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## Some Emerging Research Areas in Marketing

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**Abstract** - The purpose of this study is to explore the emerging research areas in marketing. The literature from the various journals is reviewed to find out the evidence from different contexts that which areas are gaining the attention of researchers. On the basis of literature review, the first part of study explains how to find out an emerging research area in particular discipline as well as emerging trends in research in different areas of marketing. 2nd part the study focuses on the theory development and argues that the theory development in marketing has been neglected throughout in different paradigms of management. And at the end the remarks of the authors are concluded.

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# Some Emerging Research Areas in Marketing

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## I. INTRODUCTION

The marketing researchers have been very much concerned about the emerging areas of research in the behavioral as well as the structural aspects of Marketing. Many conceptual models have been developed in this regard by the researchers to calculate the outcome of different concepts. The present research paper will be involving two perspectives. In first part of literature review we shall argue that what are several ways of finding out emerging research areas in some field of study. In the second part we shall give suggestions for the new emerging areas in marketing research. The study also contains some discussion about brand management consumer behavior and marketing management.

The most of constructs in brand in early 1990s were just operationally calculated by the researchers and there was no focus on the theory development for certain constructs. Final portion of the paper will provide a bird eye view on the ways of development of some theory which is very important aspects of research.

The changing socio cultural conditions generate many new opportunities for research because when societal norms and cultural values are changed the earlier approved researches are needed to be work upon again. In such situations as this new researcher face difficulty in research because the field becomes wider with these changing upheavals. Current study is fruitful for the new scholars especially in developing countries where the students have least resources to spend on the research activities and to go through the

large research literature to find the emerging trends in marketing. This paper will provide a significant help also to students and practitioners. It will help them in more systematic way as they will be able to work on some theory in a more fruitful way.

## II. LITERATURE REVIEW

Most of the literature existing in marketing is particular to the context oriented research, or the theory testing approach. But with the passage of time new research areas were explored. The new research areas involve not only operating the constructs but also the advancements as well as development of theories. Both of these aspects are discuss following

### a) Indicators for the research areas

It is important to know, how a researcher can find that which are new emerging areas of a particular paradigm are. This question has been researched. For example Guo, Weingart and Borner (2011) Argued that we can have an insight about emerging areas in a discipline from three indicators firstly some specific words are used repeatedly and increasingly. Secondly all of a sudden the new authors in larger number and with larger zeal and zest are attracted towards that area and thirdly the references are cited for different disciplines. This model can be applied to different fields to indicate the emerging areas of research.

### b) Avoid industry specific measures in scholarly research

In above paragraph we have discussed indicators of emerging trends which will help the researchers to locate emerging areas. Here we have to indicate a very important factor which is related to the selection of research area. Researchers have been concerned to know the determinants of different important constructs of consumer behavior which is very important variable of the brand management. The conceptual contribution in this regard is increasing and concepts are becoming industry specific. Some independent variable used for consumer behavior In Mobile phone industry is not valid for some other industry. Lamarre, Galarneau and Boeck (2010) argued that the most important constructs in consumer behavior are the acceptance & adoption, trust, satisfaction & loyalty, attitudes towards mobile marketing and value creation to study mobile industry. Shankar, Venkatesh, Hofacker and Naik (2010) proposed the conceptual framework consists of three

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entities, the consumer, the mobile, and the retailer. The framework addresses related issues such as mobile consumer activities, mobile consumer segments, mobile adoption enablers and inhibitors, Key mobile properties, key retailer mobile marketing activities and competition. But the problem is this, when a single concept has different measures for different industries it will hinder the development of theory for that particular concept (Price, 1972). Our proposition is that researcher should find out the generic determinants of different concepts.

*c) Stakeholders not 4 P's or customer*

Marketing have been encountering different forms of myopia, now a days companies are getting involve in a new form of myopia which can call customer myopia. They are getting so serious to look after the interest of only one external stakeholder i.e. customers. A company should always look after the interest of all stake holders. The need of the stakeholders approach have inspired the researcher, it gave many research questions to the new researchers (Bhattacharya & Korschun, 2007). Hatch and Schultz (2010) in their model have given two dimensions to develop a theory of co creation branding one of those two dimensions was to engage stakeholders. Smith, Drumwrigth and Gentile (2010) reported that only focus on customers and their needs leads to a marketing myopia the best option is to consider all the stakeholders.

*d) Emerging trends in online advertising*

Online advertising is a fruitful media for a company. In Western Europe, United States, and to some extent in Asia the online advertising is emerging as a compelling component of marketing. The importance of some concepts for example search marketing, rich media, contextual advertising, behavioral targeting, social marketing, and video advertising is very much highlighted in research (Boone, Sacci & Glant, 2010). This situation gives direction towards different research questions.

*e) Working Consumers*

Consumers often in the literature are named as producers but this role cannot be taken into account empirically. This is an emerging research area in the consumer's research to raise question about role of consumers. New researcher can identify the general measures of this concept. A little research has carried out in this regard. Cova and Dalli (2009) tried to take into account this particular role of consumers; moreover they argued that the value of market offerings is considered to rely on the immaterial labour of consumer.

*f) Financial impact Due to Brands*

Brand is very much intangible asset of a company; generally it is argued that it worth more than the tangible assets. It has been very much debatable issue how we can calculate? And how much financial

return is generated with the help of these intangible assets? Marketers have traditionally used to create the reflections to calculate such financial returns but still there are ambiguities about the accuracy of these returns. Krasnikov, Mishra & Orozco (2009) found the strong positive impact of brand awareness and brand association among the customers on the financial return of the company, further they suggested that there is a need to develop the better instruments to calculate the financial return. Thus the researchers are having a focus on this issue these days.

*g) Luxury Brands*

Social motivation has been a very big concern of marketing researchers. A continuous research to explore the determinants of social motivation exists in sociology as well as marketing. One of these determinants found in marketing is luxury brand. Research for the luxury brand is an emerging research area in marketing. Wilcox, Kim and Sen, (2008) stress that the more research is required on Luxury brand management for example the consumption behavior in context of luxury Brands.

*Theoretical perspective*

*h) Theoretical tool box sustain the marketing research*

Traditionally it has been considered that the marketing scholars have not taken sufficient interest in the theory development. It becomes a hinderance in the adequate contribution of marketing in the area of strategic management. Marketing scholars have to focus in the development of theory. Connelly and Jr (2011) argued that the theories transaction cost economics, resource dependence theory, agency theory, population ecology, institutional theory, the resource-based view of the firm, upper echelons theory, social network theory, and signaling theory can offer the foundations for sustainability of marketing.

*i) Theory Development*

When we opt for theory development we have two options we can take some grounds for research and come up with the rational findings it is called deduction, another way is to develop a theory is by observations in this method a systematic process is involved. For example Locke (2007) suggested in his study we can develop the theory by starting the game with some philosophical truth in second step we should arrange the data which is collected through observation, on the basis of this data we should formulate a concept, and now at this stage we must have casual evidence for our concept then we should argue from the existing literature for example from other theories or sources, at the end we have to integrate our findings and decide on the boundary conditions for our theory. Advancement of theory always remains an emerging area not only in marketing but in whole management literature.

### III. METHODOLOGY

In this paper we have surveyed the literature and then come up with some of the emerging areas in the research of marketing. The research papers from the last 3 years were reviewed and tried to come up with brief and compact findings which would be helpful for new researchers.

### IV. CONCLUSION

In this paper we have identified different emerging areas of the research in perspective of marketing. And we have arrived at the result that there are so many areas which are still unexplored and it is the source of encouragement for new scholars. To take it as challenge to explore constructs, and play a role in advancement of marketing theories.

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