

## MARKETING MYOPIA

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### ABSTRACT

*Marketing myopia suggests that business will do better in the end if they concentrate on meeting customers' needs rather than on selling products. Theodore Levitt says some way for doing business with many changes without any failures. Impacts of the marketing myopia and how we avoid that problems in marketing myopia. First of all understand the concept of marketing myopia then only we prevent and avoid that problem.*

### MEANING OF MARKETING MYOPIA

The 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. A short-sighted and inward looking approach to marketing that focuses on the company instead of defining the company and its products in terms of the customers' needs and wants. It results in the failure to see and adjust to the rapid changes in their markets.

### DEFINITION OF MARKETING MYOPIA

The term “marketing myopia” was first expressed in a famous article of the same name written by **Theodore Levitt** for the Harvard Business Review in 1960. In “marketing”, ‘Levitt argued that many companies incorrectly take a shortsighted approach to marketing, viewing it as merely a tool for selling products. Instead, he argued that the companies should look at marketing from the consumer's point of view. For example, a company that sells hiking boots should not define its marketing in terms of sales of hiking boots, but market itself as a company concerned with outdoor exploration and adventure.

**Marketing myopia** asks the companies to do the following

- More customers focused.
- Innovate
- Be in control.
- Understand customer desires.

- Conduct marketing research programs.
- Marketing strategy should be developed keeping feedback of customers in mind.

### CONCEPTUAL FRAMEWORK

- The fundamental concept to take away from marketing myopia is that a business will survive and perform better if it focuses on satisfying customer needs rather than selling specific products. Thus this is as much about strategic planning as it is about marketing.
- Every industry once upon a time was once considered a 'growth industry'. For instance, the buggy whip industry –an example taken directly from Levitt's article- once was thriving with many buggy whip manufacturers and purveyors of buggy whips for horse-drawn carriages. But then Henry Ford came along and the buggy whip industry went into decline and eventually became extinct.
- Buggy whip companies did not go out of business because of the advent of cars, according to the concept of marketing myopia; rather, they went out of business because they were too focused on seeing themselves as buggy whip companies selling buggy whips. If they instead envisioned themselves as being in the transportation business, they might have been able to transition to products and services related to the emerging auto industry or other sectors of the transportation industry.
- Levitt believes that products should be viewed as a consequence of marketing rather than marketing being a necessary consequence of a product. Again, the focus should be on filling customer needs through goods and services rather than creating goods and services and then attempting to find customers.

### IMPACT OF MYOPIA

- Short sightedness affects the mission in vision of the company.
- Growth gets checked.
- Uncertain failure.

### CAUSES OF MYOPIA

- Company thinks, its growth is guaranteed by expanding population.
- Believe there is no competitive substitute.
- Mass production not concentrating on the needs of the consumer.

- Focusing on product rather than the customer(Lacking innovation)
- Not considering the changing consumer lifestyle in digital age.

### UNDERSTANDING MARKETING MYOPIA

- Term coined by Theodore Levitt
- Refer to the short sightedness.
- The marketer wants to sell the product and services, without much focusing on the customer demands/needs.
- Also can be defined by:  
Marketing myopia is narrow minded approach to a marketing situation where only short range goals are considered or where the marketing focuses on only aspect out of many possible marketing attributes.
- Can be prevented:
  1. Product concept –myopia.
  2. Marketing concept – no myopia.

### AVOID MYOPIA

- Solution centric focus.
- Customer centric.
- Marketing is not only about selling.
- Aware of substitutes to the industry.
- Disruptive innovation.

### LESSONS WE CAN LEARN

- Companies need to know the difference between a product and commodity.
- **Product:** “what a customer feels about your business”.
- **Commodity:** “a commodity is anything for which there is demand, but which is supplied without qualitative differentiation across a market”.

### SYMPTOMS

Comments such as:

- “They have nothing on us”.

- “That could never happen to us”.
- “We are our own competitors”.
- “Customers love our product or service regardless of what happens”.
- “They will buy whatever we will sell to them”.

## FAILURES

- **Kodak film company** is a great example in which marketing myopia was present.
- Kodak did not view sony, an electronics company, as a potential competitor.
- **Product** :Capturing moments and  
**Commodity**: Film

## SUCSESSES

- **Pepsi-cola** is a good example of which marketing and management myopia is absent.
- **Pepsi-cola’s** diversification into other markets.
- **Product**: A feel good thirst quencher and  
**Commodity**: a soft drink.

## VALUE AND SATISFACTION

- If performance is lower than expectations, satisfaction is low.
- If performance is higher than expectations, satisfaction is high.

## CONCLUSION

Every business which is undertake the term marketing myopia to ensure continued growth for the company, concentrate on meeting customer’s need, rather than selling products. It is if the business organization is suffering hypermetropia rather than myopia.

## REFERENCE

1. Online sources
2. Journal of new production economy.
3. Wikipedia.