

# Chapter 3

## Analyzing Demarketing Through Bibliometric Methods

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### **ABSTRACT**

*Marketing is the game changing strategic tool used to influence and nudge consumer behaviour towards a product. Demarketing is an inverse marketing strategy which would help shape the demand and behaviour of the consumer. This chapter intends to bring forward the prominent papers and research made along with the leading authors in this area, identification of research areas yet to be explored, the thematic perception of research through which the topic of demarketing has been approached. Through this chapter it found that more stress is given to demarketing in the field of health concerns and sustainable tourism, while identifying some of the core source papers in this area and prominent papers by Philip Kotler acting as a base in this area.*

### **INTRODUCTION**

Demarketing is a strategy of marketing that aims to reduce the demand for a product by not marketing about a particular product. Demarketing strategy is used by the companies when they want to reduce the supply of a particular product in the market. It also known as limit-demand strategy. The term 'demarketing was coined by Philip Kotler and Sidney levy in HBR article titled "Demarketing, yes demarketing" in 1971. "Marketing Management: Analysis, Planning, and Control." He describes demarketing as a strategy to reduce demand for certain products or services when necessary. Demarketing is considered as an integral part of the product life cycle. Usually, at the end stages of a product life cycle,

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### ***Analyzing Demarketing Through Bibliometric Methods***

the demarketing strategies are used to confirm the decreased demand for the product. Maruthi Suzuki adopted demarketing strategy during the end stage of its life cycle.

The leading causes for demarketing are found to be Overcapacity; when a business has more production capacity than it can efficiently utilize, it may employ demarketing to reduce demand and avoid overproduction. Seasonal Demand; Companies with seasonal products or services may use demarketing during peak seasons to balance demand throughout the year. Regulatory Compliance; In industries subject to government regulations, demarketing may be necessary to ensure compliance with limitations on advertising or sales. Conservation Efforts; In cases where there is a need to conserve resources, such as water, electricity, or fuel, demarketing campaigns can encourage consumers to use these resources more sparingly. Public Health and Safety is another major factor wherein the government and legal bodies are seen to take actions. Demarketing can be used in situations where excessive consumption of a product or service may have negative health or safety implications, such as alcohol, tobacco, or sugary beverages.

Demarketing can be made in three different forms Active; used by the companies when they want to reduce the demand for their products. To do this, they usually raise prices, decrease advertising, change the message for target audience etc. Passive; used by the government to restrict the consumption of certain products. Ex- Cigarettes. Absolute; complete withdrawal of products from the market. Example- Samsung withdrew their explosive Galaxy Note smartphones. Demarketing is an extensive process which can be exercised within the 4Ps (Fig. 1) of the business cycle. This is a common practice of marketing technique adopted by any organization. The additional factor identified to this is the social dimension; wherein the aspects of societal concerns are given due importance in the case of demarketing.

This study is relevant to all industries and government focusing on bringing up demarketing strategies and also for further research purposes wherein the ideal focus areas on developing demarketing techniques could be identified and worked upon. This method of marketing is evident prominently in the field of tourism, artificial intelligence and national policies.

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