

Emerging Markets Queries in Finance and Business

Taking versus making in paradigmatic marketing based on
semantics and linked dataOvidiu Turcoane^{a,*}^a*Academy of Economic Studies, 6 P-ta Romana, Bucharest 010374, Romania*

Abstract

This paper proposes a new conceptualization for client-oriented marketing, meaning a strategy helping identify the real needs of the client rather than induce or activate some artificial or false needs. Linguistically, the concept is based on semantics as an enhanced approach of syntactic procedure, with a view to understanding the customer's demands. From a semiotic perspective, paradigmatic marketing implies the presence of relationships or their absence based on meaning rather than on proximity like in the syntagmatic case. Practically speaking, by using web semantics and linked data, the herein marketing conceptualization is built upon a large non-structured internet database of entities connected through meaning that relies on ontology. The role of linked data is to connect products/services and customers with each other (*e.g.* product with customer, customer with customer). Semantics rely on linked data and ontology so that a useful common meaning or attribute should be assigned to a cluster of entities (either products or customers). Different methods and procedures are then applied to this cluster in order to identify a potential need of a client.

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1. Introduction

Marketing is the activity, set of institutions, and processes creating, communicating, delivering and exchanging offers that have value for customers, clients, partners, and the society at large (AMA, 2013). This paper states that marketing is subject to identifying the real needs of customers by the marketer rather than inducing or creating some artificial desires for the former by the latter. For a better understanding of our statement and for pointing out the allusion within the title of the paper, we compare the marketing process with one of the nowadays most common seen (leisure) activity: photography. While few decades ago this was hardly an activity for neophytes, the digital era and ubiquitous devices have made it largely accessible. Thus, grasping the idea of taking picture instead of making picture is not a difficult one. The former tries to capture an instant moment very close to reality and the latter creates an ideal image. Taking photo does not presumably lie, but it may not define an expression that it is close to what people expect. Making picture requires more skills, a predefined script and quite a master craft. While taking picture relies on a fugitive image composition and few additional tools like a flash bulb, the set-up for making picture is very complex, yet necessary for telling the photographer's story rather than that of the photographed item. Simplifying, taking picture is objective and making picture is subjective, but a crisp delimitation of the two is impossible and not desirable. The two approaches should blend so that they should create a mixture which is, to some degree, more objective or more subjective or even neutral (also to some degree), depending on the context.

In this paper, we have an approach that depends mostly on taking the needs rather than on making the needs of customers by the marketer. Marketing has lately become a tool for accelerating consumption without relying on sustainable growth, but rather creating a sort of bubble similar to the financial one. The marketing bubble is more stable as it deals with goods (physical, digital etc.) and does not grow as rapidly as the financial one does because it does not have the same market liquidity. However, financial transactions are so diverse and highly leveraged because they need to respond to the artificial needs created by an aggressive marketing. Taking marketing implies the making marketing in consequence of identifying the real demands of probable and not possible consumers.

This article is organized as follows: section two defines the problem from an online perspective of consumer-producer relationship; in section three we illustrate the means to build a digital marketing model; section four discusses the proposed model; and the last section presents the conclusions.

2. Defining the problem

Let us take the realm of online digital commerce or e-commerce for simplifying and easily managing a restricted domain of our problem. Yet, the herein proposed taking marketing model heavily relies on digital environment. The offers addressed to the Buyer (B) by the online Seller (S) are sometimes hilarious, to use a euphemism. A set U (of n users $u_i \in U$, $i = 1, 2, \dots, n$) is identified for visitors that click the same link as B in a web page. S makes suggestions / presentations to B by enumerating or intersecting (in a best scenario) the products / services (PS) addressed by these links. Every time B visits such a webpage, a propagandistic (*i.e.* systematic propagation) display of PS assaults B . However, for sites that do not sell a certain category of PS the offers are often out of the picture, to stick to a photography perspective. For example, in a happy scenario, B buys photo lens and S offers batteries and clean kits based on U 's records. Nevertheless, a suitable battery depends on the body of camera rather than on the lens, while the clean kit may fit almost any lens. In a second example, one of the worst scenarios, B buys a marketing book and U 's record says that a certain u bought the same book and a makeup kit for their daughter. S offers the makeup kit to B with no regard to their gender (a metrosexual might be interested in such product, so that the theoretical odds for a good offer are not zero).

In order to conceive a taking marketing versus a making marketing model we use the concepts of PS -oriented marketing semiotics (Pinson, 1998): syntagmatic and paradigmatic. The former uses some conventions

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