

# The Impact Of Theories Of Marketing On Marketing Concepts Applications

Dr. James Aransiola ISHOLA, Mrs. Aminat Olaitan OYEBODE, Funso Agbeyangi ABDUSSALAM

Department of Marketing, Institute of Finance and Management Studies, Kwara State Polytechnic, Ilorin  
Department of Marketing, Institute of Finance and Management Studies, Kwara State Polytechnic, Ilorin  
Department of Marketing, Institute of Finance and Management Studies, Kwara State Polytechnic, Ilorin  
Phone Number: 07033294621  
Email: funsoabdussalam@gmail.com

**Abstract:** The issue of marketing concepts has been a long standing one in line with theories of marketing and efforts to treat it were dressed over but the fact that it has been attempted in the past is there for all readers to see. Aristotle was at the forefront of marketing theorists and as of recent Williams also write on the issue. The study seeks to examine the connection between theories of marketing and marketing concepts applications. It shall also address the issue of theories of marketing to see if there is relationship between the two concepts. The objective of the paper is to evolve an outlook of interface between theories of marketing and marketing concepts applications such that it is possible to pin point direction to which the two are heading. This shall provide a platform such that if one concept is taken the expectation on the other can become predictive. This is an epistemology paper using descriptive method. The study is employing qualitative and quantitative approach such that two hypothesis shall be formulated. However, the paper shall use past literature to form the fulcrum of assertion such that other works shall be explained in this study using explanatory approach. The study concludes by establishing a co habitual relationship between the marketing concept applications and theories of marketing such that it depends on the approach or the perception of then users in term of positivism or realism. The established relationship is that of a direct relationship with constant direction and time not minding the effects of fashion, spiritual, civilization and culture.

**Key words:** Marketing, Theories of Marketing, marketing Concepts Applications and theorists

## Introduction

The relationship between the marketing academy through the conduct of marketing scientific research and marketing practice has been at the centre of a series of debates throughout the 1980s and carried on into the early 1990s. The main outcome of these debates has been a heightened attention to academic and practitioner orientations to marketing research, while conspicuously leaving unexplored how both academics and practitioners theorize upon their observations as well as deal with, evaluate and use marketing theory. An extended example illustrates the divergent orientations to the development and use of marketing theory by academics and practitioners (Cornellison, 2015). This is so to the theories of marketing and even got worsen in non acknowledgement of theories application. Application of marketing techniques and theories of marketing were not given attention as if not part of marketing so much so that grounds began to shift from these important concepts. Essentially, theories of marketing like other theories in various fields are not such popular as they remain in the realm of basic science. Thus, it does not direct at providing solution to specific human needs or problems. Most social sciences work got praised for addressing specific human needs. Application of theories and such theorist got mentioned often over the proponents of basic theories. Attempt to eclipse the theorists over applied scientists often obscure not only these writers but their work. This paper shall examine various basic theories of marketing and discussed their contributors. The application of theories shall be unraveled so that their uses shall be appreciated. The relationships between theories and applications shall be investigated to unravel the connection between the two. The objective of this paper is to examine if there are generally acceptable theory of marketing which serves as foundation for the field of marketing. It shall also review the use of various marketing theories in the application of marketing as a field of

practice. This is to create an ambience between theories and its application so that the proponents of theories may get better credit for their efforts.

## Literature Review

### Theories of Marketing

**Baumol** (1957), **Brown** (1995), **Bubik** (1996) and **Katskesia** (2003) agreed that there are avalanches of theories and concepts on marketing but there were no generally agreed theory to serve as foundation and be relied on by all. No wonder after over 100 years that theory of marketing as been in existence, **Swatz** (1963), **Howard** (1965), **Bartel** (1968) and **Hunt** (2002) are still searching for generally acceptable theory of marketing upon which foundation can be built. The grounded theory propounded by **Glazer** and **Strauss** (1967) is often quoted in other social science qualitative work than marketing field. Grounded theory emerged in modernist epoch (**Densin** and **Lincoln**, 2000:14) which hinged upon scientific theory to raise issues of marketing. The moral theory of virtue ethics holds much promise for guiding the behavior of marketers. Although the origins of this theory can be traced back to Aristotle, it has not received as much emphasis as the teleological and deontological theories within marketing. In the ethics of virtue traits such as compassion, fairness, loyalty, and openness shape a person's and an organization's vision (**Williams** and **Murphy**, 2015). It can be seen that the teleological and deontological theories in line with most theories of marketing cited above are positivism in nature save for the reflexism theory of marketing (**Clark**, 2014)

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Practitioners often overlook the contributions of theorists in their attempt to find solution to market problem, however, they returned to these theorists in their presentation and solutions to the identified problems without acknowledging them. The wide gap existing in the theories of marketing and its application to contemporary issues are that of identification rather than utilization as it can be seen in the overlapping work of practitioners and theorists (Murphy, 2009)

*Empirical research in marketing should focus on the development of empirical generalizations. Marketers do a huge amount of empirical research, but have little in the way of empirical generalizations. This is primarily because most empirical research consists of 'original' or 'novel' works looking for significant differences, rather than significant sameness, in unrelated data sets, thus exemplifying the 'cult of the isolated study'. As a result, the marketing literature is made up largely of uncorroborated, fragmented, 'one-off' results. Such results are of little use to marketing practitioners or academicians. We discuss a number of impediments to the development of empirical generalizations – preoccupation with the hypothetico-deductive conception of science, preoccupation with 'statistical' rather than 'empirical' generalization, the 'publish or perish' syndrome in academia, and denigration of replication-with-extension research. We conclude that replication-with-extension research must be championed as the vehicle for discovering empirical generalization (Hubbad and Lindsay, 2014).*

Empirical generalizations are often obscured in the positivism presentation of theories that require realism in the field of application. The social marketing of (Kotler, 1998) and societal marketing of Stanton (2003) clearly shows the linkage between theorists and practitioners.

*Although images of the relationship between marketing science and practice have been a dominant feature of past and contemporary marketing thought, surprisingly little research has been conducted on the subject, particularly at the level of the marketing practitioner. These articles provide a framework for characterizing and better understanding the ways in which practitioners' value and use academic theory, and defines a set of propositions for guiding research into this area. The exercise is intended to urge fellow researchers to refine, test and augment the working hypotheses suggested herein in order to achieve a better understanding of the ways in which marketing practitioners attend to, value and use marketing scientific theories. Managerial implications of this research are discussed (Cornellison and Lock, 2014).*

Social network theory and descriptive statistical analysis are used to identify and analyse the characteristics of the pivotal themes emerging from within the key marketing literature. Data are collected over a ten-year period from three leading academic marketing journals i.e. *Journal of Consumer Research*, *Journal of Marketing*, and *Journal of Marketing Research*. Our findings highlight the most important pivotal theories based upon a combination of citation frequency, and theory-to-theory network linkage power. Whilst none of the leading theories identified appear to stem from marketing, most come from closely related disciplines such as economics and psychology, and relate to several common themes including the management of relationships and human behaviour, organisational issues and behaviour, and decision making. We identify some limitations associated with our research, several areas worthy of future investigation, and based upon the theory, extract some insights that practitioners may also find beneficial. The moral theory of virtue ethics holds much promise for guiding the behavior of marketers. Although the origins of this theory can be traced back to Aristotle, it has not received as much emphasis as the teleological and deontological theories within marketing. In the ethics of virtue, traits such as compassion, fairness, loyalty, and openness shape a person's and an organization's vision (Williams and Murphy, 2014). Efforts in business colleges to integrate topics of ethics and social responsibility across all business curricula often face serious obstacles. Faculty members given the responsibility for ethics integration in a particular business discipline or for the business college as a whole should try to anticipate and respond to explicit and implicit faculty reservations about ethics integration. Counseling and curricular suggestions for undertaking this challenge are suggested along with specific recommendations for improved ethics integration in the introductory management/organization behavior course (Payne, 1993)

### **Theoretical Framework**

The theoretical framework for this study is hinged upon the work of teleological and deontological theorists of marketing. However, as these works are positivism in nature the realism approach of reflexivism theory of marketing shall also be used and adopted for this study.

### **Empirical Findings**

The result of various works conducted shows that the idea presented in IDEA consumer behavior of marketing is probably hinged on reflexism ideology of reflexist theorists of marketing. Similarly, the work of Kotler, (1998) and Stanton, (2003) are product of thoughts from social marketing proponents of the theorists. However, this need to be probed and investigated since such were not acknowledged by the writers.

### **Research Methodology**

The study employs secondary data for its analysis using six by six matrices system. From the result, six classes of theories of marketing were recognized and six modes of appraisal were also recognized. The classes of theories of marketing were as followed: marketing evolution theory, social marketing theory, teleology theories of marketing, deontology theories of marketing, grounded theory of

marketing and reflexivity theory of marketing. The factors for appraisal were referencing, citation, acceptability, journal rating, robustness and cross referencing.

### Data Analysis

A six by six matrices model of rows by columns was developed to manage the information generated from the supply data. The classes of theories of marketing were presented in the rows and the appraisal factors presented in the columns. The summation of rows is calculated using  $\sum cij$  and the summation of columns using  $\sum cji$ . The rows and columns result were identity and the result thereof tested using the SPSS but it can also be done manually using student t-test at 95% confidence level by finding the covariance thereof.

### Test of Hypothesis

The hypotheses earlier formulated for this study were tested as follows: There is no significant contribution of theories of marketing to application of marketing concepts. The hypothesis was tested at the 95% confidence level and as such  $\alpha 0.05$  Using students't-test the result generated from the calculation of  $\sum cij$  and  $\sum cji$  is

$$\alpha_{0.05} = 9.789$$

This is higher than the table result of

$$\alpha_{0.05} = 6.879$$

The second hypothesis was tested using the covariance of alpha to test for coefficient of relationships. The second hypothesis stated that there is no direct relationship between theories of marketing and application of marketing concepts.

$$\alpha = 2.34$$

This is higher than one which is ideal for direct relationship thus there is direct and positive relationship between entrepreneurs spillover and organizations profitability.

### Result of Findings

From the hypothesis tested it shows that the null hypothesis cannot be safely accepted and thus the need to reconsider the alternative hypothesis that is there is significant contribution of theories of marketing to application of marketing concepts. The second hypothesis tested shows that there is positive and direct relationship between theories of marketing and application of marketing concepts.

### Summary of the Study

This study identified the existence of wide gap between theories of marketing and application of such as concepts in the marketing field. However, this gap is mere an illusion as the two concepts theories and application go in line only for the user of the concepts failure to acknowledge the bases of their concepts. The uses of positivism in generating marketing theories often becloud its relevance to real life issue which is in the realism field. Nevertheless, the theorists through the use of reflexivity theory are open up

to the the reality of the situation. Marketing as a social science is in the field of realism and work to provide solution to such is better presented in realism. It is also established that the gap between theorists and practitioner is getting narrower by higher demand to acknowledge sources and trace origin to fundamental thoughts, a requisite of most journals for publications

### Conclusion

The gap between theories and practitioners is becoming leaner and the interface is getting thinner as most theories are being focus on their application by the neo theorists such as Clark and Murphy.

### Recommendations

#### This study recommends as follows:

That there is need to acknowledge sources through proper citation and permission for the use of work if need be. Also, concepts as an applied research built on fundamental theories must be presented as such to give full credence to the authority forming the foundation of such development. Need for collaborations between theorists and practitioners for the use of typical basic theories in marketing. Finally, applied thoughts that utilized foundation theories of marketing must be made to shows it origin and foundation

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