



GLOBAL JOURNAL OF MANAGEMENT AND BUSINESS RESEARCH
Volume 11 Issue 8 Version 1.0 August 2011
Type: Double Blind Peer Reviewed International Research Journal
Publisher: Global Journals Inc. (USA)
Print ISSN: 0975-5853

Reality about criticism on marketing practices

By Faiza Saad

University of Lahore, KM Defense Road, Lahore Pakistan

Abstract - This paper investigates reality about criticism on marketing practices that how much it helps and how much it hurts our society. A flow chart describes how marketing process have changed and what exactly marketing is selling.

Keywords : *Criticism on marketing today's marketing process, marketing practices, marketing sells.*

GJMBR- B Classification : *JEL Code: M31*



Strictly as per the compliance and regulations of:



Reality about criticism on marketing practices

Faiza Saad

Abstract - This paper investigates reality about criticism on marketing practices that how much it helps and how much it hurts our society. A flow chart describes how marketing process have changed and what exactly marketing is selling.

Keywords : Criticism on marketing today's marketing process, marketing practices, marketing sells.

I. INTRODUCTION

Marketing is an enormous field which consists of undifferentiated marketing, differentiated marketing, and concentrated marketing etc; these are just a few elements of marketing iceberg. In the same way it carries immense responsibility with its every practice. Marketing has always been a very thin-skinned subject because it has a leaning property to transform lives of people, societies and businesses. As the exposure of marketing expands impact of its every implementation affects the audiences significantly.

The dove campaign for Real Beauty which was launched in 2004 worldwide through advertising, workshops and sleepover events. The main idea behind this campaign was to rejoice the natural beauty, true being of a woman. A woman who is inspired by herself the way God has made her instead of the artificial standards of beauty created by the world. This is the most talked about marketing campaign ever due to its unique notion and positive outcome and received praise. Now women feel proud to be associated with Dove. This is the power of marketing; if a constructive spot can make this much difference then a small negative (which can be by mistake) would make profound variation.

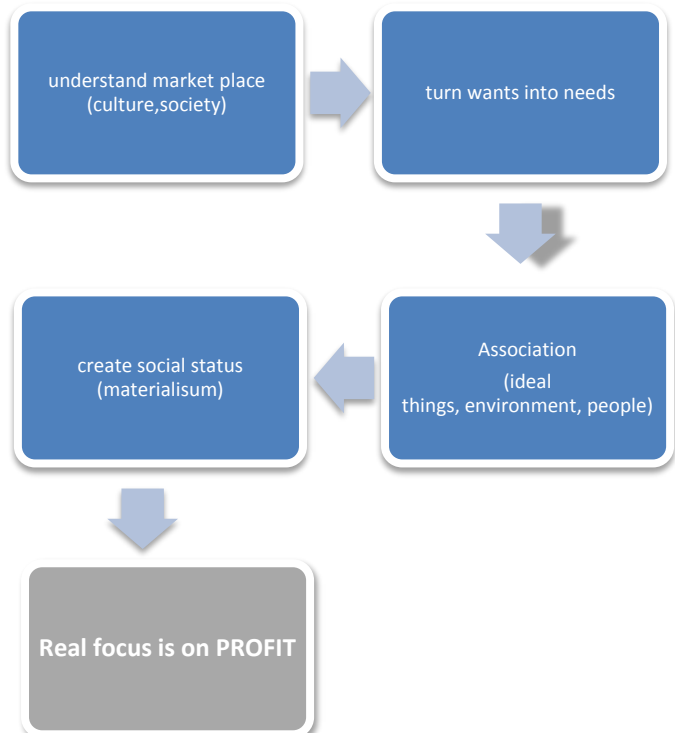
Now let's take a look into the internal dilemma what is happening in marketing and why it is receiving so much criticism, which has always played a very critical role in fulfilling our needs.

II. TODAY'S MARKETING PROCESS

The web of marketing is ubiquitous around us. It's in our houses, offices, parks, malls, organizations everywhere. Marketing is like oxygen to us, you need it and you come across it numerous times in your daily life. According to me, the process given on the next page is in the heart of every marketing activity.

Author : M.Phil. (Marketing) Lahore Business School, University of Lahore, KM Defense Road, Lahore Pakistan.
E-mail : faiza.saad@hotmail.com .

The first block is about recognizing market place, culture and society. A good marketer is one who can read the psyche of its target market. Their mind set, values, norms and trends. Second block emphasis on 'turning wants into needs'. In the start customers were the center of attraction for marketers but now customers are revolving around it.



Third block focuses on; relating their products with ideal things, environment and people (exaggerating) so that those who have ordinary lives feel special by buying the products and if they don't or can't they feel immense desire to hands on one. Fourth one is about getting social status, a high standing among others. In other words it is making people more and more materialistic. Last but not the least; focus on profit and the willingness to cross the boundaries of ethics and morals to satisfy their "Greed" is in my opinion the root cause of every problem.

- Marketing cost, hiring celebrities and use of lavish things in advertising boosts the actual cost
- High and unwanted packaging cost leads to increase the product cost
- Marketing awareness is sometimes useless which tends to confuse buyers
- Increases difference among people.

III. MARKETING PRACTICES HURT INDIVIDUAL CONSUMERS, SOCIETY AS A WHOLE AND OTHER BUSINESS FIRMS

Marketing is a business which deals with the direct contact with the people and it is the only business function that deliberately sets out to highlight the gap between a person's reality and their expectations in such a way that people feel 'lacking' in either self esteem or belongings so that they feel bound to close the gap by needless spending.

Individual consumers get hurt by the marketing practices like the discrimination on fair color and good looks, marketers stress upon and create such a situation in which only good looking people get noticed or they receives an edge over others. Psychologically it damages self respect of a person which is very hard to rebuild. When people start paying for unnecessary things then it leads to the societal damage because of unequal distribution of possessions. If we look closely we find out that it is widespread in most of the societies. Patrons will begin to buy 'wants' instead of 'needs' therefore an obvious angst will increase.

From the passage above its obvious that marketers to some extend harm individuals and societies indirectly. It takes a severe form in the shape of attacks directly on their competitors in the battle for high turnovers.

IV. MARKETING SELLS

What exactly marketing is selling? It's a very important question but bitter too. In this fast moving world where products come and disappear, but here it's not about products and their benefits, it's about the never ending race between companies to earn abnormal profits. Today marketing is selling materialism, lust, sex, fake beauty, artificiality, celebrities and social status. We all must be very clear that there is a very thin line between rational exaggeration and over exaggeration; marketers should never cross this line for their personal benefits. Marketers should also realize that they have some social responsibility towards their valuable consumers and that responsibility should be taken seriously for the greater well fair of all the stockholders.

V. FUTURE RESEARCH

In this paper, I have discussed how marketing practices is hurting our society. Further research can be done on, that which particular marketing aspect is receiving most criticism, why and what steps we should take to minimize the damage.