
SPOTLIGHT ON THE MARKETING MINDSET: LITERARY REVIEW

Rounaq Kadhem Hussin Shubar

Department of Business Administration - College of Administration and Economic -
University of Al-Qadisiyah, Iraq

Zaki Muhammad Abbas

AL -Furat AL -Awsat Technical University Technical Institute of Dewaniya- Iraq

Kamal Kadhim AL-Hassany

Department of Business Administration- Faculty of Administration and Economic- Al-
Muthanna University-Iraq

ABSTRACT

The current research aims to show the importance of marketing mindset (mental models) and its role in exploring and investing blue oceans, via identifying techniques for growing and changing mental models of strategic marketers, in addition to figuring out the nature of the relationship between learn about variables as an easy contribution of researchers to bridge the knowledge gap, through Providing a theoretical framework for research variables and reviewing ideas for a team of thinkers and researchers in this field.

Key words: Marketing Mindset, Mental Models

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1. INTRODUCTION

Research Methodology

Research Problem

The current research hassle can be determined through a set of motives, which are the following.

Marketing consciousness to supply exceptional solutions to customers. Theodore Levit thinks that without finding solutions to customers even at a real looking rate, he misses no business. As many picks are continuously offered to customers to help them remedy their problems. They do not buy things, however, they purchase solutions to problems (Between

Freedenthal, 1986). Successful and affluent corporations are groups that constantly are seeking for the first-rate methods to help customers with the fantastic job answer to their problems, with the satisfactory value, and with the best readiness. To create preference, it is crucial to comprehend what clients think is their best., According to Khosrow-pour (2002), the query is the actual component is no longer when transformation occurs, however as a substitute how and what transformation pathways are.

Investing human capital in the region of developing goods and services and searching for new markets. Human minds are creative and enterprising, when opportunities and incentives are available, fundamental human instincts enhance the exceptional approaches to do things, (Kumar, 2014). A change in attitude has a multiplier effect on the change in organizational lifestyle and on character and organizational behavior. Since trade-in mindset is a long-term system and involves some unwritten policies that in the end lead to changes in behavior, and therefore, it has to be modified in a way that can be reflected and shown in the things to do of the goal individual, (Bharti et al., 2014). Haycock et al. (2012) notes that initiating new creations and options and that the toughest venture going through CEOs and senior managers are the word [but] if this is executed well, it challenges assumptions and creates new (discerning) mental models for markets, choices and organizations. Here it is worth noting the positive position that marketing mindset (mental models) can play in bringing about a trade-in organizational behaviors and culture and supplying organizational local weather that encourages creativity and innovation.

Based on the factors team aforementioned, researchers can define the formulation of the research trouble with the aid of asking the query basically sought lookup to answer: Do you make contributions Mindset marketing (models of mind) for business groups and marketing managers get right of entry to new markets and the improvement of new goods and services.

1.2. Research Objectives

The research targets to decide the importance of marketing mindset and its role in exploring and investing in new markets, growing goods and services, and presenting a set of proposals in mild of the information reached.

1.3. Research Significance

The significance of the current research stems from the significance of its components and its variables because of its contents thru analysis and interpretation of these variables as well as the mental models, understanding and philosophical depth of the difficulty of marketing mindset or mental models for marketing managers and employees, in addition to offering a set of mental models and cognitive contributions to a wide variety of researchers that are numerous in their content material Consequently, the path was once opened for further subsequent educational studies in this regard.

2. LITERATURE REVIEW

2.1. Introduction

The idea of mindset was used as a time period in the subject of learn about of the human mind, it shows the ability of the human mind to distinguish the correct effects in relation to actuality and reality. It is a term associated with cognitive psychology, or as it is from time to time referred to as cognitive psychology, which is a sub-field in psychology, whose mission is based totally on exploring the individual mental models strategies of the individual, as this science studies how folks think, perceive, talk and clear up problems. Cognitive psychology additionally surely recognizes the existence of internal states of idea (such as faith, desire, idea, knowledge, and motivation).

Kim & Mauborgne (2005) launched a mental machine in which he called for rebuilding the approach based on the new growth theory. This new mental device has described how expertise and thoughts that lead to increase and innovation spread inside the organization. They made it clear that the system of innovation and growth can take vicinity in all companies and at all instances with the aid of re-arranging and building data and market factors in a new way that leads to innovation. (Kim & Mauborgne 2005) showed that the shape of enterprise boundaries exists solely in the thinking of managers and does not have a presence on the ground, and therefore agencies have to rearrange each of the factors of markets and industries via focal point from furnish to demand, and from focus on opposition to focus to creation. New necessities for customers, and the creation of new markets in order to create price for clients and the agency together, and this is performed through adopting differentiation and reducing expenses at the same time.

2.2. Marketing Mindset Concept

Mental models, or mindset, are a frequent concept in literature, mental models consist of: image of the needs of future customers; an understanding of the commercial enterprise model; a set of relationships that exhibit some causation or goal outcomes in the market; a sketch of critical components of interconnections in the value chain; or an image. The mental models movement of the chain of activities in the strategic design (Tollin, 2008). The mental models, fundamental and sensitive standards in organizational cognition research, they characterize the theories of decision-makers in the use of their views on the factors that have an effect on the success of their commercial enterprise activities. The mental models for successful organizations provide goal counterparts from a different try to determine the proper market success factors. In the worldwide context, they are additionally impartial counterparts of export success factors. In particular, mental models depict the understanding and interpretation of information acquired and guide the conduct of choice makers, which include their market-oriented activities (Grunert et al., 2010). It performs vital function in the cultural and social context, shaping human motivations and the favored goal. Each individual serves as a cultural product of their environment - human brains are dynamic entities decided via their special relationship with the world, in accordance to Freudian perspective, which is nearly unintended (Bozorgi & Dashtaki, 2014). The alternate in mindset has a multiplier effect on the alternate in organizational lifestyle and on character and organizational behavior. Since exchange in mindset is a long-term procedure and involves some unwritten guidelines that eventually lead to adjustments in behavior, therefore, it must be modified in a way that can be mirrored and proven in the activities of the target individual (Bharti et al., 2014).

Several discussions and definitions mentioned the notion of the mental models. However, there is a routine theme in these definitions, which is: Mental models have an effect on the (active) trip and are affected by the skill of the ride (towards the unknown). Thus, mental models are described as equipment that managers use to apprehend the complex environment by using the skill of giving meaning to a giant range of signals. Incoming from the environment to be part of organizations with their external surroundings by way of the system of making a perception. This point of view makes us apprehend the following: The enacted environment are the remains of a grasp circle that is saved in preceding information processes. The concept of conceptualization describes what relates to product creativity as follows: For product creativity, human beings will construct the market probability and technological knowledge related to the thought of the product, the understanding they conjure up and make this understanding meaningful thru explaining its feature in the ongoing fulfillment of the new product (Tollin, 2008). The mindset of entrepreneurs can be extensively affected by means of the involvement of conceivable managers and marketers in significant activities. Activities concerned ought to include the incorporation of wondering and learning. Learning and

thinking can additionally be guided through role modeling, teaching, and training. Also, businesses can become aware of these paid managers or leaders through the high want for affiliation, firmness, and willingness to face challenges. The significance of role-modeling, fostering perception and consensus, creating Genius and skills, and advertising a formal mechanism to influence the marketer's mindset as a way to trade his mindset can be adopted (Bharti et al., 2014) .

Mental models furnish a means of inspecting the manager's view of customer-related factors or environmental factors as determinants of competitive advantage. External factors may additionally have an impact on the degree of market orientation via its affect on decision-makers. That is, when decision-makers view market-oriented factors as indispensable to the success of their business, they participate in the market-oriented activity. Therefore, the hyperlink between the organizational shape of market orientation and market-oriented grasp at the person level, comparable to current contributions involving market orientations at the individual level, the position of the countrywide lifestyle in influencing the link between regulatory elements and market orientation, and the world adoption of the thought of marketing. Also reflect on consideration on the current work of the institutional principle dealing with environmental stresses and their appearance in managers' mental models (Grunert et al., 2010). The core concept is that senior marketing executives have a giant amount of work and existence experience, and thus extensive experience produces a remarkable deal of experience. Moreover, the majority of them have an academic degree in business and / or technology, or equivalent education, which affected their work experience. Accordingly, and as mentioned previously, it is cautioned that the Chief Marketing Executives have some secure and clear thoughts and beliefs about the problem and the scope of the marketing mission at the corporate stage and what are the processes, values, actors, knowledge and other assets that will attain the diagram and implementation of the method correctly - while It relates to various parts of the mission place (product innovation, customer relationship and management, etc.) (Tollin, 2008). Understanding a consumer entails perception their value system that is, understanding how they suppose of the society in which they live. Values are a powerful determinant of behavior that can be used not solely to illustrate consumption patterns however additionally to predict them (Bozorgi & Dashtaki, 2014).

There is an assumption based on the hobbies that drive companies in the direction of stability, and therefore the routine is embedded in the mental models or mindset that humans carry, and therefore the trade includes altering these mental models. Change is constrained to mental or movement models that guide and maintain the organization in the repute quo. It would reduce the forces of stability and the forces of survival of the exchange that will cross the business enterprise forward. Changing an individual's mental models involves urging people to provide up some of their beliefs, assumptions, and values. This in itself is a phase of the learning process. In this sense, mastering and trade are synonymous - meaning they refer to the equal phenomenon. Therefore, in order to understand how mental models can be changed, we need to apprehend how individuals research or now not learn, and right here Arango (1998) sees the hidden and effective function of organizational mental models. It lies in the fact that there are many awesome ideas, opportunities, needs, and aspirations. Outside the organization, etc. So organizational mental models filter out all of this information (Duffy, 2009).

Therefore, Hitt *et al.* (2007: 7) defines world mindset as the individual's store of knowledge, attention and psychological characteristics that allow him to influence individuals, groups, and companies from various social and cultural systems. " Through two similar aspects: the complete cognitive shape to direct attention, the interpretation of

information, and the evolving potential to adjust and refine this knowledge structure through new experiences. It represents the potential to develop and interpret requirements for personal overall performance and commercial enterprise independent of the assumptions of a country, tradition or context; and put into effect those standards in a structure of us Cursed in exclusive countries, cultures, and contexts (Levy et al., 2007). Duffy's (2009) factors to two degrees of mental models: at the organizational and non-public level. There is a mental model at the agency degree in the shape of data, mission, and vision, and in organizational culture. Models are regularly evident in Group-level mindset, in the shape of groupthink. While personal mental models are observed in the minds of working individuals, administrators, and aid personnel, these are manifested in discovered behavioral techniques and behaviors.

Associated thinking of mental models is the notion of dominant logic. This suggests the way in which managers (in the company) boost a vision of the business and make fundamental choices to allocate resources. It is observed that the dominant common sense represents the DNA of the organization: it is an integral section of the preferred running procedures, forming now not only how the individuals of the organization behave but also how they think. The notion of DNA is primarily based on the extent to which strategic mental models overlap in the hearts and minds of senior management team members. Given the practical position of dominant logic, there is an opportunity that it will serve as a much less straight forward business enterprise in that it directs knowledge, know-how, and accumulation of abilities in the path of knowledge. The favored paths rely on the dominant logic. This impact comes from a dominant good judgment and can be seen as a product of reinforcement resulting from doing the proper things. It is clear that when a business enterprise behaves in an industry the places the understanding and approaches for aggressive benefit do now not in shape what it used to be in the past, the dominant logic may additionally turn out to be a problem and demand a shift. The point is that such transformations are conceptually similar to the shift in dominant paradigms within science. The similarity relates to the prevailing logic expressing a way to define and control the world and groundwork for action in this world. As a result, changing paradigms can reveal new visions and possibilities for action (Tollin, 2008). Thus our mental models can affect our lives, our profession paths, and our relationships; the prosperity of our business; and the pleasant of existence in our societies. Almost every component of our lives is shaped in a way according to the way we recognize the world. Consequently, our wondering and moves are affected by means of the mental models we carry. These models can limit our borders or open up our opportunities. Despite their power and reach, these models are usually now not seen to us. We do now not recognize it exists at all (Wind et al., 2005).

3. SIGNS MARKETING MINDSET

Lee & Kotler (2006: 16) identified five signs of successful marketing mindset:

Adopting a customer-focused focus. According to Ffredenthal (1986: 4), the motive of organizing an enterprise is to obtain and maintain customers and now not solely make income no matter it is important. No business can live on and live to tell the tale besides finding and conserving customers. Hence, the quickest way to achieve the feeling of the client center of attention is based totally on the assumption that your customer (the target audience) constantly asks the following question "What's in it for me? This is often referred to as the WIFM phenomenon, and this is what makes the pursuit of successful marketing managers to fully recognize and meet the needs and wishes of clients Better focused than competitors, this is Turkish Based on the purchaser it did now not show a strong philosophy of advertising management till the 1950s when it became a key thing in the thought of marketing, (Lee & Kotler, 2006). Hence the marketing mindset. Marketing is knowing the needs of

customers and how to solve their problems. This should be either knowing the market needs and pleasurable these wishes to collect new clients or solving the troubles of current customers to maintain them. (Peter Drucker) believes that the consumer is the foundation for enterprise and retaining its skill survival. The customer alone establishes employment. In order to grant the needs and desires of the consumer, society entrusts the wealthy resources of the business establishment. Because its reason is to locate customers, agencies and simply two, these two simple functions: Marketing and Innovation. Marketing and innovation produce results; all that is left is "costs" (Freedenthal, 1986). Barua and Udo (2010) sees the want to exchange the company lifestyle from a focal point on transactions to a relationship, focusing on customers as a new way of doing enterprise with a sturdy technical base beneficial for work for all business relationships, the thinking of demand management, and the improvement of a new approach to work with customers and others (Identifying, selection, acquisition, development, retention, etc.).

Market segmentation and targeting. Markets speakme about groups of present customers. From experiences that you be in their desires, values, and attitudes. (Working groups): Through experimental and core groups, they can be transformed into experimental and positive groups via products that suit their unique wants (Lee & Kotler, 2006). Customer segmentation allows marketers to adopt a greater systematic strategy when planning beforehand for the future. This leads to better exploitation of marketing resources, ensuing in the development of a extra finely-tuned advertising programme. For example, the businesses' integrated marketing communications can be better organised, as centered advertising and marketing (for example native advertising) and promotional activities can be directed at individual customers (Camilleri, 2018). For example, the emergence of data-driven, digital technologies such as sensor analytics, geo-location and social data-capture should track the users' actions and different real-time phenomena. These disruptive technologies are increasingly being used with the aid of tourism agencies as they add value to customer-centric marketing endeavours (Schegg & Stangl, 2017; Camilleri, 2016).

Definition of competition. The ingenuity in defining the organization's rivals is keeping off what Harvard Professor 1960, Theodore Levitt known as "marketing myopia". In a necessary article in the 1960 Harvard Business Review, he claimed that the railroad industry induced their level of decline via insisting, that they were in the railway sector. "While their business is supposed to be described as a non-public area in the transportation business, they will be in a position to define the competition coming from cars, trucks, and airplanes. Consequently, looking at the customer's required needs, and identifying that the market desires railways for transport services, no longer railways per se (Lee & Kotler, 2006).

Take advantage of all four elements of the marketing mix in the marketing mix. Marketing is greater than what most people assume when they hear or use this term. When they ask what they suppose when they think about marketing, most people will point out phrases like selling, advertising, direct mail, telemarketing, bus boards, and outside billboards. In fact, these are simply a few of the components of the advertising tools that ought to be considered: promotion. A best marketing planning scenarios, choices regarding promoting are no longer regarded until decisions are made for every of these policies, which are the selections that create the offer to be promoted (product, price, and distribution) (Lee & Kotler, 2006: 33).

Monitor efforts and make adjustments. Improving the performance of organizations by using investing possibilities to meet the desires of customers, many of the challenges (even demands) faced through corporations to amplify effectively and effectiveness to enhance performance. Consequently, the advertising features and things to do inside the organizations are now not exempt from this responsibility, which leads us to make certain that there are

systems to evaluate advertising efforts and make any adjustments that can be included. It is a managed method that targets to expand the likelihood that an agency will obtain its quick and long-term marketing desires (Lee & Kotler, 2006).

On the other hand, gender diversity, in particular, promotes creativity and innovation for employees, and the reason is a combination of distinctive skills, perspectives, and backgrounds that guys and ladies have a tendency to possess. Women can also furnish extra perception of the desires of women's clients. These advantages from improvement, problem-solving, creativity, innovation, and market mindset are valuable, rare, unique, and non-replaceable assets and for that reason can produce a sustainable aggressive benefit for organizations (Nakagawa, 2015).

4. SUMMARY

Marketing mindset of the marketers to the wants and needs of the clients and translating them into marketing presents (goods and services) that furnish actual fee to the consumer that will allow the groups to enhance their marketing performance, discover and invent new markets and creativity in providing awesome items and services. Also, marketing mindset (mental models) can play an effective function in bringing about an alternate in conduct and organizational tradition and supplying an organizational climate that encourages creativity and innovation. Re-arranging and constructing information and market factors can contribute in a new way that leads to innovation and growth in all agencies and at different times. Mental models can be described as equipment that managers use to recognize the complex surroundings by means of giving which means to a massive range of alerts from the environment to hyperlink the organization to its exterior environment via the manner of making a perception. This explains the critical significance of focusing on clients and understanding their wishes and how to solve their issues as a basic thing in the thought of marketing and from right here begins marketing mindset. It skill value, scarcity, hardness, and non-replaceable sources and for this reason market mindset can produce a sustainable competitive advantage for organizations. Finally, Researchers see the necessity for future research to take into consideration building standards and checking out market acumen via which to integrate the thought in the utilized aspects.

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