

Chapter 8

Modernism to Postmodernism: The Transdisciplinary Mode-2 Knowledge Production of Relationship Marketing

S. M. Riad Shams

Central Queensland University, Australia

ABSTRACT

Underlying the 4Ps marketing principle, and with the transdisciplinary input, Relationship Marketing (RM) has evolved as a fundamental concept to respond to the postmodern marketing management issues. A literature review has been conducted to recognize the rationality of the evolvement of RM and how RM responds to the postmodern marketing management issues to meet and exceed contemporary market needs. The findings reveal that RM utilizes the transdisciplinary mode-2 knowledge production (value proposition) approach, based on the value perception of the postmodern market to cope up with the contemporary and latent market trends, which should be substantiated by market competitiveness, cost effectiveness and social (including all associated stakeholders) acceptability. Such a transdisciplinary mode-2 value proposition of RM and its contribution to the postmodern marketing management appears as coherent across markets and industries.

INTRODUCTION

The dynamic of marketing management has been evolving since its beginning to cope up with the contemporary challenges. From time to time, various factors have included in the traditional 4Ps marketing, which advances the marketing principles and practices. The transition from modernism to postmodernism era noticeably changes the value perception of the consumers. More specifically, less brand loyalty, focus on facts, appearance and experience, fragmented,

unstable and unpredictable markets, complex buying decision process and so forth propel postmodern marketers to deliver, maintain and enhance value, based on the value perception of the target markets. As the postmodern market is a consumer controlled market, consumers move to substitute brand, as soon as they feel their value perception contradicts with a particular brand's value proposition. Therefore, the traditional 4Ps marketing management appeared as increasingly unable to compete with the postmodern value centred marketing issues, as the 4Ps marketing was

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initially originated in the modern market in order to bridging the market needs only. Underlying the 4Ps marketing principle, and in association with the transdisciplinary input, Relationship Marketing (RM) has evolved in the postmodern market in order to deliver, maintain and enhance value in a way that the postmodern market expects and accepts (mode-2 knowledge production). As a result, RM has established itself as a fundamental concept of postmodern marketing management through its transdisciplinary mode-2 value proposition (knowledge production) approach.

AIM AND METHODOLOGY

Literature review, as an inclusive research method (Friedman, 2006) has been undertaken here to:

- Realize the postmodern marketing management issues;
- Realize the rationality of the evolvement of RM as a fundamental marketing principle; and
- Realize how RM responds to the postmodern marketing management issues to meet and exceed contemporary market needs.

THE TREND OF MARKETING THINKING

It is, however, widely approved that marketing as it is recognized today-the marketing mix (product, price, promotion, place-the 4Ps) approach, initiated to form during the 1950s and 1960s in the mass consumer markets of the USA (Little & Marandi, 2003). The gurus of marketing principles helped to create the marketing mix or marketing management approach as a replacement to the production and sales concepts, stressing that marketing success depends on identifying and satisfying consumer needs. In the late 1970s and early 1980s, a number of writers started to criticize the application of only 4Ps marketing mix in total marketing management (Little & Marandi, 2003). The technological developments and further academic research have exposed a number of limitations in the traditional 4Ps marketing mix approach. As a consequence, the 4Ps marketing mix approach has been extended to several Ps marketing thinking and practice to cope up with transforming market. The evolution has been illustrated in Table 1.

The marketing thinking and practice has been evolving since its beginning to cope up with the changing contemporary market needs. As a result

Table 1. The marketing mix and the extension of the 4Ps

4Ps McCarthy (1960)	Product, Price, Promotion, Place
5Ps Judd (1987)	Product, Price, Promotion, Place, People
6Ps Kotler (1984)	Product, Price, Promotion, Place, Political power, Public opinion-formation
7Ps Booms and Bitner (1981)	Product, Price, Promotion, Place, Participants, Physical evidence, Process
15Ps Baumgartner (1991)	Product/service, Price, Promotion, Place, People, Politics, Public relations, Probe, Partition, Prioritize, Position, Profit, Plan, Performance, Positive implementations
2 additional Ps Shams (2012)	Proof: Proving advantage through customers' or other stakeholders' experiences. Preference: Flexibility on customers' and other stakeholders' preferences.

(Adapted from Little & Marandi, 2003; Shams, 2011; 2012)

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