

# Society & Marketing

2007 AMA/Sheth Doctoral Consortium



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# Apology



## Confession



## Definition of Marketing

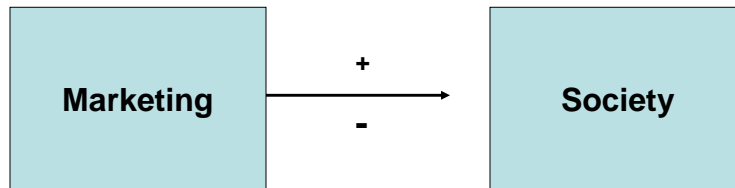
### Old

“**Marketing** is the performance of business activities that direct the flow of goods and services from producer to **consumer**.”

### New

“**Marketing** is an organizational function and a set of processes for creating, communicating and delivering value to **customers** and for managing **customer** relationships in ways that benefit the organization and its stakeholders.”

## Marketing & Society



## Marketing & Society

### Positive:

- \*Social marketing (Kotler & Levy 1969)
- \*Individual liberation (Firat & Venkatesh 1995)
- \*Innovation and growth (Wilke & Moore 1999)

### Negative:

- \*Deceptive practices (Pollay 1986)
- \*Materialistic goals and values (Kasser 2002)
- \*Abundance of choice (Schwartz 2004)

J. Paul Peter & Jerry C. Olson

Science is analyzed as a special case of marketing—the marketing of ideas in the form of substantive and methodological theories. The marketing mix, target markets, and marketing objectives are developed for the scientific arena, and a formal analysis of a relativistic/constructivist view of science is used to support the approach. This view is contrasted with the positivistic/empiricist perspective of science currently dominant in marketing and other social sciences. Recommendations are offered for improved methods of developing knowledge.

## Is Science Marketing?



FOR more than 30 years, marketing scholars have debated whether or not marketing is a science (e.g., Alderson and Cox 1948, Barfield 1951, Baumol 1957, Buzzell 1963, Converse 1945, Hunt 1976, O'Shaughnessy and Ryan 1979, Taylor 1965). The typical approach has been to offer a formal definition of science or describe prototypic methods used in science and then compare marketing's key features and/or its developmental progress against these standards. Despite these fairly intense analyses, a consensus regarding the scientific status of marketing has not yet been achieved. Some believe that marketing is a science, while others believe that although scientific procedures are employed in marketing, on the whole, marketing is an art. In contrast to these two segments, many other marketing scholars seem to be withholding judgment, perhaps awaiting more compelling arguments one way or the other.

Although well-intentioned, we believe the debate regarding whether or not marketing is a science has

been largely unproductive. For the most part, we attribute the current confusion to the somewhat naive conceptions of science that have informed the controversy. In particular, we consider the typical beliefs about how scientists do scientific work and how scientific progress is achieved to be inconsistent with current views about such issues in the disciplines of philosophy, sociology, and history of science. That is, in asking, "Is marketing a science?," marketing scholars have been comparing theory development and testing in marketing to inappropriate standards which have little to do with the conduct of scientific inquiry in any field.

This article presents a relatively new and more useful conception of science that has been considered to date in the debates regarding marketing's scientific status. To do so, we turn the tables in this long-standing debate by asking the more fundamental and interesting question, "Is science marketing?" In this article we consider whether science can be effectively analyzed as a special case of marketing—the marketing of ideas.

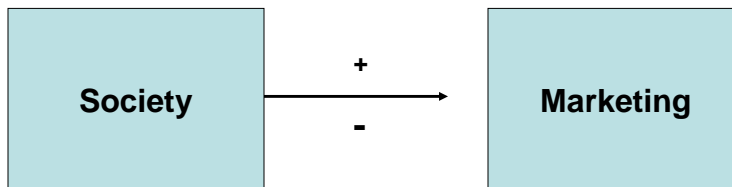
J. Paul Peter is Associate Professor of Business at the University of Wisconsin-Madison, and Jerry C. Olson is Professor of Marketing and Chair and Edgar Squire Faculty Fellow in Business Administration, Pennsylvania State University. The authors thank Paul Anderson, Gil Chivukoti, Mark Ford, Tom Page, and the JMR reviewers for their useful comments and suggestions.

The first purpose of this article is to adopt the currently popular definition of marketing as "human activity directed at satisfying needs and wants through exchange processes" (Kotler 1983). This is consistent with the arguments of Baugous (1975) and Hunt (1983) that exchange is a law-of-nature concept for the field. We suspect that most marketing scholars accept this definition.

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# Society & Marketing



## Society Fights Back



## Society Boxes

- *Intellectual disdain* (Frank 2000; Galbraith 1958; Veblen 1899).
- *Governmental legislation* (Moorman 1996; Pechmann & Ratneswar 1996).
- *Consumer resistance & activism* (Klein 2000; Kozinets 2002; Handelman 2006).

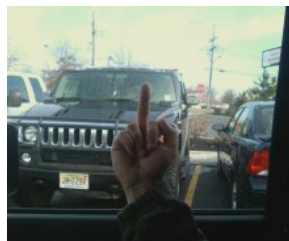
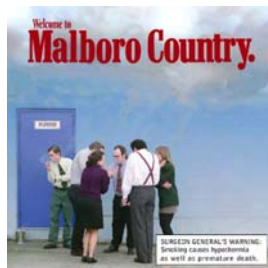
## Consumer Resistance

Percentage of Americans who are “serious resisters” of advertising:

Bauer & Greyser (1968): 15%

Yankelovich (2004): 60%

## Consumer Activism



## Society Judos

- *Sharing system* (Youtube; MIT Opencourse)
- *Brand morphing* (Duck Tape Club; FedEx Furniture)
- *User-generated innovation* (Wikipedia, Mozilla, Linux)
- *Social memes* (Slow Food Movement, Free Hugs Campaign)

## Free Hugs Campaign



## Implications

- Marketing is under siege.
- Less is more.
- We must stop our BIG LIE.
- We should study contributors not just consumers.

## The Marketing of No Marketing



## **Interesting Questions**

- How can we get a more accurate handle on marketing valuation?
- How can marketers turn customers into contributors?
- How is marketing different when removed from the confines of the firm?

**Thank You**