

## Effects of marketing in different stages of development

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### Abstract

In everyday life, by reason of ignorance of the essence of marketing, we come across numerous cases of misuse and improper understanding of word marketing. Nowadays people have more the attitude in the consciousness of the need for understanding and recognition of the right meaning of the word marketing. There are many definitions about Marketing in literature and contemporary practice, each attempt to define the term marketing can only partly be understood as successful and complete. Indeed, it is impossible to define and summarize in only a few sentences everything that has to do with marketing as a process and its roles. Marketing specialists need to identify the concerns and desires of consumers to be able to target their minds, hearts and souls. In the paradox of globalization, concern and common consumer's desire is to make the society and the world a better place and even an ideal place to live. Some companies are doing a kind of differentiation through corporate philanthropy for social or environmental causes. Now we are witnessing the birth of Marketing 3.0.

In a world full of confusion, they are looking for those companies that can complement them deeper for social justice, economic and environmental mission, vision and company values that they represent. In selecting products and services, people not only demand the fulfillment of their functional and emotional, but also the human spiritual fulfillment.

The third force that gives impetus to the creation of marketing 3.0 is the emergence of creative society. People in creative society are people who have developed the activity of the right brain hemisphere and working in creative sectors such as science, arts and professional services.

Based on these facts the era of marketing 3.0 is the era where marketing practices are strongly affected by changes in consumer behaviors and attitudes. It is the most sophisticated customer-centric era where the customer requires more cooperative attitudes, cultural and spiritual marketing.

**Keywords:** marketing, value, costumer, service, human.

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