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The Origin and Development of Marketing

Abstract

The article discusses the history and development of marketing, which is currently one of the most important areas used to successfully operate in world markets and win the competition.

Marketing as a science has undergone a great development since the middle of the 20th century.

There are different opinions about the history of marketing. Thus, some historians claim that the emergence of marketing as a science began in 1900 in connection with the development of industry, while another group of scientists claim that it is older. However, when we pay attention to the dates of discovery of some of the tools used in marketing (Gutenberg's invention of the mass printing device for flyers and brochures in 1450, the publication of the first paid advertisement in a French newspaper in 1836, etc.), the emergence of marketing goes back to much earlier times.

The emergence and development of marketing is divided into certain historical periods.

1. Ancient times, primitive forms of manifestation - During this period, market relations began to emerge

2. Middle Ages, improvement - The impact of early discoveries on market relations increased even more.

3. Early 20th century, science and application - The influence of science and applications as a means of regulating market relations in the marketing industry, and the emergence of new tools began to expand.

4. Modern era - Electronicization meant more development.

Marketing as a science is found in one source in 1906 - 1911, and in another source in 1897 in the Journal of the American Economic Association (Bartels 1988, Brussiere 2000). In the Oxford English Dictionary, the date of origin of the word marketing coincides with the 16th century (Dixon, 2002).

The first teaching of marketing as an education did not begin in the United States, as many people think, but in Germany in the late 19th and early 20th centuries (Jones and Moniensen, 1990). At that time, market trends were studied from the specific to the general, and regularities were determined based on observations and experience.

Marketing, which has reached the modern era, was created in the United States and transformed into a system.

Keywords: *marketing, business, international business, advertising, market, production, sales, breed*

Introduction

Currently, the most important field used to successfully operate in world markets and win the competition is marketing.

Marketing as a science has undergone great development since the middle of the 20th century.

There are different opinions about the history of the emergence of marketing. Thus, some historians claim that marketing as a science began in 1900 in connection with the development of industry, while another group of scientists claims that it is older (Ashurov, 2008, p. 18-27). However, if we pay attention to the dates of discovery of some of the tools used in marketing (Gutenberg's discovery of a mass printing device for flyers and brochures in 1450, the publication of the first paid advertisement in a French newspaper in 1836, etc.), it can be traced back to an earlier time. These were the following.

1. Ancient times, primitive forms of manifestation – During this period, market relations began

to emerge

2. Middle Ages, improvement – The impact of early discoveries on market relations increased even more.

3. Early 20th century, science and application – The influence of science and application as a means of regulating market relations in the marketing industry, the emergence of new tools began to expand.

4. Modern era – Electronicization meant more development.

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The first teaching of marketing as an education began to gain momentum in Germany from the end of the 19th century to the beginning of the 20th century, not in the United States, as many people think (Jones and Moniensen, 1990). At that time, market trends were studied from the specific to the general, and regularities were determined based on observations and experience (Churchill, Ford, Walker, 2011, pp. 2-38).

Marketing, which has reached the modern era, was created in the United States and has been developed into a system.

Research

One of the most important areas that is currently successfully operating in the international business sector and used to win the competition is the marketing field.

As a science, marketing has enslaved many thinkers, writers, and even ordinary people who have made great progress since the middle of the 20th century and turned them into market figures against the background of the development of market relations.

There are different opinions about the history of marketing. Thus, some historical scientists claim that marketing as a science began in 1900 in connection with the development of industry, while another group of scientists claim that it is older. However, if we pay attention to the dates of discovery of some of the tools used in marketing (the discovery of the mass printing device for flyers and brochures by Gutenberg in 1450, the publication of the first paid advertisement in a French newspaper in 1836, etc.), it takes us to an even older time.



The history and development of marketing can be divided into certain historical periods. The history of the development of marketing is mainly divided into 6 parts:

1. Market period

2. Production period
3. Sales period
4. Brand period
5. Customer period
6. Value period

Marketing emerged with the emergence of the market, that is, the market. We know from history that the market emerged during the first great social division of labor: the first market place was the place where farmers and cattle breeders met to exchange the goods they produced. Why can we say with certainty that marketing emerged precisely during this period? Remember, before the emergence of money, there was a barter economy. In what ratio do you think the farmer should exchange wheat for the shepherd's sheep? Although there was no state that set these norms, both tried to agree on a ratio that was profitable for themselves. The shepherd praised his sheep and tried to buy more wheat, and the farmer had to convince the shepherd that his wheat was superior to that of his competitors in order to sell his goods. This process reminds us of marketing (Alirzayev, 2005, pp. 25-29; Kotler, 2008, pp. 12-20).



In the second division of labor, artisans appeared, and in the third, merchants. With the emergence of merchants, marketing entered a stage of development. We can call merchants the first professional marketers, because marketing was their breadwinner. Merchants study the market in detail, create new markets, classify people coming to the market into personnel at first glance, and an individual approach is applied to each client, which is how a profitable business is built. Merchants were able to acquire great wealth by skillfully using marketing. The owners of the greatest wealth put their money into circulation and became bankers.

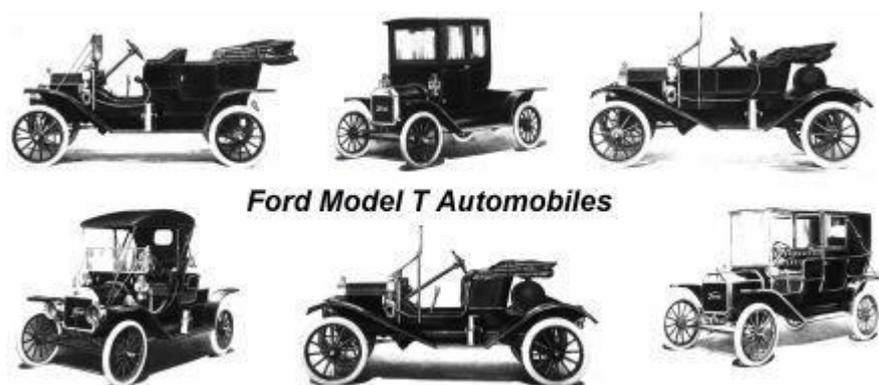
In the Middle Ages, international markets were created with the direct influence and participation of merchants and bankers. During the era of great discoveries, Europe became acquainted with the markets of India, China, Africa, and America. The first foundation of international marketing was laid in this century (Bagiev, Tarasevich, 2012, pp. 52-67).

One of the greatest discoveries in history that occurred during this period - Johann Gutenberg's printing press - raised marketing to a higher level. It was no coincidence that, along with printing books and newspapers (and perhaps more so), printing presses were used to print advertising posters. At one time, posters were so widespread that it was forbidden to paste posters on private houses in London.

2. The Marketing Production Era

The market era lasted until the fourth division of labor, that is, the industrial revolution. In this division of labor, two new classes emerged: the bourgeoisie and the working class. Until then, merchants and bankers, who had held socio-political power in their own hands, had to share power with the bourgeoisie. The same process took place in marketing. The bourgeoisie was engaged in industrial production, which is why we call this period the Marketing Production Era. What was the difference between this period and the previous one? With the industrial revolution, the era of mass

production began. For example, due to the high wool production in England, the textile industry began to develop sharply. After the British market was saturated with fabrics, manufacturers began to enter the European, and then the Middle and Far East, and American markets. Since the fabric was a homogeneous commodity, it was difficult to market it, and the only competitive advantage was the raw material quality of the wool. For this reason, manufacturers focused on factors such as reducing production and logistics costs and exemptions from export and import taxes rather than marketing in order to achieve high profits. The most beautiful expression that characterizes the era belongs to Henry Ford, who is considered one of the most powerful industrialists: “The customer can have a car in any color he wants, as long as it is black”. With this statement, Ford notes that he was more interested in the interests of production than in the interests of the customer, because additional color meant additional production costs and lower production efficiency (Lamben, 2008, pp. 37-52; Mammadov, 2014, pp. 43-58).



During this period when marketing was at its weakest, a number of innovations also occurred: the first newspaper advertisement (1836), the first product placement (soap) in a motion picture for advertising purposes (1876), the first outdoor billboard advertisement (1867), and radio advertising (1922). No, marketing did not die completely, it continued to develop extensively at the small and medium business level. During this period, direct marketing experienced its golden age. It is no coincidence that salespeople who succeeded in direct marketing later founded many advertising agencies, such as David Ogilvy, who is considered the father of advertising. In the 1880s, with the emergence of patent law, the first trademarks and brands were founded (Sadikhov, 2012).

Marketing began to be recognized as a science, and in 1902, Edward David Jones taught the first marketing course at the University of Michigan. Although the first advertising agency was founded in 1786, these agencies were mostly engaged in placing advertisements in newspapers. “N.W. Ayer & Son,” a full-service advertising agency in the classical sense, was founded in Philadelphia in 1869.

The production era of marketing ended during the Great Depression of 1929-1939. The main reason for the Great Depression was overproduction. Manufacturers competed to produce more and cheaper, without thinking about their employees, that is, their potential customers. In this crisis, they began to realize that something had to change in business and marketing (Zhang, Zhou, Andrews, 2025, pp. 3-6).

3. The sales era of marketing - The Great Depression was of great benefit to marketing. Manufacturers realized that it was necessary to sell and be able to sell the goods they produced, not by producing more and cheaper. The biggest factor that caused such a sharp change in the approach to business was the intensification of competition. It was no longer possible to compete in production: production processes had become technologically identical, the state had introduced a minimum wage, and with the development of sea transport, logistics prices were at their lowest levels in history. What did manufacturers have to change their focus to? Distribution of goods, placement in the market, and persuasion and promotion of customers. To compete in these four areas, they needed marketing, and marketers who knew marketing well.

The sales era of marketing was, in a sense, a period when salespeople played horses. Every

advertisement consisted of a sales message, every marketing tool was used to make a sale. The success of marketing was measured by sales figures. Nevertheless, branding also found its place in that era. Marketers who were sellers understood that selling once was not enough. For sales that sold themselves and did not require as much advertising budget for the next sale, it was necessary to make people love the product. To do this, people should not recognize the product, but love the brand. Thus, marketing entered its fourth era (Ashurov, 2018, pp. 33-40).

4. The brand era of marketing

After World War II, the market had already stabilized. There were no sharp revolutions, the population began to appreciate their own lives, to enjoy life (remember the hippies). Sales no longer worked, because people had a certain hatred for the consumer society. People began to make decisions about purchases on a psychological level. For them, the product they bought was no longer a thing, but a way of self-expression, an indicator of their status in society. Remember the classic cars of that time: Mustang, Cadillac, Corvette, Plymouth. Each was a brand of its own (Kotler, Aristorng, 2001, pp. 22-35).

This period was the period when the well-known military brands were created, developed, and gained leadership: Coca-cola, Apple, Burger King, Crest (which we know as Blendamed), Doritos, Lego, etc. In order to make people love the brand, marketers began to refine and improve the marketing tools at their disposal. For the first time, creativity became the driving force of marketing and advertising. Ordinary people began to love advertisements. Although the first TV commercial was broadcast in 1941, it was in the 60s and 70s that it was able to reach a wide audience. Telemarketing also experienced its golden age in those years (Küster, Vila, Canales, 2016, pp. 4-7).

While engaged in brand management, marketers discovered another truth. In order to make people love brands, it is necessary to get to know people better. The search for an answer to the question "How does a person become a customer?" led us to the fifth stage in the history of marketing.

5. The customer era of marketing

The 80s of the 20th century are one of the most significant years in the history of marketing. During these years, advertisers and marketers literally discovered the customer. In the 1980s, customer databases were created that laid the foundation for CRM, relationship marketing spread, guerrilla marketing took its rightful place, and the development of the Internet laid the foundation for the transition to individualized and personalized marketing. People, with their problems, needs, desires, and wishes, became the main focus of marketing. Even goods began to be produced differently: if they first thought about how to produce and then sell them, now goods were produced that met the customer's wishes and needs. The strength of a brand was measured not by more recognition or more sales, but by the percentage of loyal customers. Brands themselves began to resemble people, and each brand gained a brand identity. Marketers invented their most powerful weapon to capture customers: integrated marketing communications. In order to capture customers and maintain brand loyalty, all marketing tools work together as a single system, with one message, to achieve one goal. The customer is helpless in the face of this marketing attack, even if he runs away from TV, marketing finds him on the Internet. Even if he moves away from society, the invisible tools of marketing catch him on a remote mountaintop (Cieslik, 2025).

Customer-oriented marketing has experienced another leap in the era of the Internet and mobile devices. Social networks, cookie tracking mechanisms have turned people into open books for marketers.

6. The era of value in marketing

You may ask what is value. Value is the benefit given to a person. In what way? By solving any problem, fulfilling a desire or wish, the brand directly benefits its customer. We would not be wrong if we say that utility marketing is currently the most widely used and most effective marketing tool. It is no longer very difficult to push a customer to make a sale with original creative, artificial intelligence advertising tactics, and various sales promotions. The generation raised by the Internet wants entertainment, wants to see the value that their parents did not receive or learn. What does this generation say to brands? Don't sell me goods, first benefit me, entertain

me, then maybe I'll buy your goods (Deng, Shen, Guo, 2024, pp. 6-9).



Is the history of marketing over?

Is the seventh era ahead of us? Maybe we don't know, we are already living in that era? It's hard to say. We know one truth for sure that history is a science that is changing every second. The history of marketing is also like that. We will live and see (Hermanto, Astuti, Sugito, Triatmanto, 2024, pp. 5-8).

If Marketing, which combines humanitarian and formal sciences, has remained relevant from its inception to the present day, if it occupies its own place in the philosophy of companies that "change the world" and can change people's outlook on life, do you think it is possible to approach this science superficially?

Conclusion

Marketing can be said to be one of the most relevant fields that has emerged since ancient times and has developed to this day. Its development period can be shown as follows.

1. Market period
2. Production period
3. Sales period
4. Brand period
5. Customer period
6. Value period

Having passed a long period of development, this subject, which is the most important for people's life activities, remains relevant in the modern era.

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