



Faculty of Commerce
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A Proposed Marketing Mix Framework: Examining the Integration of the Company Marketing Mix (4P's) & the Customer Marketing Mix (4C's)

أطار مقترح لمزيج تسويقي:
أختبار التكامل بين كلاً من المزيج التسويقي للشركة (4P's) والمزيج التسويقي
للعامل (4C's)

**A Thesis Submitted to The Degree of Doctor of Philosophy
in Business Administration**

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بسم الله الرحمن الرحيم

يَا صَاحِبِي السِّجْنِ أَرَبَابٌ مُتَفَرِّقُونَ خَيْرٌ أَمِ اللَّهُ الْوَاحِدُ الْقَهَّارُ (39) مَا تَعْبُدُونَ مِنْ دُونِهِ إِلَّا أَسْمَاءٌ سَمَّيْتُمُوهَا أَنْتُمْ وَآبَاؤُكُمْ مَا أَنْزَلَ اللَّهُ بِهَا مِنْ سُلْطَانٍ إِنْ الْحُكْمُ إِلَّا لِلَّهِ أَمَرَ أَلَّا تَعْبُدُوا إِلَّا إِيَّاهُ ذَلِكَ الدِّينُ الْقَيِّمُ وَلَكِنَّ أَكْثَرَ النَّاسِ لَا يَعْلَمُونَ (40)
(سورة يوسف)

وَتَوَلَّى عَنْهُمْ وَقَالَ يَا أَسَفَى عَلَى يُوسُفَ وَابْيَضَّتْ عَيْنَاهُ مِنَ الْحُزْنِ فَهُوَ كَظِيمٌ (84) قَالُوا تَاللَّهِ تَفْتَأُ تَذْكُرُ يُوسُفَ حَتَّى تَكُونَ حَرَضًا أَوْ تَكُونَ مِنَ الْهَالِكِينَ (85) قَالَ إِنَّمَا أَشْكُو بَثِّي وَحُزْنِي إِلَى اللَّهِ وَأَعْلَمُ مِنَ اللَّهِ مَا لَا تَعْلَمُونَ (86)
(سورة يوسف)

قَالَ بَلْ سَوَّلَتْ لَكُمْ أَنْفُسُكُمْ أَمْرًا فَصَبْرٌ جَمِيلٌ عَسَى اللَّهُ أَنْ يَأْتِيَنِي بِهِمْ جَمِيعًا إِنَّهُ هُوَ الْعَلِيمُ الْحَكِيمُ (83)
(سورة يوسف)

قَالَ نُوحٌ رَبِّ إِنَّهُمْ عَصَوْنِي وَاتَّبَعُوا مَنْ لَمْ يَزِدْهُ مَالُهُ وَوَلَدُهُ إِلَّا خَسَارًا (21)
(سورة نوح)

وَمَنْ يَتَّقِ اللَّهَ يَجْعَلْ لَهُ مَخْرَجًا وَيَرْزُقْهُ مِنْ حَيْثُ لَا يَحْتَسِبُ وَمَنْ يَتَوَكَّلْ عَلَى اللَّهِ فَهُوَ حَسْبُهُ إِنَّ اللَّهَ بَالِغُ أَمْرِهِ
قَدْ جَعَلَ اللَّهُ لِكُلِّ شَيْءٍ قَدْرًا
(سورة الطلاق)

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Dedication

To ALAAH

To YOUSSEF my Soul Dream (Jo is Me & Me is Jo)

To Noah my Heart Flood (The Hug of Your Arms Carries the Joy of Life)

To My Dad & Mom (s)

لمعتز

To Allah Blessing

To Sprinting & HIIT in Cold

To All my Hard Times

*To those who did not believed in me, to those who broke me down and to all
the revoked covenants.....*

and to Ungrateful Souls.....I Humbly Dedicate.

Abstract

The current study examines the integration between the 4P's marketing mix and the 4C's marketing mix, proposing four new frameworks for new elements depending on that integration. The study proposing three frameworks for future research and examined one framework. The study of that framework used a sample of 49 marketing personnel from the biggest Fast moving consumer goods (FMCG's) organizations operating in Egypt with three different scenarios to reach an observation of 147 to gain insights about how "Product" and "Consumer needs" can be integrated and what is the link between them and provide a practical framework as a new trial for the development of the marketing mix theory.

Keywords: the 4P's marketing mix, the 4C's marketing mix, consumer research, incremental product, breakthrough product, radical product, value based pricing, product levels, premiumization, physical and virtual distribution, product related factors, consumer related factors, IMC message, relationship communication, message value, interpretation.

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Chapter One

Introduction

Introduction

The marketing mix has been a widely used tool since it was created by Neil Borden in 1953 (AMA, 2011). As a planning, learning and teaching aid the marketing mix has been popular with practitioners, teachers and students for some time (Dev and Schultz, 2005; Dennis et al, 2005; Dominici, 2009). Based on McCarthy's (1960) formulation of Borden's (1953) original concept which itself was based on an earlier idea by Culliton in 1948 (Baker and Saren, 2010). Some writers argue that it would be difficult to imagine marketing without the mix (Ellis et al, 2011).

The 4P's has been criticized for its fast manufacturing consumer goods (FMCG) focus, amongst other issues (Kent, 1986; Grönroos, 1994), since then the concept has undergone revision, changes and adaptations (Van Waterschoot and Van den Bulte, 1992).

Lauterborn (1990), concerned that the 4Ps represented an internally focused view on the marketing organization rather than on the customer, proposed the 4Cs, with place becoming convenience, product becoming customer value and benefits, price becoming customer cost and promotion becoming customer communication, with C replacing P to suggest greater emphasis on the customer. It is possible that this was the first example of the marketing mix being evolved by retaining the original concept but extending the concept to a new narrative by mapping each of the P's across to a new set of closely related ideas but changing the initial letter to represent the new narrative.

Following the 4 C's the **SIVA** model that was proposed by Dev and Schultz (2005), with solution replacing product, information replacing promotion, value replacing price and access replacing place.

The latest addition to the marketing mix models“ family has been the SAVE model as given by Ettenson et al (2013). Although the model is in its infancy, it seems to be a genuine contender to lock horns with the 4Ps Model. SAVE (Solution, Accessibility, Value and Education) model has been actually suggested for B2B. Yet, in year (2014) a study for Wani applied the model for consumer market.

What most of these models have in common is that they all represent a set of tactical tools of marketing activities that can be controlled and mixed to attract specific customers (Kotler et al, 2008, Dibb and Simkin, 2009). They represent a combination of specific instruments to influence the demand for marketing designed to achieve the desired responses of the target clients (van Waterschoot and de Haas, 2008). However, according to Baker and Saren (2010), not all marketing instruments should be considered as elements that influence the demand of the marketing mix. Some instruments have secondary functions and other organizational functions facilitate, support and inform marketing instruments.

Silverman (1995) pointed out that the origin and development of the marketing mix is mysterious for most researchers and marketing managers. The mix forms the framework for traditional introductory marketing courses and their texts. Many professionals use the concepts to create marketing plans and execute initiatives. Silverman (1995) also pointed out that the concept has remained an indisputable pillar of marketing theory and practice. With so much handling of this conceptual configuration, it seems crucial that we understand it as much as possible. If we can not specify its genesis and explain its enduring usefulness, we run the risk that the field will develop