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MARKETING MIX: A REVIEW ON THE 'P'S OF MARKETING**M.VASUDEVAN****ASST. PROFESSOR****DEPARTMENT OF MANAGEMENT STUDIES****K.S.RANGASAMY COLLEGE OF ARTS & SCIENCE****TIRUCHENGODE****DR. V. M. SENTHILKUMAR****PROFESSOR****DEPARTMENT OF BUSINESS ADMINISTRATION****K.S.R. COLLEGE OF ENGINEERING****TIRUCHENGODE****K.SASIKUMAR****ASST. PROFESSOR****DEPARTMENT OF MANAGEMENT STUDIES****TAMILNADU COLLEGE OF ENGINEERING****COIMBATORE****ABSTRACT**

The marketing mix concept is an essential part of marketing theory. Marketing mix is the vehicle through which the marketers' strategies are delivered to the customers. Marketers should design the marketing mix effectively to create and sustain competitive advantage in addition to customer satisfaction. The main focus of this article is to identify the elements of marketing mix in the perspective of different authors. The study has examined the views of eminent personalities and experts in marketing with respect to the number of elements that is 'P's of marketing mix. The study presents an idea to the marketers regarding the marketing mix elements while designing the marketing mix.

KEYWORDS

Marketing Mix, Elements (Ps).

INTRODUCTION

The organizations in the current scenario focus on achieving certain predetermined objectives. In order to achieve the same, a number of actions are to be performed including production, marketing, human resource, finance, logistics, purchasing, storage, trading, assembling, distribution etc. Such activities are interrelated to each other. Marketing is one of the most important activities of an organization. Marketing mix includes all the necessary elements that a marketing campaign should encompass to enhance sales and efficiency of the marketing programme.

According to Chong (2003), Marketing mix has originated from the single P (price) of microeconomic theory. In the view of Hodder Education, n.d, the idea of designing the marketing mix is similar to mixing a cake. The proportions of ingredients in a cake is altered by the baker based on the cake the consumer demands, similarly the elements in the marketing mix can be altered based on the products. Bennett (1997) emphasizes that marketing mix is a conceptual framework that helps the managers in configuring their offerings to suit consumers' needs.

THE HISTORY

Borden (1965) is identified to have used the term marketing mix firstly. The marketing mix elements of Borden consisted of 12 elements namely, product planning; pricing; branding; personal selling; channels of distribution; advertising; promotions; packaging; display; servicing; physical handling; and fact finding and analysis. Lazer and Kelly (1962) and Lazer, Culley and Staudt (1973) categorized the elements of marketing mix into three groups as follows: the Products and services mix, the communication mix and the distribution mix. Further Borden's idea was refined by McCarthy (1964) and he reframed the 12 elements to four elements or 4Ps, namely product, price, place and promotion.

ELEMENTS OF MARKETING MIX – VARYING VIEWS ON THE NUMBER OF Ps

As highlighted before, Borden's 12 elements of marketing mix was reconfigured into 4Ps by Mc Carthy. Booms and Bitner (1980) added 3 Ps to the original 4 Ps extending the concept of product marketing mix (the 4Ps) to the concept of services (product, price, place and promotion + participants, physical evidence and process). The fifth P (People) was proposed by Judd (1987). Kotler (1986) included political power and public opinion to the concept of the elements of marketing mix. 3 Ps (personnel, physical facilities and process management) were added by MaGrath (1986). Baumgartner (1991) introduced the concept of 15Ps.

Table I.
The Marketing Mix and
Proposed Extensions of
the 4Ps

4Ps McCarthy (1960)	5Ps Judd (1987)	6Ps Kotler (1984)	7Ps Booms and Bitner (1981)	15Ps Baumgartner (1991)
Product Price Promotion Place	Product Price Promotion Place People	Product Price Promotion Place Political power Public opinion formation	Product Price Promotion Place Participants Physical evidence Process	Product/service Price Promotion Place People Politics Public relations Probe Partition Prioritize Position Profit Plan Performance Positive implementations

Source: Gummesson (1994)

Vignalis and Davis (1994) included S (service) to the marketing mix. Goldsmith (1999) highlighted the 8 Ps (product, price, place, promotion, participants, physical evidence, process and personalisation) as the elements of marketing mix.

MARKETING MIX – INTERESTING INCLUSIONS, EXCLUSIONS & SUBSTITUTES

- Ohmae (1982) introduced three Cs in the strategy of any marketing programme: Customers, Competitors, and Corporation.
- Robins (1991) added Capabilities to the previous discussion of Ohmae.
- Doyle (1994) emphasized the inclusion of two more factors to the 4P mix: Staff, and Services.
- Yudelson (1999) transformed the traditional 4Ps based on the trends in 21st century marketing.
 - Product - Performance
 - Price - Penalty
 - Promotion - Perceptions
 - Place – Process
- Lauterborn (1990) - Four Cs replace the 4Ps, representing the customer orientation: Customer needs, Convenience, Cost (customers'), and Communication to the consumers.
- Rozenberg and Czepl (1992) stressed the retention of customers through the retention marketing mix: Product extras, Sales-force connections, Specialized distribution, Reinforcing promotions, and Post-purchase communication.
- Patterson and Ward (2000) suggested the information-intensive strategies that form the “new Cs” of Marketing: Communication, Customization, Collaboration and Clairvoyance.
- Booms and Bitner (1981) The Services Marketing Mix includes three more P's: Process, Participants, Physical Evidence.
- Brunner (1989) emphasized the addition of Concept Mix, Cost Mix, Channels Mix, and Communication Mix to the service marketing mix.
- Heuvel (1993) suggested the following elements to the service marketing mix: The Services Marketing Mix: Personnel, Product, Place, Price, Promotion
- According to Doyle (1994) the service marketing mix includes Product, Price, Communication and Distribution.
- Stervander (1993) derived the elements of retail marketing mix as follows: The Logistics Concept: Place mix, Physical distribution mix, and Personnel mix, The Commercial Concept: Product mix, Presentation mix, Price mix, and Promotion mix.
- Boekema et al. (1995) expressed his views on the elements of retail marketing mix that includes Place, Assortment, Shop Presentation, Price Policy, Personnel and Promotion.
- Rousey and Morganosky (1996) suggested that the 4Ps should be replaced with the 4 C's: Customer needs, Convenience, Customers' cost, and Communication to the customers.
- Mulhern (1997) emphasized the following elements for the integrated retailing strategy: Store location, Positioning, Image of the store, Physical environment of the store, Retail service.
- Wang et al. (2000) introduced the following components to web retail: Database, Interaction and Network.
- Kotler (2003) discussed about the inclusions in the retailers' marketing decisions: Product assortment and Procurement, Target Market, Services and Store Atmosphere, Price Decision, Place Decision, Promotion decision.
- Peattie (1997) highlighted the new roles of the elements of marketing mix:
 - Product: Co-design and production
 - Price: More transparency
 - Place: Keeping direct contact with customers
 - Promotion: Interaction and more control of the customer,
- Mosley- Matchett (1997) introduced 5 Ws for internet marketing mix, Who: Target audience / market, What: Content, When: Timing and updating, Where: Source, Why: Unique Selling Proposition.
- Chaffey et al. (2000) gave eight factors for internet marketing: Potential Audience, Integration, Marketing Support, Brand migration, Strategic Partnerships, Organisational Structure, Budget.

CONCLUSION

Marketing mix is one of the prominent decisions of the marketer. Special attention is required in deciding on the elements of marketing mix. The present article discusses on the varieties of elements that are included in the marketing mix corresponding to the respective marketing programmes. An innovative marketing idea always attracts customers and also paves way for customer retention. Any marketing campaign in turn should be enriched with the efficient marketing mix that includes careful selection and combination of the elements of marketing mix.

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