

THE FUTURE OF THE MARKETING TERMINOLOGY

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1. *The problem.*

The enormous development of technological improvements and the continually stretching economic competition on the national and international field led the greater part of businessmen to a persistent search of the reasons determining the demand of goods and services. During this search, the magic term «marketing» is presented as panacea, and under this emblem different systems concerning the selling problems, and investigations directed to opposite destinations, justify their presence. The confusion started in the United States of America, where the term «marketing» was created, and is still spread all over the world.

An agreement may be reached, in the near or a distant future, between specialists about the determination of the term «marketing» as a science, or a system, or an institution. As for us, we are not pessimists but realists in our belief that, it is very possible we will never reach up an agreement concerning the limits of «marketing» as, we have never agreed before on a generally acceptable definition on other branches of science. But we believe that, in spite of the fact that a lot of discussions had been and will be going on about the definition of a branch of the science, nobody would think about refusing to give a name to this particular branch. The name of a science, of an institution, of an idea, is a means of communication and understanding. That is why we give to many works, during their creation, a provisional name, and we are allowed to change it later on, if the nature or the results of the work will change. There are many such examples as

- a) The word *Gybernetics* was created in order to cover the study of system of control and communications in animals and mainly in electrically operated devices such as electronic computers,
- b) *Econometrics* to cover the field between *Statistics*, *Mathematics* and *Economics*,

- c) Antibiotic Drugs to cover all drastic substances that destroy or injure (*anti* = against) living (*bios* = life) organisms,
 - d) Astronautics to cover the science of aerial navigation in space,
 - e) Cannibalize to cover the use of a number of similar machines which provide spare parts for the others,
- and so on.

History of science teaches us that a conventional name is needed for any understanding between men. But it is not quite possible today for the name to restrict the limits of an idea. There is a moment in the history of thought in which new words rise in the minds of thinkers, in order to cover new fields or to specify more accurately the meaning of an old term; we think that today we are facing this moment for the term «marketing».

The necessity to replace the term «marketing» by a new one is proved by

- the disputes existing between the specialists about the right interpretation of the term «marketing»
- the function covered by it, its proper translation in other languages, and
- the probability of marketing function out of the «market» in a restrictive meaning of the word.

For many reasons, we can not discuss, we will not explain the meaning of the term «marketing», given by specialists today; we better go back in the very first moments of its creation, in order to put that question mark in the name of its term is right or not. If it is wrong it is the right time now to change it. When the «baby» will be a man it will be very difficult to change its name as it has been already proved in many other cases.

2. *Why the word «marketing» should be abandoned.*

The word «marketing» is not a new one, created in order to give a name to the «science» or the «institution» conceived by the market researches of this century.

«Marketing» grammatically appeared as soon as the verb «to market» was introduced on the English language. «Marketing» is a verbal noun and probably means verbal action. So, «marketing» is the selling and buying in market.

We are not allowed to ignore completely the historical meaning of the word «marketing». But there is the problem: Is it possible for a word to lose its past and to be metamorphosed into the name of a sy-

stem or a science? If any Circe has done it for other words, she did not do it for «marketing», because «marketing» retains entirely its old personality. If it would be possible to found this etymological alchemy, then the same method could be applied in other cases avoiding so the creation of new words like Econometrics, Gybernetics etc. It is the reason why we propose this search about the marketing terminology.

During the speach H. Wolff addressed last year to the members of the Greek Marketing Association he said: «Actually I wish sometimes that we, in the United States, did not have the word «marketing», because it is so after misused or at least is used in many different ways, that some times conceals more than it communicates». This point of view encouraged us not only to search for the creation of a greek terminology of «marketing»¹ but to extent also our efforts for an international one. We know, of course, that the main epistemological problem concerning today's marketing studies is not the replacement of the word «marketing». But we believe that by the replacement dof this contradictory term a great service will be rendered for the proper determination of the area of the so called «marketing studies».

Here are some reasons among others for the change we propose:

1. All problems arising out of the two parallel meanings of the word «marketing» will stop to exist.

2. Because «marketing» is not a term created specifically to «baptize» a new branch of science or a new institution, but is a word like any english word, all non english-speaking people try to translate it in their own language. Unfortunately the translation effort has not always been succesful. So the term «étude su marché», «studi di mercato», «ricerche di mercato», «revna agoras», «Marktanalyse» or «Marktforschung», used for the term «marketing», correspond to other terms like «marketing research», «market analysis», «market research», but not to «marketing». If a new international word will be accepted, it will undoubtfully have the succes or nearly all the new scientific terms. Of course we will change the suffix of the new word in order to make it easy reading and easy speaking in all languages, exactly like other terms as statistique-statistica, statistics, statistiki, Statistik, or astronomie, astronomia, astronomy, Astronomie.

3. «Marketing» has not covered the modern field of all «marketing

1. Cf. S. C. Zeugaridis, *Proposals for Appropriate Interpretation of Marketing Terms in the Greek Language*, in «STUDIES», Monthly Edition of the Graduate School of Industrial Studies, Vol. XII, 1961-1962, pp. 58-79.

studies». The verb to market has a very precise meaning with very precise limits. We have «marketing research» in religion or politics but doubtless it is a barbarism to use the term «marketing» in this case.

3. *The foundation of a new marketing terminology.*

We have already emphasized the confusion between the different terms of different languages used instead of «marketing». This is one of the main reasons we persist in creating a new international marketing terminology. The American Marketing Association felt this need quite in time and proposed the appropriate meaning of the English terms, used by marketingmen. The great difficulties in its way towards this unification of marketing terminology arise in the daily use of the word marketing in different meanings.

To create a new international marketing terminology, we can follow two paths: The first one, based on the latin origin *merc-*, and the second one, on the indoeuropean origin *ger-*. From the origin *merc-* we have now

- the latin words *merx, mercatus* etc.
- the french *marché, commerce, marchand* etc.
- the english *market, commerce, merchant* etc.
- the german *Markt* etc.
- the spanish *mercado, comercio* etc.
- the italian *mercato, commercio* etc.
- and so on.

From the origin *ger-*, which gives the meaning of concentration, we have

- the greek words *agerro or ageiro, agora, panégyris* etc.
- the english *congregate* etc.
- the french *agrèger* etc.
- etc.

As the origin «*merc-*» has already been used in most of the main speaking languages for the creation of different words, a new word having the same origin would be easily accepted as a very comprehensive term. But there are a lot of difficulties towards this solution. So,

1. All words of the «*merc-* family», and more specifically «*market*» have an historical march through the centuries of their life. Their modern form has a concrete meaning and nobody can ignore it. If we want to give them a new one, we will lead to the same confusion we have in the case of the two words «*marketing*».

Conclusion: We must create a new word and not extent the meaning of an old one to the new fields of «marketing».

2. It is very difficult to select a word among the mentioned modern forms in the different languages. Should we prefer «the markets» or «le marchés», nobody can stop the «translation» of the new term in other languages. This very probable translations create a difficult problem and they are at the origin of a series of international disputes.

Conclusion: We must create a new word not based on one of the modern words marché, market, mercato, mercado, Markt etc.

3. The word «to markets», as well as all the words derived from the origin merc-, do not cover the area of marketing studies. We must use a new terminology based on a larger idea than that of «market».

The second path is founded on the greek word «agoras». There are many reasons for this foundation. Among them we emphasize the following :

1. The origin «ger-» gives the idea of assemblage or group-gathering. The sanskrit word grāmah means a group of persons exactly like the greek word agora, at its ancient meaning. From the same origin ger- we have also the latin words gregare, aggregare, congregare, the french agréger, congrégation, the english congregate, aggregate, etc.

Conclusion : A word derived from the origin ger- or agora will not be strange to the indoeuropean languages.

2. The greek word agora had originally the meaning of assembly in a public place. From this archaic meaning we have a lot of modern words like the term agoraphobia. Little by little, the public place of assembly, the center of the city, the market place in general, has been considered as agora. All this faces of the classical greek «agora» drew through the centuries the picture of the agora of modern time. So the word «the agora» has some larger meaning than that of the word «the markets» and naturally, a more larger one than that of the word «to market».

Conclusion : The word «the agora» can succesfully replace the word «the market» because, although both have the same meaning, «the agora» keeps a great part of its archaic meaning. So, in the case of gathered people for a religious or political purpose, it will be possible to speak about a «religious agora» or a «political agora», but not about a «religious market» or a «political market».

3. To our opinion, the word «marketing» is a verbal noun, derived from the verb «to market» and the suffix -ing, and not from the word «the market» and the suffix -ing. If this idea is right, «marketing» etymologically has the same meaning as the verb «to market». Marketing is not «something» belonging to «the market», or «something having the quality of «the market», but «buying and selling in a market» or «selling in a market».

Conclusion : If it is not correct to continue the use of the term «marketing», and if we should replace it by another derived from the greek word «the agora», then, before defining the meaning of the new word, we will have to take into consideration the area covered by «the agora». Therefore the new word should include the search of all problems arising out from the group-gathering of persons. Buying and selling goods is only one of these problems. Generally speaking, this word derived from the agora should include all happenings concerning the efforts for profit, either for a benefit (a moral satisfaction) or for a gain of money. This profit is the result of the meeting of two «persons» called conventionally «the vendor» and «the customer». This profit determines the public activity of the «homo oeconomicus» as well as that of non-economic or non-business people. Finally this activity for profit brings up a serie of questions, which are or must be analysed by the «marketing sciences». Nevertheless, it is clear that there is no relation between the philosophical, religious, or political conceptions of profit and the verb «to market». The reaction of the believers («the customers») on a solution for a social problem («the goods»), given by the Church («the vendor») is a problem of «the agora» but not of «the markets».

4. A new marketing terminology based on the word «agora».

The greek origin *leg-* (λεγ-) has been introduced long ago into all neolatin languages, because of words related to ideas of everyday use. Among these words are «the logos» and «the lexis», which created the suffix -logue, logie, etc. in the french language, the -logue, -loger, -logist, -logy, -logical, etc. in english, -logie, -log, -logisch etc. in german, and so on.

It is very interesting to examine the development of the concept «logos» in greek, because this development makes us understand its modern use in other languages. The successive meanings of «the logos» were

- oral expression of a thought
- extensive oral presentation of a subject
- written presentation of a subject
- description of an event
- as a suffix, indicates the character, the action, or the branch of knowledge of a science, of a person, who treats of a certain subject (theologos, astrologos).

In view of the mentioned reasons for the replacement of the word «the market» by the word «the agora», and, of the fact that it is not possible for the term «marketing» to cover the modern limits of the «marketing», specifically in the fields not having the characteristics of «the market», we may propose the new word *agoralogy*. We hope that the above analysis makes the term «agoralogy» selfexplanatory.

The acceptance of the new terminology will allow us to create a large family of words, related to agoralogy. Such examples are the following, for the greek, english, french, german and italian languages:

1. For the name of this branch of thought :
(instead of the term «marketing»)

- agoralogia (greek)
- agoralogy (english)
- agoralogie (french)
- Agoralogie (german)
- agoralogia (italian)

2. For the adjective

- agoralogicos, -i, -on
- agoralogical
- agoralogique
- agoralogischer, -e, -es
- agoralogico, -a

3. For the person dealing with agoralogy

- agoralogos
- agoralogist
- agoralogue
- Agoralog
- agoralogo

4. As adverb

- agoralógicos
- agoralogically
- agoralogiquement
- agoralogisch
- agoralogicalmente

5. Conclusion :

We hope the above thoughts will help other searchers, more specialised than we. To our opinion it is time to put of way of the new «science» of marketing» the limitation created by a restrictive terminology. «Marketing» has to march on his historical path.

The writer believes that he reached his target, if the always existing problem of marketing terminology will be stirred up again, even if his proposals are not accepted.