

## Review Article

### ROLE OF MARKETING IN BUSINESS: A LITERATURE REVIEW

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#### ABSTRACT

Marketing is one of the main principle factors at business that has great impact on developing and increasing its outcomes. Furthermore, purpose of current literature review was to brilliant role of marketing at business; likewise, demonstrated this main business factor as principle motivator at business. Lack of consideration to this organizational factor leads to various difficulties at business. The absence of accurate marketing at business likewise emerges some insufficient situation and decreases its outcomes. In other word, the existence of marketing with acceptable strategy can develop and support outcomes of business. In general, the present literature review concentrated on the key role of marketing in business and mentioned its effectiveness on business outcomes.

## INTRODUCTION

One of the main activities in business is marketing because this factor has a direct impact on effectiveness and sale. In fact, larger business will offer particular employees and departments for the purpose of marketing and develop their outcomes. Furthermore, it is very imperative to realize that marketing cannot be carried out in separation from the rest of the business and improve them in correct way. For instance, the marketing as one of the principle parts in business requirements to become closely with operations, investigation and expansion, economics and human resources to check their tactics are possible (Jaworski & Kohli, 1993). In reality, operations need to utilize sales predictions formed via department of marketing to strategy their manufacture schedules.

Sales forecasts likewise are a central part of the budgets produced through the finance section. In addition, research and development department must to work very closely with the marketing to recognize the needs of the customers and to test productions of the research and development section (Greyser, 1997; Haeckel, 1997). Marketing as a key objective of business has great role in developing of satisfying relations with customers that benefit for the customers and business. These facts lead marketing to serve an imperative role within most organizations and society (Vargo & Lusch, 2004). Actually, marketing is a vital business function that is essential in all.

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In other word, marketing is responsible for most tasks that bring income; also, it is responsible for attracting customers required to support them. The marketing has considerable role in organization area that should provide acceptable situation for managers and customers at organization (Moorman & Rust, 1999). In general, in present literature review focused on important role of marketing in business and increasing business outcomes based on this factor. Also, it determined the benefits of the marketing on business level.

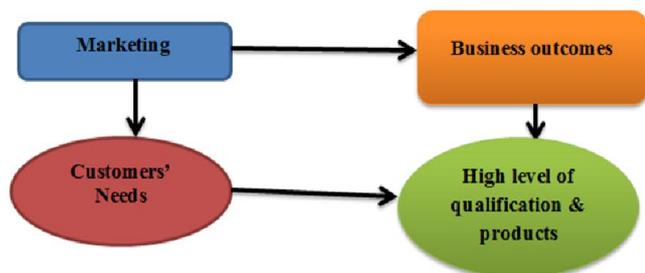
#### Benefits of Marketing for Business

Presence of accurate marketing in business provide favorable situation for developing products and outcomes because it satisfy customers' needs in acceptable way. In reality, marketing has various benefits for customers and organization or business that included: 1) generating a competitive situation that supports lower product values, 2) Developing product delivery systems that proposed access to goods to a great number of customers and many geographic areas, 3) structure request for products that require organizations to increase their labor force, and 4) offering methods that have the capability to carry messages that modify social behavior in a positive system (*The Role of Marketing, 2015*).

#### Role of Marketing Development in Business

According to the critical role of marketing at organization area, should be attention to its valuable impact in business. In fact, without marketing as effective organizational factor may not be conscious of the product of organization; likewise, without customers, the business may meet its decrease.

Moreover, the marketing plays a critical role in business and develop it widely. Presence of marketing has direct impact on customers' needs and business outcomes that lead to high level of qualification and products. In this way can say that marketing guarantees the business, considerably (Moorman and Rust, 1999).



**Figure 1. Role of marketing on business outcomes and customer's needs**

There are various ways that to improve marketing in business. These ways involved.

- Create an appropriate guide that determined via marketing; in fact, development the marketing policies forward of time lets organizations to be proactively in the achievement of its sales. Since the marketing strategy is a helping of the general business plan, an organization can make straight marketing plan through the development stages with its overall business aims;
- Incorporate the business planning marketing efforts includes more than the marketing manager. Marketing planning integrates all of the features of a business, ranging from how products and facilities are assessed to the financials of the company. Consequently, marketing planning prepares higher management and the heads of departments such as finance together. In case of small business owners may be both marketing manager and higher management, but marketing planning still plays the role of incorporating a business requiring examining the business from all of the dissimilar vantage facts: marketing, operations, finance, and legal;
- Marketing planning process likewise has a predicting role because it needs to evaluate sales resulting from each marketing exertion;
- Company product as another main item in marketing that increase quality and satisfy customer needs;

- Assessing or pricing is one of the main items in marketing that improve business situation (Ifezue, 2005; Srivastava, Tasadduq, Shervani, 1998). This process shows in Figure 1 clearly.

## Conclusion

Lack of consider to marketing in business leads to various difficulties that decrease outcomes of organizational system and business. In fact, this issue cause of lose valuable customers; likewise staff do not have enough motivation at workplace. The main role of business is distinguishing accurate strategies for developing and improving marketing for satisfies staff and customer based on organization system. In reality, presence of accurate strategy for marketing in business prepares and develop appropriate atmosphere for high level of qualification and outcomes. Therefore, all businesses need to provide suitable facilities and situation for creating acceptable marketing. In the main, the current literature review clarified the necessity marketing in business and can improve and increase the levels business outcomes.

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