

Mix Marketing in the 21st Century

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Abstract: *The marketing mix traditionally uses four variables (4P) on which an individual, a group of individuals, or a company can pass to achieve the objectives of its customers: the product, the place (distribution technique), the price and promotion (communication technique). At the beginning of this century, among a number of elements, a fifth (P) is becoming increasingly important. It's the personality of the clientele. Some authors even insist on that of the entrepreneur. In this article, we present to marketers in general and business enthusiasts in particular, a new approach, that of relationship marketing (the one to one) also called personalized marketing that follows the 4P of operational marketing. This approach consists in individualizing marketing promotion and communication actions according to the expectations and the project of each client or prospect. To each individual must correspond a particular action or offer.*

Keywords: Marketing mix, fifth P, personalized marketing.

1. Summary

Marketing mix traditionally takes again four variables (4P) on which an individual, a group of individuals, or a company can pass to achieve the goals of its customers: the product, the place (technique of distribution), the price and promotion (technique of communication).

At this beginning of century, among several elements, a fifth (P) takes an increasingly significant place. It is the personality of the customers. Certain authors insist even on that of the contractor.

In this article, we present at the mercaticians in general and impassioned commercial field in particular, a new approach, that of relational marketing (the one to one) also called the personalized marketing which makes the continuation of 4P operational marketing. This approach consists in individualizing the actions of promotion and communication marketing according to waitings and the project of each customer or prospective customer. To each individual an action or a particular offer must correspond.

2. Introduction

Like motivation, personality is a subject of study that has fascinated psychologists since this science exists. A when the study of motivation focuses on the processes that trigger and perpetuate the behavior of people to behave in this or that way. So, we can see motivation as a process and personality as a set of individual characteristics.

3. What is personality and what is its interest in marketing?

For Norbert Sillamy (1991), personality is a stable element of a person's behavior; which characterizes it and differentiates it from others. Each individual has his intellectual, affective and conative personalities (relating to the will, the temperament), whose organized set determines the personality. Alin d'Astons, Pierre Ballofet, and Naouffet Daglufous and Christèle Boulaire (2006), recall the idea developed in the 1950s, according to which consumers would be driven by unconscious and uncontrollable

motivations. This idea is no longer considered today as a valid approach to understanding buying behavior. The modern conception of motivated consumer behavior sees consumers as oriented towards the achievement of diverse objectives, which are stimulated by needs, environmental factors and experiences recovered by memory.

In the framework of this modern conception, the "experiential" perspective, with its hedonistic dimension, asserts itself more and more. That is to say, this perspective seeks to give the person the means to find his own answers of the existential situations to which he is confronted on the one hand, and also the search for pleasure which consists of the objective of the existence human of the other.

Each consumer has a personality of his own and corresponds to relatively stable psychological traits leading him to adopt behaviors consistent with a range of products.

The meaning of this statement is clear in marketing: to different personality correspond different consumer choices. This simple idea must be the source of considerable research efforts aimed at studying the relationship between personality and buying behavior.

The answer to the question of the interest of marketing in personality research is justified by the fact that its results make it possible to apprehend or identify the psychological characteristics of consumers that lead them to a relatively consistent in order to sell according to the needs and desires (of the customers) at the heart of marketing actions. **This article is therefore part of the humanist approach advocated by K. ROGERS.**

Let us recall here that humanistic psychology has a particularly human vision of the person:

- She recognizes her value as a unique, original individual, deeply worthy of respect;
- It gives him the right to self-determination;
- She places particular emphasis on people's skills and their potential for change.**htt: // www. Ifef.org/approach - humanistic-experiential.**

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The choice of this theme focuses on the fact that several research in consumer behavior are less interested in his personality but rather in the impact of different means of marketing actions on buying behavior or consumers. We would like through this text, show that the individual is the main actor on which all marketing action is centered. The matrix has changed. That is to say, the consumer is not the last link in the chain that buys under the effect of hype. On the contrary, it intervenes (it publishes its opinions) in the process of the customer relationship.

Christian Michon (2010), attests that in recent years, "differentiated" marketing has gradually slipped towards individualized marketing through a multiplication of actions. The management system must then build its organization that favors the consumer in a highly competitive environment.

Given the complex and necessary nature of this theme, the structure of our text is as follows:

We speak at first sight of the brief history of marketing since 1950, we continue in second position with the appearance of a fifth P in the marketing mix, in third positions we approach the theoretical concepts on the one to one in practice (advocated by Don Peppers, Martha Rogers and Bob Dorf (1999)) and finally, a conclusion to close this text.

1) Brief history of marketing since 1950 to the present day (67 years).

Let us mention at the beginning of games, that this part will help us to define the axes of interests of the marketing from its birth until today in order to orient us in the perspective of those in question.

The origins of marketing date back to the beginning of the last century in the United States. It is difficult to fix the historical date of birth. As the packaging of certain consumer goods in an attractive packaging, the industrial production of breweries of certain beverages in place of the traditional method in the past, are examples of marketing activities that encourage consumers to consume certain goods and / or or services in presence.

Philip Kotler, in marketing 3.0. (2012, p.38), illuminates, that marketing has been one of the most exciting topics in the business world over the past six decades. He focused on three major themes: product management, customer management and brand management. Marketing concepts evolved from product management in the 1950s and 1960s to brand management in the 1990s and 2000s. Each time, marketing concepts have adapted to different eras, making their evolution exciting.

Let us remember that initially, the marketing aimed at ensuring several important functions to support to the production, in relation with the financial and human sources. The key function of marketing was to generate demand for the products. McCarthy's four P (4P) summarize generic product management practices as follows: developing a product, determining price, promoting (communicating), and setting up distribution as business was on the rise over the course of time. two decades (1970 and 1980), marketing

needed only its tactical guidelines. Everything changed abruptly when the economy of the United States and the western economy in general were hit by shock, stagflation. At that time, managing a request became difficult and required more than the four 4Ps. Because demand was rare, some products were launched to compete with one another or to win buyers.

As the original saying goes, over the past two decades, consumers have become smart buyers. The changing context has forced marketing professionals to question their practices and develop better concepts. Other "P's": people, processes, physical evidence, public opinion and political power have joined the original four P's. We will develop this in the following lines.

- a) Neil Bordeu mentions the term "marketing mix" in 1953 in the American Marketing Association Presidential. The 4Ps were introduced later by Jerome McCarthy in Basic Marketing.
- b) A situation in which an economy simultaneously covered low or no economic growth and high inflation.
- c) Public Opinion and Political Power are added by Kotler in 1984; people, processes, and physical evidence are added by Boom and Bitner in 1981.

2) Appearance of a fifth P in the marketing mix

For B. Pillard (2009), the emergence of new media and new modes of communication creates new means of interaction between brands. The customer maintains a dialogue with the brands in all his consumption approach and draws the contours of a "5^P" is called "Market It Staff".

For this author, if the four historical pillars of marketing mix define a rather fixed perimeter of the brand - consumer relationship, the "market it Personnel" sets out to define the personal link that unites the brand and its customer. A multi-directional link, a brand-consumer exchange involves the consumer in a personal and participative relationship. Here is how the theoretical model summarizes the importance of the fifth P in the marketing mix (4P).

Summary of the Theoretical Model of the Marketing Mix in the 21st Century



Source: The appearance of other P in the marketing mix, Article published by Pillar (2009)

3) The one to one in practice: Excerpt from Don Peppers Marthe Rogers and Bob Dorf (1999).

Whatever the sector of activity, companies are now faced with growing customer infidelity and erosion of margins. But some companies are successful because they are

satisfied with individual customers, exploiting technology to create individualized relationships, one to one (1to1), in the long run. So summarizes, the 1to1 or a very simple idea: treat different customers differently.

The main objective of this approach is to acquire more loyal customers and more profitable to the company. To do this, thanks to new technologies and databases, companies are called to build personalized relationships with their customers. The more the dialogue continues or the service rendered to it is personalized.

There are four main phases in launching a 1to1 marketing program. These steps, which are approximately sequential, constitute the progressive phases implemented in the basic principles of 1to1 marketing. Any company wishing to set up a 1to1 marketing program must be able to:

- Identify his clients;
- Differentiate them from each other;
- Dial with them;
- Customize certain aspects of your product or service to meet your individual needs.

These steps are so important to understanding the 1to1 marketing process that they form the basis of one to one in practice.

We describe in detail, in the lines that follow the four sentences to install a 1to1 marketing program.

a) Identifying your customers

It is essential to know your customers with as much acuity as possible. Not only their contact details but also their buying habits, their preferences, etc. and not in a frozen picture, resulting from an ad hoc questionnaire, but through the information collected throughout the contacts with them, in all the media, for each product range, in each point of sale and also in each division of the company.

Be careful, it's not about targeting or segmentation. You have to know everything about each customer, remember it, and distribute information across all sectors of the company throughout their lifetime of customer. No need to launch a one-to-one marketing campaign, no matter if you have not stored a minimum amount of information, at least on your best customers. If you do not have access to your end-user customers, the only possible solution is to build a relational system with the intermediaries and those responsible for your distribution system whose contact details you have.

b) The differentiation of your customers

Customers can differentiate in two ways. First, their potential value, which is divided into several levels. Then, their expectations screwed your company.

Once your clients have been identified, your goal is to differentiate them for:

- Prioritize your efforts and focus on your best customers,
- Adopt the behavior of your company in front of each customer, according to their individual expectations.

The more or less detailed division of your customer database will guide you towards the one-to-one strategy most suited to your business.

c) Dialogue with your customers

The next sentence is to improve the cost-effectiveness of your relationships with your customers. The effectiveness of your interactivity depends on the automated and inexpensive media it borrows. This will be even greater as you gather relevant information, essential to improve your knowledge of the individual needs of your customers, or to measure their potential more precisely. For example, divert some of the interactive traffic from your call center to your website, and favor sales calls to your call center. In addition, each new relationship with a customer must find a natural place among all past relationships with that customer. A conversation, for example, should follow the previous conversation, whether it took place last night or last month, via the company's call center or website.

d) Customization

Customize some of your company's behaviors towards your customers, based on their individual needs and potential. It is by adapting certain aspects of its behavior to the needs expressed by each of its customers that a company can fully benefit from an "Apprenticeship relationship". This personalization can be translated into the mass customization of a manufactured product or the tailor-made adaptation of the services accompanying the product; for example billing methods or packaging (we will talk about mass customization in chapter six).

In any case, the practice of true one-to-one marketing involves the production of a suitable product or service, depending on what the individual customer has expressed during his relationship with the marketing department or sales department. of the company.

The four principles enunciated above overlap in part. For example, the purpose of a company's website may be to first attract and qualify the best of good customers, rather than initiate a dialogue. Nevertheless, these principles are broadly classified in order of complexity and increasing profitability. They are sort of global goals that will guide your efforts when setting up a 1to1 marketing program. If you do not succeed in identifying your customers individually, you will have no chance to differentiate them, let alone change the behavior of your business to suit the individual needs of each customer.

4. Conclusion and Suggestion

For decades, companies have worked mainly on 4 variables (4P) to seduce and convince their customers:

The product: its features, options, quality, service, etc.

Place: Points of sale, Types of distribution

The price: Promotion: advertising channels, public relations, etc.

Some companies were concerned about these elements permanently. Others played caution by attacking only one item at a time. Regardless, it worked for a simple reason: "yesterday's customer buying logic": passive, a last link in

the chain that buys under the hype. On the contrary, today, it becomes part of the brand policy. He intervenes (he publishes his opinion on network for example); from there, the great awakening is born. Today's consumers are sensitive to other criteria:

- The values of the company
- The manufacturing methods and the origin of the products marketed etc.

Business managers must adapt marketing products and programs to each client's needs and preferences. This technique is called marketing personalization. We also talk about one-to-one marketing, mass personalization or individualized marketing.

So beyond a simple adjustment to mass marketing, the personalization of the message must implement a real customer relationship management (CRM). This customization is only possible by collecting (directly or indirectly) storing and processing very large amounts of information about its customers. The advent of the internet, new technologies, call centers and data mining has sold the deal individualized marketing of the customer possible.

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