

TRADITIONAL MARKETING TO ENTREPRENEURSHIP MARKETING: A DECADE- OF TRANSITION

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Abstract

The purpose of this study is to examine the differences between traditional marketing and entrepreneurship marketing and the various conceptualization of entrepreneurship marketing (EM) over a decade (2010-2019). Desk research design was employed to review a sample of n = 61 out of a population of 81 scholarly articles through the use of purposive sampling technique. The data in the study was analyzed using a pie chart and frequency table. The findings reveal that EM has evolved over the years and is reflected in its multidimensionality, fusion of customer-centrism and innovation-centrism with the aim of achieving competitive advantage. EM also is viewed to be unique from small business marketing in terms of behavioral differences of the small business owner from an innovative entrepreneur whose target is in the growth of the business based on market need evaluation. The study indicated that several differences exist between EM and TM as indicated in literature. Based on this, it is recommended that an empirical study be carried out on same topic so as to determine the extent to which the differences that exist between traditional and entrepreneurship marketing is reflected in corporate organizations.

Keywords: Entrepreneurship marketing, Traditional marketing, Multidimensionality, Innovation-centrism, Customer-centrism, Competitive advantage.

Introduction

The history of marketing thought is a result of changes in the conceptualizations and principles of various aspects of marketing over time by many researchers and this has contributed immensely to knowledge expansion in this area (Tamilia, 2009). The history of marketing thought development in literature has been fragmented into 4 major periods namely; Pre-Academic Marketing thought, Traditional Approaches to Marketing Thought, the Paradigm Shift, and Paradigm Broadening. While Edwards, Bendickson, Baker, and Solomon (2020) stated that it is divided into 6 eras ranging from pre-industrial, production, sales, marketing, and relationship to the post-relational age. Traditional Marketing (TM) often comprise offline advertising mediums and has been a mainstay of the sector demonstrating effectiveness in the past, but in the current digital era, its relevance and effectiveness are declining. The limited adaptability and reactivity to shifting market dynamics are perhaps one of TM's shortcomings that underlies the requirement to introduce entrepreneurship

marketing. TM techniques frequently rely on predetermined, rigid plans and strategies for marketing which provides difficulties in today's changing business environment. The essence of this work, is to bring to the fore the shift in marketing thought from traditional marketing to entrepreneurship marketing which is a developing construct, and to state the differences between entrepreneurship marketing and traditional marketing.

In today's modern business environment, customers and consumers are more aware of their rights and expectations than before (Kinnear 1999). As opined by Hisrich and Ramadani (2018), traditional marketing first identifies the needs of the market (consumers/customers), and then develops a new product for the identified needs. From a traditional marketing perspective in the pre-industrial era, exchanges were built upon social relationships and took place face to face which helped in building relationships while during the post-relational era (beyond the year 2000), exchanges are done more online with social media taking the center stage without face-to-face relationship building between firms and their customers (Edwards et al., 2020).

According to Ionita (2012), traditional marketing which in absolute terms is customer-centric is a classical marketing concept that is based on information gathering of market need prior to a new product development whose approach points in the direction of segmentation, audience targeting and product positioning. Hence, the need for a different approach in marketing which incorporates vital dimensions into the conventional 4P's of the marketing mix thus known as entrepreneurship marketing. Therefore, entrepreneurship marketing solves issues of adaptability by using a more flexible strategy with continuous learning, experimentation, and capacity to adjust plans in response to feedback and market insights. It however integrates social media, data analytics, digital marketing platforms, and customer relationship management technologies to develop interactive, quantifiable, and targeted marketing campaigns.

Additionally, the term Entrepreneurship Marketing (EM) was first heard of in 1982 at a conference at the University of Illinois, Chicago, which was then sponsored by the International Council for Small Business, and the American Marketing Association, which are two of the largest professional and academic associations in these fields (Hills, Hultman, Kraus and Schulte, 2010) with Gerald Hills being the first to publish an empirical study on the interface between marketing and entrepreneurship. Consequently, Hills et al. (2010) at another conference held in the same venue as the former at the University of Illinois in Chicago by a group of researchers in marketing for the furtherance of the EM concept.

The concept of Entrepreneurship marketing became exceptionally valuable after its redefinition at the Charleston Summit of 2010 which paved-way for further studies on the concept (Ionita, 2012). Entrepreneurship marketing henceforth was referred to as EM according to Kraus, Harms, and Fink (2010) is simply defined as those marketing activities with the entrepreneurial mindset while Morris, Schindehutte, and Forge's (2002) definition of EM incorporates the entrepreneurship features as well as the marketing. These include proactivity, opportunity identification, innovation, risk, resource leveraging, and value creation (Hisrich & Ramadani, 2018). With the literature on traditional and entrepreneurship marketing over the past decades, its

importance is gradually becoming a reality in the growth of businesses and in the marketing of new products as it focuses on both innovation and change (Ismail & Zainol 2018). The distinct fields of entrepreneurship and marketing that both make up the term stated above have been greatly accepted in the business world and are however very much related and are crucial for SMEs in the competitive environment of our time. The principles of entrepreneurship marketing are both applicable to large and small firms unlike those of traditional marketing (Ramos 2016).

Moreover, the study is significant because it aims to give a deeper insight into both traditional and entrepreneurship marketing through an understanding of the EM conceptualization, traditional marketing conceptualization, and differences that exist between the two constructs. This study will also enable both large and small firms of varying years of existence, to make decisions on what marketing practice to adopt in order to achieve their organizational goals. In view of the above, this study seeks to investigate the decade of transition from traditional marketing to entrepreneurship marketing and specifically aims to (1) investigate the differences that exist between traditional marketing and entrepreneurship marketing, and (2) Determine the conceptualization of the term EM by different scholars over a period of ten years (2010-2019) which leads to a deeper understanding of the construct.

2.1 Conceptual Framework

2.1.1 The Entrepreneurship Marketing Concept

Entrepreneurship marketing according to Kurgun, Bagiran, Ozeren, and Maral (2011) is the interrelationship between marketing and entrepreneurship and has indeed become a distinctive brand of marketing and consists of 6 major characteristics of proactive orientation, innovativeness focus on the customers, utilizing an opportunity, risk management, and value creation. The ability to proactively identify and exploit opportunities to acquire and retain profitable customers is the core reason for entrepreneurship marketing (Morris et al, 2002). Zeithaml and Zeithaml (1984) assert that the marketing function's main responsibility is to oversee and effect changes in the external environment. Simmonds (1986), on the other hand, contends that marketers are in charge of organized rational innovation with the intention of bringing about the ongoing change in both the company and the market.

Additionally, the main goal of entrepreneurship is to disrupt the external world in order to develop major new goods, markets, organizational structures, and unique sources of customer value (Homburg, Workman & Jensen, 2000). Marketing and new ventures have split within a corporate setting as a result of the perception that the marketing function is unable to manage both the development of new ventures and the management of existing goods and markets efficiently

Morris et al., (2002) defined EM as “proactive identification and exploitation of opportunities for acquiring and retaining profitable customers through innovative approaches to risk management, resource leveraging and value creation, thus EM is called a strategy utilized by firms in marketing themselves and their products. Ismail & Zainol (2018) concurs that EM application to the marketing mix in either the larger firms or SMEs significantly increases the success and leverages the firm in terms of its competitive advantage. Kraus et al., merged the marketing definition of the AMA

(American Marketing Association), with the view of entrepreneurship and defined EM as an organizational function with a set of processes for value creation, communication, and value delivery to customers and for managing customer relationships in ways that benefit the organization and all of its stakeholders, which features certain characteristics as innovativeness, risk-taking, pro-activeness which may be carried out without currently controlled resources as opined by Kraus et al. (2010). Research carried out by Zontanos and Anderson (2004) proposed the EM mix of the 4 P's (practices, purpose, person, and process) as against the 4 P's of the marketing mix. This proposition rather failed as the larger firms were not considered in the model proposition which however, led to the intervention by Morris et al., (2002) with a proposition on adherence to TM otherwise known as conventional marketing (CTM) 4P's but with an entrepreneurial approach.

2.1.2 Components of Entrepreneurial Marketing

Entrepreneurship marketing thus has the components of entrepreneurship orientation and marketing orientation which are positively correlated but can independently coexist (Miles & Arnold, 1991).

2.1.2.1 Entrepreneurship Orientation (I think this construct is Entrepreneurial Orientation)

Man, Lau, and Chan (2002) suggest that Entrepreneurship Orientation (EO) is an essential part of any organization to survive either financially or non-financially. This survival is achievable through a joint effort or improvement of the entrepreneurial attitude of all members of the organization (Amah & Okoisamah, 2017). In essence, entrepreneurial attitude and orientation can be used side by side (Hasyim, Sahyar, & Mahmud, 2017). Wiklund and Shepherd (2005) have concisely defined EO as a strategy employed by firms to achieve unique decision-making styles and practices. In the extant literature, EO has been viewed as uni-dimensional (Rauch et al., 2009; Covin & Wales, 2019) as well as multi-dimensional in terms of the manifestation of attributes. In corroboration to the multidimensionality of EO, Lumpkin and Dess (1996) however stated that five basic dimensions of the EO construct exist and these include risk-taking, innovativeness, proactiveness, autonomy, and competition. In addition, Lumpkin and Dess (1996) opined that EO is the major step in any new business venture execution, therefore, a crucial factor in achieving competitive advantage (Hasyim, et al., 2017).

Distinct differences exist between entrepreneurship and entrepreneurship orientation in such a manner that the former answers the question 'what manner of business we are to take on' while the latter focuses on 'ways to make a young business succeed' (Lumpkin & Dess, 1996; Richard, Barnett, Dwyer & Chadwick, 2004).

2.1.2.2 Marketing Orientation

The Marketing Orientation otherwise called (MO) for the purposes of this study has been viewed from various perspectives including the behavioral perspective of Kohli and Jaworski (1990) whereby firms gather, circulate and respond to information from the market with respect to the needs of their consumers. Thus, in concurrence with

the Kohli and Jaworski research, Amin, Thurasamy, Aldakhil, and Kaswuri (2016) viewed MO as generation, dissemination, and responsiveness to intelligence otherwise known as the MARKOR (Market Orientation) dimensions. MO is also viewed as an organizational culture of consistent commitment to creativity in order to create value for its consumers (Abdullah, Basalamah, Kamase & Dani, 2017). MO-practicing firms are viewed as being customer-centric and this is a vital characteristic of an entrepreneurial organization (Collinson & Shaw, 2001). Likewise, marketing is adopted as a philosophy and activities revolve around the customers and marketplace in an entrepreneurially-minded organization (Collinson and Shaw, 2001).

2.1.3 The Traditional Marketing Concept

Traditional marketing otherwise referred to as TM in this study is a strategy applied in a stable marketing environment (Collinson & Shaw, 2001) with management competencies such as planning, rigor, and knowledge of statistics which is crucial for target market selection and marketing mix formation for competitiveness. TM involves using a marketing mix model (price, promotion, product, and place) in a sequential manner in order to achieve organizational objectives (Martin, 2009). It is however, viewed as an organized form of marketing with methods, a rule of thumb, with less focus on innovation rather imitation and proactivity (Morris et al., 2002; Ramos, 2016). TM thus with the increase in sophistication, unpredictability, and dynamism of the business environment as faced by several firms today is gradually becoming less relevant for such firms in making marketing decisions (Ramos, 2016). Its target is basically on existing markets and products with less attention to the several uncertainties in the market environment (Kolongahapitiya, 2018). Durmaz and Efendioglu (2016) stated that the essence of TM is to create utility in terms of place, time, and possession in such a manner as to motivate consumers to purchase such items of value

2.1.4 Entrepreneurship Marketing conceptualizations in a tabular form

The table below shows the various conceptualizations of the Entrepreneurship Marketing construct by various research scholars for the period spanning the year 2010 to the year 2019.

Table 1: Entrepreneurship marketing perspectives by various authors spanning through the period 2010-2019.

Author (s)	Year	Entrepreneurship Marketing (EM) perspectives
Kraus, Harms & Fink	2010	EM: Moving Beyond Marketing in new ventures. EM is viewed as both an organizational function and process for delivering value to the customers and maintaining customer relationships. EM here is Conceptualized as innovative, risky, proactive, opportunity-driven marketing and one whose current resources may not be controlled. This makes it welcoming to small and new business ventures. EM concept here is without consideration of firm size. This separates EM from new venture marketing and innovation marketing.

Morrish, Miles & Deacon	2010	EM: Acknowledging the entrepreneur and customer-centric interrelationship. This viewed EM as different from Administrative Marketing (AM) based on their Entrepreneur/Customer culture (E/C), strategy, and marketing mix. Entrepreneurship Marketing is a combination of customer-centric and innovation-centric. It is beyond the fusion of Marketing Orientation (MO) and Entrepreneurial Orientation (EO) in order to achieve a competitive advantage. Firms with the practice of Entrepreneurship Marketing are usually very adaptive to the dynamic environment.
Hills & Hultman	2011	Academic Roots: The Past and Present of EM; A pluralistic view to EM whereby EM and marketing in small businesses are seen as different entities i.e. the small business owner's behavior varies from that of an innovative entrepreneur whose aim is growth. The business environment is linked to the EM Outcomes via Entrepreneurial decision-making.
Gilmore, A.	2011	Entrepreneurial and SME marketing. The adaptation of marketing frameworks to suit the entrepreneur's situation, and the use of networks in building and supporting their marketing activities by developing marketing management competencies and being innovative.
Ionita	2012	A new approach for challenging times. EM is viewed in 4 different ways namely commonalities between marketing and entrepreneurship, entrepreneurship in marketing (marketing framework), marketing in entrepreneurship (marketing issues) and the fourth way which explains it as a set of processes for ultimately delivering value to customers in a fluctuating business environment was more acceptable based on uniqueness. EM was conceptually defined via the integration of various views of marketing, management and entrepreneurship. EM was considered to be guided by effectual logic and cooperation in creating, communicating, and delivering value (marketing network). The effectual logic framework was used to give insight into entrepreneurial behavior.
Fiore, Niehm, Hurst, Son & Sadachar.	2013	EM: Scale validation with small, independently owned businesses. Scale development for EM was done for state and national samples of small business operators. Both construct and nomological (antecedent and consequence variables) validities were confirmed for both samples. Two previous dimensions of EM by Morris et al., (2002) i.e., opportunity vigilance and consumer-centric innovation combined items from several conceptualizations of EM dimensions. These EM scales by Fiore et al., are internally consistent, multidimensional, and stable across samples.
Miles et al.	2014	Developing Three Schools of Marketing Thoughts. A conceptual framework for a deeper understanding of EM was dissected using three different schools of thought curled from both marketing and entrepreneurship scholars in order to explain the difference that exists between EM disciplines of Marketing and Entrepreneurship, Management, and EM itself. Also, how the Entrepreneurship Orientation (EO) dimension of EM is applied to value creation in the market was studied.

Whalen, Uslay, Pascal, Omura, McAuley, Kasouf, Jones, Hultman, Hills, Hansen, Gilmore, Giglierano, Eggers & Deacon	2015	Anatomy of competitive advantage: Towards a contingency theory of entrepreneurial marketing. A contingency framework consisting of operant resources, operand resources, and environmental turbulence, and new propositions to show the effectiveness of EM for dynamic markets was studied. A repositioning of EM, its importance to entrepreneurs and firms of varying sizes was also studied using value co-creation in a dynamic market. EM however was seen to lack quantifiable measures. EM is a fusion of Entrepreneurial Orientation (EO) and Marketing Orientation (MO), a strategy employed by organizations in order to create, communicate and deliver value to stakeholders.
O'Cass, A. and Morrish, S.	2016	Anatomy of Entrepreneurial Marketing. EM was viewed from not just the small and medium enterprises but also from the corporate, community, and social levels. The dynamics of entrepreneurship and marketing in terms of theory and empirical studies are yet to be expanded.
Togharee, T.M.	2017	A systematic review on entrepreneurial marketing: three-decade research on EM. EM was viewed as a latent construct with no appropriate or inappropriate definition of the concept rather its understanding will either increase or decrease based on the agreement that exists among the scholars in that field of study.
Kolongahapitiya, A.	2018	Progression of Theory of EM. The author analyzed the development of EM theory and its progressive levels. EM dimensions based on the four pillars of Bjerke & Hultman (2002), Seven dimension model of Morris et al., (2002) EMICO model by Jones and Rowley (2009) and Kilenthong (2015) six dimension model were considered. From EM as a concept for SME's and new businesses to its difference in features for SME and other businesses. Additionally, organizational structures were considered given the size of the firm as well the behavioral features of the entrepreneur, resources available, and opportunities.
Ferreira, Ferguson & Pitt	2019	EM and Hybrid Entrepreneurship: the case of JM Reid Bamboo Rods. The author conceptualized EM from that aspect of entrepreneurship called hybrid EM considering business growth, passion, and opportunities available. The EM component of opportunity recognition was viewed from the angle of both a full-time and a hybrid entrepreneur.

Extended, Adapted, and Adopted from Ismail et al., (2018) and Toghraee et al., (2017).

2.1.5 Differences between traditional marketing and entrepreneurship marketing

The table below shows the difference that exists between traditional marketing (TM) and entrepreneurship marketing (EM) as explained by various researchers.

Table 2:

Authors	Year	Traditional Marketing	Entrepreneurship Marketing
Hills, Hultman, Kraus & Schulte Morrish, Miles & Deacon	2010	TM is marketing actions taken by managers whom in this case refers to an employee in a management position. Traditional marketing is core customer-centric.	EM is marketing actions taken by entrepreneurs. In EM is both entrepreneurs and customers-centric.
Kilenthong Hills & Hultman	2011	TM has lower values for marketing philosophy, marketing strategies, marketing techniques, and marketing intelligence. This is not practiced by entrepreneurs.	EM has higher marketing philosophy, marketing strategy, marketing method value, and marketing intelligence value. This is practiced by entrepreneurs as a result of their information processing, decision making and their marketing actions.
Becherer, Helms & McDonald	2012	TM is not always suitable for entrepreneurial firms due to its newness.	EM is appropriate for entrepreneurial firms as its innovative.
Fiore, Niehm, Hurst, Son & Sadachar	2013	TM employs rule of the thumb method.	EM employs innovative and opportunity driven methods.
Franco, Santos, Ramalho & Nunes	2014	TM is a formal marketing practice	EM is an informal marketing practice.
Nikfarjam & Zarifi	2015	This approach is not applicable to TM.	EM's approach to the target market is a bottom-up, self-selection approach.
Baker Whalen and Akaka	2016	TM is concerned with formalized studies and intelligent structures. TM is rigid in tactics employed in the marketplace.	EM is practiced based on informal studies and has an informal intelligent structure as networking and flexible with regards to tactics and places attention to long-term value for customers.
Togharee	2017	TM is a reactive marketing i.e., market need evaluation.	EM is proactive and change-focused. It deals with a lack of economies of scale and other marketing constraints i.e., kicks off with an idea before

			finding a market for it.
Kolongahapitiya	2018	TM works to satisfy customer needs through marketing offers. The owner-manager behavioral characteristics are not sought.	EM is based on the behavioral characteristics of the owner such as innovativeness, proactiveness, and risk-taking which is based on organizational resources and market opportunities
Sadiku-Dushi et al.	2019	The seller controls the market.	EM (Kirznerian) explores new unexplored opportunities and Schumpeterian explores new innovations.
Sadiku-Dushi		Not a very cost-efficient and non-innovative form of marketing.	An inexpensive and innovative form of marketing.

Developed by the researcher, (2023).

2.2 Empirical Review of Literature:

Several studies have been carried out in the past with regard to EM and TM. Nwaizugbo and Anukam (2014), studied the assessment of EM practices among SMEs in Imo state Nigeria, prospects, and challenges. The marketing practices adopted by entrepreneurs were examined using a sample size of Twenty (20) SMEs. It was concluded that the findings of the study will give the appropriate individuals, leverage over the unstable marketplace in applying both entrepreneurial and marketing practices and processes to achieve results.

Shiratina, Narimawati, and Suryana (2016) carried out research on the chronology of entrepreneurial marketing definitions over thirty years using a comprehensive review of the literature study. The findings showed that EM definition has developed especially in relation to SMEs in an upward trajectory.

On the other hand, Buli (2017) studied EO, MO, and the performance of the SME manufacturing industry in Ethiopia. A census of 194 formally registered metal and woodwork enterprises SME managers were used for the study and analyzed using Linear and Multiple The findings showed that integrating EO (except innovativeness) and MO in an SMEs operation contributes to superior performance which enables them to thrive in an unstable environment. SMEs are viewed as a route away from poverty and in achieving industrialization and sustainable growth for states the states/government are however to develop policy measures that emphasize fast-growing SME's than job creation which is not productive.

Finally, Hadiyati, Martaleni, and Suprayitno (2018) investigated the traditional marketing practice model and entrepreneurship marketing in SMEs in Indonesia using primary and secondary data. The findings showed that TM and EM influence business performance as well as the identification of the existence of differences between TM and EM in SMEs, however, SMEs were to consider EM as a new paradigm in marketing in overcoming marketing challenges.

3. Methods

3.1 Research Design

The research design employed for this study is desk research with information gathered from secondary sources. Ghauri and Grunhaug (2005), opined that desk research is referred to as secondary research with various stated advantages such as ease of accessibility of data, cost reduction in the research process, time-saving, and the breadth of research which could be likened to the depth of the data gathered.

3.2 The Population of the Study

The population of this research study is made of journal articles, textbooks, conference papers, and dissertation work downloaded by the researcher with constructs of interest (entrepreneurship marketing (EM), traditional marketing (TM), and differences between EM and TM obtained from various search engines like researchgate.com, proquest.com, academia.edu, elixir, emerald insight, Elsevier, google-scholar, sage-pub, inder-science, jstor, Taylor & Francis, semantic-scholar, fire scholar, science-direct, quest journal, texts, International conference papers, and dissertations.

3.3 Sampling Procedure and Sample Size

A judgmental sampling procedure was used in the selection of the articles from the journal outlets based on the following criteria: Keyword search (Entrepreneurship marketing and Traditional marketing). The articles are written in the English language and the research study covers a ten year-period spanning 2010-2019. The sample size for this study was determined qualitatively using the inclusion and exclusion criteria as described in section 3.5. Based on this, the sampling frame consists of a total of eighty-one (81) articles downloaded from various electronic databases. Out of these, the inclusion and exclusion criteria were used to arrive at a sample size of sixty-one (61) relevant journal articles used for this study.

3.4 Data Collection Method

Electronic databases such as researchgate.com (25), ProQuest (6), academia.edu (2), elixir (2), emerald insight (7), Elsevier (2), google-scholar (5), Sagepub (2), Interscience (2), jstor (5), Taylor & Francis (9), semantic scholar (1), fire scholar (1), ScienceDirect (5), quest journal (1), texts (4), International conference paper (1) and dissertation (1) were used to gather the necessary secondary data for this study. In order to conduct a systematic review of the topic of study; first, search criteria were developed based on the topic "Traditional marketing to Entrepreneurship marketing; A Decade of transition". Next, a search was carried out using the search terms traditional marketing, entrepreneurship marketing, and differences existing between the constructs through the search criteria on various electronic databases resulting in a total of eighty-one (81) articles downloaded. Subsequently, the search results obtained were reviewed by the process of reading through the abstracts of the articles and the use of exclusion criteria in order to sort and obtain the relevant articles (61) for this study as indicated in the flow diagram below:

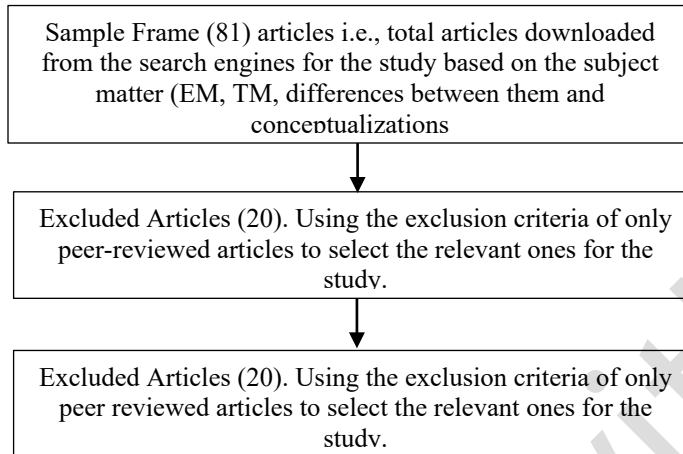


Fig. 1. Flow chart for the Study

3.5 Method of Data Analysis

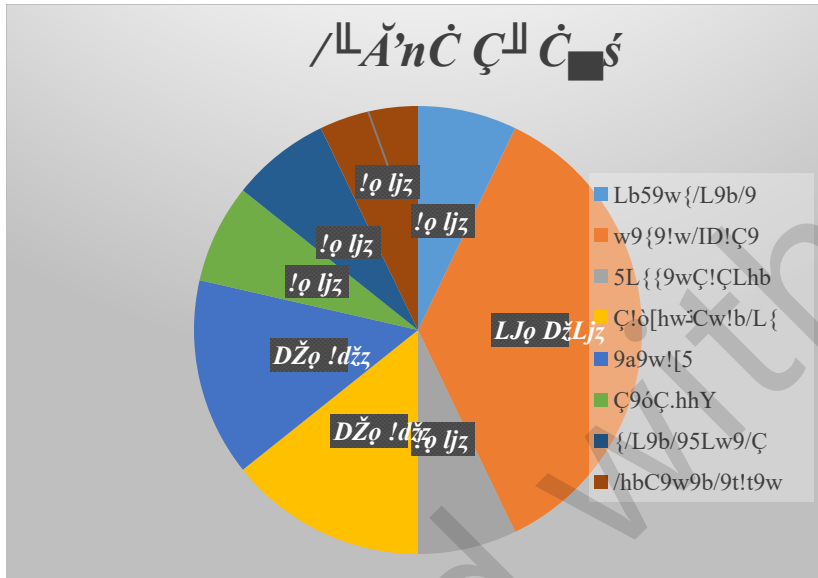
Data were analyzed using frequency tables to depict the sources of journals used for the study, pie charts to depict the journals used in determining the differences that exist between the two constructs (traditional marketing and entrepreneurship marketing), and percentages to depict the number of journal outlets used for the study.

4. Results

S/N	Scholarly Database	Frequency	(%)	Years
1	Emerald Insight	7	11.475	2004/09/09/12/14/16/17
2	Elsevier	2	3.278	2002/2020
3	Sagepub	2	3.278	1999/2019
4	Inderscience	2	3.278	2010/ 2012
5	Academia.edu	2	3.278	2008/2011
6	Researchgate	20	32.786	1986/91/2001/09/09/10/11/12/13/13/14/15/15/1516/16/17/17/18/19.
7	Jstor	5	8.196	1984/90/96/2002/2004
8	Firescholar	1	1.639	2016
9	Sciencedirect	3	4.918	1987/2005/2019
10	Proquest	1	1.639	2017
11	Quest journal	1	1.639	2017
12	Taylor & Francis	6	9.836	2008/11/14/15/16/19
13	Google scholar	1	1.639	2000
14	Semanticschol.	1	1.639	2018
15	Elixir	1	1.639	2014
16	Textbooks	4	6.557	1995/2005/2018
17	UBT International Conference paper	1	1.639	2019
18	Dissertation	1	1.639	2011
	Total	61	100	

Source: Review of Literature

Figure 2: Pie Chart showing the articles used for the differences between EM and TM.



5. Discussion and Conclusions

The focus of this study was the transition from traditional marketing to entrepreneurship marketing. The EM construct for a ten-year period and its dimensions were reviewed alongside the traditional marketing construct. The differences that exist between the EM and TM were also reviewed and stated in the literature. Various researchers explained the individual constructs based on their individual perspectives. The researchers in the literature have viewed EM from multidimensional perspectives ranging from the angle of EM being both an organizational function and a value-delivering process to customers which enables customer relationships to be adequately maintained. On the other hand, it was viewed as a fusion of customer centrisism and innovation centrisism with the aim of achieving a competitive advantage. EM was also viewed to be unique from small business marketing in terms of behavioral differences of the small business owner from an innovative entrepreneur whose target is in the growth of the business. In like manner, EM has been stated to be very useful and effective especially in dynamic marketing environments having two major dimensions of MO and EO. Consequently, EM is a strategy, set of processes, and function that is employed in turbulent business environments in order to communicate values and deliver such values to business stakeholders especially customers, gain competitive advantages which aids the overall achievement of business growth both for small and large firms. The pie chart indicated that in explaining the differences that exist between EM and TM, a greater number of articles from ResearchGate (36%; freq. 5) was used, followed by Taylor and Francis (15%), Emerald (14%), Inderscience (7%), Dissertation (7%), Textbooks (7%), Science Direct (7%) and Conference papers (7%). Based on the articles reviewed in this study for the differences existing between EM and TM, various scholarly researchers discovered that different ideologies of both constructs exist. Hills et al., (2010) viewed TM as actions taken by managers while Morrish et al.,

(2010) viewed TM as marketing that focuses more on customers with fewer marketing strategies (Kilenthong,2011). According to (Whalen & Akaka,2016; Fiore et al., (2013) & Sadiku-Dushi,2019), TM is a rigid, non-innovative marketing practice using the rule of thumb that is ‘guess based’ while EM employs opportunity-driven as well innovative methods. Research study as opined by Togharee, (2017) also viewed TM from a reactionary instead of proactive perspective based on market need evaluation while EM operates on lack of economies of scale that is it generates an idea before searching for a market suitable for the idea.TM has been identified as being based on the sellers-market concept as opined by (Sadiku-Dushi et al., 2019) whereas EM is grounded on both Schumpeterian and Kirzenerian principles of opportunity exploration and innovations. Kirznerian entrepreneurship places more emphasis on spotting and taking advantage of relatively tiny, incremental possibilities than Schumpeterian entrepreneurship does on radical innovation and disruption Also, TM is non-cost efficient unlike EM which is an inexpensive marketing strategy.TM in like manner has been viewed by scholars as inconsiderate of business owners’ characteristics which entails proactiveness, innovativeness, risk-taking, value creation, opportunity utilization, resource leveraging, and customer intensity, unlike the EM which is solely based on the above characteristics

Finally, for entrepreneurship marketing, the researcher concluded that the differences that exist between the two constructs set them apart from each other for respective applications in both marketing and business organizations

6. Suggestion for Further Study

Given that this study is desk research on traditional marketing to entrepreneurship marketing, a decade of transition, the researcher however suggests that an empirical study be carried out on the same topic and also an empirical research be conducted on the extent to which the differences that exist between traditional and entrepreneurship marketing is reflected in corporate organizations.

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