LITERATURE REVIEW

1. J. Culliton (1948) discussed the management of marketing costs, to drive away the chances of inflated profits in the research bulletin of Harvard University. This concept gave basis to the concept of marketing. It gave a new pathway for marketing as top management has been declining and the voice of the customer had been given priority than it was done in the past.

2. Jerome McCarthy (1960) is an American marketing professor a great marketing philosopher. He has lectured at several universities such as Michigan State University and the University of Notre Dame. He is also the founder of the Marketing mix concept :4P’s. He gave basic Marketing approach in the form of Marketing Mix and its elements.

3. N.H. Borden, (1964): The concept of the marketing mix was discussed by him in a systemic framework, in the journal of advertising research, 1964, It threw light on elements of marketing mix as a critical perspective and viewpoint to the managerial thought.

4. Jerome E. McCarthy, (1964) gave the foundation and explained basic Marketing. A Managerial Approach is still very important. The 4P Classification of the Marketing Mix was done systematically. McCarthy pioneered Basic Marketing and worked on revising, refining, editing, and formulating a global approach in marketing.

5. P.M. Banting and R.E. Ross (1973) found out the linkages between customer satisfaction, repurchase decisions and pre and post - purchase behavior. They found out the strong link between customer behavior and derived profitability coming out of use or consumption of a product or service.

6. Bernard H. Booms and Mary Jo Bitner (1981) in the joint analysis of marketing strategies and organization structures for services based marketing organizations gave stress on frontline employee motivation to participate in promotion and distribution and employee response to service orientation on the basis of Psychological reviews.
7. Carl McDaniel (1982) emphasized on marketing research in formulation of marketing mix. He is professor, at the University of Texas–Arlington. McDaniel has business experience as the co-owner of a marketing research firm. McDaniel has also served as senior consultant to the International Trade Centre (ITC), Geneva, Switzerland. The ITC’s mission is to help developing nations increase their exports. He at this time holds courses for the executive MBA program on the Fort Worth campus and in China. He was the chairman of the marketing section at UTA for 32 years. McDaniel is a member of the American Marketing Association.

8. G. L. Shostack, (1984), worked out a detailed framework of “Designing the Services that really Deliver,” in - Harvard Business Review with practical aspects and environmental prospects. He told that, no one systematically quantifies the process or devises tests to ensure that the services which are formulated, are having any impact on the measurement of capacity and productivity in real situation.

9. S.F. Hunt, and J. Goolsby (1988) described the rise and fall of the functional approach to marketing: A Paradigm Displacement Perspective,” (originally published in), His researches show that marketing mix was emerged as a core concept.

10. M.J. Bitner (1991) worked out on the inception of services marketing mix. She told that there is a positive shift in consumer preferences in relation to services quality. This was a multidisciplinary approach gave birth to a systems approach to the components of marketing mix.

11. M.J. Bitner (1992) strived for judging the impact of Physical Surroundings on Customers and Employees, Journal of Marketing, and gave insight into the ability of the physical environment to facilitate achievement of organizational as well as marketing goals is searched. The Literature from different disciplines provides speculative grounding for the framework, which serves as a foundation for alert propositions.

12. Al Ries and Jack Trout (1993) analyzed that, many managers assume that a well-designed, well financed marketing program will work. All companies are in trouble in successfully promoting and distributing. Especially big companies. General Motors
is a good example. Over the past decade, the company paid a terrible price for destroying the identity of its brands. It was definitely a marketing problem.

13. R.P. Fisk, W.Brown, and M.J. Bitner, (1993) in their tracking the evolution of services marketing literature, in journal of retailing, drew attention of marketers on development and surfacing of services marketing thought and gave new and varied, innovative ideas of distribution.

14. Christian Grönroos. (1994) He started from marketing mix to relationship marketing: towards a paradigm shift in marketing. Management decisions were more concentrated over the consumer preferences and mind. It was a swing in the opposite direction that really worked.

15. J.M. Juran (1995) worked upon quality planning and analysis, in promotion and distribution, identifying the Customers, field performance measurement, frontline customer contact in service industries, processing and resolution of customer complaints, in his famous book. This effort is an endeavor to discover pitfalls in promotion and distribution.

16. Dave Needham (1996-99) regarded marketing mix is a foundation concept in marketing. The marketing mix has been defined in services sector. He referred the Product to what the business offers for sale and may include products or services. He worked a lot on Impact of Cross Cultural Marketing-mix. He tried to workout Promotion Mix and Distribution Mix in International Marketing.

17. P. Kotler, (2000) told that It seems that not all marketing must follow the common model. In fact, we can distinguish three stages through which marketing practice might pass: 1. Entrepreneurial marketing: Most of the companies were started by individuals who visualize an opportunity and knock on every door to gain attention. Jim Koch, founder of Boston Beer Company, whose Samuel Adams beer had become a top-selling “craft” beer, started around 1984 carrying bottles of Samuel Adams from bar to bar to convince bartenders to carry it. For 10 years, he sold his beer through direct selling and grassroots public relations. In 1975, Kotler was the first
person to receive the "Leader in Marketing Thought" award voted on by the academic members of the American Marketing Association.

18. K. Hartley, and W. Rudelius, (2001) uncurtained the Marketing facts having great value to customers and society at large. In the History of marketing thought turned the essentials of services marketing into practice. It was supported by Moral views of marketing society.

19. Charles Lamb, Joe Hair, Carl McDanie, (2001), served as chairperson of the department of marketing at the M. J. Neeley School of Business from 1982 till 1988 and again from year 1997 to 2003. He told that it is crucial for marketing people to work hard on promotional activities to generate considerable results. For this he subdivided and discussed promotional mix as a mix of tools., discussed the fundamental elements of the promotional mix.

20. R. McLean, (October 19, 2002) compassed the attributes of one product versus the attributes of other products and told that it must be compared and must be taken into account while determining other mixes like promotion and distribution. One may want to follow these tactics to create more value for the customers.

21. Groucutt and P. Leadley, (2004) redefined Marketing as the market has been destined to fit new contexts, for example in not-for-profit, political and social sectors. Essential principles formulated and new realities were disclosed like online social networks which amplify the homophile principle, a well-known interactive process where at each time new links enter into the network and old links are faced off. It is moving towards a new direct marketing channel like mobile marketing.

22. Joseph Hair (2007) is Professor of Marketing at Kennesaw State University. He is serving as a marketing consultant to various businesses in a large number of industries ranging from food and retail to financial services, health care, electronics, and the U.S. Departments of Agriculture and Interior. He has taught graduates and undergraduates: marketing, selling, and marketing research courses. Hair has authored more than 40 books and more than 80 articles already published in the scholarly journals.
23. Gilbert D. Harrell, (2008). Marketing is the act of connecting with customers. He provides a contemporary, exciting treatment of marketing that integrates the Promotional Mix into marketing. The promotional mix describes a blend of promotional variables chosen by marketers. Internal Marketing (IM) concept emerged in the literature over the last 30 years as the way of enabling.

24. Jim Blythe, (2009) worked on key Concepts in Marketing and tried to discover the answer to the problem of: “How do you get your products to the customer?” His concern for production and distribution was quite forceful. His works can be seen in famous book “Key Concepts in Marketing”.


26. D. Hoffman, J.E.G. Bateson, G. Elliot, and S. Birch (2010) observed in their writings that the business world now demands that service marketing organizations pay attention in the field of promotion and distribution. The aim is to provide better service by effective distribution and efficient promotion. It helped in examining the use of services marketing as a competitive tool from a uniquely broad perspective with contemporary practices.

27. Stewart Swayze (2005-2015), a business consultant aligned with major GEs projects and various small and medium enterprises, in recent years during 2005-15 worked for over ten years and wrote important notes on Marketing, Sales and Corporate strategy, when working with industrialists. This work will discuss the relevant issues in different perspectives.

28. Roddy Mullin (2010), Kogan Page Publishers told that, how to Create, Implement and Integrate Campaigns that Really Work. They gave a detailed ground for signs, in-store displays, posters, mobile apps, motion pictures, web pages etc.

29. Louis Boone, David Kurtz, (2010-11) discussed various elements of the promotional mix. He wrote a book on Contemporary Marketing , text book with Contemporary
Marketing, 17th Edition by Louise E. Boone University of South Alabama David L. Kurtz University The authors provide thorough coverage of essential marketing principles, exploring all gears of the marketing mix, and providing practical guidance to help students get ready for successful marketing careers.

30. Brian Solis (2011) diagnoses the new world of social media, mobile and how to use them effectively labeled in "The New Media University and gave a complete guide for brands and businesses to establish, cultivate, and scale the success in the Web. BRIAN SOLIS is globally recognized as one of the most prominent thought leaders.

31. S.A. Keelson, (2012). worked on analysis and interpretation of the Marketing Concepts: Theoretically unlike paths are leading practically the identical objective. In the global conference on business and finance Proceedings, it served as a basis of advanced studies and research.

32. V. Zeithaml, M.J. Bitner, and D.D. Gremler (2013) gave more emphasis on services in the overall marketing mix for the purpose of integrating customer focus across the firm, Zeithaml and Bitner provide a broad review and analysis of services marketing issues, practice, and strategy formulation.

33. Christopher Lovelock, Jochen Wirtz and Jayanta Chatterjee, (2007) strived in the field of Services Marketing by designing the communications mix for services and distributing the services in better way to the customers. They worked upon cross-section of services in the form of effective promotion and distribution.

34. Serena De Maio, business model expert to P& G (Luxury and Premium beauty products) has worked on marketing fundamentals and brand management in 40 countries and wrote on practical aspects of in May 2016. This research is an effort to verify and put forth the same theories to the different types of products.