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## MODERN VISIONS AND APPROACHES OF HOLISTIC MARKETING

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**Abstract.** In this paper we have proposed to mention that, with the development of information technologies, including the development of the Internet and issues such as hyper-competition, globalization and corporate social responsibility, traditional marketing approaches are no longer effective.

The population's access to education services has increased, which means that people are better prepared, more experienced, more interested in the quality of offered and received services. Thus, consumers are becoming more mature, looking for variety, possibilities of choice, wanting greater communication and personalization of services, varied activities, adventure, authentic, real experiences.

The holistic marketing concept considers marketing not as an isolated aspect of business, but as an element that must be integrated into every aspect of the entire business. This is the only way a company can stay relevant and profitable in its business.

**Keywords:** consumer, customer, internal marketing, integrated marketing, relationship marketing, socially responsible marketing.

The changes that appear in consumers' behavior, also influenced by the migration process of the population, including the countries of the European Union, allow the active participation of consumers in the development of new products, and with the help of modern technologies, they can identify advantages and errors of the experience within the market.

In the pre-accession stage of the Republic of Moldova to the European Union, some trends of the market evolution and development are observed, which require the remodeling of the marketing vision with reference to: *offer diversification, orientation towards the customer, image and brand consolidation, development of relations with the mass media, etc.*

Changing trends in the components of the external marketing environment, including technological advances in recent decades, have given all suppliers the ability to produce cheaper and better products at a faster pace. This has made it increasingly difficult for businesses to compete solely on price or quality, being forced to compete primarily through intangible assets such as customer relationships, brands, customer service, and so on.

According to the studies carried out by the American Marketing Association (2018), intangible assets currently represent approximately 84% of a company's market value, whereas they constituted only 17% of a company's market value in 1975, less than 50 years ago. Given these changes in the marketing environment and the way businesses are developing, the best and most effective approach to marketing is to approach it from a holistic perspective.

The theoretical and methodological basis of the carried out research is based on the fundamental works in the field of marketing, developed at the national level, as well as the research reflected in the periodical specialized publications, developed by researchers from abroad. In the process of the study, priority was given to the monographic method of describing the events with the application of elements of comparison, induction and deduction.

Having penetrated into everyday life, modern marketing is in full evolution being subject to redefinitions, restructuring and reorientations. The interest in marketing, so necessary to increase its potential in order to fulfill its current mission, has made many specialists concerned with deciphering

the content, the essence of this concept both in theory and in practice, the components and forms of manifestation, of the consequences it induces, of the effects it causes, etc.

This assiduous concern has resulted in the appearance of numerous opinions regarding the content of marketing, most of them approaching it only from a certain angle and analyzing it either as an economic, or commercial, or social process, either as a practical activity or as an attitude towards the client, as a social tool, as a managerial technology, as a function of the enterprise, as a structure of institutions, etc. which demonstrates the complex character of this phenomenon.

Marketing is changing its traditional approach. From a process focused exclusively on the needs and desires of the consumer, marketing is becoming an area where a more complex approach is needed and where the man or individual is in the center. Hence the new direction is appearing, holistic marketing, which is said to be the marketing of the 21st century.

The era of holistic marketing is a new paradigm, which focuses on the management of relationships with customers, collaborators and communities interested in their products.

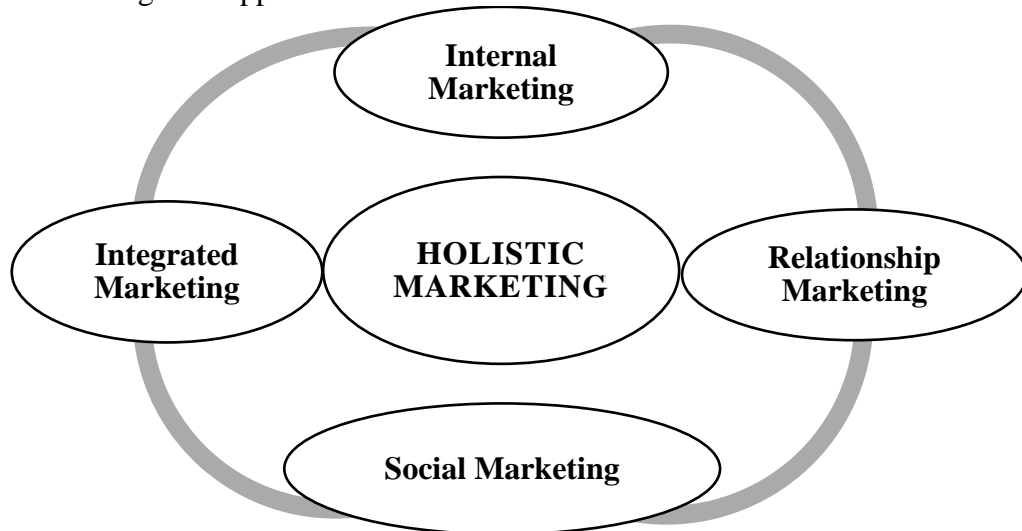
First of all, what holistic marketing is. The word "holistic" comes from the Greek word "holos" which means "whole".

Having analyzed the specialized literature from theoretical aspect, we can mention that:

The concept of holistic marketing proposed by Ph. Kotler, which includes the planning, development and implementation of marketing programs, processes and activities, taking into account their amplitude and interdependence, is now gaining more and more popularity [9].

The most accurate interpretation of holistic marketing (in other words, holistic) was given by Kevin Lane Keller. According to him, this is a concept that involves the creation, implementation and development of marketing programs, events and advertising campaigns, taking into account the relationship with the target audience [9].

Holistic marketing is a set of marketing tools used simultaneously (concurrently) to increase consumer demand. This approach helps capture and manage marketing processes: forecasting, planning, implementation and analysis of marketing programs and activities. All tools must work together. Holistic marketing delivers results, not the illusion of understanding and control. Holistic marketing recognizes that everything is important in marketing and, as it often occurs, a comprehensive and integrated approach is needed.

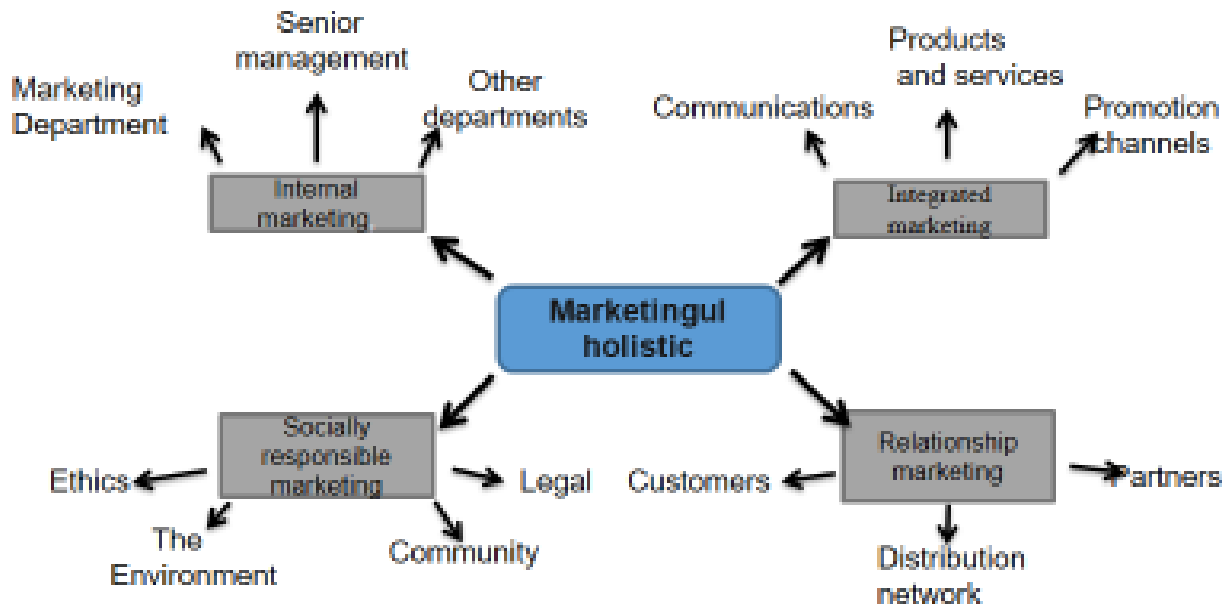


**Figure 1. The composition of holistic marketing**

*Source: developed by the authors*

The holistic marketing concept includes four marketing categories:

- ✓ relationship marketing
- ✓ internal marketing,
- ✓ integrated marketing,
- ✓ socially responsible marketing.



**Figure 2. Components of holistic marketing**

Source: developed by the authors

*Relationship marketing* was the first phase of development of direct response marketing campaigns. It is a form of marketing that emphasizes capturing the attention and satisfaction of consumers rather than a focus on sales. As a practice, relationship marketing differs from other forms of marketing. In this case, the long-term value of customer relationships is recognized, and this type of marketing extends beyond communication through intrusive advertising and promotional message sales.

Relationship marketing - a policy and a set of tools designed to establish individual and interactive relationships with customers, suppliers and stakeholders in order to create and maintain a positive and sustainable attitude (customer loyalty) regarding the company, its products and brands.

Relationship marketing aims to build long-term and mutually satisfying relationships with important partners (customers, suppliers, distributors) in order to win and retain their preferences and trade options in the long term. Relationship marketing creates strong economic, technical and social links between partners.

*Internal marketing* is a process that takes place within a company or organization and consists of aligning, motivating and empowering employees, from all levels of management, to provide a satisfactory customer experience. In recent years, internal marketing has been increasingly integrated with employer branding and brand management in an attempt to build closer links between the employee brand experience and the customer brand experience.

The challenge for internal marketing is not just getting the messages right, but embedding them in a way that both changes and reinforces employee’s behavior [1].

*Integrated marketing*, also known as integrated marketing communications or cross-channel marketing, is the practice of using multiple advertising channels to convey a single message about a product or service. The idea behind integrated marketing is that by using a variety of different media, marketers can reach their target audience more frequently and more effectively.

Channels used in integrated marketing activities can include both traditional and new media. Traditional media consists of print advertisements, such as those in newspapers, billboards or on public transport, as well as those sent by mail, radio and television announcements. New media refers to messages mediated by technology, including online communications through websites, email, and social media [3].

*Social responsibility marketing* states that a business should consider what is in the long-term interest of the society. Socially responsible businesses should aspire to manufacture products desired by consumers, and thereby benefit society at the same time, in the long run. Holistic marketing

promotes its products as being appropriate both for the individual consumer and for society as a whole.

The role of marketing is to communicate the value of a product to the customer. But the notion of value is no longer the same as in the past, and the financial crisis of recent years has shown us once again that the only constant is change. The values that matter today are shaped more than ever around social and environmental concerns. Therefore, traditional marketing, oriented towards the needs of the consumer, must be framed in a broader approach, which communicates about the benefits that a company brings to the society. It is a new way to respond to the needs of today's consumers, but also to recognize the role that each company has in the development of communities [6].

Thus, holistic marketing is an approach that seeks to recognize and balance the different competencies and complexities of marketing activities.

The holistic marketing approach has a number of advantages, which means that the positioning of the brand and its popularity among the target audience can be significantly improved.

The advantages of holistic marketing:

1) It keeps in mind the different target audience and its changes. Today it is not enough to know the gender, age, skin color and other demographic characteristics of your consumers. You need to be aware of their ever-changing wants and needs.

2) It improves brand promotion. If you have a specific goal and experienced professionals to implement it, this is half of the success.

3) It increases the effectiveness of marketing efforts. Accurate statement of the task, distribution of efforts and full involvement of the team minimizes errors in promotion.

4) It strengthens the positioning of companies. Integrity in the development and positioning of the company accumulates all efforts for the established goals, not allowing deviation from the proposed path.

5) It unites the project team internally. Because of its integrity, this approach requires the participation of all team members, from executives to regular artists. Therefore, such positive joint work will be excellent team building.

Now we can summarize and collect the main truths of holistic marketing:

- think about the consumer, the main values of the client, put yourself in his place (as they say in such situations, "made for you");
- apply differently, promotion channels, ways of interacting with the target audience;
- always set objective goals so you can build a path to achieve them.

## Conclusions

In conclusion, we can say that the holistic approach to marketing is based on the premise that the whole is greater than the sum of its parts, the idea is promoted that products tend to be appropriate both for the individual consumer and for the society as a whole. By positioning sustainability at the top of priorities, companies will offer a completely new perspective on the potential of a brand to bring a benefit to the whole society. Accordingly, if organizations, companies find solutions at the intersection between branding and sustainability, they will have a unique opportunity to contribute both to increase profit and to create a positive impact on the whole society.

The increasingly frequent changes in the business environment and the increasingly pronounced competition, especially in the period full of risks and uncertainty, caused by the integrationist processes of joining the European Union, have influenced the emergence and continue to support the development of the holistic vision of marketing, which has become currently one of the surest ways for companies to remain competitive.

These truths are quite simple and understandable, but in practice it turns out that many businesses lack the usual marketing actions to achieve the desired success. Perhaps holistic marketing will be that tool that will help them get good sales and gain a good image among their target audience.

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