

History and Culture

The Marketing of Cultural Values

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Abstract

The current, fast and unpredictable changes required a rapid transformation of Marketing. Marketing 3.0 can be the solution. Marketing 3.0 is a cultural and social marketing, a marketing of high values: moral, legal, esthetic and a marketing of superior needs: peace, justice, spiritual accomplishments, all globally approached. The goal of Marketing 3.0 is to convince all commercial and cultural structures to get involved in creating the Millennium Development Goals (MDGs): eradicating poverty, access to education, promoting the equality of the sexes, reducing infantile mortality, improving maternal health, fighting diseases, ensuring environment sustainability.

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If severall years ago the famous American futurist Alvin Toffler thought that the human civilization can be divided in three eras (waves): agricultural, industrial and informational, currently, we can see a fourth wave, based on values concentrated on creativity and innovation, culture and traditions, welfare and environment.

Also, we are in a stage of major, fast and unpredictable changes, sometimes hard to control such as: the increase of the rate of poverty and unemployment, the climate changes and aggravation of pollution, the slow economical development in rich western countries as oposed to the eastern ones, the displacement of technologies from the

industrial area to the digital world, and mostly the new problems and the paradoxes of globalization. All these impose a radical change of marketing.

Until now, Marketing was simple and easy. Clients have become smarter, more demanding, more informed and more distrustful of marketing. They no longer have to be treated as mere consumers but as complex human beings with mind, heart and spiritual energies. Therefore, Marketing must evolve, develop and fundamentally change. Marketing 3.0 can be the solution.

Marketing 3.0 is a cultural and social marketing, a marketing of high values: moral, legal, esthetic and of superior needs: peace, justice, spiritual accomplishments, all globally approached.

Marketingul 3.0 is a collaborative, cultural and spiritual approach that focuses on: body, mind, heart and spirit and places the cultural problems at the center of an organization's management model (1).

The goal of Marketingului 3.0 is to convince all types of organizations, especially the big companies to get involved in global cultural and social problems.

Cultural Marketing sells «spiritual goods», the ones that nourish the soul, products of literature, painting, sculpture, music, theater and cinema. The market and the targeted public are limited because Cultural Marketing attempts to satisfy the superior needs: the need for knowledge/information, the need for action and participation, the need for control over context, the need for revealing your own identity, affirmation and prestige in society, the need for justice, the need for security, the need for imaginary, to escape the everyday environment etc.

There is a consensus among specialists regarding the fact that the science of marketing belongs to the economical disciplines. In the last decades, marketing penetrates other areas situated beyond the border of the economical activity such as education, health and culture. In these areas marketing has a double purpose: economical and social with emphasis on the social side.

According to a definition given by M. Moldoveanu and V. Ioan-Franc, the cultural services are activities rendered to the benefit of the consumers of culture, with or without their direct participation, with the purpose to fulfill certain needs and to produce the satisfactions expected by them (2). Cultural Marketing is a kind of Marketing oriented towards promoting a message to a potential group of clients that belong to a culture or a demographic area.

Cultural services are a distinct category of services. The evaluation of their quality can be made only by the consumers and only after their performance. They buy the services before perceiving their value. A good material defines itself, but a service doesn't (3).

The one who defines the service is the consumer, who at the beginning disposes of insufficient information regarding the values of the performance. The information about the personalities who will perform in a show, the price and other sale facilities, commercial messages, for example, can contribute to create a first impression of the service but inconclusive for the exact evaluation of the cultural performance. This is why intangibility and inseparability largely characterizes the cultural services.

There exists a large diversity of cultural services, classified by numerous criteria.

Based on the content of benefits and the used means, the cultural services can be classified as (4):

Shows: theater, film, music, dance, bands, festivals;

The arts: galleries and art shows, private collections, folk art

Cultural creations offered on specific support and specialized broadcast services

- film, studios, cinemas, movie clubs
- books, magazines, publishing houses, book salon and book fairs, public reading services;
- artistic photography;
- audio-video cassette and disc.

By the nature of the relationship with the cultural products they are divided into:

- services that disseminate cultural creations: editorial services, public reading services, museum services;
- services that create culture by themselves: TV drama, film production, music performance.

After the consumers' degree of participation:

- services that cannot be achieved without the consumers' presence: shows, book fairs;
- services that do not involve the consumers' participation, although the public is a landmark of cultural benefits: the editorial activity, art exhibitions, radio broadcasts.

The cultural services also differentiate themselves from other criteria as: markets, distributions, lucrativeness, value intelligibility standards, ability of persuasion.

Regardless of the content and the nature of the means we used, they provide information, knowledge, values, symbols, models and ideals designed to satisfy a variety of superior human needs.

The development of the request for culture and the diversification of the types of services led to assimilation in the cultural area of the marketing methods and techniques. In fact, harmonizing the offer with the consumers' needs is the strategic goal of any market agent.

The assertion of marketing in culture implies: the assimilation, at the theory level and the cultural action, of the significant concepts in marketing; creating new concepts and enriching the existing ones with other meanings suggested by the cultural practice; theoretical generalization and continuous reflection on the ideas generated by practice; experimenting new methods of investigating the cultural consumption and the consumer behavior; elaborating some effective tools for predicting phenomenons of the cultural market.

Concepts such as marketing, consumption, strategy, needs, distribution, competition, price, promotion, acquire new meanings such as the publishing market, mass-media consumption, library strategy, the need for art, book dissemination, the price of information.

Marketing approach in the cultural area requires market research, systematic study of needs and the consumers' expectations, anticipation and even creating the needs at certain levels of the market segment.

The requirements of marketing impose the evaluation of quality and the dimension of the offer, bringing it to the population's consumption requirements, the investigation of the degree of costumers' satisfaction, of motivation and cultural behavior.

Determining non-consumption and attracting new consumer segments imposes the aquisition of rigorous analytical instruments and efficient action.

Taking into account the singularity of cultural goods and services, marketing research should highlight the most relevant methods of promoting the values and creative personalities.

Peculiarities in the cultural mix highlight the specific functions of cultural marketing, features which differentiate it from other disciplines. Whatever the domain and its application scale, cultural marketing has a series of general functions that consist of:

- Market, cultural consumption and economical and social environment of investigation.
- The constant adoption of marketing demands to the environmental demands.
- The dimension of cultural services in line with the needs, tastes, expectations, qualitative requirements of consumers, but also with the wishes of cultural policy.
- Promoting an efficient management of human resources that, together with the material and informational resources, stimulate synergistic effects of values and cultural services and to ensure the achievement of predetermined goals.

Along with accomplishing these functions, promoting cultural marketing requires dedication and perseverance from the managers.

Another fundamental element of marketing 3.0 is social marketing. The notion was introduced by Kotler in 1971 and he defined it as: "the ensemble of marketing principles and technics used to determin the public to accept, reject, change or abandon a behavior for the benefit of individuals, groups or society as a whole,, (5).

Social marketing does not sell but changes behaviour, specifically, stimulates positiv public behavior. This makes us state the fact that the primary purpose of social marketing is to enhance the life quality or aims the "good of the society".

Social marketing is considering a social issue or cause. Its main objectives are related to:

- Changing cognitive perceptions: healthy nutrition and preserving the environment.
- Changing values: regarding abortion or intolerance.
- Changing negative behavior: smoking drugs, alcohol.

Generally, social marketing focuses on four main directions:

- Health;
- Accidents;
- Environmental Protection;
- Relationships inside the community.

Social marketing is difficult because it demands from people:

- to give up a pleasure (using less bath water).
- to give up comfort (to wear the seatbelt or use means of public transportation).
- to change certain habits (spend more time in front of the TV or on the computer).

Social marketing success requires compliance with the following twelve principles (6):

1. take advantage of past and present successful compains;
2. start with the targeted markets most prepared to take action;
3. encourage adoption of all the different behaviours, distinct, simple and easy to put into practice;
4. identify and eliminate the obstacles from the course of changing the behavior;
5. bring the real benefits closer to the present;
6. highlight the costs of competitive behavior;
7. promote an object or a service to help target audience behave in the way you want;
8. provide unfinancial stimulus in the form of recognition and appreciation;
9. create funny messages;
10. use communication channels when you make a decision;
11. get commitment or promises from people;
12. use approval to sustain the wanted behavior in the long run.

In conclusion, we can state that between commercial and social marketing there are three main differences:

- business marketing identifies the needs and desires whereas social marketing changes attitudes and behaviours;
- business marketing seeks financial profit whereas social marketing si considering the social profit;
- business marketing promotes products through ideas whereas social marketing promotes the idea itself.

Marketingul 3.0 is the latest “version” of Marketing. The factors or forces that impose the change and the transition to Marketingul 3.0 are (7):

- collaboration and participation;
- paradoxes of globalization and global culture;
- creative societies and spirituality.

The major force of marketingului 3.0 that has amplified the others is the new technology with its three components: cheap computers and mobile telephony, the internet and “open source” programs.

The main instruments of “the culture of participation” are the applications of the type Wiki, blogs or social networks (Twitter, MySpace or Facebook).

“Wiki” (a term that can be translated as fast, quick) is a web instrument that allows a person to enter information, files, graphics, etc. on a public website which can then be read or modified by others. The best knowed such tool is the free encyclopedia Wikipedia, available on the Internet in multiple languages.

A similar concept was developed in the library world, Library 2.0 aimed towards the users' needs and expectations. Through this service, libraries encourage the costumers' involvement in their activity, i.e. they stimulate the culture of participation.

Marketingul 3.0 is facing the paradoxes of globalization:

- political: undemocratic countries (China or Singapore) have become economic super powers;
- economical: rich countries (and people) have become richer and the poor poorer. Paradoxically, in this period the number of billionaires in the world increased: 425 in the USA, 96 in Russia, 95 in China and 50 in India;
- cultural: although there is a desire to create a global culture, the national, traditional cultures become stronger, they permanently consolidate.

Strong companies such as McDonald's, Dell or Body Shop are trying to manage these paradoxes, mostly through creativity and innovation.

The future succesfull organizations will be those that have the capacity to move quickly and rapidly change, to generate new ideas. Creativity, said Danah Zohar, expresses itself through humanity, morality and spirituality (8).

Creativity and innovation exploit change and offer to organizations the necessary instruments for fixing the problems in the environment. The role of the manager is to create an environment in which change is perceived as an opportunity, not as a threat. This allows employees to offer suggestions without being ridiculed or judged, to take risks in making decisions, to make mistakes as part of a learning process. The leader should encourage and support creative ideas in all conversations and actions.

Robert William Fogel, Nobel prize winner in Economy said that "the contemporary society is increasingly looking for more spiritual resources, beyond material fulfillment" (9).

In the evolution of marketing four periods were outlined:

- 1950-1960: focused on product marketing. This is the period of the first version, marketing 1.0. Two of the most important moments in marketing history took place in this period: the launch of the phrase "marketing mix" by Neil Borden and the introduction of the 4 Ps (Product, Promovation, Price and Placement) by Jerome McCarthy.
- 1970-1980: customer marketing, the second version, Marketingul 2.0.
- 1990-2000: brand Marketing.
- 2010-future: marketing of values, Marketingul 3.0.

A comparison between the three versions of Marketingul is presented in Table 1.

Table 1. Marketingul 1.0, 2.0, 3.0 (according to Kotler, 2010)

	Marketing 1.0 Centered on product	Marketing 2.0 Centered on consumers	Marketing 3.0 Centered on values
Objectives	Diferential (mass) sale of products	Consumers' satisfaction and brand loyalty	Meeting the intellectual and emotional needs of the clients
Potentiatiion forces	Industrial revolution	Information technology	Consumers' connection (socializing)
How marketers see the market	Mass marketing	Smarter consumers and mass marketing	People instead of segments

Basic concepts	Product development	Differentiation (segmentation)	Emotions, values
Value proposals	Functional	Functional and emotional	Functional, emotional and intellectual
Clients' interaction	Mass communication	Microsegmentation	Consumers' collaboration
Brand power	Marketers/organizations	Marketers / consumers	Consumers

The current crises occurred especially due to easy creditation in the form of mortgage loans granted by the USA can accelerate implementing marketing 3.0. It also brought some positive aspects. Customers bought less and spend with more caution. The degree of trust in companies and marketers also decreased, they believe more in the opinions of acquaintances or unknown persons rather than in the experts' ones and they acknowledged the fact that for many companies the client is not first on their list of priorities. Also, the degree of trust changed in relation with the different ways of promotion.

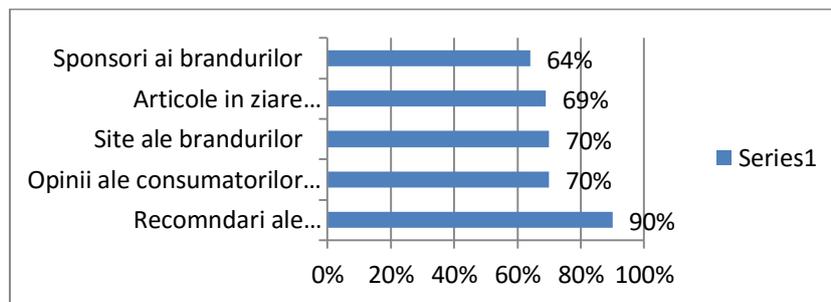


Fig. 1. Reliability in sources of information about a brand

The most important things that customers appreciate today are:

- co/creation (a term proposed by C.K. Prahalad), which means the clients' involvement in the delivery of services. For example, the open source method for computer programs;
- socializing using the new technology (internet and social networks);
- credibility.

Companies must consider the basic components of the human beings: body, mind, heart and spirit (soul) (Stephen Covey).

This can be realized by using the 3i model (10):

- brand identity: placing the brand in the client's mind;
- brand integrity: the brand's credibility and keeping promises;
- brand image: takes into consideration the customers' emotional needs and expectations.

For example, S.C. Jonsen & Son is a family company specializing in family and consumer products for home care, with a viable business model.

Timberland is a clothing and footwear brand, pro-nature, engaged in community service through volunteer programs.

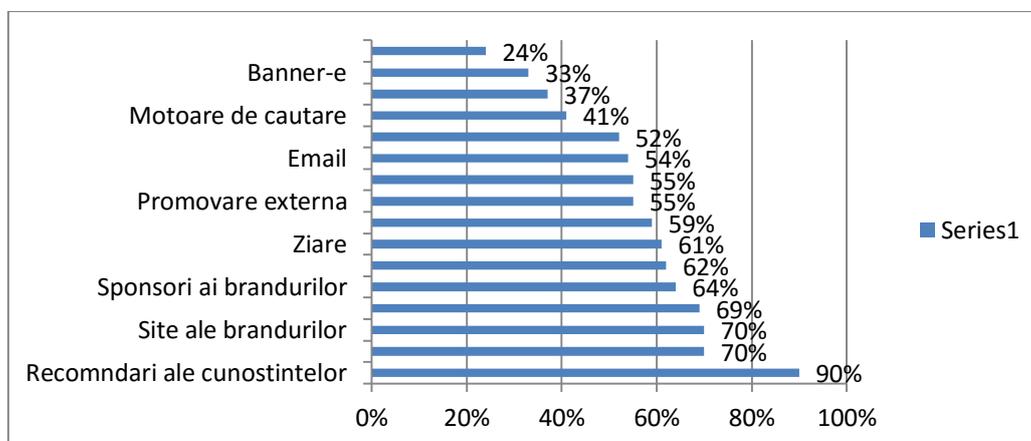


Fig. 2. The degree of trust in the different forms of promotion

Marketingul 3.0 has three elements: mission, vision and values.

The mission is a brief statement of the activity domain and of the main objective.

A good mission should be based on three essential characteristics:

1. to do business differently;
2. to tell a story that excites people;
3. to involve, empower the customers.

The big companies obtained success by respecting these conditions.

Apple has transformed the way in which people have fun using technology, and Amazon offers the widest knowledge assortment, provided in an easy way for consumers.

Even infodocumentary and cultural structures began to realize the necessity of formulating good, clear missions. BNR's mission is "to identify, develop, organize, preserve, research, communicate and enhance the national documentary heritage".

To have vision is to image the future state that the company wants to reach.

Values are: "A company's institutional standards of behavior" (Reggie van Lee).

Organizations can use a model to include all three: the matrix of values.

		CLIENT		
		Mind	Heart	Spirit
ORGANIZATION	Mission (way?)	Satisfaction	Aspirations	compasion
	vision (what?)	profitability	lucrativeveness	Viabilitate
	values(how?)	Bee better	diferentiate	Be different

Fig. 3. The matrix of values

Patrick Lencioni shows that four types of values can exist inside an organization (11):

- game permission values are the employees' basic behavior norms;
- aspirational values are the missing ones but the company wants to achieve them;
- accidental values result form the employees' commun personality features;
- fundamental values that form the organizational culture.

In the context of the current changes, organizational culture has to be one of cooperation, of civilized values and creative spirit.

For S.C. Jonson & Son the most important values are: economic, environment health and social progress.

For Timberland: humanism, modesty, integrity and excellence values.

The National Library of Romania is “in the service of education and scientific research, with the purpose of social, cultural and economic development of our country”.

Large companies such as Procter & Gamble, Philips or Vodafone have already achieved success by implementing and upholding the principles of marketingului 3.0 and its beliefs (12).

1. Love the costumers, respect the competition

Cambell's Soup changed the package color in pink in the month of Fighting Breast Cancer and the demand significantly increased.

2. Be sensitive to change and be ready to transform yourself

Wal-Mart's transformed from a low prices giant to an environmentalist giant
Toyota introduced the hybrid car in the series production.

3. Defend your name, state clearly who you are

Body Shop are supplied with natural ingredients from local and poor communities from all over the world. They also reject any kind of animal testing.

4. Customers are various. Go first to the ones who you can be the most helpful

- *Holcim* addresses poor consumers in Sri Lanka for helping in the construction of affordable homes.

5. Always offer a good product at a fair price

- *Unilever* is trying to lower the price of iodized salt on the market in Ghana so they can replace the no iodine salt, massively used in this country, which affects the thyroid glade.
- *Procter & Gamble* strives to provide uncontaminated drinking water (microbiological purified) all over the world.

6. Be always available and pass on the good news

- *Amazon.com* use search tools that allow the client to get directly to the page of the desired product.
- *Whole Foods* has fast location tools on its web page.
- *Hewlett-Packard* is trying for some years now together with many partners to bring technology at affordable prices in developing countries.

7. Attract your customers, keep them and develop them

- *Amazon.com* is opened to the clients' suggestions sent to their own web page or email.
- The adoption program organized inside stores like *Pet Smart Charities* have saved millions of stray animals leading at the same time to increased sales.

8. No matter what kind of business you do, provide a service

- *Whole Foods* mission is to be of service to the consumers but also to the society. The company is trying to transform the clients' lifestyle in a healthier one.

9. Always improve the work process

- *SC Johnson* is well-known for the way of doing business with local suppliers. It colaborates with local farmers to improve productivity and delivery. The company delivers Pyrethrum insecticide to Kenny local farmers and helps in irrigating.

10. Gather relevant information but use your discernment in taking decisions

- *Eli Lilly* a farmaciutical company has allocated a lot of money for research and development of new medicines even if this lead to a lower profit.
- The board of trust of *Hershey Foods* decided in 2001 to sell the company to an investor, the employees protested and the decision was changed.

To conclude:

- The recession has changed customers' behavior forever.
- The consumers have more power now by using the internet and the socialization tools.
- Eliminating the marketing out-of-date concepts and redesigning the process around the customers' values not the company's.
- Rewarding the employees that offer their experience to important clients is required.
- The companies have to think like a consumer not as a marketer.

If for most comercial companies marketing 3.0 is a new concept, cultural, educational and informational structures, especially libraries, have always been concentrated on satisfying the specific superior needs of cultural marketing and on achiving the objectives of social marketing. All these structures were and still are involved in solving global mankind problems such as: health education, illiteracy and environment protection.

By implementing Marketing 3.0 the cultural, social, educational and infodocumentary institutions, alongside with the commercial ones will contribute to achieving the Millenium Development Goals (MDGs) adopted by ONU in 2000, which have now become the world's major goals: eradicating extreme poverty and hunger,

universal access to primary education, promoting gender equality and empowering women, reducing infant mortality, improving maternal health, fighting HIV/AIDS, malaria and other diseases, ensuring environment sustainability, creating a global partnership for development.

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