

Frontiers of the marketing paradigm in the third millennium

Ravi S. Achrol · Philip Kotler

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Abstract The domain and theories of marketing have been expanding since the origins of the discipline. Since the 1970s marketing science has been organized around the exchange paradigm. Marketing concepts apply to all forms of exchange, whether it is goods, services, personages, places or ideas, and whether it is between individuals, for-profit and nonprofit firms, governments and NGOs. Marketing theories evolved from a firm oriented view to encompass the exchanging dyad. More recently the paradigm expanded to a network level of explanation, and relational theories have come to the fore. But even as the field struggles to grasp its new fields of explanation, there is a Kuhnian shift happening at its boundaries. The shift significantly bends the marketing worldview as well as the theoretical tools and methodologies we use to study it. In this paper we develop a three-tiered explanation of the emerging field of marketing—its subphenomena (consumer experiences and sensory systems), its phenomena (marketing networks), and its superphenomena (sustainability and development).

Keywords Marketing paradigm · Marketing future · Marketing theory · Consumption experience · Consumer sensory processes · Consumer neurophysiology · Nanotechnology · Marketing networks · Consumer networks · Sustainable marketing · Marketing and poverty alleviation

R. S. Achrol (✉)
Professor of Marketing Science, School of Business,
The George Washington University,
Washington, DC, USA
e-mail: achrol@gwu.edu

P. Kotler
S. C. Johnson & Son Distinguished Professor of International
Marketing, Kellogg School of Management,
Northwestern University,
Evanston, IL, USA

Introduction

A number of prominent scholars have analyzed the evolution of the marketing paradigm (for example Bartels 1962; Hunt 2002; Sheth et al. 1988). The evolutionary path can be traced from the *functionalist* paradigm to the *marketing management* paradigm to the *exchange* paradigm. The functionalist paradigm described the institutions of marketing and their functions. The marketing management paradigm is rooted in a firm view of marketing processes (the archetype firm being the classic manufacturing company). Under it, marketing's role and responsibilities expanded from sales and advertising to product development and a firm-wide responsibility for customer care.

The impetus behind this major expansion was provided by the *generic* and *exchange* paradigms (Bagozzi 1975; Kotler 1972; Kotler and Levy 1969). Marketing theories and research were generalized beyond the exchange of goods, services and money to include any valuable resource like time, energy, feelings, places, ideas, symbols or information. They were extended to exchange with customers, employees, suppliers, the public, and even competitors, and applied to all types of organizations—for profit, nonprofit, social service agencies, government, NGOs and nation states.

The exchange paradigm, with its focus on inter-firm relationships (Achrol et al. 1983; Dwyer et al. 1987), brought the concept and theories of the marketing channel to the fore, and from there it was almost a natural step to where we stand today—at the threshold of the *network* paradigm (Achrol and Kotler 1999; Iacobucci 1996). Relational theories of exchange are highlighted in an exchange network (Achrol 1997; Anderson et al. 1994; Gunnarsson 1998; Morgan and Hunt 1994; Sheth and Parvatiyar 1995). These changes in the marketing paradigm are significant in themselves, but they are occurring at a time of even greater change at the boundary and foundations of the discipline.

The plurality of domains and theoretical riches is difficult to address systematically without an organizing framework.

Basic Marketing Marketing In The Third Millennium

O. A. J. Mascarenhas



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demand of customers for the manufacture repair modernization re equipment or liquidation of the customer s facilities with a change in their market value and without transferring ownership to these objects from the customer to the executor of works The book will show the reader that works are a type of production activity that changes the market value of the objects being processed as opposed to the services and provides definitions of concepts at the end of each chapter It will serve to provide marketing theorists with many opportunities for research that will enable them to make their own scientific discoveries and acquire new scientific results Marketing Michael John Baker,2001 **Ready-set-market!** Andrea T. Eliscu,2002-09 Learn how to promote your practice This practical guide shows you how to build customer loyalty for your medical practice empower your staff and plan strategically Filled with marketing tips case studies and sample marketing plans **Diode Laser Materials and Devices - A Worldwide Market and Technology Overview to 2005** R. Szweda,2001-12-20 This report examines the development of the diode laser industry over a six year period 2000 to 2005 incorporating analysis of trends in markets technologies and industry structure It is designed to provide key information to users and manufacturers of substrates epitaxial wafers epiwafers and devices The coverage includes components laser diodes and the semiconducting SC wafers and epiwafers on which most of these devices are made The geographical coverage of the report includes North America Japan and Europe which together will account for over 90% of the production and consumption of diode laser materials and devices over the next five years However many other countries have activities in this field including South East Asia Taiwan South Korea Singapore Malaysia etc China India Australia and Eastern Europe Russia Poland Hungary the Czech Republic amongst others Activities in these countries are commented on in the text where relevant but are not quantified in the market data Chapter 1 is an introduction to the market study Chapter 2 contains an executive summary Chapter 3 overviews materials markets The size quality and particularly the price of substrates and wafers are key factors in determining the ability of companies to produce competitive laser products Chapter 3 also examines trends in materials technologies for laser diodes the impact of the device markets on wafer demand and the main suppliers This chapter introduces the semiconductor materials that are presently or will likely become important to the fabrication of diode laser devices The principal distinguishing properties of these materials are explained with reference to their application Chapter 4 chapter examines the basic application sectors for laser diode devices as well as the basic commercial opportunities changes and forces acting within each sector The chapter also examines the market for the basic types of device as well as the promising newer types For each type of device market data and forecasts are provided and future prospects described The application data are presented for the following industrial groups Automotive Computers Consumer Industrial Military and Aerospace Telecommunications Others A full 5 year forecast and analysis is provided by application and region Chapter 5 is a technology overview In this chapter a background and overview of developments in the principal technological R D and production processes for devices is provided The main focus is on the most important enabling technology for the production

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