The development of marketing
in last decades – a trial of considerations

Rozwój marketingu w ostatnich
dziesięcioleciach – próba rozważań

Wioletta Wereda

Military University of Technology in Warsaw, Poland
wioletta.wereda@wat.edu.pl; ORCID: 0000-0002-6948-0239

Florina Pînzaru

National University for Political Sciences and Public Administration (SNSPA), Bucharest, Romania
florina.pinzaru@facultateademanagement.ro; ORCID: 0000-0002-8371-5284

Abstract. The evolution of marketing activities over the years has shown that the activities of organizations adapt to new business models and, therefore, are a good inspiration for managers. The development of marketing is due to several reasons that are important in the operation of every enterprise. First, marketing has undergone a transformation from transactional to digital. Secondly, the number of Internet users is constantly increasing, both among individual and institutional clients. Another reason is the constant increase in the potential of using the global network. In the article, the authors tried to present an analysis of the evolution of marketing activities over several decades. Moreover, they presented a verification of the literature in this area, attempting to consider a new marketing paradigm.
Keywords: marketing development, digital marketing, Marketing 1.0, 2.0, 3.0, 4.0, 5.0, new paradigm of marketing

Abstrakt. Ewolucja działań marketingowych na przestrzeni lat pokazała, że organizacje adaptują się do nowych modeli biznesowych, a co za tym idzie, są dobrą inspiracją dla menedżerów. Rozwój marketingu wynika z kilku powodów, które są istotne w działaniu każdego przedsiębiorstwa. Po pierwsze, marketing przeszedł transformację od transakcyjnego do cyfrowego. Po drugie, stale wzrasta liczba użytkowników Internetu, zarówno wśród klientów indywidualnych, jak i instytucjonalnych. Po trzecie, obserwuje się stały wzrost potencjału wykorzystania globalnej sieci. W artykule autorki starały się przedstawić analizę ewolucji działań marketingowych w ciągu kilku dekad. Ponadto zaprezentowały weryfikację literatury w tym zakresie, dokonując próby rozważań na temat nowego paradygmatu marketingu.
Słowa kluczowe: rozwój marketingu, marketing cyfrowy, Marketing 1.0, 2.0, 3.0, 4.0, 5.0, nowy paradygmat marketingu

Introduction

The development of marketing in recent decades has shown that enterprises have the opportunity to develop and grow through the enormous pace of market and technological changes. The evolution of Internet-related activities is of particular importance. In the case of enterprises, online marketing activities are of permanent importance for growth: potential huge savings opportunities (cost reduction, speed of operation), expansion of the geographical sphere of activity (new market opportunities), optimization of decisions made (detailed knowledge about the customer and his activities), new opportunities to create value (cooperation with clients and business partners). Therefore, the article aims to provide information on the development of marketing in recent decades, with particular emphasis on its evolution in the digital world.

The constant evolution of marketing and the development of the Internet have shown that new solutions are being created on the market that strengthen the potential of the organization. In addition, there are huge challenges related to the impact of cyberspace on the market, enterprise, customer and society. The main goal of the article is to present historical stages in the marketing development process, based on the verification of the literature. Moreover, research method used in the theoretical work were: verification of secondary sources and deduction.

1. Stages in the marketing development process

In real life, everyone wants things that stimulate and prolong feelings and pleasure. The process of satisfying people-friendly feelings is experiencing these pleasures in reality, which motivates and makes real consumption, both stationary and electronic. Modern enterprises create populations of employees who are tired of stress, long working hours and limiting interpersonal contact through the development of relationships based on modern electronics and social media. When employees leave work, they become the target market of marketers who create products and services for them, the so-called mass individualization (the offer is supposed to seem individual for a single client, but is created for a whole mass of recipients). However, the real needs of individual customers have nothing to do with mass advertising. The modern buyer is looking for ways to take their own life and decisions into their own hands by creating new ways of consuming, influencing the products and services of suppliers (prosumption), influencing communication with suppliers and other customers (frequent use of social media) to maintain the meaning of their own existence on consumer market. Contemporary technological, information and psychological changes create a different form of marketing and sales, i.e. they lead from the traditional form to a more digital and mass one.

On the other hand, customers in a technologically advanced world begin to miss the human element and a more individualized approach. Therefore, the paradoxes created by the digital economy become an important element. The role of marketers is to use paradoxes and guide consumers on their journey from awakening awareness about the product to the final end, which will be loyalty and advocacy, i.e. promoting knowledge about the product to other customers (Kotler, Kartajaya, Setiawan, 2017, p. 15).

Philip Kotler in his research presented a rich version of the process of changes and conditions in marketing in a very short way that systematized various definitions and solutions of marketing at the turn of the decade, as shown in table 1.

Table 1. Stages in the marketing development process in 1950-2020

The 50's
Brand image. This strategy relates to the growing importance of the brand image. It is promoted with branded articles using the image. This date was moved from the USA to Germany in the mid--1950s and this date is generally taken as the beginning of marketing.
Market segmentation. The emergence of a philosophy of action oriented towards target groups in marketing.
Marketing concept. The company did not constitute a simple set of functions (production, sales, finance, etc.), but created a system of integrated functions and activities. According to the concept of marketing, the market determines and determines all activities undertaken in enterprises.
Marketing control. At the end of the 1950s, marketing was enriched with issues related to controlling.
The 60's
4P concept. Its author is Jerome McCarty, who proposed an instrumental approach to marketing understood as a system of closely related elements: product, promotion, price and distribution.
Theories of buyers' behaviour. In the second half of the 1960s, attempts were made more and more often – first in the USA, then also in Germany – to analyze and interpret the behaviour of buyers (understood as a process) from the point of view of marketing needs.
Extension of the marketing concept. As a result of widespread student unrest, the idea of using marketing not only for non-commercial but also non-economic purposes (e.g. supporting charity organizations) was born.
The 70's
Social Marketing. Marketing concept expansion effect. The term "social marketing" was introduced in 1971. to define the principles and techniques of marketing aimed at promoting the growth of social awareness and specific behaviours. Over time, the term was used to refer to a management technique that should influence social changes.
Demarketing. Concept developed by Ph. Kotler, according to which marketing was considered not only as an instrument of increasing demand, but – if it was a social indication – also as an instrument for reducing it (e.g. to protect mineral resources, energy).
Positioning (placement). With the increasing level of market saturation and stronger competition, the need for careful placement of products on the market has emerged.
Macromarketing. Marketing for the entire industry or even the national economy in countries where the market economy has not yet fully developed (e.g. in Hungary).

The 80's
"War" marketing. After the end of the so-called "the second fuel crisis", some marketing concepts became obsolete, a new fight against competition began.
International Marketing. Internationalization of marketing was a topic primarily in the USA, where in the 1980s the orientation towards the internal market was dominant. Now the situation has changed.
Global Marketing. The success of world-famous brands such as Marlboro or Coca-Cola has led to the idea of global marketing. Human needs are basically the same everywhere, therefore branded products of the ideas of well-known companies can be offered in all markets.
Local Marketing. It was created as a reaction to global marketing. Along with the expansion of the areas of operation of all concerns – in order to meet the needs and wishes of buyers – it was also necessary to take into account regional and local differences (fashion, tastes, customs, etc.). Motto: "Think globally, act locally".
Direct Marketing. The new media of this technique have contributed to a direct dialogue with consumers.
Megamarketing. Philip Kotler supplemented McCarthy's 4P formula with another "P": Publicity and Power.
The 90's
Emotional Marketing. It is generally treated as a field of knowledge aimed at evoking feelings, values and emotions in people. The goal of this treatment is to create attitudes, desires, and actions that are beneficial to the product.
Marketing of experiences. Therefore, it consists in integrating the brand/product/service into the everyday life of consumers in such a way that they can make purchasing decisions based on direct experience with the product, and not only advertising messages placed in the mass media. Experience marketing is also based on the consumer's conscious decision to participate in a specific marketing campaign, based on his/her individual experiences, abilities and possibilities.
Internet marketing and e-business. It is a form of marketing and promotional activities that use websites and the Internet as a medium to attract customers. The conditions for the development of this form of marketing are e.g. the democratization of information, community building, globalization, postmodern consumption, the phenomenon of digital gaps and the life cycle of technological revolutions. E-business enables organizations to enter markets where they would not be physically able to use IT networks and the Internet.
Sponsorship marketing. One of the tools very often used by marketers is sponsorship. These types of PR activities allow you to create the image of the company in the long term – they enable building relationships with the environment, interesting or influential groups of recipients (potential customers), and build relationships with local communities.
The emergence of the 4C concept. Robert Lauterborn, noticed that the classic 4P formula focuses on the point of view of the company, and in marketing, the views from the customer's perspective are more important and introduced the concept of 4C into the literature.
After 2000
ROI focused marketing. Financial pressure on return on investment in marketing activities.
Marketing based on brand value. This is the initial version of Marketing 3.0, which is based mainly on brand values, not only on the functional or lifestyle advantage of a given product or company.

continuation of tab. 1

After 2000
Marketing based on customer value. Marketing focused on building customer value, that is, it actually means the value of the relationship with the customer over a long period of time.
Socially responsible marketing or socially involved marketing, is a combination of the economic goals of the enterprise with social goals within the framework of a given undertaking through various types of promotional activities.
Greater power and influence of the client on creating marketing and products.
Marketing using social media and creating tribalism in social groups.
Marketing of authenticity. It is the process of building a brand and image on an authentic message. Authenticity is especially important for the so-called generation of Millennials. It is them that recruiters, producers and marketers are afraid of. This generation, brought up in prosperity and convinced from childhood about its value, is not so easily manipulated by advertising strategies. More important for Millennials is fulfilling themselves at work and looking for life satisfaction than a fast career and big money, which is why they are increasingly looking for authenticity and not false marketing information.
Marketing focused on co-creation and prosumption (co-creation of products or services through customer feedback). It is marketing focused on the special role of customers as a source of competences to create value for products/services and the need to manage their personalized experiences as part of building relationships with them.
After 2010
Digital Marketing. It is marketing that has easily accessible access to the necessary information and the ability to efficiently control it; it should not be equated entirely with the Internet, as it also uses various marketing tools, including offline. Activities that are most strongly related to digital marketing are: social media marketing, SEM, SEO, and content marketing.
The emergence of the 5I concept. This concept fits in with relationship marketing and focuses mainly on the client, i.e. his/her identification, individualization, interaction, integration and fairness of the relationship.
Data-driven marketing, i.e. marketing based on collecting and analyzing Big Data from various sources (internal and external), as well as building a data ecosystem to support and optimize marketing decisions.
Content marketing, i.e. a marketing strategy consisting in the regular creation and distribution of attractive and useful content that is designed to interest and maintain a strictly defined group of recipients in order to persuade them to act.
Agile marketing is the use of decentralized, cross-functional teams that are tasked with rapidly developing concepts, designing and validating products and advertising campaigns.
Predictive marketing, i.e. the process of creating and using analytics, sometimes supported by machine knowledge to predict the effects of marketing activities before their implementation.
Extended marketing, it is based on the use of digital technology to increase the efficiency of employees from the first line of customer service by means of various solutions, such as chatbots or virtual assistants; this marketing combines the speed and convenience of using interfaces with the warmth and empathy of human-centered points of contact.

Source: own study based on Castenow, 1996, pp. 57-59; Kotler, Kartajaya, Setiawan, 2010, pp. 44-45; Kotler, Kartajaya, Setiawan, 2021, pp. 23-25

Over the last few decades, marketing has been and continues to be one of the most intriguing and fascinating areas in the business world. Marketing mainly revolved around three issues: product/service management, customer management and brand management. These concepts have evolved over the years, from product management in the 1950s and 1960s to a focus on customer management in the 1970s and 1980s, then into the 1990s and the first decade of 2000, the organization's brand management was taken over and products. It is the constant adaptation of these concepts to new changes in the market and the stages of human development that makes marketing so innovative, creative and fascinating.

2. Marketing in the digital age

Along with the development of the network, the approach to marketing has also changed and the emergence of a new generation. Globalization changes strongly influence the growing importance of technology. Currently, companies operating under strong pressure must adapt their strategies, activities and structures to the prevailing market standards. A very important factor of their existence on the market is obtaining relevant information, which is hindered by their excess speed of their formation and spread (Świeczak, 2017, p. 165).

In order to thoroughly investigate the issues related to the development of marketing, it is necessary to start with the definition of this concept. Philip Kotler understands marketing as "a social and managerial process by which individuals and groups receive what they need and want by creating, offering and exchanging products with value with other individuals and groups" (Kotler, 1994, p. 11). It can be said that marketing is very comprehensive because it works in two directions. To achieve the assumed goals, companies use marketing tools, which is associated with an increase in sales and profit. On the other hand, their activities focus on meeting the needs of consumers and making them feel satisfied with the purchase of a given product.

At the turn of the nineteenth and twentieth centuries, enterprises were focused on constantly increasing production and focusing on growth generating capacity. The product standardization process was common at that time. It was based on the introduction of the original product from the home country to foreign markets. They were not subject to any modification (Wiktor, Oczkowska, Żbikowska, 2008, p. 183). The first era of marketing falls on the beginning of the 20th century, and more precisely in the years 1900-1920. The evolution of the concept of marketing is presented in figure 1.
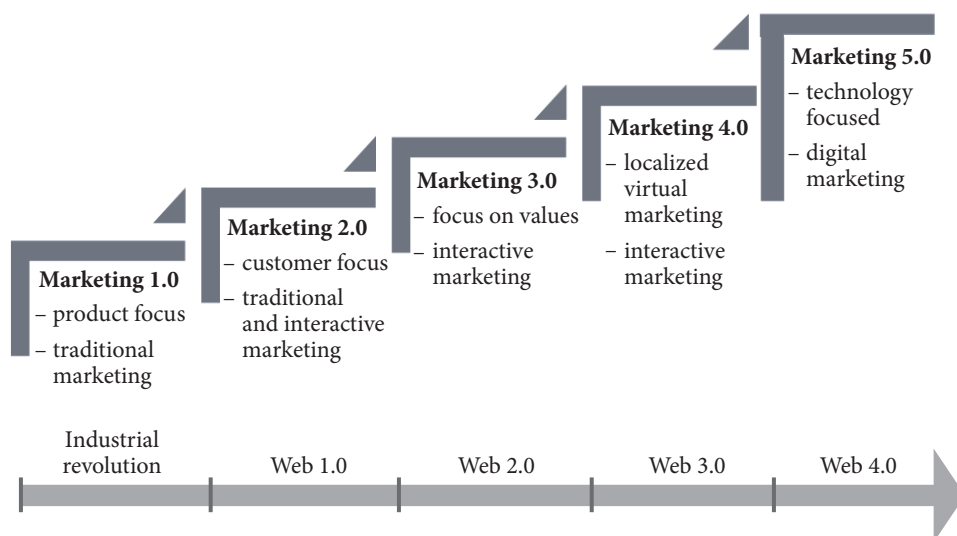
Fig. 1. Evolution of the concept of Marketing 1.0-5.0

Source: own study based on Wereda, Woźniak, 2019, p. 3; Doskam, 2020, Kotler, Kartajaya, Setia-
wan, 2021, pp. 14-15

Marketing 1.0 was born in the industrial age. It focused on creating and selling products without considering consumer needs. Entrepreneurs sought to maximize profit by increasing sales. The desires of the target group were ignored and pushed to the background (Łukowski, 2017, p. 194).

A different view of marketing was created as a result of the rapid increase in the range offered on the market. As a result, a new phenomenon emerged among consumers who began to compare market offers and, at the same time, thanks to the developed communication between market participants and the obtained infor-mation, they were able to choose the right product matching their requirements. Marketing 2.0 generation, otherwise known as the customer era, is based on the generation of product quality by the consumer. This approach is based on a thorough exploration of consumer needs in order to be able to capture so far undiscovered markets where companies could direct their marketing activities and achieve their goals (Łukowski, 2017, p. 195). Marketing 2.0 worked closely on the solutions used in Web 2.0, so it socialized customers and gave them more opportunities that made Marketing 2.0 customer-oriented (Tarabasz, 2013, p. 274).

Marketing 3.0 works on similar values to Marketing 2.0. The main goal is to take care of the client to meet his needs. The significant difference, however, is also focusing on social problems. Marketing 3.0's priority is to help fulfill hope, solve problems and not ignore them. In literature, it is also referred to as value marketing.

The practices applied in the era of Marketing 3.0 significantly change the behaviour and attitudes of consumers. It is believed that these practices are more sophisticated than those applied in Marketing 2.0. Technological novelties enable consumers to share ideas and information, which often lead to joint actions aimed at creating value (Kotler, Kartajaya, Setiawan, 2010, pp. 21-22). Thus, it can be seen that Marketing 3.0 is based on the cooperation of consumers with companies and the interaction of consumers with each other. Importantly, these contacts are not only based on the use of communication portals and websites. It is possible to expand them with the help of modern technological systems, which in turn are supported by commonly known and easily available computers, the Internet and all computer programs made available under the license. Thanks to these applications, the world is heading towards Marketing 4.0, where the Internet is a source of connections between the consumer-enterprise-product (Łukowski, 2017, pp. 194-195).

Marketing 4.0 generation is based mainly on the concept of a prosumer. The process of transforming the customer over the years, discussed in the first chapter, indicates that it is the most modern form of customer nowadays. Virtual marketing is the proposed name due to the Internet solutions used in this generation, also based on solutions appearing in the concept of Web 4.0. The realization of Marketing 4.0 is based on the preparation of appropriate resources used in the evolution of the Internet and bringing them to a real, physical form that everyone can see and feel. This is to make consumers become co-creators of products (Tarabasz, 2013, p. 129).

According to Kotler, Marketing 4.0 is a concept referring to the emerging relationships between the client and the company, whether online or offline. It uses the connection between machines and artificial intelligence to improve marketing activities, and at the same time between people, to stimulate consumer engagement (Kotler, Kartajaya, Setiawan, 2017, pp. 46-47). Broadly speaking, Marketing 4.0 recognizes how virtual integrity exists in today's society, i.e. how consumers use products and what their contact with brands looks like, taking into account the entire industry. Marketing 4.0 also proves that customers appreciate offline connectivity with companies and brands. In addition, it emphasizes the significant role of the customer in shaping the direction in which a given brand is headed. Previous traditional linear approaches between the business and the consumer are a thing of the past. Thanks to technological advances, the relationship between the two entities has become more direct. Marketing 4.0 enhances also activities in the field of thorough analysis of customer needs and looking for factors that motivate them. In order to be able to communicate with the client, brands are forced to use multi-channel communication, i.e. the use of various types of media (De Propris, Bailey, 2020).

The concept of Marketing 4.0 tries to focus on the functioning of offline activities during the rapid recovery of the digital economy. As a result, companies must become very flexible and sensitive to changes in technology, so that the content

published by them is authentic and adapted to the changing environment. They must also remember to maintain harmony. Thanks to the use of artificial intelligence and information and communication technologies, M2M connects with H2H (machine to machine with human to human), which increases the marketing potential, but is also accompanied by a connection between people, which is conducive to stimulating consumer activity (Kotler, Kartajaya, Setiawan, 2021, pp. 12-13).

In the case of the concept of Marketing 5.0, mainly technologies imitating human behaviour are used to create, communicate, deliver and increase the value experienced by the customer in his purchases. One of the core issues of this marketing is the use of next-generation technologies, so-called next tech, for a new older and young society to mimic the competences of human salespeople. Here, artificial intelligence, natural language processing, sensor technology, robotics, augmented and virtual reality, Internet of Things and blockchain are included (Kotler, Kartajaya, Setiawan, 2021, pp. 14-15).

Contemporary areas of marketing are based on the assumptions of four concepts: relationship marketing, strategic marketing, social marketing and digital marketing. Relationship marketing aims to win customers and build trust and loyalty to the brand. Social marketing functions as an advertisement, but also allows you to reach a new group of customers and build a brand image. Digital marketing includes e-commerce platforms and catalogues, which makes it easier for recipients to find products online, search for the necessary information and facilitate the purchasing process (Skowrońska, 2017, p. 112).

3. The new paradigm of marketing in the organization

The beginning of the 21st century is a period of intensification of the debate on the role marketing in the enterprise. It drew attention to changes in business practice, such as: tightening cross-functional integration, supported by application modern technologies and increasing the level of market orientation of everyone services in enterprises, which reduces the importance of marketing, or rather of cells organizational units specialized in undertaking specific types of marketing activities. It was noticed that activities that were once the domain of marketing were entering into other functions, and marketing becomes a sales support base. This situation prompted scientists to search for a new marketing paradigm. Theorists were summoned to increase efforts to develop innovative concepts, without looking to the rigors of recognized methodologies and dogmatic definitions. Moreover, the need to intensify scientific research conducted outside the USA was emphasized so that the concepts marketing can be verified in the context of different cultural conditions (Steenkamp, 2005; Mazur, 2010, pp. 29-30).

In this approach they are only a value proposition that will be revealed thanks to customer activity. The primary tasks of marketing are to communicate the value proposition to customers and supporting them in the process of creating value by offering appropriate ones resources and relationships.

The fact that the new approach places great importance on relationships does not mean that no supplier can afford not to make them. A mistake would be to encourage all customers to enter into a relationship with the company. Buyers who do not wish to have such a relationship should be offered an alternative one strategy.

The authors of the concept of the new logic of marketing formulated nine fundamental premises, which they derived from the achievements of many economists (Vargo, Lush, 2004, pp. 6-12):

1. The basic subject of exchange between people is specialized knowledge and skills.
2. The essence of the exchange is masked by its indirect nature. The reason for this masking is, among other things, the abandonment of direct interactions between suppliers and buyers, between whom there are numerous intermediaries. Money, material products, organizations and vertical marketing systems are only instruments of exchange, not its objects.
3. Material products serve to make available the skills accumulated in them and knowledge.
4. Knowledge is the basic source of competitive advantage.
5. Every economy is a service economy.
6. The client is always a co-producer because he is involved in the creation values.
7. Suppliers only formulate a value proposition.
8. The service approach is buyer and relationship oriented.
9. Organizations exist to integrate and transform narrowly specialized ones competences into comprehensive services that are in demand on the market.

That is why, it is important to present the role of marketing in the organization. Unless it used to be the implementation of the marketing function could be strictly assigned to specific employees of the company (especially at a time when marketing was limited to activities distribution), the competences of marketing department employees were gradually improved increasingly narrowed (mainly to market research and promotion). This practice did not correspond to the approach of marketing theorists who treated it as marketing all decisions made in the enterprise (or other organization) that determined his (her) competitiveness. Currently, most decisions are exchanged in textbooks as marketing decisions are made outside the marketing department. Belongs expect this process to intensify. So, from this point of view, the future of marketing is uncertain? Is marketing becoming less and less necessary, practices, and thus whether the need for education in this area disappears. It seems, that in the conditions of hypercompetition in which modern enterprises operate, an approach called market

orientation is necessary to stay on the market requiring excellent ability to forecast the situation and respond to identified changes. The circle of potential recipients of marketing education who need marketing knowledge that is market-oriented is expanding, as well as the ability to use marketing techniques. However, new groups addressees expect an interdisciplinary approach that takes into account the fact that all enterprise departments cooperate to achieve common goals (Mazur, 2010, p. 36).

Conclusions and discussion

From the analysis of the article, it can be noted that over the last several decades, marketing has evolved, passing through various stages, defined and dependent on their primary goals, the area around which all activities related to it were focused and technology, which largely determined changes in the perception of marketing and its possibilities. Thanks to these changes, we can talk about at least four views on marketing: transactional marketing, relationship marketing, marketing based on value co-creation nad digital marketing. The element that distinguishes these approaches is the organization's perception of the client and his role in building its success as well as using the technological means (Mazurek, 2022, p. 28).

Firstly, in the most traditional and most commonly used approach, marketing is transactional in nature – it is perceived through the prism of market impact instruments, the purpose of which is to persuade the customer to make a purchase. In other words: marketing's task, using mainly promotional instruments, is to encourage the customer to make a purchase, and sometimes additionally to create the image and awareness of our brand on the market.

Another approach is relationship marketing, according to which marketing activities are aimed at building relationships, shaping loyalty and determining the customer's profitability, and therefore the financial effect it brings to the company. The customer and knowledge about him became so important that the element of two-way relationships began to be emphasized. Technological tools and applications have been used to support and deepen these relationships, such as CRM systems, databases, social media, e-mail marketing and marketing automation. These tools allow for mass individualization and personalization of contacts and offers for the customer, and at the same time, embedding these relationships in models that allow determining the customer's value to the enetrpise.

Another approach that has developed mainly thanks to the advanced use of social media is the value co-creation approach. In this approach, the client becomes an active participant in intra-organizational processes in selected fields, participates in many activities of both operational nature (e.g. supporting the company in customer service) and strategic (e.g. creating innovations, providing information about potential new markets, designing new product functionality).

The constant evolution of the Internet involves the creation of new solutions that strengthen the potential of marketing. In the case of enterprises, great importance for the increase in interest in online marketing activities can be attributed to: potentially huge savings opportunities (cost reduction and speed of operation), expansion of the geographical sphere of activity (new market opportunities), optimization of decisions (knowledge about the customer and his activities), new opportunities to create value (cooperation with clients and business partners).

REFERENCES

[1]   CASTENOW, P., 1996. *Nowy marketing w praktyce*, Warszawa: PWE.

[2]   DE PROPRIS, L., BAILEY, D. (Eds.), 2020. *Industry 4.0 and Regional Tansformations*, NewYork: Routledge.

[3]   DOSKAM, 2020. *Marketing produktu, teraz marketing wartości. Od marketingu 1.0 do 4.0*, https://doskam.pl/marketing-1-0-do-marketing-4-0-marketing-wartosci-doskam/ (access: 25.11.2023).

[4]   KOTLER, PH., 1994. *Kotler on Marketing. How To Create Win, and Dominate Markets*, New York: Free Press.

[5]   KOTLER, PH., KARTAJAYA, H., SETIAWAN, I., 2010. *Marketing 3.0 – From Products to Customers to the Human Spirit*, Hoboken: John Wiley & Sons.

[6]   KOTLER, PH., KARTAJAYA, H., SETIAWAN, I., 2017. *Marketing 4.0. Technology Next Tech*, Hoboken: John Wiley & Sons.

[7]   KOTLER, PH., KARTAJAYA, H., SETIAWAN, I., 2021. *Marketing 5.0. Moving from Traditional to Digital*, Hoboken: John Wiley & Sons.

[8]   ŁUKOWSKI, W., 2017. Wpływ Internetu rzeczy (Internet of Things) na wartość dodaną Marketingu 4.0, *Marketing Instytucji Naukowych i Badawczych*, No. 4 (26).

[9]   MAZUR, J., 2010. Przeszłość i przyszłość marketingu, *International Journal of Management and Economics*, No. 27.

[10] MAZUREK, G. (Ed.), 2022. *E-marketing. Planowanie, narzędzia, praktyka*, Warszawa: Poltext.

[11] SKOWROŃSKA, M., 2017. Zasady funkcjonowania, narzędzia oraz wyzwania dla marketingu XXI wieku, *Prace Naukowe UE we Wrocławiu*, No. 501.

[12] STEENKAMP, J-B.E.M., 2005. Moving Out of the USA Silo: A Call to Arms for Conducting International Marketing Research, *Journal of Marketing*, Vol. 69.

[13] ŚWIECZAK, W., 2017. Wpływ współczesnych technologii na zmianę działań marketingowych w organizacji. Marketing 4.0, *Marketing Instytucji Naukowych i Badawczych*, No. 4 (26).

[14] TARABASZ, A., 2013. Marketing w dobie Web X.O a wykorzystanie social media przez największe banki w Polsce, *Handel Wewnętrzny*, Vol. 2.

[15] VARGO, S.L., LUSH, R.F., 2004. Evolving to a New Dominant Logic for Marketing, *Journal of Marketing*, Vol. 68.

[16] WEREDA, W., WOŹNIAK, J., 2019. Building Relationships with Customer 4.0 in the Era of Marketing 4.0: The Case Study of Innovative Enterprises in Poland, *Social Sciences*, Vol. 8(6).

[17] WIKTOR, J.W., OCZKOWSKA, R. ŻBIKOWSKA, A., 2008. *Marketing międzynardowy. Zarys problematyki,* Warszawa: PWE.