



Abstract

## Discovery of the Unicist Ontology of Marketing Mix

*This is a synthesis on the results obtained from the research on the unicist ontology of marketing mix to define its unicist ontogenetic map led by Peter Belohlavek.*

The objective of a marketing mix is to establish the successive and simultaneous actions to influence the consumer's or user's purchasing decision.

Marketing achieved its goal when the offer is considered as the first choice in the potential client's mind.

Whenever we define a marketing mix we need to understand the minimum steps to produce the critical mass in the purchasing process.

To accomplish the objectives at a minimum cost we need to know which actions influence the consumer's mind.

Only through the understanding of the purchaser's decision process one can think about the marketing mix. The knowledge of the marketing mix is basic to the planning of commercial actions.

The variables that influence the consumer's mind were discovered long ago. Hence, the art of being able to influence others is as old as mankind itself.

What one institution promoting sales seeks is to meet a prospect's unfulfilled need. This requires a "profound democratic sense", unless one is willing to betray the client, in which case, this betrayal is paid for with market share.

## Developing markets

Man is characterized by his capacity to "invent".

But when one invents in the field of marketing, what is achieved, is the discovery of new ways to satisfy needs. New ways are invented, but needs are only stimulated.

Just like technology permits larger developments in the field of hard sciences, the behavioral sciences, among which marketing is included, increasingly fathom into Man's essential habits, to influence him.

Modeling the field of marketing is quite new to mankind, it is less than one hundred years old, but we can already talk about a synthesis due to the high speed that the behavioral sciences have gained in this time period.

The hypothesis underlying the logic of markets is that these are not invented, they are discovered and stimulated.



This discovery is the marketing man's task that begins with a very skillful synthetic understanding of the sales process. Otherwise, he runs the risk of inventing markets rather than discovering them.

In the worst situations "inventors" partly discover some segment and the market responds in a partial manner.

In this case men are doomed to failure, because they believe they have discovered what in fact was encountered by chance. The marketing cost and the cost measured in market share will be high.

Inventing markets is a very expensive process, with poor ethics and little rationality involved. Discovering them allows the development of rational, ethical and efficient marketing.

In order to introduce ourselves into the Marketing Mix we must first understand the natural structure of markets.

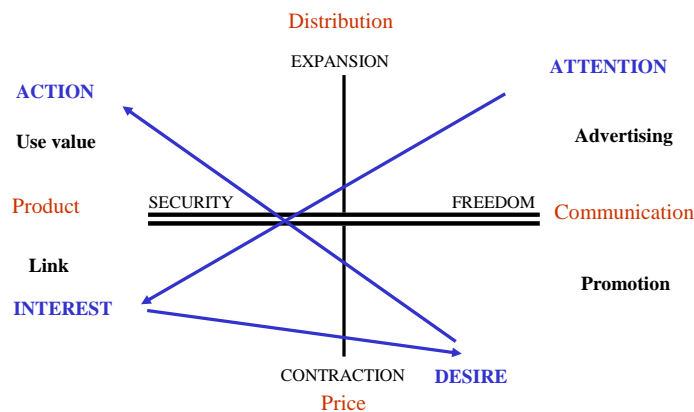
To do so we would like to begin by introducing the concept of "variables" managed in markets. Philip Kotler described them without giving them a logical sense. However, he did manage to perceive the essence of the Marketing Mix.

The variables are as follows:

- Distribution
- Product
- Communication
- Price

From a logical viewpoint we can group them as follows:

### Conceptual structure of the marketing mix



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We will analyze the logical relationships of each of the components of the Marketing Mix.

## Distribution

Distribution means bringing the product closer to the client. Distribution may be either physical or virtual. The goal of distribution is to bring the product or service close to the client to make it accessible.

Distribution has two components.

- The brand, that sustains the negotiating and commercialization freedom based on the brand attributes.
- The need. Distribution is more efficient and its sales closing is better if it satisfies the clients' needs.

## Communication

Communication informs the client of the attributes or benefits a product or service has. Communication takes two different forms. We call it “Advertising” is the expansive aspect of communication.

Advertising is the element that draws client's attention. This call of attention bears a relationship with the interest intended to be aroused in the rational purchase, or the wish sought to be stimulated in the purchase by impulse.

In one case, advertising targets on the prospect's left hemisphere, whilst in the other the right hemisphere is aimed at.

In the pleasure area, communication takes the form of promotion. Promotion is the path through which the product is somehow experienced so that the client may integrate it to his “belonging” without having purchased it. Promotion, therefore, is possible when there is an interest in the product, or when dealing with products of a high instinctive (subliminal) content.

## Product

Product, or service, is the element which satisfies the client's needs. The product or service generates two types of relationships with the prospect: a functional and a linking one.

The functional relationship refers to the product's use value. We call a product's usefulness the “use value”.



The usefulness bears a relationship with its benefits measured both objectively and subjectively. The product's use value is fundamental to the purchasing decision process in its closing stage.

The link with the product is mainly defined by the complementarity between itself and the client. This complementary relationship may be of the personal or functional type.

The link is predominantly subjective in the former and objective in the latter. The link is the basis of the individual's interest in the product. Without a perceived link there is no interest.

## Price

The price is a conditioning element to the purchase. In general, except for commodities, price only conditions but does not determine.

The monetary value of a given good or service, which includes the payment conditions, makes the good accessible or not, in accordance with the purchaser's income.

The price, by conditioning, determines if the product chosen, as first choice, is the one desired. Should it be inaccessible, the next one then replaces it and so on until the price barrier is overcome in operational terms, and the last stage in the purchasing action is reached.

The price is an element that on the one hand bears a priority relationship (correlation) with the value but on the other hand it primordially relates to opportunity.

The marketing mix is, in fact, the combination of elements that permit determining which actions have to be made to facilitate the development of the purchasing process in natural terms. The more naturally the purchasing process is developed, the more economical the marketing is.

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