

THE EFFECTS OF THE MARKETING ELEMENTS ON ORGANIZATIONAL PERFORMANCE INFLUENCED BY MARKETING PROGRAM OF ADAPTATION AND STANDARDIZATION

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ABSTRACT

Marketing blueprint has been central importance to businesses and a way for accomplishing collectively organizational performance. Our research annex to the current inquiry of marketing strategy by buttressing the connection between marketing mix overall organizational performance. An inference from present literature facilitated a structure of a conceptual model that explains the inclusive organizational performance. Product standardization and adaptation, Pricing, Promotion, and Place have an influence on sales, customer satisfaction and monetary performance of firms. The study puts forward that the effects of the marketing elements of performance influenced by the marketing program of adaptation and standardization.

KEYWORDS: *Marketing Elements, Adaptation, Standardization, Marketing Program, and Organizational Performance*