

IS MARKETING LIMITED TO PROMOTIONAL ACTIVITIES? THE CONCEPT OF MARKETING: A CONCISE REVIEW OF THE LITERATURE



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ABSTRACT

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This paper endeavors to describe the core concept of marketing and marketing management with the means of existing studies. However, it is occasionally observed that business students narrow the concept of marketing and limit to advertising or promotional activities. However, the contribution of this paper is to enrich student's knowledge and attempts to diminish misconception among young students. Consequently, the study is compiled with the help of comprehensive literature review through research papers, books, official web sources, and some interviews of seniors Professors in the discipline of marketing management. Therefore, the current study endeavored to highlight the concept of marketing and represented that marketing is not limited to advertising activities. Despite, it is a complete strategic process which creates value for the customers and raises the long-term relationship with them. While promoting the product through distinct advertising mediums is an essential element of the marketing management process. Furthermore, the present study provides a structure to marketing students in order to grasp the fundamentals associated with marketing philosophy.

Contribution/ Originality: The present study would contribute in the literature of marketing philosophy and insights of the management together with associated concepts. However, this study might be helpful for fresh students of business schools to grasp the fundamentals of market, marketing, and marketing management.

1. INTRODUCTION

The definition of any theory or concept is exceptionally important, which helps to explain its content, scope, boundaries, and subject matter. According to Gundlach (2007) a definition provides understanding and communication to distinguish any terminology. In the domain of marketing, a well-explained rationale allows professional and students a quick and better conceptualization about marketing (Gundlach, 2007). The need to write this paper is actualized when some business students were observed relating marketing concept to advertising and promotional tools, not more than it. However, actual concept of the marketing is different and considerably broader in scope. Consequently, it is remarkably essential for students, particularly, marketing students to realize the central philosophy of the marketing.

In the past decades, many academics and practitioners have well defined the marketing concept, including Kotler (2008); Kotler *et al.* (2003); Kotler and Cox (1980); Kotler *et al.* (2015) and AMA (1937) since 1937 to date in various studies. Likewise, many other scholars have described marketing in their ways, as mentioned in literature session and Table 1. But, the contribution of this paper is to compile and integrate some studies along with interviews of the senior academic professional to summarize the definitions of marketing and furnish its description in the form of structure, as presented in Table 3. Conspicuously, the intention of this study is not to present a new definition or interpretation, however, is to compile some prior authentic definitions and describe a common theme to lessen misconception of business students. Therefore, some basic concepts are following defined, including market, management, marketing, and marketing management before moving farther.

Firstly, management is a process of interrelated actions to achieve organizational goal. It is the corporate key function which coordinates the efforts to accomplish organizational objective and goal within available resources, efficiently and productively. Managerial functions are based on planning, organizing, staffing, leading and controlling/directing (Koontz and O'Donnell, 1964). In contrast, researchers have presented several managerial functions such as according to Fayol and Holmblad (2008) there are six functions of management such as forecasting, planning, organizing, commanding, coordinating, and controlling. According to Cole (2004) there are four fundamental functions of management such as planning, organizing, actuating, and controlling. According to Gulick and Urwick (2004) the managerial functions are Planning (P), Organizing (O), Staffing (S), Cooperation (Co), Reporting (R) and Budgeting (B). Furthermore, the management is described as the art of getting things done through personnel (Mendenhall and Marsh, 2010). Similarly, according to Malik (2003) management is a transformation of resources into utility.

To be brief, management is a broader term where all activities and processes are at the head of concerned management, but all functions of the management need to perform actively to get work efficiency. Hence, if some functions like planning, organization, leading and controlling would involve to any business entity, it would be recognized as the managerial activity. For example, marketing after the involvement of administrative functions will be known as 'marketing management.' Likewise, HR (Human Resource) to HRM (Human Resource Management), IT (Information Technology) to ITM (Information Technology Management), Finance to Financial Management, Project to Project Management and similarly all practices with the integration of managerial functions could be deemed under the head of administrative activity. In addition, following debate would distinguish the center concepts of the marketing.

1.1. Market, Marketing and Marketing Management

A market is defined as the particular segment where an organization intends to target customer or consumers. A market is a place that allows sellers and buyers to interact each other for the purpose of goods/services; it can be a physical market or virtual market. According to Heyne (2014) a market is a medium to exchange goods and services. However, in business administration, a market is a distinct segment of individuals specified for selling of goods and services (Frank *et al.*, 1972). According to Jensen *et al.* (2003) a market is a distinct audience.

Secondly, marketing is described by several experts as a combination of diverse activities to deliver the message of product in order to create awareness publically. Whereas, marketing management is to manage each and every project efficiently and effectively. It could be any activity concerned to the area of marketing, including marketing research, idea implementation, promoting the product, conducting situation analysis, managing supply chain management, as well as managing post-purchase evaluation, etc. In contrast, when any activity involves practical application with planning, organizing, leading and controlling functions, it would be categorized as marketing management. Furthermore, according to AMA-American-Marketing-Association (2015) marketing is the activity and set of processes for communicating, creating and delivering values for the customers, partners, and society whereas

marketing management (MM) focus on practical application of all marketing techniques, orientations, methods within available resources.

Thirdly, marketing management focuses on customer's satisfaction from the identification of needs and develops product/service to meet the specific requirements of customers. According to Kotler (2009) marketing management is the science and art of exploring, creating, and delivering value to satisfy the needs of a target market along with maximum profit. According to Lone *et al.* (2009) marketing management is an exchange of communication with the customers, which inform, educate, and builds a relationship with them. According to Bao and Shanygina (2013) marketing management is a way to identify what people want and satisfying their need and wants involving them in the process. By doing so, organizational may able to create value for the customer and may build the long-term relationship with them (Bao and Shanygina, 2013).

Furthermore, marketing management is a process to meet the customer requirements and to gain maximum profit from managing all activities efficiently and dramatically while marketing is a way to connect customers to inform them about the products and services of the organization. Also, the definitions of **marketing** vary, which meant on the different perspective. Usually, it refers to particular target market to sell product and maintain the relationship.

2. LITERATURE REVIEW/FORMATION OF THE STUDY STRUCTURE

In order to describe the concepts of marketing, a study structure exhibited in Figure 2 and Table 3. This structure is comprised on extensive literature review, intends to describe marketing process along with the description. After the literature review, it is affirmed, there are various definitions of marketing defined by various academic researchers over different times (Houston, 1986). Eventually, the concept of marketing is not limited to advertising or promotion (Elimimian *et al.*, 2006) rather, it is an art to identifying, creating and value delivery for the sake of customer's satisfaction along with profit generation (Kotler, 2009). According to AMA Committee on Definitions (1960) marketing is a business activity which provides direction of goods from production to final consumer. According to Association (1985) marketing is a process for planning and execution of pricing and promotion as well as the distribution of goods/services to create exchanges and to satisfy the goals of individual and organization. Likewise, the new definition of marketing by AMA in 2007 expresses marketing as an activity involved processes to create communication, exchange offers, and to build value for customers, partners, society or client at large scale (Gundlach, 2007).

Moreover, Elimimian *et al.* (2006) addressed that marketing performs various functions such as conducting marketing research, logistic management, integrated marketing, relationship marketing, consumer behavior, channels and distributions, personal selling, retailing, service marketing, managerial marketing, e-marketing, international marketing, merchandising, promotion and advertising, strategic marketing, and industrial marketing. According to Samo (2014) marketing program designed to meet the needs of global market. The marketing concept is related to assistance towards the identification of customers, satisfaction and retaining them (Burnett, 2008). According to Burnett (2008) marketing is a process to satisfy organizational objectives as well as customer's needs and wants. Marketing is an exchange process in which needs and desires of the human can be satisfied (Kotler and Cox, 1980). According to Davidson (1972) marketing concept is associated with profit and strategy to get useful results.

Similarly, marketing is defined by earlier researchers in different perspectives. In the 1950s, the concept of marketing was associated with selling (Frank *et al.*, 1972). The focus of marketing concept also varies in different times where Frank *et al.* (1972) explained marketing as product focused rather than customer focused but Webster (1994) explained marketing as customer focused. According to Felton (1959) marketing is state of mind comprised coordination about entire marketing functions to produce the long-term profit. According to Konopa and Calabro (1971) marketing is the integration of all operational efforts which enhances sales volume and helps to achieve organizational goal. The definitions of Kotler (2009) and McCarthy (1960) were customer oriented and described as efforts to satisfy the consumer's needs and wants with profit maximization. According to Kotler (2009) marketing is a

process where organizations strive to understand the needs and desire of the specific audience and then develop product accordingly. Marketing is an interpersonal and inter-organizational relationship involving an exchange (Stanton *et al.*, 1994).

3. PROBLEM INQUIRY AND METHODOLOGIES

For inquiry purpose, a simple questionnaire was formed, as given in Table 2. Responses were collected through questionnaire distribution and personal interviews of 900 students of different colleges operating in Pakistan from September 2015 to January 2016. Surveys were distributed to intermediate students. Subsequently, 730 were found valid for further analysis, shows 81% accuracy in the rate of responses. Data were accumulated from few small cities of the Pakistan, including Okara, Pattoki, Phool Nagar, Chunian, Kasur, Raiwind, and Renala Khurd. The Data were obtained through visiting institutes, online request through group emails, and online questionnaire development through Google doc.

Additionally, some responses were received through social media and from official academic groups such as Wechat, Skype, and Facebook to get feedback from the students. Only known students were targeted for all types of social media. In this research, for the sake of problem inquiry, questions were asked comprised of ten items to record student's response. Regardless, some interviews of academic professional were also conducted including Professors, Associate/Assistant Professors, Lecturers, marketing professionals, and seniors Ph.D. (Research Scholars) to grasp clarity about marketing concept.

Despite, the current study highly based on existing data where secondary data were compiled through literature review with the help of research articles, books and online authentic web sources such as encyclopedias. Miscellaneous books were consulted from libraries such as 'Principle of Marketing' by Kotler *et al.* (2003) 'Principle of Management' by Morden (2004) 'Basic Marketing' by Perreault *et al.* (2013) 'Basic Marketing' by Moore and Pareek (2009) 'Principle of Management' by Taylor (1967) and many other books relevant to the philosophy of marketing and marketing management (MM) were studied. Likewise, various articles were accessed from known publishers, database, libraries, and journals in the field of management and most relevant articles were cited. In order to explain each element of the study structure, various studies were combined, as given in Table 1 while student's responses are addressed in Table 2.

The questionnaire was subdivided into two sections where first part based on demographic information of respondents such as age, qualification, city, gender and country. Second part based on respondent's perception about the research survey, as given in Table 2. Only ordinal and nominal scales were used to get feedback. Statistical Package for the Social Sciences (SPSS 19) and Microsoft Excel was employed to examine the data. In SPSS (Statistical Package for the Social Sciences), A is coded as '1', B as '2', C as '3', D as '4', E as '5', F as '6', G as '7', H as '8', I as '9' and J as "10". All data were collected in different parts at different times, which later organized in a single file of SPSS.

Notably, the purpose to collect this data is to make sure the proposed problem statement to realize the conception of the students from different geographic areas in the perspective of Pakistan.

Table-1. Literature References

Literature Reference on different concepts	
Market concept -Heyne (2014) -Menrad (2003) -Frank <i>et al.</i> (1972)	Post-Purchase Decision -Solomon (2014) -Donnelly and Ivancevich (1970) -Hofer and Schendel (1978)
Marketing Concept -AMA (1937;1960); AMA (2015) -Samo (2014) -Bao and Shanygina (2013) -Moore and Pareek (2009) -Burnett (2008) -Elimimian <i>et al.</i> (2006) -Webster (1994) -Association (1985) -McCarthy (1960) -Davidson (1972)	Marketing Strategies -Homburg <i>et al.</i> (2013) -Wedel and Kamakura (2012) -Johnson <i>et al.</i> (2008) -Hauser and Shugan (2008) -Baker and Hart (2008) -Cravens and Piercy (2006) -Hunt and Arnett (2004) -Ansoff (1987) -Hofer and Schendel (1978) -Smith (1956)
Marketing Management Concept -Kotler (2008;2009) -Kotler <i>et al.</i> (2003) -Kotler and Cox (1980) -Lone <i>et al.</i> (2009) -Morden (2004) -Taylor (1967)	Marketing Mix Strategies -Spann <i>et al.</i> (2014) -Lovelock <i>et al.</i> (2009) -Goi (2009) -Constantinides (2002;2006) -Van Waterschoot and Van Den Bulte (1992) -Rafiq and Ahmed (1995) -Gronroos (1984) -McCarthy (1960) -Borden (1964) -Dean (1950) -Kim <i>et al.</i> (2003) -Nicholson <i>et al.</i> (2001) -Madu and Madu (2002) -Joines <i>et al.</i> (2003) -Lee (2002) -Liebermann and Stashevsky (2002) -Dennis <i>et al.</i> (2002) -Wan (2000) -Lowengart and Tractinsky (2001) -Vellido <i>et al.</i> (2000) -Lightner and Eastman (2002)
Others Books/References -Kotler <i>et al.</i> (2015) -Jain and Haley (2009) -Kotler (2009) -Kotler (2008) -Churchill and Iacobucci (2006) -Baker and Hart (2008)	

Note: Literature covered these studied but not limited.

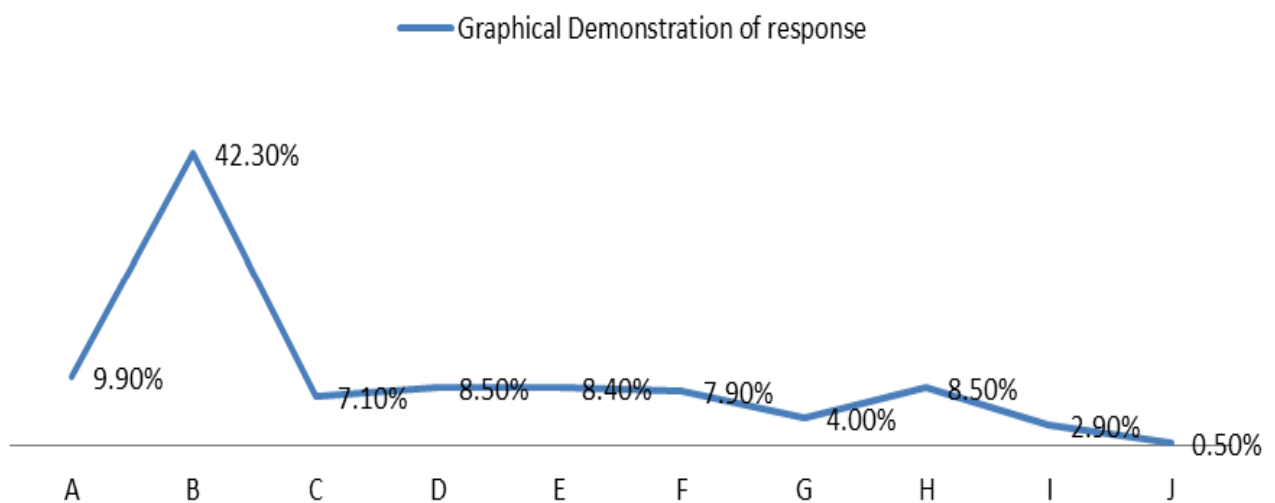


Figure-1. Graphical Demonstration of response

Table-2. Responses of the Students

Question for problem inquiry:	Frequency	Percentage
In your point of view, marketing is closely associated to?		
Respond on Option (A) Only put efforts to develop/maintain brand image	72	9.9%
Respond to Option (B) Only put efforts to deliver the message of product through multiple promotional tools such as electronic media, print media and all other tools?	309	42.3%
Respond to Option (c) Deliver on time and quality product to the final consumer?	52	7.1%
Respond to Option (D) Satisfy the needs and wants of customer or consumers?	62	8.5%
Respond to Option (E) A strategic process to create value for the customer/consumer?	61	8.4%
Respond to Option (F) A strategic process to build the long-term relationship with customers?	58	7.9%
Respond to Option (G) None of them	29	4.0%
Respond to Option (H) Option A&B	62	8.5%
Respond to Option (I) Option E&F	21	2.9%
Respond to Option (J) All of above	04	.5%
TOTAL	710	100%

4. DISCUSSION

In the current survey, as given in Table 2 and Figure 1, it is found that 9.9% students perceived marketing as efforts to build brand image, but in fact, it is just an important part of the marketing process. Likewise, 42.3% students considered marketing only as organizational efforts to deliver message of product through multiple promotional tools such as electronic media, print media and all other tools, 7.1% students responded that marketing is a process to deliver on time and quality product to final consumer, 8.5% students answered by perceiving marketing as a tool to satisfy the needs and wants of customer/consumer. Likewise, we asked the question that marketing is a strategic process for value creation and 8.4% students were responded on this option, 7.9% were responding to consider marketing as the only process to create the long-term relationship with customer/consumers. Only, 4.0% respond with 'none option', and 8.5% student's concepts belong to building brand image and deliver the message through multiple promotional channels, 2.9% students considered marketing as a process to create value for the customer and build the long-term relationship with them. Lastly, 5% students answered and assessed marketing as "all options".

The highest response is recorded about option 1, which indicated the common perception among students to take marketing as "organizational efforts just to deliver the message of product through multiple promotional tools". Although the lowest response rate is about option E&F, indicated "marketing management as the process to create value for the customers and build the long-term relationship with them".

Now, the representation of marketing concept is described below with the help of extensive literature review and interviews of the academic professional. It would allow obvious thought where the idea of promotional activities lies. Thus, according to the current author's perception, the marketing philosophy is following addressed;

"Marketing is not limited to promotion of product; it is a complete strategic process, based on various interconnected activities/sub-processes that start from identification of needs and wants of customer/consumer till its satisfaction to create value, sustainability, and building long-term relationship with them along with organizational profit."

The above definition is further purified and presented below;

“Marketing is a process to create value for the customer and build the long-term relationship along with profit maximization”

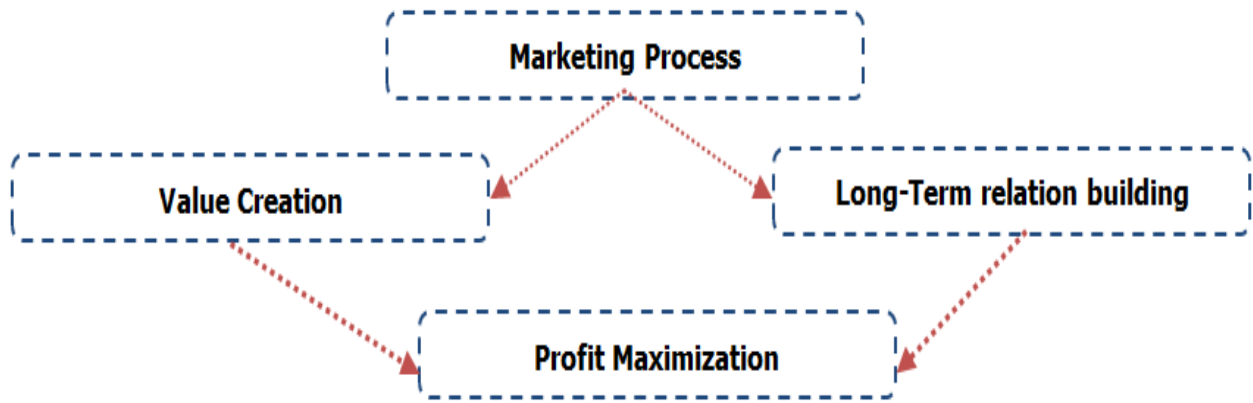
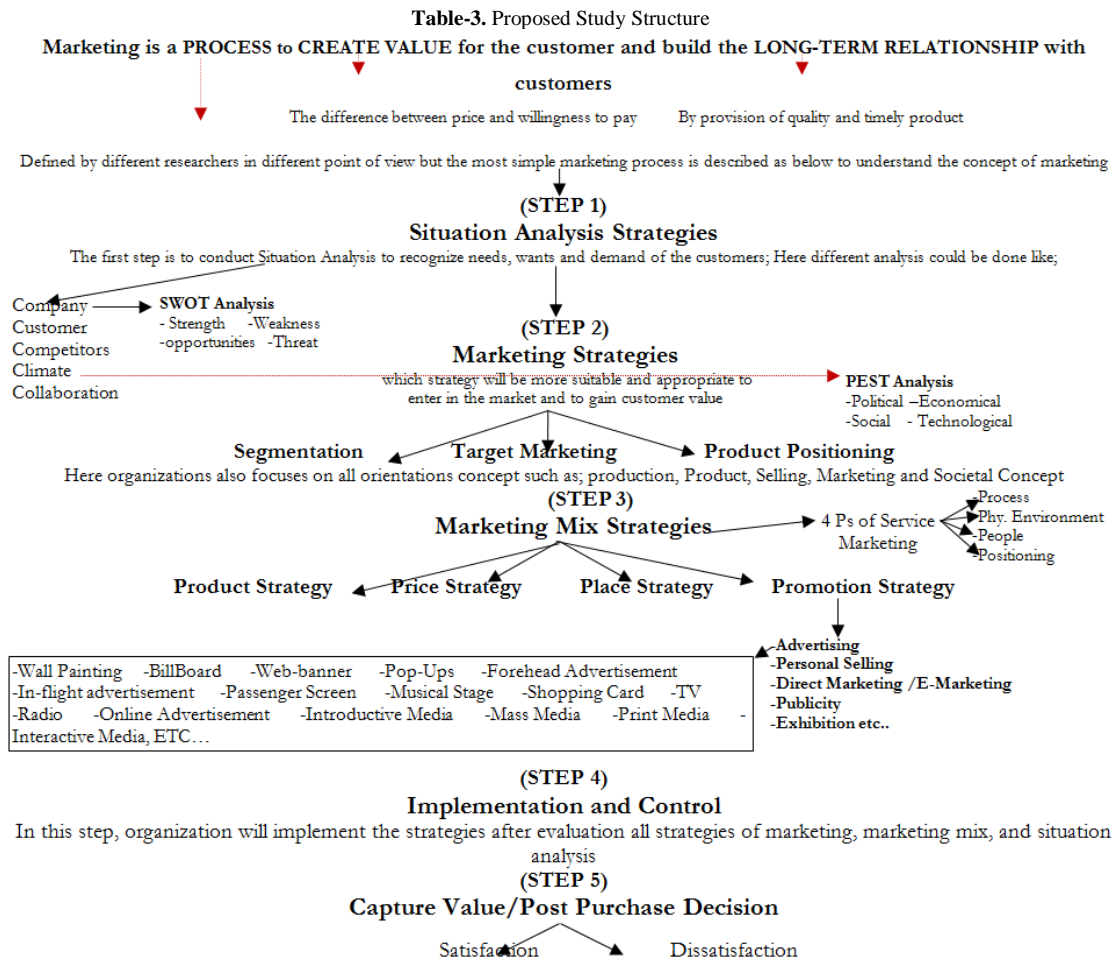


Figure-2. Division of marketing definition

The ‘value of customer’ is defined as the "difference between actual price and willingness to pay" whereas, the long-term relationship could be stabilized by the provision of quality and timely product. It is also vital to delivering the product on time, and for that purpose, organizational supply chain including inbound and outbound logistic should be efficient. The study process is based on five different parts such as; situation analysis helps to understand the situation of market/environmental forces, marketing strategies, marketing mix strategy, implementation/control, and lastly evaluation for post-purchase decision. The detail description of each step is furnished below;



5. BRIEF DESCRIPTION OF STUDY STRUCTURE

5.1. Situation Analysis

According to [White et al. \(2003\)](#) it is indispensable to understand the market situation in order to improve marketing decision. There are numerous techniques that management may utilize to examine the internal and external environment, also known as situation analysis which helps to learn the market position before entry. There are several studies could be adopted, including Porter's five forces and 5Cs analysis ([Steenburgh and Avery, 2010](#)). According to [Porter \(2008\)](#) five forces analysis help to shape marketing strategies of the organization. According to [Steenburgh and Avery \(2010\)](#) SWOT analysis also contributes to understanding market situation. Thus, it is imperative before implementation of marketing strategy to understand market conditions. And, for that purpose, the 5Cs analysis is very useful based on five essential areas such as company, customer, competitors, climate and collaboration ([Steenburgh and Avery, 2010](#)) as presented below and Figure 10.

- 1st C- Company
- 2nd C- Customer
- 3rd C- Competitors
- 4th C- Climate
- 5th C- Collaboration

In 1st C, the organization tries to understand product line, culture, an image in market and technological situation of the enterprise. Subsequently, SWOT analysis is part of 1st C and narrated as Strength, Weakness, Opportunity and Threat of rivals. In 2nd C, the situation of the customer such as market size and growth, the consumer seeking benefits, consumer buying process, the frequency of purchase, the motivation behind the acquisition, and expectations were analyzed. The analysis related to competitors is also critical in which organization strives to realize its potential competitors, products, market shares, market strength and weakness of competitors. Climate analysis covered internal and external analysis where external analysis is further covered as PEST analysis (Political, Economic, Social, and Technological). Finally, last 'C' narrated to collaboration; it is related to supply chain management, including distributor, supplier, retailers etc. Besides, it is the key method for an organization to understand the environmental situations.

5.2. Marketing Strategies

A strategy is a technique to overcome raised problem during different circumstances. Furthermore, researchers have been defined strategy in their ways and different contexts, like according to [Ansoff \(1987\)](#) the strategy is a decision, rules, and guidelines which are required to maximize the organizational profit. [Hofer and Schendel \(1978\)](#) and [Johnson et al. \(2008\)](#) divided strategy into two ways; corporate level and business level, where corporate level strategy focus on set of business resources, and business level strategy which identifies ways to gain competitive advantages. In the marketing perspective, strategies permit organizations to discover suitable and appropriate way entry to the market. According to [Smith \(1956\)](#) there are a variety of marketing strategies such as product differentiation, market segmentation, and other alternatives strategies. Many researchers have been suggested strategies in different dimensions, including [Cravens and Piercy \(2006\)](#); [Hauser and Shugan \(2008\)](#); [Noble and Mokwa \(1999\)](#); [Bonoma \(1985\)](#); [Jeannet and Hennessey \(2005\)](#); [Booms and Bitner \(1981\)](#) while ultimate objective is to gain competitive advantages.

According to [Baker and Hart \(2008\)](#) marketing strategies allow gaining competitive advantages. According to [Homburg et al. \(2013\)](#) strategies are included short term and the long-term activities in the field of marketing and help to examine remainder market orientation strategies. In this paper, we will look strategies in the context of marketing with three aspects;

- Market Segmentation
- Target

- Positioning

Market segmentation is a strategic tool dividing the large market into subsets to recognize their need to develop the product accordingly (Hunt and Arnett, 2004). Characteristically, an organization adopts differentiation and undifferentiating approach to satisfy consumers. Furthermore, enterprise needs to be aware of targeted segmentation of purchasers (Wedel and Kamakura, 2012) as following categorized;

- Demographic Segmentation
- Geographic Segmentation
- Behavioral Segmentation
- Occasional Segmentation
- Psychographic Segmentation
- Cultural segmentation etc.

According to Frank *et al.* (1972); Loudon and Della Bitta (1984) and Dickson and Ginter (1987) ultimate purpose of segmentation is to target consumers according to their need and desires by examining their social class, their location, their behavior, buying power, timing and desire towards a specific product.

5.3. Marketing Mix

According to McCarthy (1960); Borden (1964) and Van Waterschoot and Van Den Bulte (1992) the concept of the marketing mix is associated with 4Ps of Marketing such as Product, Price, Place and Promotion where each part is based on further various strategies. There are also 4Ps associated to service such as Process, Physical environment, people and positioning (Lovelock *et al.*, 2009). Also, in different times researchers have suggested different Ps of Marketing Mix such as Gronroos (1984); Rafiq and Ahmed (1995); Constantinides (2002;2006); Moller (2006) and Goi (2009) where some other experts and scholars have inferred 8Ps, 10Ps, and 12Ps. Eventually, the intention of this study is to focus on 4 Ps, as given below;

- Product
- Price
- Place
- Promotion

The 1st P is 'Product' which explains needs and opportunities related to product design, usefulness, technology, convenience, value, quality, branding, packaging and size of the product, etc. Secondly, Pricing strategies are involved in a selection of price of a product by understanding the buying capacity of the target market. Many pricing strategies are recommended by different researchers such as Dean (1950) and Spann *et al.* (2014). Thirdly, place strategies are involved with needs and opportunities about retail operations, wholesale, mail order, the internet, and direct sales. Lastly, promotional strategies are based that how to deliver the message of product to the customer and the final consumer. Organizations spend many budgets on promotional activities. Mostly organizational follow IMS tool (Integrated Marketing Tool), which is more useful to target customer in all aspect. But, this tool is quite expensive and the most organizations have no budget to follow this mechanism. Therefore, usually, the organization focuses on a different tool such as advertising, publicity, direct selling, exhibition, online marketing, etc. In advertising, there are many sub-techniques to capture the attention of target audience as presented in Table 3.

Furthermore, an advertising may processed through several ways, including Wall Painting , Bill Board, Web-banner, Pop-Ups, Forehead Advertisement, In-flight advertisement, Passenger Screen, Musical Stage, Shopping Card, electronic/Mass Media, Radio, Online Advertisement, Introductory Media, Print Media, Interactive Media, etc (Rampoux *et al.*, 2006).

5.4. Implementation and Control

After planning and decision making through all previous steps, it is time for implementation of proposed marketing plan. As earlier mentioned, when four functions of management (Planning, Organizing, Leading and Controlling) involve to any business activity then it lies under the domain of Management. Hence, to Plan, organize, lead and to control is marketing processes, known as marketing management (MM). It is the responsibility of organizational concerned management to deal all activities adequately to deliver value to the customers. By doing so, an organization would able to gain competitive advantages. Lastly, post purchase decision is important which are results or outcome of marketing efforts (Han and Ryu, 2012).

5.5. Post-Purchase Decision

Post Purchase decision acknowledged as the post-evaluation decision provided by the final consumer after consumption of a product. According to Hoyer (1984) and Donnelly and Ivancevich (1970) post purchase decision is reinforcement to re-purchase product by the consumer or reject it. There are two opinions of the buyer either they will satisfy from the product or will not satisfy. If the product is according to the need and wants of the customer then will satisfy and re-purchase it. Likewise, if the product is not accordingly then obviously will not re-purchase and may leave negative comments. Thus, post purchase decision informs the results to organizational efforts from two ways;

- Satisfaction of the consumer
- Dissatisfaction of the consumers

Summarizing the whole process, marketing management (MM) focuses on practical application of all marketing techniques, orientations, methods within available resources. It involves various significant interrelated functions to organize each and every process. Therefore, complete marketing process requires proper management for good relations to the customer. In contrast, the long-term relationship allows the organization to earn more profit which may possible through the provision of quality and timely product.

6. CONCLUSION

This research proposes some implications for academic perspectives along with proposed structure to marketing students. This study strived to describe the marketing process by integrating prior studies. This paper allows students to reduce their misconception, as our study has notified. However, the misconception about marketing concepts could overcome through several ways. Most importantly, classroom learning is very crucial where teacher plays a critical role to disseminate knowledge about any concept because it is essential to define any concept for the better understanding of the concept (Gundlach, 2007). According to OECD (2009) and Teague and Anfara (2012) the learning of students primarily based on the effectiveness of a teacher. In addition, to enhance students learning certain policies might be designed to approach students regarding their mental level; see, Rabe (2006) and Finefer-Rosenbluh (2016). Expectably, the current research would helpful for business schools students in concept clarity. However, this study not suggests any standardized recommendations that would be applied for all level of academic professionals and students.

Finally, it is affirmed that marketing is a complete strategic process. Whereas, a promotional tool is a particular part of such a marketing process where an organization tries to promote and deliver the message of the product/service to the customers or consumer using various tools, including advertising through multiple channels. Despite, it is summed that advertising is part of the promotional tool, and the promotional tool is a part of the marketing mix. Whereas, marketing mix is a part marketing process. Likewise, marketing management is a part of general management; all these activities and processes lie under the umbrella of business administration. Hence, there is process within a process, and it's mandatory for students to understand each and every part/process to get better clarity and understanding of the concepts.

7. LIMITATIONS AND FUTURE RESEARCH

The present study has certain limitations which might be counted in future considerations. However, the following deficiencies are currently perceived;

1. This study is limited to a specific region of the Pakistan which thus limits its generalization.
2. The adopted sample size was small, which again restricts the generalizability of the problem statement towards the remainder of the regions. Thus, problem inquiry of the current study not ensures the presence of same student's perception among other business students in the Pakistan.
3. The cited studies in literature reviews session are limited where more additions of the studies may be possible and helpful for academic researchers and students.
4. The questionnaire is too limited to examine the behavior of students and therefore a comprehensive survey would be developed to assure the same or relevant problem inquiries among different levels of the students in future.
5. In contrast, the current study is limited to particular marketing process which could further be described with missing elements in this domain.
6. This study is limited to college level students, which applies to small cities of the Pakistan.
7. Furthermore, further research might be conducted to evaluate the conception of the students towards varied concepts in order to furnish insights of several obscure concepts to reduce misconceptions within the scope of marketing.
8. The simple descriptive statistics employed in this research wherein future data would be collected from the large numbers of respondents and might be estimated through advanced statistical techniques.
9. Finally, sometimes individual perceive "advertising means → to promote a product by informing fake or telling a lie about the features of a product/service". Therefore, a detailed study would be conducted to diminish this misconception of the individual about advertising, if this issue has a presence anywhere.

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