

Adoption of Holistic Marketing in Corporates

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Abstract

The purpose of this study is to highlight the framework and to signify the importance of holistic marketing in the world of high- technological corporates, this study also helps to get more knowledge about the accessories to get the exposure to enhance their marketing communication and improve their brand image. This study has been conducted with the problem-solving and explorative approach for gathering the research question to get the descriptive type of study. This research has been conducted as a survey study with the help of questionnaire to get the insights of the research topic. Questionnaire included 11 questions. The total expected respondent count was 100 and the total collected count was 100. Chi square test was used in the analysis of data. It revealed that effective advertisement as a strategy in holistic marketing due to its purpose. The conclusion states that the main goal of an organization is to participate in enhancement of the society, there are elements which affect the society directly and indirectly in terms of adopting holistic marketing, holistic marketing approach's primary focus is on social improvement because if society gets benefited then opportunities to serve to society for all also increases.

Key words : *Holistic Marketing, Internal Marketing, Relationship Marketing, Integrated Marketing, Corporate culture*

Introduction

“The whole is more than the sum of its parts.” — Aristotle.

If a company chose a wrong strategy to market its product, then it will cost them vast sum of money, which is why it is crucial that every company must focus on suitable strategy to market the product. Industries are changing very rapidly; in terms of marketing, it adds up the new challenges in front of researchers and marketers. In recent years, the new term was introduced in the marketing, with the purpose of serving the business to hold their position on top of their league in the overwhelm market. This concept is called as Holistic Marketing. Holistic marketing concept was proposed by the Philip Kotler and Kelvin Lane Keller, it is integrated marketing concept. This concept of marketing is new in philosophy, and when it comes to implementing marketing strategies, marketers started using it fairly lately. Holistic marketing approach has recently getting accepted and preferred by the marketers because of immense increase in the competition in the market where each and every business is trying to maintain the brand image and to reach the minds of its consumer.

According to this concept of marketing, a business is not just a coalescence of sector that should operate independently. Instead, all of its parts and sectors should endeavour towards the same objective

and aim, and marketing should be embracing in all of them. Holistic marketing is a marketing strategy that considers the entire business. It sees a business as one entity. As a result, it gives a shared aim and focus for each and every activity inside a company and to each one linked with it. Holistic marketing imagines about a business's position in the outspread society. And all the distinct marketing channels as a one system. In this approach, a company with different departments gather together. As a result, departments come together to perform the interconnected marketing activities or project. Holistic marketing creates a unified and optimistic perspective which helps in building the business image. thus, it encourages and motivate the customers to purchase the products or services of our own business rather than going to a competitor. viz. R&D, Marketing, Finance, HR, etc. An organization will have different departments like HR, sales and marketing, finance and accounting, R&D and product development and finally operations.

Thus, if you want to perform or implement a holistic marketing concept in your organization, then you should ensure that the company's R&D and product development take the opinion and feedback from marketing and sales to launch the product which is most likely to lure the customers. On the other hand, company needs to work precisely with accounting and finance department to find out the exact budget to launch the project without facing any issue. marketing and Sales need to communicate to the HR department to get the right kind of people that they need in organization to carry out the project without any problem, and finally, admin and operations need to formulate a plan to hire and retain these people. Thus, in the above discussed manner, company get the right product at a right price with the right profits. Along with this organization will get the right people who will market the product in the right manner to right customer segment.

Literature Review

Literature review is base for the research (Lewis, Saunders and Thornhill, 2000). Literature study is an important part of every study. Actually, literature review is the foundation of the project and it is built upon and it reinforce the objective of study to develop the existing knowledge. It potentially decreases the risk of missing out on previous known knowledge and ultimately helps the reader to clarification of complex concepts to adopt the upgradation of the study which occurred in over time. This chapter includes the theoretical framework and review of the holistic marketing practices, business characteristics as well as external environments.

- ∞ (James, 1984), has explained Holistic marketing as a strategy which is inter-related and organic process which is builds on team-oriented approach to achieve an organizational goal.
- ∞ (pop and lorga, 2012), has says that the appearance of the holistic marketing concept at the third millennium was the new backbreaking in the field of practice and theory of marketing.
- ∞ (teredor et. al., 2014), has defined holistic marketing as a fundamental plan of action in order to accomplish the combination in term of both of balanced performance and quality management.

- ∞ (Lucassen and Jansen, 2014), defined Holistic marketing as constructing a satisfactory long term and mutual relationship with the primary elements dealing with an organization in order to maintain and win the activities.
- ∞ (Magdolen, 2010), observed that Holistic marketing is an effective concept, means that every term in the marketing is important, as it is an approach which is based on discovering and linking the different marketing activities together, and every new strategy depends upon management quality and marketing skill.
- ∞ (Pop & Vladoi, 2009), defined holistic marketing as an expansion of application of various processes and practices interrelated in the area of marketing.
- ∞ (Agarwal, 2012), The holistic marketing is an approach which takes into account that all the parties related to the business organization like customers, employees, suppliers, society and environment too.
- ∞ (Purcarea & Ratiu, 2011), Holistic marketing is a marketing strategy which sees and reflects organization holistically, so that every aspect of the business would be taken into consideration precisely.
- ∞ (Gligorijevic, 2006), The development and growth of business concept in any region is being followed from the marketing to holistic marketing and also brand building and brand management in various research.
- ∞ (Kotler & et. al., 2009), defined Holistic marketing as a strategy and approach of marketing, which is helpful for trying to discover and coordinate between the fields and difficulties in the marketing.
- ∞ (Govindarajan,2007), the approach of holistic marketing requires the wider view of marketing strategies that involves development of marketing processes, marketing activities and marketing programmes which help the product in marketing.

Objective

- Establish the impact of internal and external marketing strategies on market share and product quality.
- Establish the relationship between holistic marketing and customer's satisfaction towards the product or service.
- To establish the healthy relationship between the shareholders, suppliers and investors to get monetary benefit to grow the organization.
- Establish the moral and principal image in the society by helping the community to grow.

Research Questions

This study is processed by exploratory approach to validate the research hypothesis and answer the following question:

- i. How effective advertisement left impression on consumer's thinking ability?
- ii. What can be the purpose to conduct effectual the advertisement?
- iii. How constructive advertisement is beneficial for an organization?

Hypothesis

H0: Effective advertisement as a strategy in holistic marketing is due to its purpose.

H1: Effective advertisement as a strategy in holistic marketing is not due to its purpose.

Components of Holistic Marketing

When a company wants to implement the holistic marketing concept correctly, every activity needs to be implemented properly because they need to make efforts to get their things done or achieve the organizational goal. This marketing strategy is designed in the way that it includes the each and every one related to it, might be customer, might be employees, and uniting them together with reminding the social responsibilities of the organization.

There are 4 components, to this marketing process:

- Relationship marketing
- Integrated marketing
- Internal marketing
- Socially responsible marketing

Importance

Here is discussion about what significance Holistic marketing possess:

Brand Building

In this emerging world customers are getting smarter and they are changing their mindset and habit towards the product. They are not only just concerning the product alone but also; they are looking for brand. Here holistic marketing encourages the organization to build their brand image among the customers as well as investors. In every business good relationship between customer and organization

means everything. Good and healthy relationship keeps customers coming back to the same organization for long time which ultimately adds up the profit and loyalty to the organization, and satisfied customers can also free mouth to mouth marketing which is helpful for the company goodwill, which will help the brand to maintain the image in the market.

Consistency

Consistency is important key to sustain in the market for long term. Holistic marketing approach helps an organization to maintain the good relation with their shareholders and investors by the unified communication approach because if they maintain the communication in continuous form then they will automatically confirm the profitability due to good relationship.

Efficiency

When every aspect of business is taken care, it becomes easier to reduce or even eliminate the repetition in the activities, it becomes more efficient, and saves companies time and money. The efficiency can be seen from grabbing the opportunities and spotting the potential threats to the organization.

Common Goal

All the services, processes, departments and other business activities should be directed towards the common goal. Holistic Marketing approach contemplate that business and all of its activities should focus on towards a single common goal to achieve the great customer experience.

Research methodology

This research is grounded on primary data and secondary data. In order to get the primary data, online questionnaire was circulated. This study is quantitative in nature. This research involves the data collection, data cleaning, data sorting, data processing with the help of Chi-square Test. This data was collected from the 100 respondents of different background and different age group.

Data Analysis

After collecting the data, it needs to be processed in well-mannered to get the desired results. So, here we discussed the responses collected from the research.

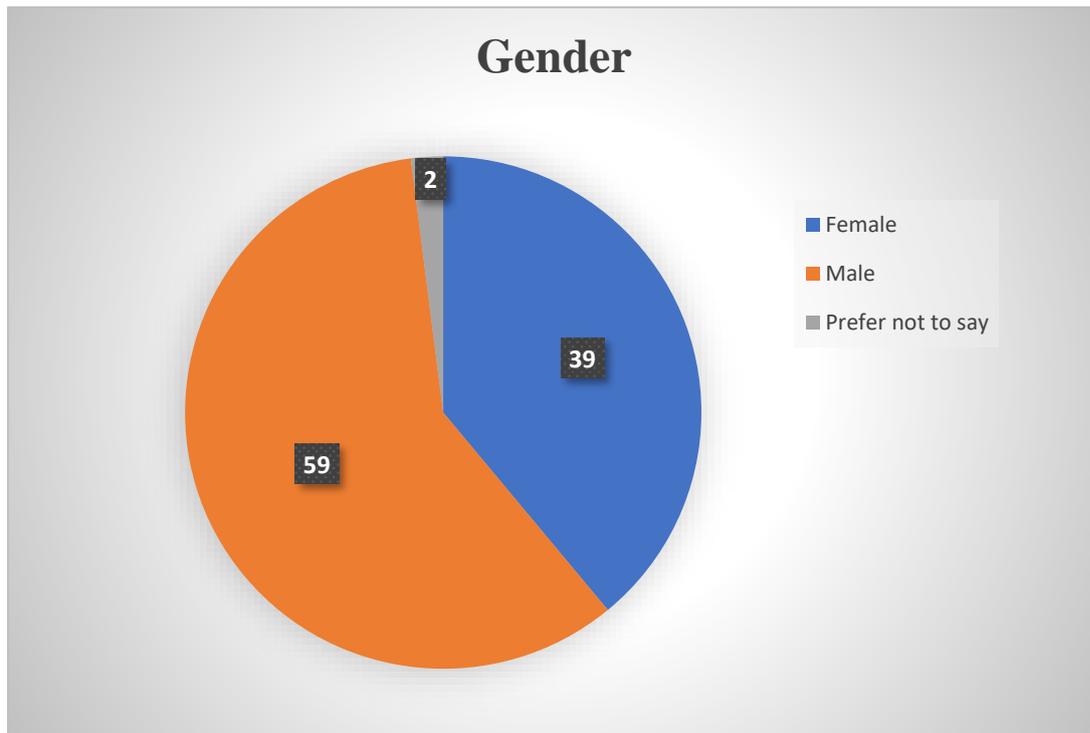


Fig. 1 Gender of the respondents

Explanation:

In conducted research, we asked 100 respondents with the help of well-organized questionnaire to share their views about the research and we got 100 responses, after getting their response we come to know that the from 100 respondent 59 i.e. (59%) were male, also we got 39 i.e. (39%) respondents as Female, and we found that 2 i.e. (2%) of respondents said they do not prefer to reveal about their gender. (Fig. 1)

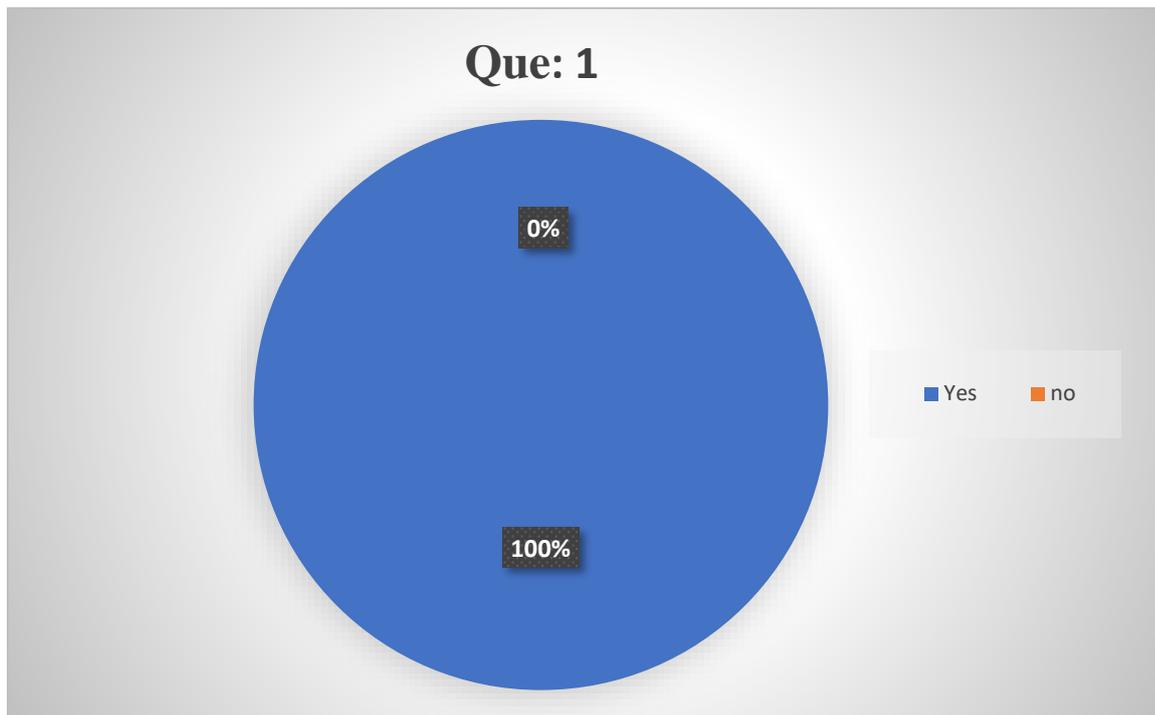
Question 1.

Fig. 2: Q.1- Do you think the holistic marketing is useful for small companies as well as corporates?

Explanation:

The first question of the research questionnaire was to know about what are the insights of the respondents about holistic marketing regarding its characteristics it possess about the small companies as well as corporates, how HM differs from small business to large businesses. After collecting opinions, study found that the 100 out of 100 i.e. (100%) respondents agreed that holistic marketing will create and it will implement the unity as well as strength in the organization. As we have discussed the importance of holistic marketing in point 1.4.4 that HM possess the characteristics of having a common goal, which ultimately helps an organization to achieve the end goal with the clear vision.

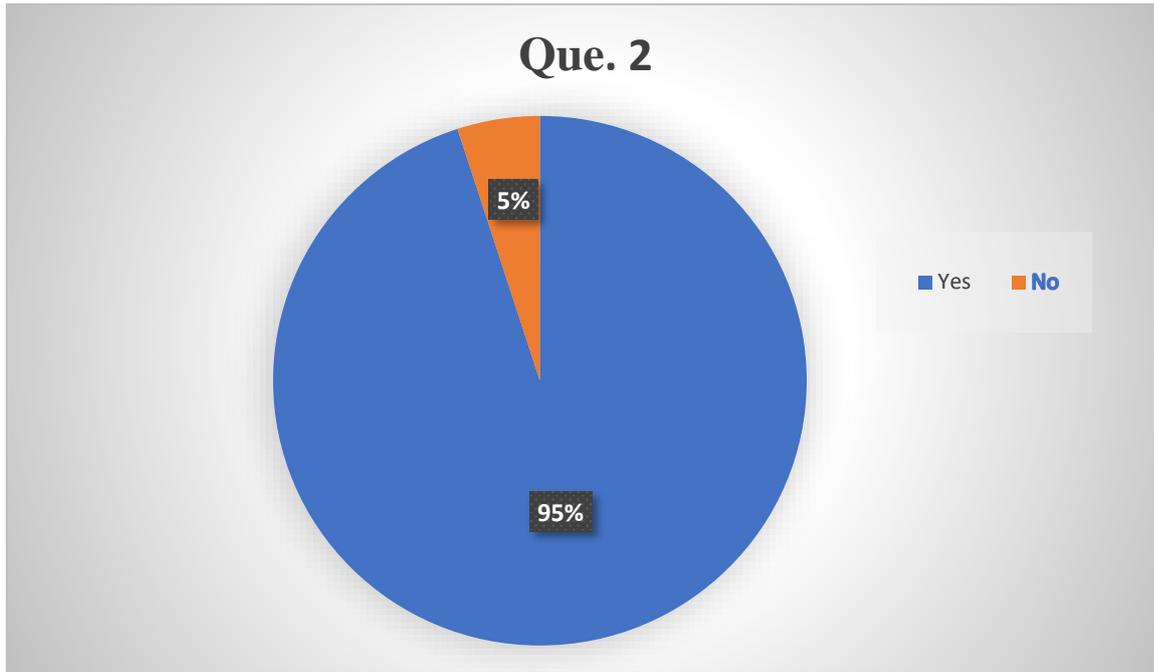


Fig. 3: Q. 2- Do you think effective advertisement which includes emotion, is really useful strategy in holistic marketing?

Explanation:

The second question of the research was to know how holistic marketing actually works with the concept of integrated marketing as study wanted to know about the efficiency of the IM. So, we asked the respondents that what they think about the relationship of integrated marketing and holistic marketing as advertisement is a part of IM. After collecting the results, we come to know that the 95 i.e. (95%) of the respondents think that advertisement which includes emotional value in it is supposed to carry more attraction towards the org. or towards the products as they can also relate the advertisement. And on the other hand, 5 i.e. (5%) respondents disagree with this concept. According to them, they will buy the product which possess different kind of traits but it is not really necessary that product must possess the emotional value.

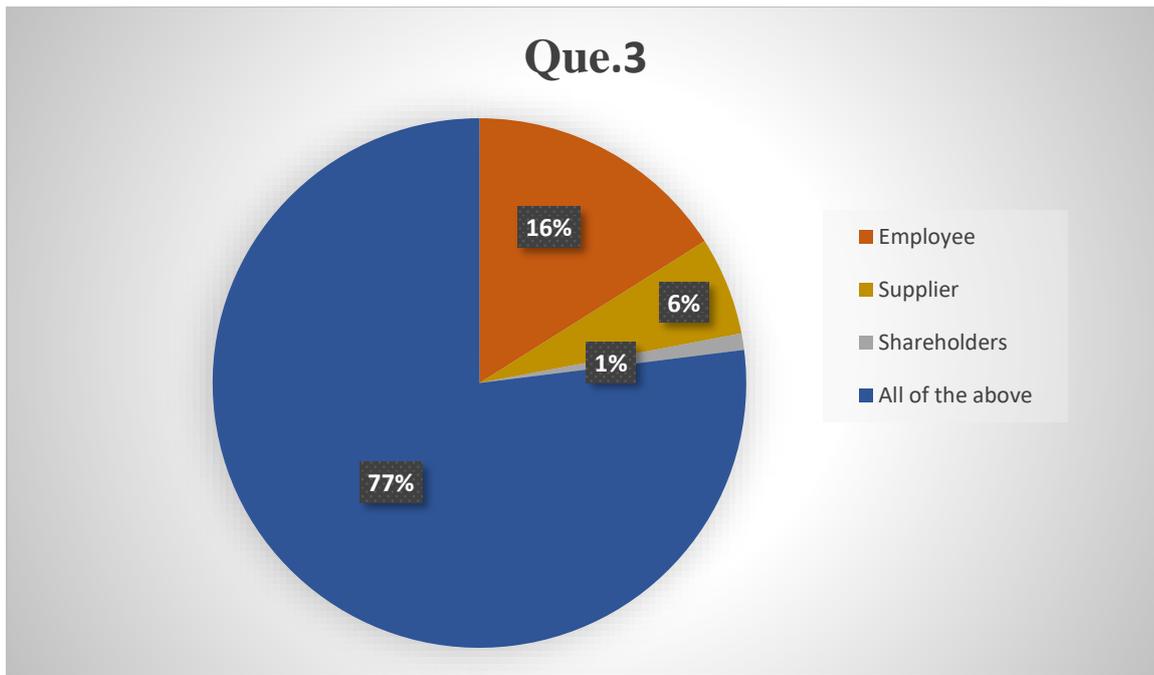


Fig. 4: Q. 3- According to you, Internal marketing in holistic marketing is beneficial for whom from the following?

Explanation

The third question on the research was about internal marketing, how an internal marketing is beneficial for the organization to get more output from every entity related to it. Internal marketing basically is a maintaining the relationship inside an organization or the relationships which are stuck to it for the purpose of help the organization to achieve the end goal, it is related with the employees, supplier or the shareholder who supports the organization. When we collected the opinions, we come to know that the 16 i.e. (16%) respondents said that this concept is helpful for employees who works for their company, 6 respondents i.e. (6%) people said that this concept is beneficial for the suppliers who supply the material to the company. Then 1 i.e. (1%) respondents says that internal marketing is good for their shareholders who are the owners of the company, because good communication is needs to maintain healthy relationship towards the company. Whereas 77 i.e. (77%) respondents conclude that to maintain the peaceful environment in the company leads to the growth of an organization so it is necessary to keep good interrelation in the company with each entity which sticks to the company.

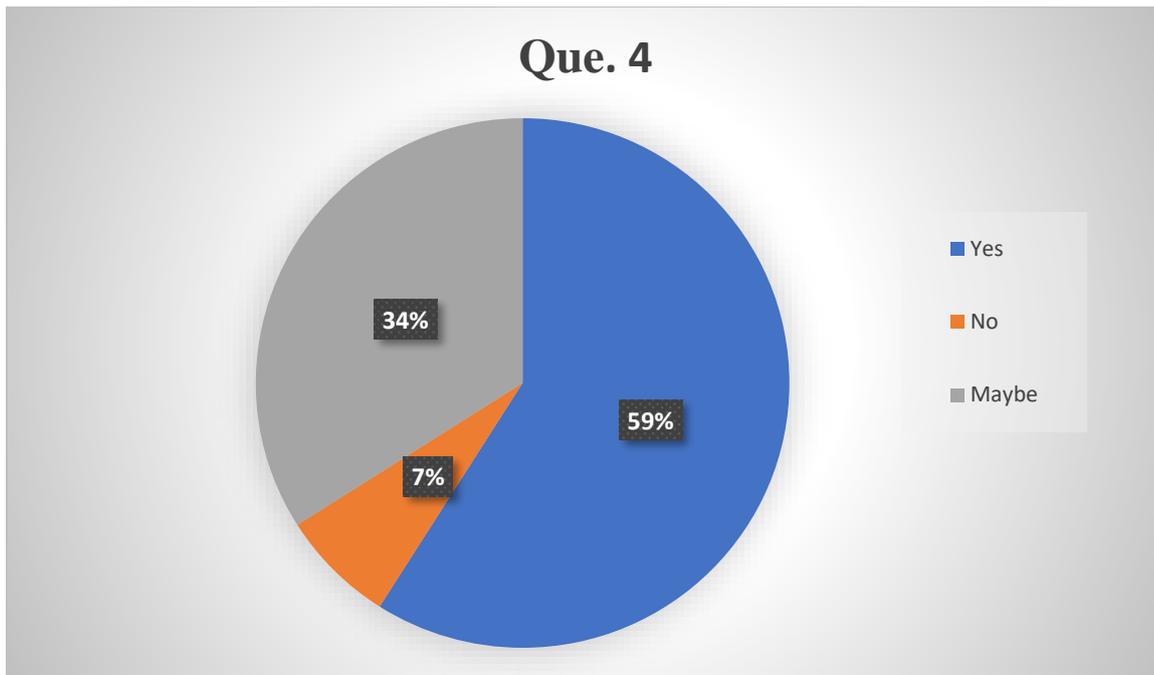


Fig. 5: Q.4 - Do you think the holistic marketing is helpful to avoid business conflicts?

Explanation

Question no. 4 was asked regarding to the conflicts which happens due to the implementing the holistic marketing in the organization. If people gather from different background and from different mentality then it is sure thing that there will be a rise of conflict between them due to miscommunication or due to misunderstanding, here we asked our respondents to give their views. From 100 respondents, 59 i.e. (59%) of respondents says that yes, holistic marketing helps in avoiding the conflicts and bias in an organization. And 7 respondents i.e. (7%) of them says that no, holistic marketing does not help in avoiding conflicts in the companies. Further 34 i.e. (34%) respondents says that there are plentiful chances of conflicts happening or not happening in the company, its ultimately depends upon the organization to organization how they handle the employees and how they carry out their programmes in their organization related to implementation of holistic marketing.

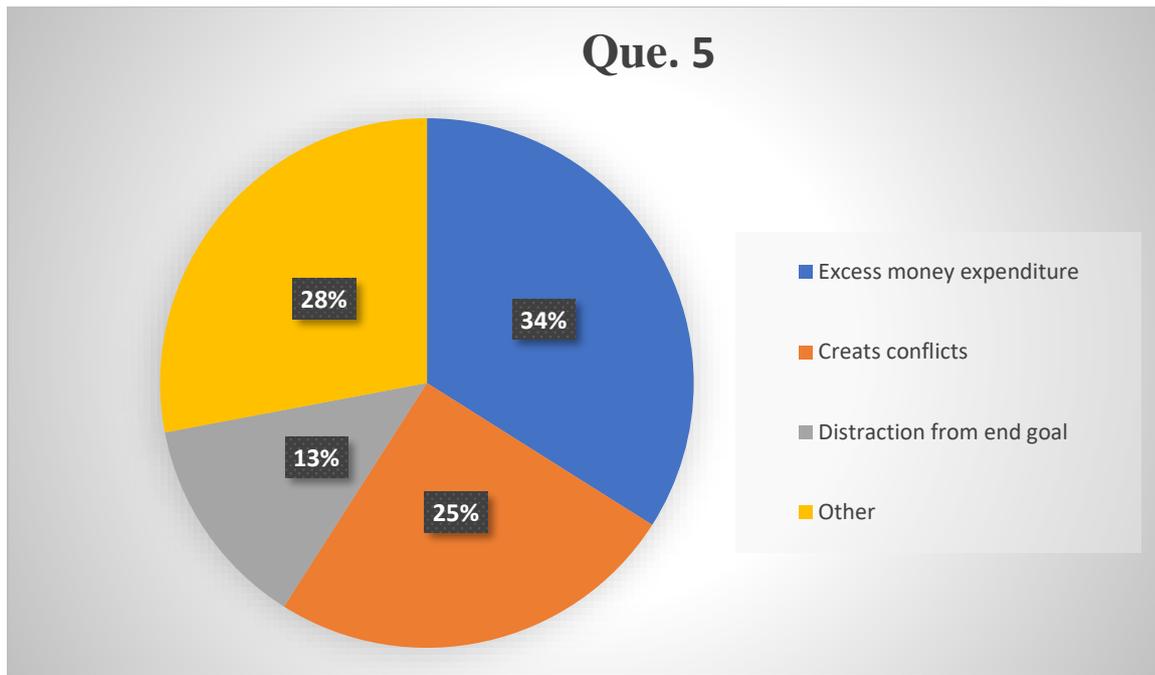


Fig. 6: Q.5 - According to you, what can be the threat to an organization if they adopt holistic marketing?

Explanation:

In the next question, when asked to the respondents about the threats which can be arise in the organisation then we have collected the following data which shows different scope of an organization which can be appear. So, after collecting the data we come to know that 34 i.e. (34%) of the respondents says an organization may face excess money expenditure can be the threat to the organization. 25 i.e. (25%) of respondents says that there will be creation of conflict if they try to implement holistic marketing in the company. Further discussing 13 respondents i.e. (13%) of the people assume that the employees and the worker of the organization may face the distraction from the end goal if they try to implement the holistic marketing in their organization. And 22 i.e. (22%) of the responded that there are many chances that the company might face an issue rather than discussed above.

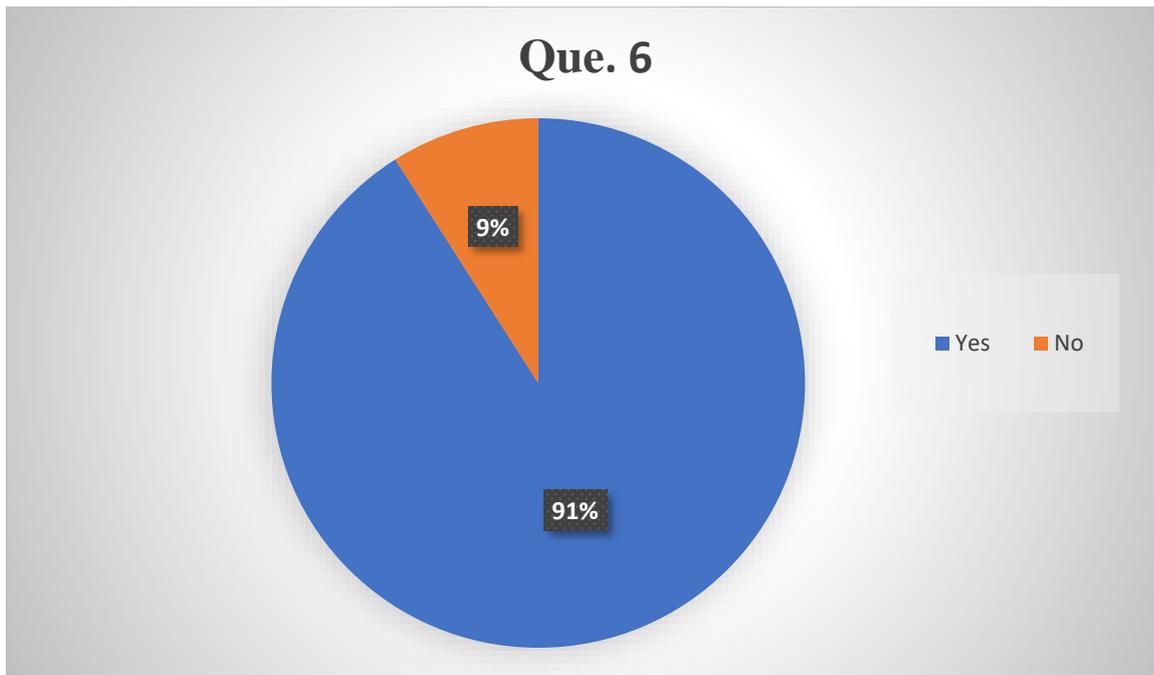


Fig. 7: Q. 6 - If we try to implement the holistic marketing in the business, do you think business will grow with monetary as well as non-monetary benefits?

Explanation:

In the next question regarding the holistic marketing was the benefits which an organization can get maybe monetary or non-monetary, as a result of collected data, questionnaire says that, 91 i.e. (91%) of the respondents assume conclude that the company get monetary as well as non-monetary that is it receives the profit as well as non-monetary benefits like goodwill and brand image which helps company from every edge, which helps company to grow in any instances. Whereas, 9 respondents i.e. (9%) of people says that they are not sure about what kind of benefits company will get if they adopt holistic marketing approach.

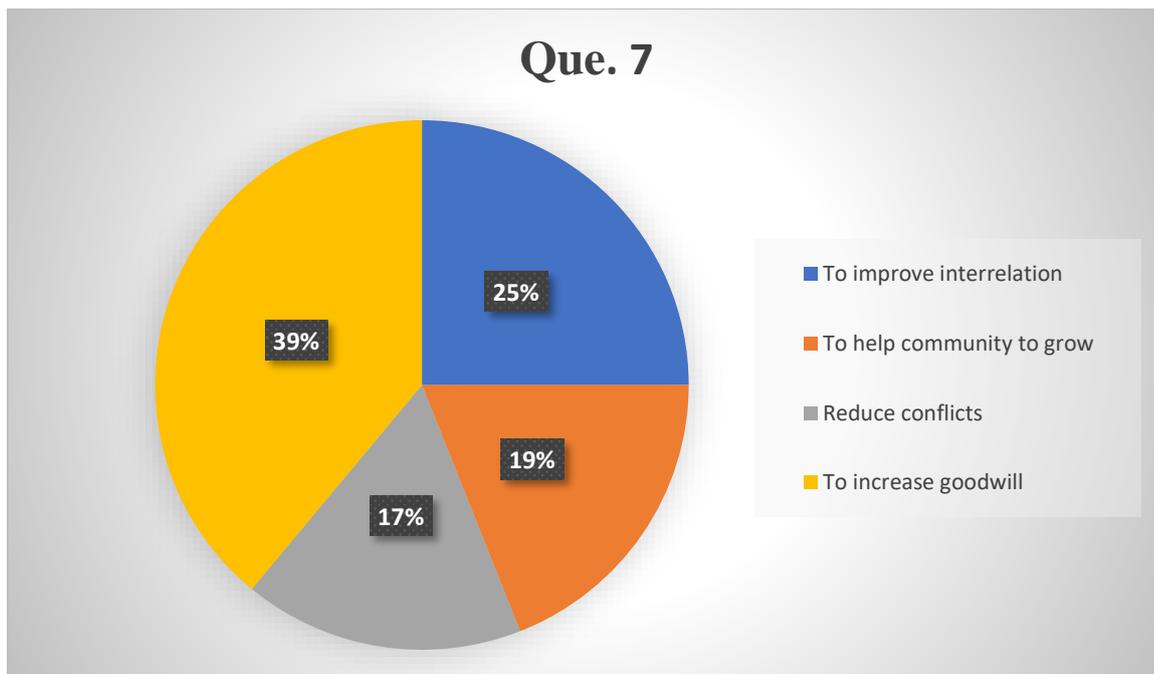


Fig. 8: Q. 7 - What can be the main purpose of holistic marketing?

Explanation:

In the previous discussion on the holistic marketing, we saw the main objectives of the HM in the point No. 1.3 so, further in the next question after asking about the purposes of the holistic marketing we collected some results regarding to it those are as follows: 25 i.e. (25%) of the respondents says that the main purpose of the holistic marketing can be improvement in the interrelationship within the company which reduces the conflicts. Then, 19 i.e. (19%) of the people says that main objective of a holistic marketing can be helping the community to grow. Then, 17 i.e. (17%) respondents assume that the purpose of implementing the holistic marketing can be related to reduction of the conflict between every entity related to an organization and maintain healthy environment around them. Further, 39 i.e. (39%) of respondents conclude that there is main purpose of implementing holistic marketing is that each and every organization which is at greater position in the market they can focus on the achieving goodwill with the help of various activities.

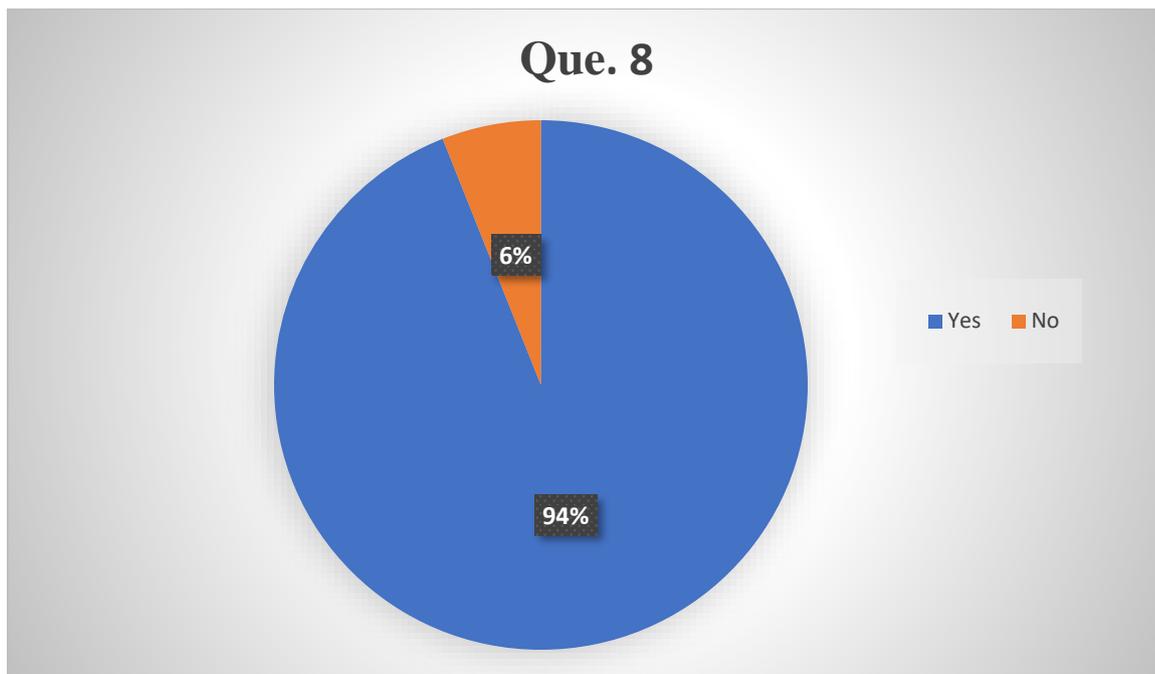


Fig. 9: Q. 7- Do you think holistic marketing will help the corporates to grow at its extent?

Explanation:

In the last question of the questionnaire, research found that there are pros and cons of every marketing strategy, same case with the holistic marketing. It possesses both, the benefits as well as drawback with it. So, when circulated the questionnaire 94 i.e. (94%) of the respondents says that there are plenty ways that an organization can implement to achieve desired goal. Whereas 6 i.e. (6%) of the respondents concluded that there are less chances that one organization can achieve the end goal of an organization by conducting and implementing holistic marketing approach. so, eventually it is organization who can carry out activities in the order they actually need.

Analysis and result

	Reduce conflict between employees	To Help community to grow	To improve interrelation	To increase in goodwill	Total
Yes	15	18	24	38	95
No	2	1	1	1	5
Total	17	19	25	39	100

(Table: 1)

The study discusses about the bifurcation of the statics which are used to calculate the result of given hypothesis. The above table shows that the 95 i.e. (95%) of the people concluded that the effective

advertisement or the advertisement which contain emotional value to it makes the impact on the mindset of the consumers and lure them towards the organization. Whereas, 5 people i.e. (5%) of the respondents says that effective ness or the emotional value contained advertisement does not impact the consumers, there are other factors which impact the mindset of those consumers. And questionnaire asked them about what can be the purpose of the adoption of the holistic marketing in an organization, then study gets the following responses:

The people who say holistic marketing can be helpful to reduce conflict between employees were 17 i.e. (17%) in count which of them 15 were agreed to effective advertisement and 2 were disagreed to effective advertisement concept. 19 i.e. (19%) people said that the holistic marketing concept will help an organization to make improvement in themselves by helping the community to grow. Which of them 18 people said yes to the effective advertisement and 1 people said no to the effective advertisement being implemented in the market. Then 25 i.e. (25%) of the respondents says that the holistic marketing concept is useful to improve the interrelation in an organization from those 24 respondents agreed to the effective advertising strategy and remaining 1 respondent disagreed with the approach of effective advertising. After that, 39 i.e. (39%) of the respondent conclude that the main aim of implementing the holistic marketing can be helpful for increasing goodwill in the market, it is important to create a good image in the market. 38 of them suggested that the effective advertising is helpful for the business to lure the customer. On the other hand, 1 respondent reject the above opinion. (Table: 1)

	Observed(O)	Expected(E)	O-E	O-E ²	O-E ² /E
Advertising Yes and Purpose to reduce conflict	15	16.15	-1.15	1.3225	0.08188854489
Advertising No and Purpose to reduce conflict	2	0.85	1.15	1.3225	1.555882353
Advertising Yes and Purpose to help community to grow	18	18.05	-0.05	0.0025	0.0001385041551
Advertising No and Purpose to help community to grow	1	0.95	0.05	0.0025	0.002631578947
Advertising Yes and Purpose to improve interrelation	24	23.75	0.25	0.0625	0.002631578947

Advertising No and Purpose to improve interrelation	1	1.25	-0.25	0.0625	0.05
Advertising Yes and Purpose to increase goodwill in the market	38	37.05	0.95	0.9025	0.02435897436
Advertising No and Purpose to increase goodwill in the market	1	1.95	-0.95	0.9025	0.4628205128

(Table: 2)

Total of observed = 100 , Total of expected = 100 , Total of (O-E) = 0 , Total of (O-E)² = 4.58, Total of (O-E)²/2 = 2.180 ,Degree of freedom = 3

A chi-square test was conducted to get the results of the implementation of effective advertisement in the holistic marketing with their purpose. From the test we found that the $\sum (O-E)^2/E$ is 2.180 which is less than the chi-square static which is 7.81. The value of degree of freedom was 3 And after further calculating we got P value as 0.53 which is greater than the alpha value 0.05, that means in this case we accept the null hypothesis, which says effective advertisement as a strategy in holistic marketing due to its purpose. (Table: 2).

Conclusion

Holistic marketing is a wholesome and perfect marketing strategy which sees part of business or an organization as a whole, so it is becoming the trend now to implementing the holistic marketing and carrying out activities related to it in the business or in organization. This marketing concept includes both the strings, its ultimately depend upon the org. how they carry those activities out, this can be helpful or can create any kind of conflict in the business.

Organizations should engage in entertaining the demands of the customers also maintain the healthy relationships with the partners and shareholders to maximise the profit and to build the brand image which helps an organization in long-run, if all corporations adopt the holistic marketing with the healthy environment and not just a mission of profit maximisation and carry out the activities with the help of good governance then it will not only good for short term profit but also helpful for long term benefits. Benefit of this overall regulatory strategy is a definition of stakeholders as this strategy sees every aspect as a one. An organization should communicate with their customers to understand and solve their problem, which helps building the healthy relationship between organization and the customer. Also, the business should not neglect their internal customers i.e., employees, they are the main pillar in the business due to which growth happens in an organization. The main goal of an

organization is to participate in enhancement of the society, there are elements which affect the society directly and indirectly in terms of adopting holistic marketing, holistic marketing approach's primary focus is on social improvement because if society gets benefited then opportunities to serve to society for all also increases. It is difficult to adopting a holistic approach into the corporations because vast nature of this approach, it'll take years even decades to actually implement this concept into organization but if an organization practices it properly then the results and returns of this approach is unimaginable.

While implementing holistic approach in the business, the triple bottom line theory should be kept in the consideration because it will help an organisation to carry out other strategies seamlessly as it helps in implementing the components of the holistic marketing. Discussed above about the hypothesis which tells effective advertising makes impact on organization's profitability, and It also depends upon the main purpose why one organization wants to carry that activity, therefore if any organization wants to implement some activities in an organization, they must be aware about its purpose and its consequences to bear it and maintain the quality of it till the end.

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