

UVODNIK

EDITORIAL

NOVE RAZSEŽNOSTI MARKETINŠKIH PRAKS

Pred vami je letošnja dvojna številka revije Akademija MM z osmimi zanimivimi izvirnimi in preglednimi prispevki. Njihova eklektičnost priča o tem, da se tudi slovenski avtorji in avtorice, ki raziskujejo na področju marketinga, čedalje bolj zavedajo izzivov, ki jih za teorijo in prakso prinašajo hitre spremembe v družbenem in poslovnem okolju. Te nas spodbujajo, da se nenehno preizprašujemo o razsežnostih in usmeritvah marketinga, in pred marketinške strokovnjake in akademike postavljajo nove naloge, ki so povezane tudi z odpiranjem meja marketinga in njegovega povezovanja z aktualnimi problemi našega časa in okolja.

Prvi poskusi širjenja marketinškega koncepta so se začeli konec šestdesetih let prejšnjega stoletja, s prelomnim člankom »Broadening the concept of marketing«, ki sta ga v Journal of Marketing leta 1969 objavila Philip Kotler in Sidney Levy. Medtem ko so posamezni pristopi in šole dokaj aktivno razvijali širši, družbeni marketinški vidik, med drugim tudi v Sloveniji (npr. Jančič, 1996), pa je bil v splošnih marketinških učbenikih, med katerimi gotovo še vedno prednjačijo sloviti Kotlerjevi, družbeni pogled na marketing relativno zapostavljen. Da ni več tako, priča tudi milenijska izdaja Kotlerjevega marketinškega upravljanja, v kateri je opredelitev marketinga razdeljena na družbeno in upravljavsko, pri čemer prva temelji na ideji družbene menjave. Kotler (2011) za marketing v 21. stoletju

NEW DIMENSIONS OF MARKETING PRACTICES

This double issue of the journal Akademija MM includes eight interesting research and review papers. Their eclecticism testifies to the fact that the Slovenian marketing academia is increasingly aware of the challenges for theory and practice due to rapid changes in social and business environment. They encourage us to continually address the dimensions and orientations of marketing; they set new tasks and that are associated with more open marketing perspective and its integration with the problems of our time and space.

The first attempts to extend the marketing concept happened at the end of the sixties with a landmark paper "Broadening the concept of marketing", published in the Journal of Marketing published in 1969 by Philip Kotler and Sidney Levy. While individual approaches and schools were actively developing a broader, social marketing view, including in Slovenia (eg. Jančič, 1996), general marketing textbooks, especially by Kotler, more or less ignored the social view of marketing. It is no longer so; Kotler's latest edition of marketing management, divides the definition of marketing into social and management: the former is based on the idea of social exchange. Kotler (2011) argues that marketing in the 21st Century needs to understand at least ten different entities and must know how to deal with them, that is products and services, experience, events, people, places and

pravi, da mora razumeti vsaj deset različnih entitet in znati z njimi tudi ravnati. Poleg izdelkov in storitev so to še izkušnje, dogodki, osebe, prostori in kraji, lastnina, organizacije, informacije in ideje. Vse to nedvoumno širi horizont tega, kar naj bi razumeli in udeleževali pod pojmom marketing.

Na teoretski ravni širjenje marketinškega koncepta poteka na več različnih ravneh in v različne smeri. Če skušamo omeniti tiste, ki sovpadajo s prispevki v tokratni številki, je ena izmed njih t. i. makromarketinška perspektiva, znotraj katere avtorji marketing raziskujejo na sistemski ravni in raziskujejo širšo družbeno vlogo marketinga in posledice marketinških praks. V to kategorijo bi lahko umestili tudi socialni marketing in vprašanje družbene odgovornosti v marketingu in marketinškem komuniciranju. Druga raven je raziskovanje in upravljanje različnih entitet, ki jih navaja Kotler (2011), in pomeni širjenje konceptov, s katerimi se ukvarja marketing, npr. na področje (digitalnih) izkušenj z znamkami, mest in uveljavljanja storitvene logike v marketinško razmišljanje.

Kot lahko preberemo v prispevku Nine Melink in Zlatka Jančiča, storitvena logika ni vezana zgolj na vprašanje marketinških aktivnosti v povezavi s posamezno entiteto, npr. storitvijo, temveč sama po sebi odpira nove teoretične poglede na vlogo marketinga v odnosu med organizacijami in porabniki, na pomen vzpostavljanja odnosov, komuniciranja in ustvarjanja vrednosti. Avtorja v svojem prispevku namreč naredita temeljit pregled alternativnih, storitvenih usmeritev v marketingu, iz katerega je razvidno, da sodobno okolje od marketinga pričakuje izhod iz okvirjev tradicionalnega, izdelčno naravnane razmišljanja, ki je premalo dinamičen in ne ponuja zadostnih odgovorov na spremenjena razmerja med organizacijo in njenimi deležniki, še zlasti porabniki.

Naslednja prispevka se ukvarjata z vprašanjem identifikacije porabnikov s tržnimi znamkami. Ker so tržne znamke čedalje pomembnejša neotipljiva entiteta, povezana z ustvarjanjem vrednosti za porabnike in organizacije, je tudi fenomen identifikacije in z njim povezanih pojmov v zadnjem času postal eden izmed ključnih izzivov raziskovanja v marketingu. Maja Žnidar in Klement Podnar v svojem prispevku raziskujeta vpliv prestiža in edinstvenosti znamke na identifikacijo porabnikov in ugotavljata, kako pomembno je, da se upravljavci znamk osredotočajo na simbolično vrednost znamk, kot je denimo njihov prestiž. Avtorja drugega prispevka o identifikaciji porabnikov, Marko Cej in Aleksandra Pisnik, poleg prestižnosti tržne znamke med dejavnike identifikacije uvrščata še samoizražanje osebnosti porabnika, družbene koristi in komuniciranje znamke. Svojo raziskavo

spaces, property, organization, information and ideas. All this clearly expands the horizon of what it should be understood as marketing.

On the theoretical level, the spread of the concept of marketing happens on several different levels and in different directions. One of those that coincide with the papers in this issue is a macro-marketing perspective; authors explore marketing at the systemic level and explore its wider social role and implications. This category could also include social marketing and social responsibility in marketing and marketing communications. The second level is an exploration and management of various entities mentioned by Kotler (2011); it means extending the marketing concepts such as the scope of (digital) experience with brands, towns and service logic in marketing thinking.

According to research by Nina Melink and Zlatko Jančič, service logic is not tied solely to marketing activities in conjunction with each separate entity, but it also opens up new theoretical perspectives on the role of marketing in the relationship between organizations and consumers, on the importance of building relationships, communication and value creation. This paper includes a thorough thorough review of alternative, service orientations in marketing; it is clear that a modern marketing environment wants to leave traditional frames, product-oriented thinking behind, as the latter is not dynamic enough and does not provide adequate answers to changed relationships between organizations and their stakeholders, particularly consumers.

The following two papers examine consumer identification with brands. Since a brand is an increasingly important intangible entity associated with creating value for consumers and organizations, the phenomenon of identification and related concepts have recently also become a key challenge of marketing research. Maja Žnidar and Klement Podnar investigate the impact of prestige and brand uniqueness on the identification of consumers and recognize how important it is that the operators of brands focus on the symbolic value of brands, such as their prestige. The authors of the second contribution on the identification of consumers, whereas Marko Cej and Aleksandra Pisnik, in addition to brand prestige, identify consumer self-expression, social benefits and brand communication among the factors of identification. Their research was executed among Slovenian consumers who purchase a renowned global sport shoes brand.

Other three papers address social and societal marketing and marketing communication. Nataša

opravita med slovenskimi porabniki, ki kupujejo priznana globalno znamko športne obutve in na podlagi svojih rezultatov prav tako pripravita nekaj implikacij za upravljavce tržnih znamk.

Trije prispevki, ki sledijo, obravnavajo družbene in socialne zastavitve marketinga in marketinškega komuniciranja. Prispevek Nataše Verk in Urše Golob naslavlja vprašanja, povezana z družbeno vlogo organizacij in njihovim odgovornim poslovanjem. Družbena odgovornost (DO) je v marketingu in v marketinškem komuniciranju trenutno vroča tema in sporočila o družbeno odgovornih temah so čedalje pogostejše vpeta v komuniciranje organizacij s porabniki. Avtorici v analizi prispevkov komuniciranja o DO, objavljenih v akademskih revijah v tujini, ugotavljata, da se ti ukvarjajo zlasti s tem, kako artikulirati odgovornost v sporočilih, kako zasnovati proces komuniciranja o njej in kakšni so učinki komuniciranja družbeno odgovornih tem. Rezultate raziskave ovrednotita tudi z vidika implikacije za strokovnjake, ki se z vključevanjem DO vsebin v programe marketinškega komuniciranja srečujejo v vsakodnevni praksi.

Članek Petre Lukač in Tanje Kamin, ki se prav tako dotika družbenih in socialnih tem v marketingu, raziskuje novodobni marketinški hibrid, ki ga v literaturi poimenujejo komercialnosocialni marketing. Pojav, kjer zasebni sektor vlaga lastna sredstva za izboljšanje blaginje družbe ob doseganju lastnih ciljev, je čedalje bolj prisoten tudi v slovenskem prostoru, kot ugotavljata avtorici, ki v prispevku opravita analizo in vrednotenje različnih kampanj v obdobju 2004–2013. Zaključita, da je komercialno-socialni marketing lahko pomemben tudi za reševanje družbenih problemov ob zavedanju etičnih razsežnosti in omejitev takega pristopa, ki se jih morajo marketinški strokovnjaki zavedati.

Prispevek Tomaža Kolarja, Barbare Culiberg in Aljaža Plevnika se podaja v vode makromarketinga in išče načine, kako lahko agregirani marketinški sistemi in sistemsko razmišljanje prispevajo k menedžmentu javnega podjetja in razumevanju vloge različnih deležnikov, še posebej porabnikov. Rezultati študije kažejo, da je potreben premik k sistemskemu in integriranemu razmišljanju (marketinga) upravljanja v javnih podjetjih. Avtorji na podlagi rezultatov analize primera javnega potniškega prometa izpeljejo različne implikacije za upravljavce javnih podjetij in za razvoj marketinga razmišljanja v njih.

Andrej Pompe v svojem prispevku marketinško razmišljanje skuša aplicirati na upravljanje krajev. Razvija že uveljavljeno tezo, da je znamčenje mest čedalje bolj pomembno, saj so tudi mesta entitete, ki »tekmujejo« za pozornost in obisk porabnikov – turistov. Prispevek primerja elemente upravljanja

Verk and Urša Golob examine societal role of organizations and their responsible business. Corporate social responsibility (CSR) is a hot topic in marketing and marketing communications and messages on social responsibility are increasingly part of corporate communication. The analysis of papers on communicating social responsibility, published in academic journals abroad, shows that they are particularly concerned with how to articulate responsibility in messages, how to design communication process about CSR and what the effects of such communication are. Research results are evaluated in terms of the implications for professionals who deal daily with the integration of social responsibility content into the programs of marketing communication.

Petra Lukač and Tanja Kamin examine a new-age marketing hybrid—commercial social marketing. The phenomenon of private sector investing its own resources to improve the well-being of society while achieving its own goals is increasingly present in Slovenia. The paper is based on the analysis and assessment of various campaigns in the period 2004–2013. Lukač and Kamin conclude that commercial social marketing can also play significant role in solving societal problems while keeping in mind ethical dimensions and limitations of such approach; this is something marketing experts must be aware of.

Tomaž Kolar, Barbara Culiberg and Aljaž Plevnik explore macromarketing. They ask how aggregated marketing systems and system thinking can contribute to management of public companies and understanding of the role of various stakeholders, especially consumers. The study shows that a shift toward a systemic and integrated understanding of (marketing) management of public enterprises is necessary. The authors on the basis of the analysis of the case of public transportation suggest a variety of implications for managers of public enterprises and the development of a marketing mentality in them.

Andrej Pompe in his paper attempts to apply marketing thinking to the management of towns. He develops a well-established theory that the branding of cities is becoming increasingly important as municipalities are also entities that “compete” for the attention of consumers –tourists. The paper compares elements of corporate brand management and city brand. He explains the applicability of the principles of corporate brands and develops practical recommendations for marketing management of cities.

The final paper in this double issue of Akademija MM Maja Burja and Samo Kropivnik touch the spread of marketing and marketing communica-

korporacijske znamke korporacije z upravljanjem znamke mesta in predstavlja uporabnost načel korporacijskih znamk ter razvije praktična priporočila za prakso marketinškega upravljanja mest.

Zadnji prispevek v tokratni dvojni številki Akademije MM, Maje Burja in Sama Kropivnika, se dotika širjenja marketinga in marketinškega komuniciranja v digitalni svet. Avtorja obravnava virusno oglaševanje, ki je z razmahom novih medijev in družbenih omrežij postalo pomembna oblika oglaševanja, po nekaterih podatkih veliko učinkovitejša od tradicionalnega oglaševanja, ki ob prezasičenosti medijskega prostora ne zmore več doseči tolikšne pozornosti porabnikov kot nekoč. Rezultati njune študije kažejo, da je najpomembnejši dejavnik uspešnosti virusnega oglaševanja čustveni apel, ki spodbuja pozitivna čustva z visoko stopnjo aktivacije. Ta je za novodobne tržne znamke najpomembnejša; svojo prednost znamke v digitalnem okolju gradijo predvsem z izmišljanjem vedno novih načinov vključevanja in participacije izmuzljivih porabnikov.

V težkih (po)kriznih časih, ki jih preživlja slovenska marketinška praksa, morda ni naključje, da slovenski raziskovalci marketinga iščejo nove poti in nove načine, kako in v kakšnem kontekstu misliti marketing. Čeprav se v prvem hipu zdi, da je to nepovezano z izzivi, s katerimi se srečuje slovenski marketing, pa je ta nepovezanost le navidezna: s kriznimi časi, odprodajo velikih slovenskih podjetij – nosilcev razvoja slovenske marketinške prakse, krčenjem proračunov za marketing in marketinško komuniciranje, pritiski mednarodnih podjetij po čim večji prodajni uspešnosti in učinkovitosti na majhnem slovenskem trgu, je morda širjenje marketinške misli na druga področja družbenega delovanja na eni in razmislek o tem, kako lahko z novimi pogledi na (tradicionalne) marketinške prakse zagotavljamo vrednost za podjetja in porabnike na drugi strani, rešilna bilka za obstoj marketinga v slovenskem okolju.

Vsem bralcem in bralkam želim veliko novih spoznanj ob branju prispevkov, avtorjem, avtoricam, recenzentom in recenzentkam pa gre zahvala za trud pri soustvarjanju tokratne zajetne številke Akademija MM.

izred. prof. dr. **Urša Golob**

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tion within the digital world. They authors discuss viral advertising, which became significant with the spread of new media and social networks; some data even suggest that it has become more effective than traditional advertising which can no longer attract as much attention of consumers as before. The study shows that the most important factor for the success of viral advertising is an emotional appeal that encourages positive emotions with a high degree of activation. For a modern brand this is of paramount importance; brands in the digital environment build their advantage mainly by constantly creating new ways of involvement and participation of elusive consumers.

In difficult (post)crisis times that Slovenian marketing is going through, it is perhaps no coincidence that Slovenian marketing researchers are looking for new ways and approaches to rethink marketing. Although it may at first seem that this is unrelated to the challenges faced by Slovenian marketing, it only seems so. The crisis, sell-off of large Slovenian companies – who play a pivotal role in the development of Slovenian marketing practices – smaller marketing and marketing communication budgets, pressure from international companies to maximize sales effectiveness and efficiency on the small Slovenian market; the expansion of marketing thought in other areas of social activity on one hand and deliberation of how to provide value to businesses and consumers with new views on (traditional) marketing practices, on the other hand, may keep marketing in Slovenia alive.

I wish all readers to learn a lot by reading these papers. I would like to thank the authors and reviewers for their contribution to this hefty issue of Akademija MM.

Assoc. Prof. Dr **Urša Golob**

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