CHAPTER THREE
3.1 MARKETING MANAGEMENT

Marketing, as a discipline, has been making significant contribution as an agent of social change and on the development of human well being. If properly used it is an effective means to enhancing Quality of Life. In its formative years American Marketing Association defined marketing as "the process of planning and executing the conception, pricing, promotion and distribution of ideas, goods, and services to create exchanges that satisfy individual and organisational objectives" (Bennett, 1965). Kotlar (1988, p.11) said, "marketing is a social and managerial process by which individuals and groups obtain what they need/ want through creating and exchanging products and value with others."

3.1.1 Evolution of Marketing

During the early part of this century marketing was founded as a branch of applied economics devoted primarily to the study of distribution channels. The functions of marketing involved organisation-client transactions in relation to any defined group of buyers and sellers for any product or service. In course of time marketing has undergone dramatic changes in it's coverage and focus. (Bartels 1976). Gradually, it has taken on the character of an applied behavioural science that is aimed at understanding buyer and seller systems involved in any transaction. Today, marketing's primary focus can be viewed as enhancing human well-being. Kotlar and Levy (1969) proposed that "marketing is a pervasive societal activity that is applicable beyond the traditional
business arena. It can be applied in any organisation that can recognise a group called "customers". Every organisation is involved in marketing whether or not these activities are recognised as such. That's why, even political parties have today found the necessity of marketing their ideologies to their respective clientele or beneficiaries. Advancing this perspective further, Kotlar (1980) emphasised that "marketing contribute to Quality of Life through an exchange process. Marketing is specially concerned with how transactions are created, stimulated, facilitated and valued. In fact, transactions occur between buyers and sellers; organisations and clients, or in general, between any two parties. The things of values need not be limited to goods, services, and money; they may include other resources such as time, energy and feelings."

In other words, marketing is relevant in all situations where one can identify an organisation, a client group or any social unit seeking to exchange values with other social units. This normative perspective broadens marketing's role as an agent of social change. Thus, there is a significant shift in the discipline's orientation, from one of enhancement of marketplace transactions to one which centers on Quality of Life improvement. (Sirgy, Samli and Meadow, 1995)

3.1.2 The Marketing Concept

People at times mistakenly think that marketing and selling are synonymous. In fact, there are vast difference between the two activities. The prime difference lies on the focus. "Selling orientation" relies heavily on the promotional activities to get the offerings accepted without much of concern about the consumer. However, "marketing orientation" emphasises on the customers' needs and therefore, gears the activities of the firm to satisfy those needs as efficiently and effectively as possible. In particular, the marketing concept treats "the customer as the kingpin" and here much emphasis is placed on customer satisfaction. To quote Kotlar (1980, p 16) again, "the sensitive marketer has to take responsibility for the totality of the outputs created. They should not be indifferent to the negetives they create in the process of goal achievement." Marketing can be channeled towards those activities which can enhance the Quality of Life.
In this chapter we shall now discuss how marketing has been influencing the various facets of life in specific reference to the Indian context.

3.2 ROLE OF MARKETING IN QUALITY OF LIFE: SOME CRITICAL EVALUATIONS

The impact of marketing on society has been an issue of debate since the inception of this field. Interestingly its contribution is viewed as both advocacy or an adversary type. The adversary position is based on the assumption that the objectives of the marketers are radically different from the society. For instance, profit motives of business is evidently contrary to the public interest motives of the society. Sheth, Gardner and Garrett (1986, p.197) opined that "process of market transaction, with its focus on creating and distributing economic values between buyers and sellers, is considered incompatible with the broader issues of resource utilisation and present versus future generation perspective inherent in society. Also, the marketer utilises various tools and techniques to influence consumer, competitive behaviour, and managerial control, which are sometimes looked upon as undesirable from the societal perspective".

The advocates of Marketing argue that "marketing has a positive effect on the Quality of Life of people by facilitating the acquisition, possession of goods and services through improvements in various factors like choice of options, level of quality, ease of shopping, better packaging, easy credit terms and favourable terms of sale etc. It enhances the quality or standard of life through facilitating, developing and alluring consumers through new offerings and life satisfaction, in general.

3.2.1. Effect of Marketing on Indian Life

The quality of many products that we use in our day to day life has improved. For example, till recently any housewife used to buy loose cooking oil from the grocery shops. There was no standardisation for the oil sold and sometimes it was even
adulterated. Now we have many brands, like Saffola, Dhara etc. which ensures certain standard quality of oil. The same situation existed with many other grocery items.

Change brought by marketing has eased life in many ways. Earlier works which used to take a lot of time and same activities can now be done with lesser efforts. A housewife earlier remained busy in doing the household chores. But now gadgets like mixers, cooking ranges, washing machines, dish washers, help her to save a lot of time. With the introduction of gadgets or machines, general standard of living has improved a lot. Even in the villages the concept of solar cooker, for example, has caught on and this has led to a better life and also to conservation of energy.

People have become more health conscious. Even about drinking water people are very cautious. Brands like Aqua Guard, Zero B have found a lot of demand. Cholesterol free oil, fat free butter, saccharine free sugar, health drinks like, Protinex and Complan have a distinct market base. Standard of living in terms of health also has improved.

3.2.2. Effect of Marketing on Work Life

Marketing played a very important role in upgrading the standard of living over the years by creating and stimulating a desire for efficiency in work life. Generally speaking, routine work has become much simplified. Thus the quality of work life have improved. Today every business is trying hard to become friendly with its customers, offer them efficient service. Sectors like, bank, railways, airlines etc. have computerised their operations. So now we do not have to run from one counter to another. Similarly, stylish furniture, photocopiers, fax etc. make the work place more elegant and efficient.

Indian cities are spreading rapidly and people has to commute larger distances and city transport has become an important aspect of the work life. Marketing have found a great opportunity for fuel-efficient vehicle on the road.

The quality of work life in rural India has also considerably improved. The physical labour involved in agriculture activity has reduced with the advent of machines
like tractor, tilling machine etc. A host of machines are now able to do different kinds of jobs.

3.2.3. Marketing and Recreation

Marketing has greatly expanded the recreational avenues of people. The entertainment industry is now trying to follow the essence of marketing - i.e., identifying proper needs and satisfying them through suitable programmes. The most easily available form of recreation today is television. Anything happening anywhere in the world like sports programmes, fashion shows etc., are brought to us live through different sponsored programmes. The viewership rates for major events like the World Cup football or Cricket, Wimbledon tennis, Olympics has grown to mind boggling proportions, all thanks to sponsorship by major commercial organisations like ITC, MRF, Reliance, Coca-Cola etc.

As the pace of life is becoming fast and the cities are getting more crowded, people want to get away from the daily routine. Today hotels are not just eating places, but a place where a family can spend the evening together in a relaxed mood. For those families which want to spend a fun-filled day out, we have recreation parks. In India, we have now many resorts, each one trying to suit different budgets. Different types of health resorts, beach resorts, summer resorts etc., are being offered in attractive packaging. Many hill stations boast of cable cars, skating rings, boating etc. and they are all catering to the fun loving, and the weary city dwellers.

3.2.4. Effect of Marketing on Acquisitiveness and Possessiveness

Belk (1985) opined that “acquisitiveness is the desire to gain mastery or control over valued objects. Posseessiveness is the desire to retain exclusive control over valued objects”. Both these traits attach a sense of personal identification with the object to call it "mine" or "ours". Material prosperity is increasingly looked upon as a symbol of
outward expression of one's success in life. Premium automobiles, clothing and accessories, home appliances etc. are some of products viewed as such symbols. There are brands like Onida TV, Titan watch, BPL refrigerators, etc. which have acquired certain status symbol. People like to wear good clothes and look good. Demand for jewellery, designer gents suits and designer sarees has been increasing. The institutions of fashion designing, garment technology and beauty parlours have come up.

Marketing is instrumental in increasing material aspirations of people. Material possession has been on the rise due to the innovative new products, their aesthetic and functional features, easy credit terms, favourable terms of sale and attractive advertising. Innovation in marketing are instrumental in making many products which were earlier perceived to be luxury have now turned into necessities in the consumer's perception. For instance, refrigerator, television, two-wheelers etc. have now become part of life of middle class people.

Wide range of kitchen wares and variety of consumer durables are now available in the market. The demand for home furnishings, handicrafts, ivory or brass decorative pieces, etc., are much in demand. The craze for acquisition and material possessions have engulfed all section of people. Interestingly, there is a significant change in the way people look at debt. Credit purchase was an anathema in traditional Indian society. But this perception has changed among the upper and middle income people as evident from increasing tendency to acquire durable items on instalment payment schemes.

3.2.5. Effect of Marketing on Self Development

Another noticeable trend these days is the growing interest in self-development. The rise of computer education, tutorial college, courses in languages, vocational training, proliferation of institutions in fine arts, music, dance, painting, etc. are testimony of this trend. The demand for professional and higher education have also been on the rise. The success of NIIT is an example of how marketing has encashed on the desire for self development in our society.
A Summary of Positive Impact of Marketing on Quality Of Life

<table>
<thead>
<tr>
<th>DOMAIN</th>
<th>POSITIVE IMPACT</th>
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<tbody>
<tr>
<td>1. Material possessions</td>
<td>• Wider choice and better quality products available than earlier.</td>
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<td></td>
<td>• New, expanding markets fuel economic welfare.</td>
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<td>2. Recreation</td>
<td>• There is an increasing realization of the value of leisure.</td>
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<td>• Family life is helped by the getaways to recreational vistas.</td>
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<td>• The mental and physical well being of people is enhanced.</td>
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<td>3. Family Life</td>
<td>• Time-saving devices making life easy.</td>
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<td>• Emphasis on convenient, comforts and elegance.</td>
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<td>4. Work Life</td>
<td>• Machines in work situations offer time-saving or tasks become error-free.</td>
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<td>• Many innovative products are making work life efficient.</td>
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<td>5. Health care</td>
<td>• Social marketing increases awareness of diseases /cures.</td>
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<td></td>
<td>• Advanced medical treatment is now widely available.</td>
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<td></td>
<td>• Several health insurance schemes.</td>
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<td>6. Social life</td>
<td>• Wide range of entertainment media now available.</td>
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<td></td>
<td>• Greater mobility offered due to better transport modes.</td>
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<td>7. Self-Development</td>
<td>• More educational opportunities.</td>
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<td></td>
<td>• Emphasis on yoga, and meditation.</td>
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<td>8. Central and local govt.</td>
<td>• Private initiative leads to break administration up of monopolies, better service.</td>
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<td></td>
<td>• Greater awareness generated by press, media and advertising.</td>
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<td>9. Other environmental</td>
<td>• Better telephone / utility services/conditions</td>
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<td></td>
<td>• Better awareness about pollution control, conservation of energy, ecological balance and overall better Quality of Life.</td>
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3.3 NEGATIVE IMPACT OF MARKETING ON QUALITY OF LIFE

Critics of marketing have pointed out the negative consequences of marketing in one’s life. Public skepticism has been aroused towards many of the functions of the marketing system: especially advertising, sales promotions, packaging, labelling, pricing practices, role of distribution channels, dealers behaviour, customer relations, methods used in product differentiation etc. It has reflected on elements of the marketing structure: particularly on the advertising media, trade channels, etc. The quality and prices of many goods available in India are in question.

The critics say marketing responds primarily to the affluent and urban consumers. Unconstrained promotion, indiscriminate use of mass advertising, expensive packaging and adopting many unethical practices create imbalances in society, interferes with the normal pace of development, creating frustration, envy and promoting conspicuous and wasteful consumptions. Thus questions have been raised about the hitherto assumed positive contribution of marketing to the Quality of Life. Critics say marketing expenditure is wholly avoidable from an economic standpoint. Such wastage becomes criminal in the context of a third world country such as India, where the distribution of resources is highly skewed. For example, some areas of wastage cited are:

- Huge amounts of money are often spent on promotion programmes by firms. The costs of marketing are finally borne by the consumer. It is argued that this sort of expenditure is not justified.

- Consumer’s are often put into confusion by the variety of similar products available in the market and the exaggerated claims made by the marketers of such products. The result is a longer and more resource-intensive search process.

- The evolution of mammoth, complex distribution channels provides an arena for waste and duplication. There are several middlemen involved. This leads to
unnecessary complexity and increased costs that the consumers have to bear. Thus the marketer leads to the creation of social costs which is perhaps avoidable.

3.3.1 Survival Needs and Marketing

▲ Critics say that in India many products are still of poor quality or they are unsafe to use. For instance, food stuffs are found to contain objects like glass and nails, and appliances do not perform as advertised, electrical appliances give shock, automobile spares are at times spurious, services of the public utilities like roads, sanitation etc. are of inferior standard and dismal quality. Similarly, durables are not backed up by warranties, even if it is so, then allowing enough loopholes in favour of the manufacturers, and service clauses are rarely adhered to satisfactorily as witnessed by the chronic service problems in most products that require regular maintenance support. (eg. the television, automobile, computer or health care industry).

It is even pointed out that the so-called premium brands are rarely of premium quality, when compared to the international standards. Indian products apparently undergo extensive modifications and improvement in product quality before it is offered in the export market. This speaks of the quality of the products meant for the domestic market. Similarly, building materials are found to be below the mark, and thus resulting in major collapses.

▲ Another common criticism about marketing is that it costs too much and therefore, increases the cost of products and services. For example, sometimes the total cost of marketing a product is as high as 50% of the final price paid by the consumers. Health care is becoming more expensive as marketers are adding new ingredients to the basic drug, or trying to differentiate the product which can escape the conditions of price regulations. In this manner many products are becoming beyond the reach of the poorer sections of the society.
The basic need to security of life and property is usually ensured by various insurance schemes. However, the arbitrariness and long delay noticed by the Indian Insurance companies in settling claims is legendary. In the absence of competition and due to government support, these organizations have become monolithic. They hardly show any concern to redress the problems of their customers.

In India, the distribution of even basic commodities was till recently much skewed in favour of the urban areas. For example, the penetration for hair oils in India was only 17%, milk foods was a paltry 11%. Non-availability of basic consumer goods over such a large population and geographical region caused discontent, besides aggravating the urban-rural divide.

The Indian market, especially the spares market for consumer durables, well-known for having spurious and low quality.

### 3.3.2 Societal Needs and Marketing

Marketing practices often cause disharmony in social institutions. For instance, the advertisements showing rebellion against social authorities as its theme.(eg. “Atlas” cycle advertisement feature a teenager walking out on parental authority; the Gold Spot — a soft drinks in its advertisement showed television show students disrupting a "boring history class".) In all these situations, controlling authority is depicted as stodgy, predictable and insensitive to teenage needs.

Marketing when directed towards niches invariably promotes be it a soap like Dove, BPL’s refrigerator or a software like Sybase. There are products galore whose Unique Selling Proposition is exclusivity eg., American Express credit cards are "not just for everybody", the Onida television advertising used to say,
"Neighbour's envy, owner's pride"). Critics point out that the promotion of exclusivity has undesirable effects like:

- It goes against the egalitarian ethos which is important in arriving at a preferred Quality of Life.
- It denies a sense of participation by the majority of the population.
- It widens the rich urban - poor rural divide, creating new imbalances and generating envy within the fabrics of the society.

Assuming that the profit motive is the prime driver of marketer, hence the marketing activities are focussed on segments which are more profitable. This leads to large number of choices in the attractive segments and limited choice in majority of other segments. Take the case of the passenger car industry. In the last ten years, the only car which purported to address the middle class segment has been the Maruti 800 while there have been numerous additions to the more profitable luxury car segment eg. Tata Sierra or Estate, Maruti 1000, Contessa, Standard 2000, Cielo, Mercedes Benz etc.

The ultimate focus of marketing will always be the bottom line of money earned. Using a host of strategy any marketer finally sees to it that product or service offered to the customers are converted in money terms. This also explains why marketing makes a clear distinction between have and have nots. It makes the have nots even more conscious of their low level and inadequacies. It makes people crave for luxuries even when they cannot afford them. This is really the modus operandi for capturing the minds and wallets of the hapless customers. eg; the aggressive selling and promotion of electronic entertainment makes even people below the poverty line crave for them. Thus marketing tends to over-emphasize materialistic values.
3.3.3 Cultural or Psychic Needs and Marketing

▲ A pre-requisite for a high Quality of Life is personal freedom consistent with social needs. Unfortunately, marketing activities often appeal directly to the individual blithely ignoring social costs, citing personal freedom as its justification. For instance, marketers aggressively seek to increase market for cigarette/tobacco products, consumption of liquor, promote sale of lottery tickets, without looking at the attendant social costs.

▲ There is an explosion in the number of television channels and soap operas etc. which offer glib, immediate satisfaction of the senses. Marketing promotes such populist forms of entertainment and backs their sponsorship to create a hype around these events. This often pushes more "meaningful pursuits of leisure like reading, sports activities and patronage of the fine arts into the shade.

▲ Access to, and participation in cultural activities are localized, and correspond to urban centers, thus denying the vast majority of the population any exposure to cultural events.

▲ Marketing influences are at work in the social stratification process even through the branding of employment opportunities — certain job categories are promoted as being more prestigious than the others. Software jobs, for example, are promoted as a high-flying career option, with a large employment potential. Similarly, marketing jobs are credited with more glamour value than operations/maintenance jobs. This gives rise to craze for those careers and raises questions on the sort of Quality of Life being led.

▲ The use of fear appeals and anxiety stimulants have been a dominant feature of marketing communications, specially in the sale of personal products. For example, a tyre manufacturer using appeal began the advertisement by showing
the plight of a woman stranded along a dark road with a flat tyre. The message 
seemed to say, "would you allow your wife to get into this situation through your 
failure to properly equip the family car?" (This is opposed to a positive that 
claims about the safety, reliability, and price of the company's product without 
attempting to stimulate anxiety over the potentially harmful consequences to one's 
family if tyre failure occurs). Advertisement campaigns of the Real Value-
Ceasefire campaign, and Saffola's brand positioning through exploiting fear of 
cardiac diseases are based on fear appeals or anxiety stimulants.

There is growing criticism about the use of non-rational appeals in marketing 
communications, Udell (1985) argued, "motivations of shoppers are not totally or 
even basically rational. Often the rational aspects of a product have no appeal to 
the consumer. Motives which are aroused by appeals to reason include durability, 
dependability in use, economy in purchase, satisfaction derived from performance 
of the product etc. The functional characters do not motivate consumers to buy 
the product. Emotional motives, such as emulation, pride in personal appearance, 
satisfaction to be derived from consumer's social and psychological interpretation 
of the offering and its external approval etc. are more important. Marketers 
carefully highlight many emotional appeals that motivate people to buy the 
product."

3.3.4 Welfare Needs and Marketing

Marketing actions often exploit the alienation that individuals feel with respect to 
societal trends. For example, "Fair & Lovely" advertisement exploits the social 
bias against dark skin colour in India; the "Sugar Free" advertisement campaign 
extolls the virtues of staying slim by making fun of obese people.

Marketing has been accused of destroying nature by excessive exploitation of 
natural resources. There is a great deal of ignorance about environment friendly 
products (eg. bio-degradable detergents, recycled paper, plastic pencils) and 
innovative substitutes for infrastructural material (eg. fibre glass, fly ash bricks).
3.3.5 Adaptive Needs and Marketing

▲ Marketers often project certain goals and values as "universal" necessity. This gives rise to a clash of cultures and values, creating social tensions. On the other hand, Quality of Life is defined within, and includes prevalent cultural norms (and in fact there is a strong plea for heterogeneity in cultural norms for a better Quality of Life). This dialectics has many forms in present day India: the "westernized" urban vs. the "traditional" rural, the emergence of the MTV generation, and so on. Critics have put serious objection to marketing efforts which lead to a loss in plurality of various cultures, resulting from the aggressive promotion of 'alien' global values - which is a euphemism for the Western way of life.

▲ Today we find in market many premium products which are priced much higher than standard ones. For a country like India which has a lot of its population below the poverty line can it afford the luxuries which marketing bring with it?

▲ Increased competition and a constant need for improvisations has made firms resort to tactics of planned obsolescence of products. They do this by making minor changes to the existing products and then harping upon the new styles or design, minor improvement in performance etc. and generally making the consumer discontent with the existing product. Thus consumers dispose of the old product inspite of it being in a perfect usable condition. This leads to large amount of unnecessary wastage.
A Summary of Negative Impact of Marketing on Different Domains of Life

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<thead>
<tr>
<th>DOMAIN</th>
<th>NEGATIVE IMPACT</th>
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<tbody>
<tr>
<td>1. Material possessions</td>
<td>• Spiralling material aspirations;</td>
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<td></td>
<td>• More conspicuous consumption;</td>
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<td></td>
<td>• Economically wasteful products.</td>
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<td>2. Recreation</td>
<td>• Undue emphasis on leisure;</td>
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<td>• Few can afford leisure products so developed -</td>
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<td>leading to thwarted wants.</td>
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<td>3. Family Life</td>
<td>• Materialism weakens family ties;</td>
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<td>• Tradition/spiritualism is dying.</td>
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<td>4. Work Life</td>
<td>• Demeaning labour is common;</td>
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<td></td>
<td>• Less scope for individualism.</td>
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<td>5. Health care</td>
<td>• Harmful/unsafe products and non-nutritious food marketed;</td>
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<td></td>
<td>• Societal marketing is manipulative.</td>
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<td>6. Social life</td>
<td>• Extreme status-consciousness leads to division of society.</td>
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<td>7. Self-Development</td>
<td>• Greater tendency for mechanical self development;</td>
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<td></td>
<td>• A greater emphasis on instant gratification retards true self development.</td>
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<td>8. Central and Local Govt.</td>
<td>• Use the media to highlight on government's achievements;</td>
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<td>administration</td>
<td>• People getting disillusioned with political parties;</td>
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<td></td>
<td>• People see with skepticism about the benefits of mass based programme say,</td>
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<td></td>
<td>family plannings, adult education, etc.</td>
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<td>9. Environmental Conditions</td>
<td>• Many economically wasteful expenditures incurred on packaging, advertising</td>
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<td></td>
<td>and promotional activities;</td>
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<td></td>
<td>• More incidents of product failure which lead to economic costs;</td>
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<td></td>
<td>• Creation of artificial demands due to increased aspirational levels;</td>
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<td></td>
<td>• Deceptive claims, packaging, price;</td>
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<td></td>
<td>• Harmful pollution, waste and hazardous life;</td>
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<td></td>
<td>• The younger generation is influenced by harmful advertising, entertainment</td>
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<td>media and excessive materialism.</td>
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3.3.6 Social Responsibility of Marketing

The question is whether companies that do an excellent job of satisfying consumer wants are necessarily acting in the best long-run interests of the consumers / society or not. Marketing executives have a three-fold responsibility. That is, to their firms, to their customers and to the society. The substance of social responsibility is much broader, however. It emphasizes the effect of executive actions on the entire social system. Without this broader viewpoint, personal and institutional acts tend to be separated.

For instance, a marketing executive may justify the pollution because there is no direct personal involvement. To him, the issue of pollution is a public problem to be solved by governmental action. The concept of social responsibility, however, requires executives to consider their acts within the framework of the whole social system. And the concept implies that executives are responsible for the effects of their acts anywhere in that system.

Marketers must realise that

- business does not exist in isolation in our society;

- a healthy business system cannot exist within a sick society.

Many look upon business as a tool of society. It was created by society, is surviving because of society and, hence, should be responsive to society's needs. The idea that the success of business is, in part, measured by the extent of its service to community and nation, is becoming more and more popular. Some argue that the major needs of society are changing. The most pressing needs are no longer material and individual goods and services, but rather public or community goods viz. clean air, clear cities, recreational facilities. Both business and society would profit if business would work to satisfy these needs. Business should help to clean the air and water, provide jobs
for minorities, clean up the inner cities, assist in the solution of urban problems, and in general, "help enhance the Quality of Life for everyone".

3.3.7 The Role of Business in a Developing Country like India

In India, the concern for the consumer by business cannot be regarded as poor, but the image is certainly tarnished. The number and nature of the various laws made under different acts in the wake of mounting consumer unrest is a pointer to the fact that the distribution has been far from satisfactory.

Prominent industrialists were, in fact, fully aware of the continuing misdeeds and their consequences. JRD Tata said,

"The biggest single economic issue in the minds of the people is the rampaging inflation which hits the poorer sections most and their views on industry are naturally colored by the constantly rising prices they have to bear. The most important social obligation of Indian business and industry is therefore to join in the fight against inflation and show by their actions that they are not taking selfish advantage of the inflationary forces in the country and are genuinely concerned with holding the price line where it is in their power to do so without jeopardizing the viability of the businesses".

The initiation of programmes responsive to social demands calls for increased awareness of consumer problems and changes in operational strategies, workforce composition, product design etc. The current process is towards an abridgement in the authority of managers in their decision making and deterioration in their legal position caused by an erosion in the concept of privity and the tendency to hold the manufacturer liable for all social ills. In the light of these criticism, businesses have to entrust marketing personnel with proper authority and resources to regain the confidence lost.
The second important concern of consumers is the ongoing degeneration in the social values. Highlighting this view, Harish Mahindra said,

"For some mysterious reasons or perhaps on account of both apathy and antipathy on the part of the dramatis personae involved, every now and then, moral obligations acquire a new aura. Thanks also to the widely published cases of tax-evaded income, bribery, extortion, hoarding, black-marketing, adulteration, profiteering, exploitation of labour, misleading advertisements, air-water pollution and so forth, one gets the impression that there is a real need to refurnish the image of business. There is also ample justification for reverting to this subject because, even now, for legions of Indian businessmen, the concept of social responsibility sounds as outlandish as Timbuctoo".

Since business functions in a social milieu and is a part of it, it cannot be oblivious to its relationships with various groups in society. Only when all groups, in particular, economic and government administration play a socially conscious role and contribute to the enrichment of ethical values, the various sociological malaises can be cured and prevented.

3.4 MARKETING AND CONSUMER BEHAVIOUR

The essence of marketing is a transaction - an exchange intended to satisfy human needs or wants. Marketing does the creation and delivery of a standard of living. Marketing involves (i) finding out what consumers want and (ii) planning and developing a product and service that will satisfy those wants as well as (iii) determining the best way to price, promote and distribute that product and service.

Marketers have long been interested in the concept of motivation as an important determinant in consumer behaviour, which involves the activities that people engage in
when selecting, purchasing and using products and services, so as to satisfy needs and desires. Such activities involve mental and emotional processes, in addition to physical action.

The consumer is a bio-psychosocialiological being, affected by many diverse and ambiguous stimuli. Thus, to know something about consumer behaviour it is necessary to study consumers as functioning, witnessing, experiencing agents within a large framework of behaviour and analysis. The consumer is constantly active because his existence confronts him with the necessity to act. To exist is to have problems, and to have problems generates the need to search and create solution for these problems.

Consumers behaviour is related to their expectation and so it can be analyzed in form of the behaviour of search, evaluation, budgeting and post-purchase decision. The consumers' tastes, attitudes, values and perception do change and such changes generate the need for variety.

Consumers are not isolated. They exist and behave within a network of stimulation and interaction. The entire range of consumers behaviour is affected by social relationship. One buys goods not only to satisfy and impress his/her friends. He or she goes shopping not only to seek information about goods but to spend a pleasant, socially oriented afternoon. The goods an individual seeks as symbols are sought because those are esteemed by significant others.

In general, consumers are motivated to seek the society of others and to attain social approval and acceptance, and to control and inhibit behaviour that is disapproved by others. The universality of such behaviour suggests the existence of innate or at least fundamentally based motivation. Such motivation includes the tendency to seek social contacts and interaction by living in the society of others, and it also includes the drive to obtain acceptance and approval, which itself appears to be desired as a means of legitimating and reinforcing our choices and actions. Our society, thus, became a matrix
through which our motives became both fixed and generalized. Buying choice are evaluated through the values, which became a special kind of attitude or standard. These attitudes and standards suggest certain requirements pertaining to behaviour. The requirements are both social requirements and personal requirements of the following nature.

Social requirements

Values are incalculated in us as a result of a long socializing process. Thus socialization and the impact of family, culture, and always shape and affect our personal values as standards.

Personal requirements

Out of social requirements emerges what might be called personal requirement, and this type of standards or value relates to the way in which and the extent to which people internalise social values. According to one's individual cognitive style he or she generally adopts those social norms or standards that are compatible to him or her. Such values, relating to what one feels about self to be, and what he/she stands for, became a part of the individual's 'self'. As one measures oneself and one's behaviour against these standards, his self esteem rises or falls.

One of the many direct impacts of Quality of Life has been found to be on consumers aspirations e.g.; in the area of people's aspirations for materialistic possessions or acquisition. Specially it has been often argued that people try to show their achievements in life or attainment of higher status through consumption of different durable items. Thus marketing seemed to an obvious influence on the Quality of Life of people by facilitating the acquisition and possession of various products and services. Day (1978) opined that the higher standard of living in the Western Societies can be attributed to a significant extent to Marketing because it facilitated it by offering a wide choice, ease of shopping etc. It is under the assumption that the economic prosperity of
developed countries is maintained through invention of new products / services and specially by creating or adopting innovations in the area of marketing. Because one cannot deny the important role material possessions play in people's lives, since material possessions partly enable us to define who we are, how we are different from other people, and what we have achieved. *Quality of Life*, in other words, exhibits the "tangible symbol" of our prosperity, success and values. Several studies conducted in the developed countries have found that people seek, express, confirm, and ascertain a sense of being through what they have. Obviously, one may easily consider the possessions of different objects over a given span of time to have a positive relationship with *Quality of Life* of the buyer. Here the rationale is what one buys reflects his /her tastes, outlook and motives to buy that.

The present study shall empirically try to extract the motives behind when he /she buys some durable product. It will try to probe whether the product enhances the individuals to a certain 'status' or 'standard' of their life styles, or just it is a mere fulfillment of a basic need, which makes the consumer to buy a durable product.

### 3.5 SIGNIFICANCE OF THE PRESENT INVESTIGATION

Though several studies have been carried out in the Western societies on *Quality of Life* and its interface with Marketing (Belk 1988 ; Cambell 1976; Day 1987; Dholakia and Levy 1987; Levy 1959,1964; Kart 1983; Sirgy 1982; Szalai 1980 Tuan 1980, Zaltman and Wallendorf 1979), published evidence of research on this theme in India is however non-existence (except Mukherjee, 1989). Herein lies the significance of the present study.