

Marketing Myopia-Know The Signs, Get The Cure

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Abstract:

Marketing Myopia is a term coined by Theodore Levitt and was first published in 1960 in the Harvard Business Review; he was editor of that journal. In earlier years marketing steps were taken as on basis of experience and once the company lead the market, the firm ponder that there is no other firm can come ahead of them because of the competence they have at particular time. But the topic is the firm have to be up-to-date, have to be innovative because firm have to provide such a product or services which cannot be easily duplicated so that they can have their competitive advantage over that augmented service or product they provide for long time.

Present paper tries to understand signs of marketing myopia and how to care about it .This paper also suggest how we can get us safety from marketing myopia

Keywords: Myopic, Industry, Market, Digitization, Model Survey.

Introduction:

Marketing Myopia is a concept given by Theodore Levitt, most influential marketing leader of last century and he coined this word in 1960.

Research Methodology of the paper

The study based on various new papers ,journals and data collected from internet ,websites , reading of books published on it by various authors and also myself thoughts .The study was planned with the following objectives :-

- To awareness about marketing myopia.
- To helps for consumer to take own decision about products.
- To guide for future research scholar.

Define:

It can be said as short-sighted and inward looking approach to marketing that focuses on the needs of the firm and its products in terms of the customer's needs and wants.

“Once any industry genuinely thinks of its business as taking care of people's needs, nothing can stop it from creating its own extravagantly profitable growth”.

That can be also known as Tunnel vision, and mainly here cure is evolution, Evolution is necessity. Mainly it seems so that these firms are more obsessed about offering their product rather than what market wants, what market needs; Firms are unable to see the bigger picture, they are unable to see the market requirement, not focusing on need but only concentrating on offering their products, this is surely a short way failure.

Causes of the Marketing Myopia:

There is no such a thing as a growth industry. There are only companies organized and operated to create and capitalize on growth opportunities.

Here are three signs you may be more myopic that you think:

- Firm's annual marketing plan has extensive coverage of your goals and little mention of customer needs.

- Firm's regular reports highlight changes in program performance and ignore changes in buyer behavior.
- Firm's management discussions are all about selling more product and not about attracting more customers.

Causes are:

1. Grow Better not just Bigger:

- a) In market, no one wants to fail, everyone wants to make money, but mainly company ponders that with inclining rate of population growth, simultaneously there will be growth of their business i.e. more selling of their product or services.
- b) The belief that growth is assured by an expanding and more affluent population.

2. More Substitutes:

- a) As mainly considering competitive market, not in monopoly, there are different substitutes, which can be easily replaced by firm's product, so here Improvisation is also necessary.
- b) It is necessary to keep hands on pearls of the market to survive in present and future market.
- c) The belief that there is no competitive substitute for the industry's major product.

3. Innovation:

- a) To compete with market, we have to stand alone on one feature from all other firms. That is augmented service or product we give to our consumers that will become core product timely, it should be continuously researched.

4. Mass Production:

- a) Opponent to mass production innovation stands, they produce goods in bulk with similar peculiarities, and they don't consider any customization.
- b) Here producer have faith in what it makes is going to be sell, that is far from truth.
- c) Too much faith in mass production and in the advantages of rapidly declining unit costs as output rises.

5. Dynamic Lifestyle:

- a) Unable to understand the changes in lifestyle of consumer in this digital age may lead to failure. These changes can surely demise or perish the market of the firm.
- b) Producer should be in same tune with changing, they have to cop-up with same.

Examples:

- Kodak-Sony (Camera):
 - Real Life example can be taken as Kodak Camera-fall prey to marketing myopia because of digital cameras produced by Sony. In Kodak camera people have to fix the roll, click and to see photos we have to give them to wash against it there was brand new Sony camera with screens and memory card, no more roll fixing and washing.
- Sony-Apple (Music):
 - Sony walkman was pioneer of this industry, they got every golden egg during their peak time, but timely they lack into value addition. But when Apple introduced IPod offered value addition, it corporate with the changes and is welcome by open heart and era of walkman dissolved.
 - This was because of changing to digital world which make simpler.
- Take the detergent industry for example.

Some of the largest companies in the country such as Hindustan Lever and Tata didn't attempt to make detergent powder, as they thought it wasn't possible to convert laundry soap users- instead they made detergent bars. Nirma, on the other hand, proved that laundry bar users could be converted to detergent powder users through catchy and intelligent marketing. This

demonstrates that manufacturers tend to segment the market while the consumers perceive a bigger market.



Curious case of 'Jio':

The most recent example of myopia on the part of management is that of the entry of Reliance Jio. Jio's free offers launched in September 2016 had helped notch up more than 100 million subscribers in 170 days, many from rival networks. They were also able to bring around 60 lakh new subscribers into the fold, starting a fierce competition in the sector that saw the consolidation of Idea and Vodafone as the aftermath. In a short span, they were able to grab 9.29% of market share as on 31st March 2017. The story has not been about how Jio changed the Indian telecom landscape; it has been more about the inaction of telecom companies for many years by not providing value-for-money to customers. The older players didn't acknowledge the global trend of paying either for calls and text or data or for both. The tariff was not revised from time to time and the benefits weren't passed on to the customer. In short, there was a 'Jio' spaced gap in the industry which was duly filled, which has now resulted in a severe correction on the part of telecom giants to retain their customer base. A holistic and broader vision is needed to make any business successful and sustainable. Organisations should not only keep an eye out for their obvious competitors but also factor in threats which might emerge because of being in that business.



Companies should look at all possibilities which serve the purpose of business to their consumers, rather than just trying to sell their product. The boss of an IT company once famously remarked-have breakfast or be breakfast! That sums it up rather neatly.

There is a greater scope of opportunities as the industry changes. It is to look beyond their current business activities and think "**outside the box**". People who focus on marketing strategy, various predictive techniques, and the customer's lifetime value can rise above myopia to a certain extent. This can entail the use of long-term profit objectives (sometimes at the risk of sacrificing short term objectives).

The "new marketing myopia" occurs when marketers fail to see the broader societal context of business decision making, sometimes with disastrous results for their organization and society.

It stems from three related phenomena:

1. a single-minded focus on the customer to the exclusion of other stakeholders,
2. an overly narrow definition of the customer and his or her needs, and
3. A failure to recognize the changed societal context of business that necessitates addressing

multiple stakeholders.

Customers in the “new marketing myopia” remain a central consideration, as in the traditional “marketing myopia”. However, academics that develop the “new marketing myopia” phenomenon state that it is essential to recognize that other stakeholders also require marketing attention. For business-to-consumer companies, these other stakeholders (e.g., employees) are sometimes customers too, but they need not be (e.g., non target market members of the firm’s local community).

Solution:

- **Solution Centric Focus:**

- Product is sold because they are solution to consumer’s need that can be said as problem.
- Consumers are buying the product because they satisfy their needs, it is consider as solution to the problem i.e. hunger may be the problem, so that chips (product) can be the solution may be taken as example of our daily life.
- Problem is progress.

- **Consumer Centric Focus:**

- What they need, what they demand is to be taken into consideration by firm.
- Research should be done according to recent trends.

- **Selling v/s Marketing:**

- Selling is the subset of marketing.
- It involves research, promotion, advertisement etcetera.
- We can put selling in marketing but not marketing in selling.

- **Aware of Substitutes:**

- We are not working in isolation; we have many similar products which can be easily replaced.
- Here, value-addition will work.

- **Steps ahead substitutes:**

- Firms have to cover substitute’s innovation as core product and take step towards innovation which is disruptive in nature, which can mean acquire by competitor as time passes so we have to make our research strategy strongly.

- **Buying Consumer:**

- Buying consumer should be motive rather than producing or selling goods.
- Here company suffers from this when firm doesn’t maintain any relationship with customer after product is sold i.e. no after selling service.

- **Importance to marketing:**

- Invest to grow.
- Expense in marketing is barometer of company.
- Forward leaning is challenge.
- Need to have a marketing team rather than have to have marketing team.
- Never stop evolving:
- the firm give the customer the option to choose why their product should get select.
- Creativity comes to the point over here. Firm should not cease to explore.

Adverse Effect:

- Less Productivity
- Less Referral for long term
- Negative Word of mouth
- Strategic Irrelevance

Suggestion:

- Firm can make Model survey, so that you can ask your customer, what they need, their wants, what sort of functions, what sort of feature or product they demand but if you don't focus on outcome, you have to end-up being sort of narrowly focused on what it create.
- The main aim should be to analyze the problem and try to value proposition of the product.
- Envisioning consumer's need in more robust way.
- By model survey, this is just exponential amount of data, matrices and measures it is a step to justify, explain marketing performance as a part of broader system.
- It is similar to- if I give pancake to a pig or else giving a cookie to mouse, If firm gives A dollar to marketing, What firm gets in return.
- Don't let market myopia prevent you from learning to adapt and change your marketing strategy for the better.
- Measuring marketing is necessary:
 - Marketing qualify leads?
 - Sales expected lead-primary marketing metric.
 - Customer Acquisition cost.
 - LTV ratio. (Loan to value Ratio)

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