil sands also seems to rise out of the people, but the interesting thing is that there are very few roots under that grass. Money comes in from a small core of U.S. charitable groups. One of those groups — the U.S. Tides Foundation of California (Tides U.S.) and its Canadian counterpart have paid millions to at least 36 campaign organizations. All the money, at least US\$6-million, comes from a single, foreign charity. The Tides U.S. campaign against Alberta oil is a campaign against one of Canada's most important industries. It's fair for Canadians to inquire about who's funding this campaign and why. But Tides U.S. is not alone. U.S. tax returns and public records show that Tides U.S. and charities based in California and New York have granted US\$15-million since 2003 specifically for campaigns against Alberta oil and against oil tanker traffic and pipelines through British Columbia.

- DEMARKETING OF THE PLACE BALI



Also the authorities in Bali had to cut the flow of tourists. As they did not want to share a vision of overcrowded Bali, they reduced middle-income tourists while maintaining or increasing its appeal to high-income tourists. The Bali authorities prefer fewer higher-spending tourists instead of a larger number of lower-spending tourists. Thanks to this access many luxury hotels and restaurants are built.

- DEMARKETING OF SMOKING

Governments use various de-marketing strategies and tools in parallel to control smoking (rising taxes, clean indoor regulations, banning advertising). The de-marketing of smoking has primarily occurred along three fronts: mass media (i.e., the use of antismoking advertisements), regulatory measures (i.e., taxes and smoking bans), and public opinion (i.e., normative behavior). The goal of mass media efforts of governments and some cigarette manufacturers has been to discourage and prevent smoking behavior (Logan & Longo, 1999). The goal of many of these social marketing campaigns has been to prevent adolescents from starting to smoke cigarettes (Bauman, LaPrelle, Brown, 1992). The targeting of adolescents is due to the majority of smokers taking up the habit before age of 18 years, even though tobacco sales to minors are illegal. Findings concerning antismoking advertising have shown that exposure of students to these ads has contributed to the enhancement of school-based prevention programs (Flynn, 1992), resulting in decreased smoking rates, the formation of less favorable evaluations of peers who smoke (Pechmann & Ratneshwar, 1994), and the recall and use of negative smoker stereotype (Pechmann & Knight, 2002).

The first message which tobacco packages delivered in 1964 was general: CAUTION – CIGARETTE SMOKING IS A HEALTHHAZARD. Food and Drug Administration (FDA) in USA nowadays insists on bigger and more colourful advertisements on tobacco packages. By June 22, 2011 There should be 9 different colourful adverts chosen to the warnings, which touch more concrete areas of health and also involve words “you” or “your”, so the warnings are more personal and compel smokers to think more about their health condition. E.g. Warning: Tobacco smoke can harm your children; Warning: Smoking can kill you.



(Proposed images as it would appear on a cigarette package, Source: U. S. Department of Health and Human Service, 2011, online).

What is more, FDA wants to equip every cigarette package by black texts on white background – as it is used already. (U. S. Department of Health and Human Services, 2011, online) On the other hand, legislation in Australia passed the law about plain cigarette packaging in 2012. This step was recommended by the Preventative Health Taskforce report. Plain packing should reduce attracting smokers and should partly interrupt the important communication with smokers or potential consumers. (Australian Council on Smoking and Health, 2011, online)

## CONCLUSION

To conclude this issue of demarketing, it is difficult to express that demarketing is only marketing in the opposite situation that includes product, price, place, and promotion policies which can be used to discourage demand. However, there is the danger of excessive reducing short run demand rather than increasing the demand excessively. Demarketing has been used to manage virtually all imaginable inadequate supply or unwanted demand problems. Because demarketing is the only marketing strategy to decrease rather than increase consumption and effect advertising, packaging, distribution, pricing, product design, public education and addiction assistance. It has a tremendous potential, which many marketers still need to focus on. Though successful implementation of demarketing is a challenging task, but if placed with unusual ideas it can woo the customers and at the same time help businessman to achieve their target.

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