

TRANSFORMATION OF MARKETING CONCEPTS – THREATS AND OPPORTUNITIES

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Marketing as an object of scientific cognition and the area of an organization's activity is subject to constant transformations. Numerous concepts are created and developed with varying degrees of detail, as well as various levels of consistency and scientific maturity. The development of marketing concepts is a manifestation of the vitality of the discipline – the search for new ways to adapt to market needs, consumer behavior changes, and a turbulent environment. This creates opportunities for marketing to meet the changes of customers and the market. However, the excessive creativity of scientists, educators and marketing practitioners poses numerous threats. Not all concepts have the feature of novelty, sometimes they are re-exposed problems long ago. Often the concepts refer to momentary fashions and trends, important but short-lived environmental factors. A terminological and methodological chaos arises, as well as a multitude of concepts of varying degrees of maturity.

The following lists of various concepts and thoughts appearing in contemporary marketing illustrate the scale of the problem: 3D marketing, ambient media, buzz marketing, content marketing, e-marketing, guerrilla marketing, holistic marketing, internal marketing, neuromarketing, lateral marketing, marketing audit, marketing sensorial, personnel marketing, real-time marketing, relationship marketing, shockadvertisig, social marketing, social media, value-based marketing, viral marketing.

The presented set of concepts shows that it includes: theoretical concepts (e.g. holistic marketing, relationship marketing), marketing functions, (marketing audit), as well as marketing tools (shockadvertising) and communication media with customers (social media).

Identifying important and valuable contemporary marketing concepts requires ordering in terms of terminology and methodology. According to the author of the text, it is very important from several perspectives: scientific knowledge of marketing, as well as its didactics and practice [1].

The notion of concept can be understood broadly, as an idea, thought, but it can be narrowed down, which allows to organize the

procedure of distinguishing important contemporary marketing concepts. A «concept» can also be understood as a general approach, a devised action plan, a solution to something, a theory of something [2]. In addition to the idea that is characteristic of a broad understanding, we also have a narrowly understood ordered plan or theory. Narrowing the notion of «concept» to the issues of theories (theoretical concepts and constructs) gives the possibility of selective, evaluative isolation of contemporary concepts of marketing, important from scientific and didactic perspectives.

Concepts are the constituent elements of the theory, established by the notions and relations between them – they are a derivative of the empirical cognition of things and phenomena, they constitute a fragment of the description of reality [3]. All contemporary marketing ideas can be verified on the basis of empirical research. The concepts that have conceptual achievements, in which the semantic relations have been defined and models have been empirically verified, can also play the role of independent theories, reaching the status of a paradigm.

The modern concept of marketing in such an approach is a concept that is theoretically advanced (a coherent conceptual system has been established, semantic relations with other concepts have been specified, theoretical models have been created and empirically verified) or there are important premises for building its theory: it has specific concepts and a consensus of scientists that to apply them, has specific internal (own conceptual system) and external semantic relations (relations with other marketing concepts). Certainly, in terms of marketing, value marketing, relationship marketing, strategic marketing or social marketing appear to be mature compared to other concepts. However, in order to isolate a comprehensive set of contemporary concepts, further in-depth analyzes should be conducted.

References

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