

# Marketing in Food, Hospitality, Tourism and Events

## A Critical Approach

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### **3 Perspectives of Marketing**

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## Perspectives of Marketing

### ■ Introduction

This chapter locates the concept of THEF marketing within current marketing debates. Although this book offers an alternative or complementary approach to contemporary marketing theory and practice, it is important to recognise that much of the literature has been motivated by or has emerged from these debates. Numerous perspectives of marketing exist, and these frame the way in which we think about the nature of marketing and ultimately provide the logic and frameworks that govern practice. This chapter explores these traditional perspectives that have come to dominate contemporary market practice and theory. The chapter also introduces a more culturally orientated critical approach that can strengthen our understanding of experiences marketing.

### ■ Marketing the exchange of value

For many years marketing theory and practice has been grounded in what is known as the *exchange paradigm*, or more lately what has been coined *goods dominant logic* (Vargo and Lusch, 2004,2008a). The central idea of exchange is that two or more parties come together (people and institutions engage) in a transaction-orientated relationship to derive some form of sought value from the other entity. This logic is premised upon economic theory that suggests that

markets are mobilised and sustained by a scarcity of goods and other resources, and are constituted on the one hand by agents who are able and willing to produce and supply these goods or resources, and on the other, by people or institutions who both need or want them and are able to allocate their own resources to acquire their benefit (Kotler, 1972). So, in a very basic sense, in seeking to satisfy hunger a person will exchange money (the value required by commercial organizations to satisfy shareholder needs) with a food producer for a form of nourishment such as a sandwich. The customer here may also be gaining the benefit of being able to manage the scarcity of time over a busy working day and short lunch break by buying this sandwich from a local supermarket. This is an important element of practice within experiences marketing as products and activities that carry benefits are exchanged with customers for payment and investments of time. (The notion of experience was explored in Chapter 2). This outlines the important value-creating function that THEF organisations perform, but at the same time highlights the fallacy of distributed value that underlies and provides the catalyst for more recent conceptualisations of marketing which will be defined later in this chapter; namely, the service and interaction perspective.

## ■ From restricted to complex exchange

The sandwich example described above reflects what Bagozzi (1975) terms *restricted exchange*, which is essentially exchange between two parties. This is the simplest and most basic form of exchange which allows for ease of understanding and does indeed represent some incidences of exchange in sector, such as when an organisation is solely responsible for all of the resources and skills that are combined to produce and take to market a product that is then acquired by a customer for their sole use. However, the nature of exchange is often more nuanced and fragmented. In these cases more than two parties are involved in the exchange process and