

Research Article

ROLE OF MARKETING AT ORGANIZATION: A LITERATURE REVIEW

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ABSTRACT

The main purpose of the present study is to review role of marketing at organization. This study provides an ideal idea to the managers at work environment; also, it can be useful as organizational tool. Most of organizations including marketing because this factor has critical and basic role at workplace; and also improves the level of productivity and business at organizations. Furthermore, concerning marketing as main organizational factor and recognizing principle items that grow marketing at organization is so considerable. Moreover, lack of attention to marketing can be threatening for organization’s situation and decrease their productivity. Likewise, the present study, focused on marketing as basic organizational factor and recognizes the main items that improve it. Additionally, this study determined the noticeable role of marketing at organization.

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INTRODUCTION

Nowadays, managers try to find acceptable way to advance organization situation and respond to customers’ requirements. In this regard, they attempt to identify respectable industrial tools, for gaining this main organizational goal. In addition, they effort to apply the tool to cope with economic problems and also increase their level as compared with other companies and organizations. In point of fact, managers’ knowledge support the level of organization’s productions (Gilad & Gilad, 1986). Most of organizations found that for in receipt of success key, accurate decisionmaking and powerful strategy is needed. Moreover, recognizing acceptable solution way for modifying their economic situation and also introducing their products in the best way needed business intelligence (Roglaski, 2003). This factor can improve organization performance via practical and new methods and tools. The business intelligence introduced by Miller (1681). The researcher applied exactly business intelligence in his book “Encyclopedia of Commerce and Business”. Based on business intelligence, the level of organization’s profitability will be increased, automatically (Azoff and Charlesworth, 2004).

One of the vital factors that mentioned in the business intelligence is “Marketing”. The marketing has an effective role at organization and increases its outcomes in various ways. Marketing can change shape and nature of business all over the organization. In reality, the marketing can be appearing in different forms and attract customers’ view. These forms included internet (email, intranets, extranets, mobile phones) and all electronic marketing tools (El-Gohary, 2010). Figure 1 shows this process.

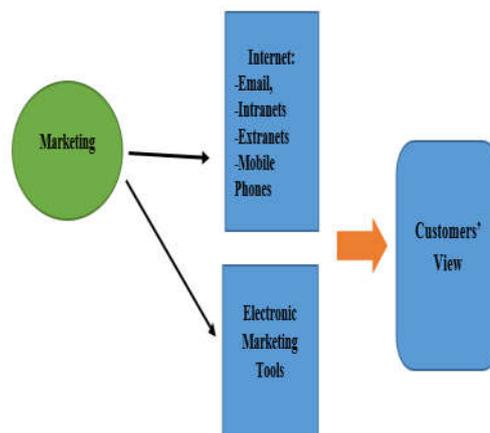


Figure 1. Forms of Marketing

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Figure 1 shows the marketing process based on modern social media and customer's view.

These days, organization applies platforms for offer productivity, easily. In fact, via this method, organizations can control budget and time, accurately; likewise, they obtain more loyalty customers as compared to previous time. The social media assumed as a main on line platform that the organization has systematized it as a potential marketing platform (Neti, 2011).

What is Social Media Marketing?

Social media marketing assumed as the process of gaining website traffic or care through social media sites. Definitely, the social media marketing programs regularly center on efforts to generate content that attracts consideration and inspires readers to share it across their social networks (Trattner & Kappe, 2013). This factor of marketing does effective process at organization and rises its products.

In this regard, Figure 2 illustrates this development.



Figure 2. Process of Social Media Marketing via Different Items at Organization

In other word, the social media is one of the imperative marketing factor which has considerable contribution on business development and increase the range of commercial relationships between organization and customer loyalty. Social media persuades customers' view toward goods and productivity. Really, its strategic process to establish organization's influence within communities of potential customers' readers or supports. In during of recent decades, the social media marketing has noticeable growth and has increased from 12% to 24% (Goi, 2009). Likewise, the social media in different forms have been occupied considerable portion in marketing; in following, Table 1 shows the central usage of the social media marketing. According to table 1, majority of organizations apply these social media usages and get acceptable results and develop the rang of their commercial relationships (Neti, 2011; Mir, 2012).

There are a lots of studies in the context of marketing. Most of researchers focused on the relationships between marketing and customer loyalty. They explained that how potential customers follow new products based on marketing; and also, they described the level of customer's satisfaction and loyalty. In reality, customer's satisfaction is one of the critical factor that has considerable impact on increasing products. Likewise, satisfaction as main factor plays excessive role on customer's attitude (Goi, 2009).

In general, marketing should be support by accurate management. The main goal of management is developing product value for customers and also obtaining high level of credit for product. This process can be helpful for producers and organization.

In the present study considered to the role of marketing organization that cover commercial relationships and business; also it explained that how marketing improves organization's products. In continue, focused on marketing terminology based on different views.

Marketing Terminology

Marketing has different definitions based on various concepts and theories. In this way focused on some principle terminologies in the present study.

Marketing defined as the management process through which properties and services move from thought to the customer. It includes the coordination of four factors named the 4 P's of marketing ("Marketing", 2016).

These four P's included:

- Identification, selection and advance of a product
- Determination of its price
- Selection of a distribution channel to reach the customer's place
- Growth and application of a promotional plan

Likewise, this factor defined as all-embracing function that links the business with customer requirements in order to acquire the right product to the right place at the right time. The marketing also assumed as achievement of corporate goals through meeting and exceeding customer wants well than the competition. The marketing can be defined as a set of human activities directed at facilitating and consummating exchanges. Additionally, this factor based on The American Marketing Association in its 2007 assumed as the activity, set of organizations, and procedures for generating, interactive, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large (Terkan, 2014). Regarding Kotler (2002) marketing fall under two groups; social and managerial. Social definitions define marketing as a business activity or a social process, while managerial definitions view marketing as a bigger and complex managerial process, what is named marketing management. The definition of marketing based on social perspective, is the art of selling goods and services (Drucker, 1973). In the same vein, Boone and Kurtz (1995) explained that marketing assumed as a process which analyzes customers' requirements and secures information considered to match the goods or services formed by the firm's production facilities to buyer's prospects.

Table1. Main Usage of Social Media Marketing

Social Media	Percentage
1) Have a company page on a social networking site.	75%
2) Post status updates or articles of interest on social media sites	69%
3) Build a network through a site such as LinkedIn	57%
4) Monitor feedback about the business	54%
5) Maintain a blog.	39%
6) Tweet about areas of expertise.	26%
7) Use Twitter as a service channel	16%

Source: Neti (2011)

Importance of Marketing

Marketing has great role in business, and most of businesses depend on achievement marketing. The advance way of marketing support business factors and increase level of its performance. The marketing introduced products and services of any kind of business to potential customers. In this regard, it can develop level of commercial between businessman and customers. Undoubtedly, without marketing sales may crash and the business may have to close ("The Importance of Marketing for the Success of a Business," 2016).

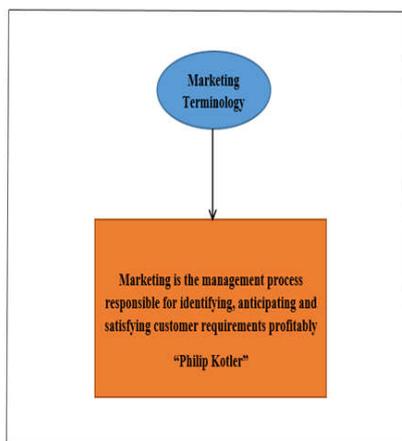


Figure 3. Marketing Terminology based on Philip Kotler

Marketing is necessary in order to have a complete understanding of how producers and customers have effective relationship. Today, in the current modern society expanding marketing is relevant to various factors. In fact, organizations need to adopt creative strategies in their operation and offer adopted marketing to introduce their products, considerably (Terkan, 2014). One of the main imperative role of marketing is builds of the relationships between business and customer. In following, explain one examples that related to University of California, Riverside. In these examples, show how marketing introduced the university to potential customers ("Marketing: Why is it Important?", 2016).

- A stronger, more consistent university image.
- Improved support from funding publics such as the legislature.
- Greater loyalty among investors
- A general public that is more conscious of UCR's local and global influence.
- The capability to attract and retain the best employees, students and faculty
- The ability to create businesses within the community
-

- The ability to display supporters that our brand equity is a valuable product.
- Greater operative satisfaction including an enlarged sense of self-importance and loyalty.

Marketing defined as a broad term and it is like a big umbrella that covers different parts of business. Based on this explanations researchers in the field of management and business focused on importance of marketing and describe 10 main reasons of marketing at company or organizations. These 10 reason included:

Marketing

- make more sales
- increase awareness
- learn your metrics
- make consumers trust you
- build a social asset
- learn your marketplace
- discover what works
- develop an 'ideal customer' profile
- earn how to test and optimize
- build a powerful brand

Generally, marketing becomes everybody's job, which potentially disperses the marketing function's role but rises marketing's influence (Greyser 1997). In this regard, McKenna (1991) notes, that marketing is everything and everything is marketing. In the same vein Haeckel (1997) explained that marketing's future is not a role of business, but is the function according to the important role of marketing (Moorman & Rust, 1999).

Marketing Literature

Marketing display considerable role in the industrial society. This main role appeared after world war II and introduced around 1960 (McCarthy, 1960). Furthermore, since that time, the market state has modified, certainly in western economy. The relationship marketing as an emerging marketing idea has been discussed in the marketing literature through the 1990 (Sheth & Parvatiyar, 1995).

In continue the study focused on role of marketing at organization.

Role of Marketing at Organization

Organization

Organization is an organized body of people with a specific determination, specially a business, society, association, etc.

In fact, the organization assumed as a social unit of people that is structured and managed to meet a requirement or to follow collective goals. Wholly organizations have a management structure that regulates relationships between the different activities and the members, and subdivides and assigns roles, responsibilities, and expert to carry out different tasks. Organizations are open systems; they affect and are affected by their environment ("Organization," 2016). According to organization description and its role on modern society, consider to marketing as one of the main organizational factor that play critical role in improving the level of organization outcomes and develops its commercial relationships in different methods is so essential. In following, Figure 4 displays this process.

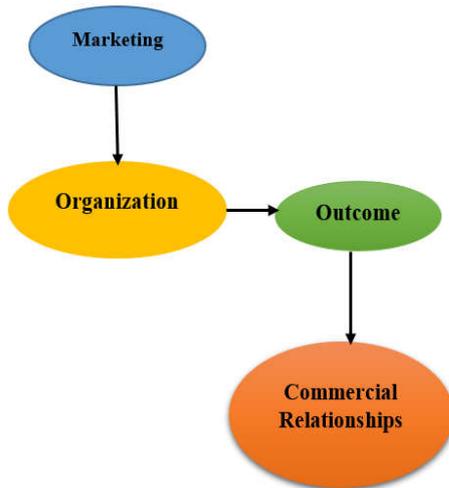


Figure 4. Role of Marketing at Organization

Based on Drucker (1954) marketing was not really a separate management at organization but more the business as understood from the customer's point of view. In the other word, marketing is part of management that protects products at organization. In fact, the marketing determined as an area organizational factor that shared set of beliefs and values that put the customer in the center of firm's attitude regards strategy and performance (Narver & Slater, 1990).

Marketing Management

Marketing management as the term implies the management of all of an organization's marketing activities. It is the art and knowledge of applying marketing thoughts in choosing goal markets in marketing division, receiving, keeping and growing number of customer's loyalty and customer great value (Kotler, 2002). Creative approach will be a key for getting business objectives. In addition to that, marketing management as a process whose goal is to attract and satisfy customers on a long term basis in order to achieve the organization's economic activities (Wilcox, Warren, & Ault, 1998).

In continue, Figure 5 shows the role of marketing as motivator at organization.

Based on this process at organization can be guess what happened occurred for work environment and how change the level of organization outcomes, automatically.



Figure 5. Role of Marketing as Motivator at Organization

In reality, marketing has an impressive role on outcomes of organization via efficient methods. Generally, marketing as positive motivator develops organization activities and influence on beliefs and attitude of organizational members (Pugh & Hickson, 1976). In fact, the marketing built the culture of organization and motivate potential customers (Smircich, 1983).

Conclusion

Overall, the findings of the present literature review have been provided that marketing is an important concern at organization. The most imperative point is that different kind of social media marketing have effectual consequence on organization's outcomes and change the level of its products. In this paper the researchers focused on marketing role as vital factor at organization and also for businessmen. Likewise, the researchers recognized the level of organization outcomes impacted by various factors such as marketing. In fact, organizations with accurate marketing management have more efficiency as compared with other organizations.

The recent attention paid to marketing management by policy makers and spatial strategies that should be supported and guarantee by organization. The managers can apply an accurate management marketing and follow acceptable strategy that determined in global business. They should have prepared convenient situation for customers and offered different marketing methods for them. Addressing toward marketing especially at organization multifaceted, moreover, in this literature focused on it as brief review.

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