

Marketing Importance of Development: With Emphasis on Developing Countries

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Abstract: *Marketing is a dynamic process of society through which business enterprises are integrated productively with society's purpose and human values. It is the process through which economy is integrated into society to serve human needs. There are three major problems of the study; the first being two or more parties trying to meet certain needs; the second is the prerequisite for marketing the desire of one party to meet the needs of another, and the third party has something to exchange – all these are in the process of economic development. The development is change and the change must be in quality and quantity increase in growth. The major attributes of the study are the social system which transforms the environment; performance value which increases efficiency and reduces costs; the justice values of freedom, independence, equality, change and even revolution which seeks to restructure the social systems, and diffraction which is a necessary evil for achieving autonomy and positive change for growth. Accordingly, the developing countries are advised to involve the rising level of autonomy or discretion in the sense of ability to choose among alternatives in attaining modernity particularly in the direction of nation building and socio-economic needs of the people.*

Key Note: *Marketing System, Marketing Concept of Development, Marketing Development in SAP Era, Marketing Perspective of 3rd World Countries, Challenges of Developing Nations.*

I. Introduction

Marketing as a process of society through which business enterprise is integrated productively with society's needs and human values. It is marketing that satisfies individual and social values, needs and wants through production of goods, supplying of services, fostering innovation and creativity. <Any time or space, marketing is the process through which the economy is integrated into society to serve human needs (Ifezue, 2005).

The word 'development acquires a fashionable expression. In some economic literatures, its use to be synonymous to growth or change and change comes from marketing principle of attitudinal change. <The context of economic development, we are equally talking of political development, social development, development administration and administrative development.

According to Sapru (1977), therefore, "economic, political, social and administrative development may be viewed as emerging from development without being developed" Sapru, 1977.

Problem Statement

While economic growth refers to changes in the economy such as increases in GNP, physical goods and services, investments, infrastructure and capital, "economic development is a process of improvement with respect to a set of values and the values in question relate to desired conditions in the society" (Arif, nd).

It is clear what constitutes development and underdevelopment; that no matter where we start from, the end results of underdevelopment are low income, poverty and starvation, for the majority of the population living in these countries (Tarif. nd). <Economic development is only viable alternative to this explosive situation that threatens mankind. Thus this requires marketing system to be set in motion and be sustained. When the element of marketing is absent, development is hampered in developing countries, hence this study.

Objective of the Study

Marketing is a critical element in the effective utilisation of production resulting from economic growth. <Effective marketing does not only improve the life-style and well-being of the people in a specific economy of demography but upgrades world market; after all a developed country's best customer is another developed country.

While marketing cannot create purchasing power, it can uncover and direct that which is already in existence. <Increased economic activity leads to enlarged markets that set the stage for economies of scale in distribution and production that may not have existed before (Ifezue, 2005).

Economic development cannot be divorced from marketing administrative development. All are ingredients of development. When an element of development is absent, development is hampered.

Marketing System

The essential aspect of an underdeveloped economy and the factor of absence which keeps it underdeveloped is the inability to organise economic efforts and energies to bring together resources, needs and activities and to convert the ingenuity of human activities into production (Ifezue, 2005).

In the underdeveloped countries, of Asia, Africa and Latin America, development requires social and cultural change as well as economic growth; that is, qualitative transformations must occur concurrently with the quantitative increases. There is, in fact, a reciprocal relation between the two, and neither process is likely to continue for long or go very far without the other. Hence, development means change plus growth (Esman, 1966).

Marketing Concept of Development

How has marketing concept of development emerged over time in economic development? <Success of the low-income-rapid growth countries are those that use the market strategies of economic liberalisation as their primary engine for growth. They are known as emerging markets. <As contained in Baumol, Litan, & Schramm, 2009; Naude, 2000 and Prekins, Radelet & Lindauer 2013; Sarathy & Banalieva (2014) state that for success and well-being of all nations, marketing strategies of development concept is an answer to economic growth.

On the foregoing, there must be prerequisite conditions that must exist before marketing concept occurs. There must be at least three parties before marketing concept occurs. <Firstly, one party might be the consumer trying to meet certain needs; the second might desire to meet the needs of another while the third party might be interested to having something to exchange (Bennett, 1995 and Zieger, 2009) as contained in Jones & Bartlett Learning (LLC).

The essence of development is change and the change must come with quantifiable increase or growth. Hence, development is not only the qualitative transformations in enhancing the quality of life and environment but it must run at the same time with quantitative increases. Table 1 explains marketing at different levels of development.

Table 1: Marketing at Different Levels of Development

Level	Orientation	Function	Status
Subsistence	Traditional	Barter trade; exchange of goods; central markets prevalent; no specialisation; no marketing activity; very rare trading in some form in most societies; for example ancient Africa's salt trade	Undeveloped country

Transition	Self-sufficiency	Degree of specialization; small-scale cottage industry; bunted entrepreneurial activity; firms are labour intensive; producer is marketer	Less developed country
Mass production	Local markets	Specialization; industry is transitional but some market orientation; separation of production and marketing; sellers' market conditions prevalent; limited marketing activities	Developing country
Commercialization	Regional, national, and international markets	Total specialization in production and marketing activities, complete market orientation; national, regional and export markets topped; mass distribution practices.	Developed country

Source: Erdener Kaynak, 'Marketing in the Third World', Praeger, New York, 1982, p.29

Marketing Development in the Era of SAP

In the era of structural adjustment programme development is and indeed has been with us. **The essence of development, is structural adjustment:**

It involves from country to town, from agriculture to industry, from production for household consumption to production for markets (industrial consumption), from largely domestic trade to a higher ratio of foreign trade. While the advanced industrial countries also have to adjust to a changing world and to new technologies, their structures are more stable and less subject to change. In this very general sense, development is synonymous with structural adjustment and a paper on structural adjustment would be a paper on development" (Streeten, 1989).

In the pursuit of self-reliance, national pride, environmental protection, cultural values and belief, countries sometimes face major disruptions in development process to which they have to adjust. Development is therefore:

The adaptation to change, gradual or often unexpected changes which may be favourable or unfavourable to the set goals of the government through in most cases it is aimed for improvement.

Marketing Perspective of 3rd World Countries

Development, modernisation or modernity are related concepts embroiled in marketing. But it must be emphasised that modernisation is a subset of development which cuts across social and cultural lines.

Modernisation is civilisation and civilisation is refined attitudinal behaviour which is acceptable in any given society. <Modernisation is a systematic process which involves complementary changes across demographic, economic, political, cultural and communication lines of a society.

Today, the movement of people of Africa, Asia and Latin America is from traditionalism toward modernisation. Modernisation is an on-going process in the developing countries. Accordingly, Scalapino (1964) says:

"The Normal criteria of modernisation in the mid twentieth century are economic diversification within an advanced industrial technology, heightened social mobility and the movement towards impersonal and rationalised social relationships; a concentration of the population in cities

and in more comprehensive social units generally, and the mobilisation of persons en-masse through popular education, organisation and communication”.

In summary, Sapru (1977) concludes in the following words, “a developed or modern society is one which is highly literate, democratic, technologically advanced, urbanised, socially mobilised and economically advanced.

Challenges of Developing Nations

Wars among developing nations. In a world of scarcity, it would be deceitful to ignore the haemorrhage of financing from productive to unproductive sectors of national economies. <According to Michel Camdessus, the issue of excessive military spending is a complex value judgment ruled by many factors, including regional security issues. <He emphasises that security for any country, comes from peace, stability and a sound productive economy.

Let it be a lesson to the developing countries that military spending is not an economic indicator and it has been pointed out that the countries should help themselves by understanding the scope and effects of military spending on their economies.

The Development Palarvar in Africa

War is unproductive, it stops development. Angola, Burundi, Ehiopia, Liberia, Mozambique and Somalia are tension belts and the world’s tinderbox. South Africa, Zaire, Kenya and Malawi are time bombs. History has it that almost all the 36 countries that lost ground over 25 years were at one time or the other involved in military conflicts of war of attrition,

Conclusion and Recommendation

The nations of Africa, Asia and Latin America are known as ‘transitional societies’ because they are undergoing economic, social and political transformation. <Hence, development is a process of economic, social and political change from a traditional to a modern society.

The developing nations have two inter-related goals: nation building and socio-economic process. Esman (1966) summarises it as follows:

Nation building is the deliberate fashioning of an integrated political community within fixed geographical boundaries in which the nation state is the prominent political institution. Socio-economic progress is the sustained and widely diffused improvement in material and social welfare.

<These two goals subsume the objectives which the developing nations strive to achieve. It is through the process of change that development as a national goal can be achieved in the developing countries. Development which has dimensional aspects – political, economic, social and administrative is the most needed in developing nations.

The study therefore, advances the followings for rapid development of developing countries:

- (1) Security, justice, equality and liberty must be seen to be maintained in the country in addition to social, economic and political development which aims at ensuring the well-being of the people.
- (2) Adoption of backward linkages for growth via import substitution, industrialisation and creation of infrastructure.
- (3) Systematic need for creation of organizations that bring together the economic resources and the needs in the most efficient way possible to accelerate economic growth with qualitative transformation of change.
- (4) Provision of infrastructure and channels that supply the small farmers with inputs, financial inclusion credit, warehousing and industrial goods.

(5) Training, extension services and creation of small business men and entrepreneurs that are in short supply.

Putting together these qualitative and quantitative growth, integration and application of market strategies, activation of economic resources and increasing wants - all will intensify each other to produce economic growth and desired change.

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