

● 1997년도 유통학술발표대회 ●

Performance Measures of Marketing System in Quality of Life Study

안 승 호

(산업연구원 산업물류지원센터 유통담당 수석 연구원)

1997년 7월 2일

사단법인 한국유통학회

Interests of Quality of Life in Marketing

Recent developments in the field of marketing, changes in the daily lives of consumers and changes in society overall are prompting serious investigation of the subject of consumers Quality-of-Life (QOL) especially, in the context of marketing activity. First, the marketing concept itself has been broadened beyond simply representing managerial (sellers) interests to encompass scientific knowledge benefiting the general public (Kotler 1971, 1980; Nason and White 1981; Shuptrine and Osmani 1975). Second, as the concerns with consumption activity have become a major influence in consumers daily lives, marketing activities that influence the consumption process have begun getting considerable attention from ordinary people. The increasing concerns may be exemplified by the continuing establishment of new shopping facilities including shopping channels and mega-malls, and their financial success, the broader scope of commercialization of activities which consumers used to perform themselves (examples: child care, elder care and interpersonal services), and more broadly the materialistic life-style characterizing the lives of individuals not only in US but also across all societies with different cultural, political, and cultural backgrounds.

Finally, there have been attempts to utilize marketing activities as a catalyst for economic development and consequently, the improvement of consumers material well-being in several places around the world (Goldman, 1981; Kaynak and Hudnah 1987; Samli and Mentzer 1981).

All together, these developments indicate both the increasing importance of marketing activities and functions in modern societies and the growing recognition that marketing has a potential positive social force. In a marketing context, the term Quality-of-Life is used to describe the outcomes of marketing activities assessed in terms of

their impact on human well-being and the extent to which marketing activities deliver the generalized virtue or goodness to human life. Many marketing studies which use the term Quality-of-Life do not closely define it. The above definition is inferred from the usage of the term in those studies and from definitions used in the marketing studies which define it. QOL, rather than profits and consumer satisfaction with product offerings, is offered as an ultimate goal of all marketing activities (Kotler 1980) and marketing is cast as a social agent to bring higher quality to lives of individuals, groups and society (Sirgy et al. 1982).

Quality of Life

Serious concern with QOL as a research topic has not been limited to a single discipline. The phenomenon is widely studied across social science fields, including areas as diverse as psychology, social psychology, sociology, environmental protection, welfare economics, anthropology, political sciences, social indicators research, and management. QOL research has evolved into a loosely-organized network across several social sciences which investigate a common subject, human well-being, and QOL has been called one of the most widely discussed current subjects (Solomon et al. 1980).

As the popularity of QOL research has grown, so has the confusion in defining and measuring QOL. The term QOL is often used in different contexts and in a variety of ways. In some cases, it is used to describe psychological states, such as *mental health*, *happiness*, or *life satisfaction* (e.g. Campbell 1980; Campbell and Converse 1972; Pavot and Diener 1993), and in other cases to describe a set of objective conditions, such as *education level*, *income level*, *crime rate*, and *pollution level* (e.g. UNESCO 1976; US Department of Health, Education and Welfare 1969) As Scanlon (1993)

observes, QOL research suffers from too much possibility.

Considering both the diverse approaches to conceptualizing and measuring the QOL concept and the unique perspective each approach brings to an understanding of the QOL phenomenon, it is too restrictive and premature to specify a precise and universally acceptable definition. However, it is also true that unlimited possibility in defining a construct prohibits its constructive development and refinement as a subject of scholarly investigation. A compromised approach is identifying a core theme, or a thread of similarity, which ties together these various research efforts. The identified common theme or fundamental notion may provide specific research directions and certain ways to ask questions and seek answers relating to the QOL phenomenon. Reviewing the relevant literature suggests that there are three notions which are key features of current QOL studies;

1. A broadened perspective of human interests beyond simple material well-being;
2. A focus on the subjective aspect of the QOL evaluation;
3. A theoretical attempt to explain the QOL phenomenon.

Marketing Studies of QOL

The classification scheme that will be used is derived from two fundamental problems that arise in linking marketing to QOL: (1) whose judgment should be adopted in evaluating marketing's contribution to QOL? and (2) what aspects of marketing should be measured? Regarding the first problem, a researcher has two general alternatives - insider perspective or outsider perspective. An *insider perspective* represents a research orientation which reflects the opinions of individuals living in the conditions influenced by social programming, geographical characteristics, or other identifiable

environmental characteristics. Because of the need to reflect individuals' opinions, subjective measures are generally used. On the other hand, an *outsider perspective* reflects the perspectives of third party observers and experts, not necessarily living in the conditions influenced, and their opinions stemming from scientific knowledge or specific policy concerns. Because objectivity of the observation is emphasized, the studies adopting the outsider perspective usually adopt objective indicators.

The second dimension for classifying marketing studies of QOL involves what aspects of marketing should be measured as contributing factors to QOL. As explained by Samli, Sirgy and Meadow (1983) several opinions have been proposed: (1) marketing may be evaluated in terms of marketing systems *inputs, throughput* and *outputs*, (2) marketing may be evaluated in terms of its economic activities to increase economic wealth of society, or (3) marketing may be evaluated in terms of the stimuli which generate psychological rewards from the interaction of individuals with marketing institutions. However, the QOL research is differentiated from other similar research streams in terms of the comprehensiveness of its scope of analysis. Therefore, marketing studies will be classified in terms of the scope of analysis, namely micro-macro dimension.

The conceptualization of the micro-macro dimension is similar to the micro/macro marketing dichotomy explained by Hunt and Burnett (1982). However, it is noted that this dimension requires a limited interpretation, referring to the level of aggregation in the scope of analysis of marketing activities. Among the various interpretations of the micro/macro dichotomy, that of Bartels and Jenkins (1977) seems to be the most appropriate one in this discussion. In their interpretation, a *macro-approach* is the research orientation in which marketing is defined as marketing in general and data which depict marketing in general (p. 17). Further, they explain that, in the macro approach, marketing is regarded as

... [the] marketing process in its entirety and the aggregate mechanism of institutions performing it. It has meant systems and groups of micro institutions, such as channels, conglomerates, industries, and associations in contrast to their individual component units (p. 17).

By contrast, in the *micro approach*, relevant aspects of marketings role are identified with the marketing activities of individual marketing organizations.

Exhibit 2.1 depicts four possible approaches by arraying two dimensions in a two-by-two matrix. While categorizing a study into one of these four cells requires subjective judgments, these cells seem to be sufficient enough to explain and to differentiate the general marketing approaches to the QOL phenomenon.

Exhibit 2-1

Classification of Marketing Approaches in the Inside-Outside and Macro-Micro Dimensions

	Insider Perspective	Outside Perspective
Micro Scope of Analysis	1	2
Macro Scope of Analysis	3	4

Cell 1: Insider Perspective-Micro Approach

Research, in Cell 1 adopts the insider perspective to determine what aspect of marketing is important in contributing to the quality of individual daily life, which is usually defined as consumption life. The focus is on how individual consumers perceive marketing offerings in

terms of their capacities to change the level of life quality. Attitudinal measures, as subjective indicators, are usually adopted to assess the consumer perceptions of marketing stimuli. Also, the marketing activities are identified with specific marketing organizations and their specific product offerings.

Typical studies view a marketing's role in QOL as its ability to generate consumer satisfaction with specific product offerings from firms. The emphasis on satisfaction-generating-ability of a marketing organization reflects a traditional definition of marketing whose main functions are product planning, pricing, promotion, distribution, and servicing of goods and services needed and desired by consumers. In the study conducted by Sirgy and his colleagues (1991), consumers satisfaction with health service was proposed as evidence of marketing contribution to QOL enhancement and a significant, positive relationship was found. Also, the significant relationship between the satisfaction with leisure activities and QOL (e.g., Page-Wood et al. 1989) may suggest the important roles of marketing in offering leisure opportunities.

Meadow (1983) developed a composite index for overall consumer satisfaction by combining consumer satisfaction measures with performance measures for local retail institutions and obtained a statistically significant relationship between these composite index measures and QOL measures. Although in his study, the composite index represents the overall performance level of various local marketing institutions, in which marketing activities are aggregated, the actual measures themselves were obtained with respect to specific attributes of specific marketers performances. Thus, the study truly did not describe marketing in a holistic way.

The strength of the approach adopted in Cell One is that it is based on the traditionally defined marketing role in a society, and the substantial body of consumer research readily provides the theoretical explanation of consumer experiences with marketers offerings and the necessary measures to assess these experiences. Thus, the dramatic

changes in the basic explanatory framework may not be required in linking marketing to QOL by empirically establishing the relationship between marketing performance measures and QOL measures or defining it as a part of QOL (Meadow 1983; Sirgy, et al. 1991). This convenience may explain why this approach is most widely adopted in marketing studies of the QOL phenomenon. Also, because the studies adopt psychological theories as a major explanatory paradigm, their major strength is the close analysis of psychological process through which environmental stimuli are interpreted and assigned meanings in consumers minds.

However, there are several limitations inherent in this approach. First, the description of marketing activities in the studies of Cell One is incomplete. An arbitrary selection of relevant marketing features cannot simply summarize marketing functions in a society. The criticism of the narrow focus of micromarketing still applies to this approach. Also, it should be noted that the attributes of marketing subject to consumer evaluation reflect the marketers interests, not the broadened consumers interests, so that there is no guarantee that the selected attributes are important to individual human life.

Second, the very notion of a marketing contribution to QOL enhancement through consumer satisfaction is criticized on the premise that the consumption promoted by marketing is rather superfluous and the desire for more consumption is insatiable (Rasuli and Hollander 1986). The successful counter-argument against these criticisms can not be made when only the narrowly defined consumption life is the research focus. Such research must be accompanied with an investigation of the effects of marketing activities on other life experiences.

Third, because the performance of marketing activities are evaluated in a segmented way, the combined effects of marketing activities may not be properly assessed (Dholakia and Dholakia 1985). Finally, while an experiential view of consumption may be a promising

approach to assess the direct effects of marketing activities on human needs, substantial efforts are still needed to aggregate the micro-oriented product and service values into the general level abstraction required by the broad interests of QOL studies.

Cell 2: Outsider Perspective-Micro Approach

Differently from the studies in the insider-micro category, studies in Cell 2 replace subjective measures reflecting the ability of marketing to change QOL with objective measures, such as actual price levels, numbers of complaints and injury, monetary estimates damage, and deterioration to human resources. The focus of these studies is usually limited to specific consumers problems caused by specific marketing actions, such as unit pricing (Russo 1977), exploiting disadvantaged consumers (Caplovitz 1967; Sexton 1971; Sturdivant 1969), warning labeling, misleading advertising, deregulation of industries, and so on.

Typical studies are found in the studies of price discrimination against disadvantaged consumer groups (e.g., Andreasen 1975; Capalovitz 1963; Griffin and Sturdivant 1973). In these studies, the objective price level was collected by surveying actual price tags displayed in the local retail institutions and was compared with price level of other communities to assess the objective performances of local retailers on pricing. Exploitation and discrimination by local retailers were key issues and the consequences of these acts on consumer well-being were assessed in terms of objective measure, such as price level. In attempting to interpret the notions of those studies in the context of QOL study, it is naturally assumed that price level is the key factor, which influences the well-being of individuals living in that community.

A close examination illustrates the fundamental problems of the outsider-micro approach to the study of QOL. First, the presumed assumption regarding the importance of price and other economic

variables in consumer well-being and further human well-being is not theoretically or empirically validated. It may be important to marketers and policy makers who are considered as outsiders, but their relevance and importance to consumer well-being have not been established. Second, one of the most important aspects of marketing activities in modern society is ignored (Stidsen and Schutte 1972) – the communication role of marketing through mass communication. It is the mode through which individuals acquire environmental images, including what the outside world is like, what other people think, and what alternatives are available that subsequently affect their QOL perception (Jeffres and Dobs 1989). When viewing mass communication as a major factor linking people to their environments and marketing as a part of this process, the discrepancies between objective situation (for example, price level) and subjective perception (for example, feeling of being discriminated) are the very issue with which marketing must deal. Instead of arguing the objective validity of the complaints of the disadvantaged consumer, attention should be given to why such discrepancies between objective indicators and consumers perceptions are generated.

The popularity of consumer well-being measured by economic and objective data in consumerism studies and other policy oriented discussions may stem from its objectivity in observation. For example, the hypotheses that consumers are disadvantaged in a certain community may be settled on the basis of objective data. The cost-benefit analysis of alternative public policies on consumption related issues in monetary terms may provide a simplified criterion for the selection and evaluation of policies. Also, the increase in economic efficiency of consumer behavior and optimization in consumer decision making are still the important aspects of marketing knowledge. However, the outsider-micro approach seems to be the most limited approach to the study of QOL in a marketing context because of the limited scope of marketing activities and its relevance to human interests. This approach may provide correct answers but to wrong

questions.

Cell 3: Insider-Macro Approach

The most significant difference of the macro approach from the micro approach is that the marketing activities and their consequences are evaluated in an aggregated manner. The aggregation is accomplished in several ways. First, the overall effects of marketing on QOL are summed along the several important dimensions, which are directly related to human life. The aggregation is based on the recognition that from the broad human perspective, different categories of products and marketing activities serve the same purpose. The study proposed by Leelakulthanit, et al. (1991) adopts this approach by identifying important life domains, which are related to the consequences of marketing activities on human well-being. More specially, the study postulated that among the important life domains, such as work life, social life, national government personal health, recreation and so on, *satisfaction with acquisition/consumption* and *satisfaction with material possessions* are relevant domains to marketing activities. Thus, the quality of consumption environments surrounding individual life created and modified by marketing activities may be captured by these dimensions. Further, the study assessed the importance of consumption as a contributing factor to QOL by examining the relationship between those measures and overall life satisfaction. Besides Leelakulthanits (1991) study, the importance of satisfactory consumption life to individual well-being, which can be roughly considered as marketing related domain, has been recognized in other QOL studies. It is sometimes called *standard of living* (Campbell et al 1976), *satisfaction with services and facilities* (Andrews and Withey 1976) or *material well-being* (Groenland 1990) or *economic well-being* (Doughitt, et al. 1992) or more broadly *satisfaction with nonwork activities* (Orpen 1978).

Also, there is an alternative way that aggregates marketing activities by identifying them with a certain community or society. This identification leads to the conceptualization of marketing as a system operating as an integral part of broader social systems, such as community and society. The holistic description of marketing is found in the marketing subjects, such *spatial marketing* (Ingene 1983), *outshopping behaviors* (Hawes and Lumpkin 1984; Samli, Rieken and Yavas 1983), and *the quality of local shopping environments* (Carusone and Moscove 1985). Here, the marketing activities and organizations comprise the system along with geographical locations, shopping options of local consumers, and characteristics of community. Also, in social indicators research, overall performance of local marketing organizations and the quality of shopping environments has been assessed in attempting to determine the overall quality of community life (e.g., Whorton and Morgan 1975; Willenborg et al. 1976).

Finally, several marketing studies identify the broad consumer interests in general business activity. Such consumer interests are often called *consumer discontents* (Lundstrom and Lamont 1976), *consumer sentiments toward marketing* (Gaski and Etzel 1986), and *consumer alienation* (Bearden, Mason and Teel 1982; Bearden, Lichtenstein, and Teel 1983; Lambert 1981; Longman and Pruden 1971).

All these studies were not interested specifically in individual components of marketing system. Rather, the characteristics of the market and marketing system and the aggregated individual evaluation of those characteristics and behavioral responses are the main foci of those studies. Therefore, the strength of the macro approach includes the broad description of marketing activities in society and individual lives. Also, with a few summary measures of the performances of marketing system, long-term trends in the structures of market system may be easily traced. In addition, the holistic approach to the assessment of marketing performances allow researchers to identify broader structural changes in society and its impacts on marketing system. At the same time, the focus on the subjective evaluation may

allow direct assessments of the quality of macro environments surrounding individual life and multiple solutions of the major social problems by both improving environmental quality and increasing individual competence in interacting environments.

However, except for a few studies, (e.g. Bearden, Mason and Teel 1982; Bearden, Lichtenstein, and Teel 1983; Leelakulthanit 1991), studies in the insider-macro approach have not attempted to explain the relationship between consumer perception of marketing performances and QOL. Even the studies directly dealing with the QOL issue are far from complete. First, there are few systematic efforts to determine what aspects of marketing should be subjected to consumer evaluation. Sometimes, adopting the consumer point of view, the effects of marketing activities are categorized as *influencing the standard of living, changing personal traits* (such as materialism and possessiveness) (Belk 1985a 1985b) or *determining material satisfaction* (Leelakulthanit 1991). In other cases, the relevant aspects of marketing are described by the characteristics of local markets, such as *overall price levels and selection availability* (Willenborg et al. 1976) or *availability and accessibility of shopping facilities* (Andrews and Withey 1976). It is difficult to conclude that each description of marketing consequences on human well-being is complete and sufficient.

Another argument can be raised regarding the derivation of the relevant life domains to marketing actions. Because it is a common belief that marketing has something to do with consumption or more broadly economic conditions, consumption related life domains may be singled out (e.g. Leelakulthanit 1991). However, difficulty arises when marketing indirectly influences QOL through its effects on other life domains, such as family life, by providing necessities for family members, social life, by providing places to socialize, and health, by providing better health care services. In this case, the indirect effects of consumption may be more important than the direct effects in terms of the magnitude of contribution to overall life quality.

This situation often produces insignificant and minimal relationships between marketing and QOL at least in an empirical sense (e.g. Leelakulthanit 1991).

Also, the insignificant relationship can be explained by another factor. Compared with other life domains, such as family, health, and interpersonal relationship, the identified consumption related domains lack psychological immediacy (Andrews and Inglehart 1977) and do not reflect the inherent human needs and instincts. Thus, satisfactory consumption or positive interaction with marketing activities may not be a significant factor. Further, this point makes it difficult to accept the implicit assumption that the higher satisfaction with material possession or acquisition is the higher level of quality of life.

Cell 4 : Outsider-Macro Approach

The outsider-macro approach describes marketing as a social system and the elements of a social process which links social institutions, production, and distribution activities and the household. This conceptualization of marketing is similar to that adopted in the insider-macro approach. The difference between the two approaches is that here the object influenced by the marketing system performance is also a system, not specific consumers or consumer groups. Then, the outsider perspective is adopted to determine the relevant aspects of the targeted systems and what conditions are better off for the system functioning. For example, when assessing the effects of economic development on the ecological system, the judgment regarding what are the relevant inputs and outputs exchanged between these two systems and what measures can reflect the quality of those resources are usually based on the expertise of the operation and structures of the systems. In this sense, the various measures reflecting the quality of ecological environments, such as the level of pollution, energy consumption, and ozone layer,

might be derived from the scientific investigations and their accumulated knowledge to understand the nature of ecological system.

In the outsider-macro approach, the main focus is maintained on the system level interactions, rather than on the component to component interactions or the systems to component interactions, such as one marketing organization to specific consumers. The system level interactions have been major subjects in traditional macromarketing field, which adopts the definition of macromarketing as the study of (1) marketing systems, (2) the impact and consequences of marketing systems on society, and (3) the impact and consequences of society on marketing systems (Hunt 1981, p. 8). The outsider-macro approach focuses on the proactive role of the marketing system to change its environments and emphasizes the second definition of macromarketing. This analysis of the interactions between the marketing systems and the social and physical systems can deal with the broad effects of marketing functions on society and its subsystem, which go beyond the effects on the relationship between marketing organizations and consumers. Also, at the highest level of abstraction, the approach may provide a simple but comprehensive model of marketings roles in the society (e.g. Dixon 1984; Kaynak and Hudanah 1987; Nason 1989).

When QOL research in a marketing context adopts this modified macromarketing approach, the implied assumption is that the QOL level will be modified through or by the effects of the marketing system and its subsystems on both the broader social system and other social subsystems. For example, the potential of marketing to serve as catalyst for national economic development has been examined as one possible contribution of marketing to QOL enhancement (Kaynak and Hudanah 1987; Samli and Mentzer 1981; Wood and Vitell 1986). In addition, the introduction of marketing technology, for example supermarket operations, to less developed countries is expected to generate higher efficiency levels in distribution systems which will change the overall landscape of economic systems

by transforming traditional distribution systems to modern ones (e.g. Galbraith and Holton 1955; Slater 1970). In these examples, the changes in a nation's marketing system (represented by changes in the distribution channel) influences the overall functioning of the economic system, which is considered as a supra-system of marketing system. Further, the improved functioning of the economic system is believed to deliver enhanced QOL levels to the society and its members.

However, the linkages between marketing and QOL described in these studies need to be verified. The first question is whether the improvement of the marketing system can really bring higher efficiency to the overall economic system. Several hypotheses have been proposed and empirical tests have been conducted (e.g. Douglas and Wind 1973; 1974; Kaynak and Hudanah 1987; Myers 1963). Even though the results are inconclusive, one fact is clear from these studies. Before being able to realize the effects of modernization of the marketing system on the overall economic system formidable challenges and obstacles must be overcome. These obstacles include the absence of certain physical facilities and institutional facilities, the limited market accessibility, the absence of required technology transfer, and the different consumer behavioral patterns and regulations (Rao 1976). A related issue is that the net positive impact on society at the system level may not be captured if the analysis is done at the individual level. This may occur for several reasons. When the benefits accrue only to small portion of total population, the majority of consumers are not beneficiary of the positive effects. Also, the changes in the marketing exchange system may bring negative consequences to traditional life style, cultures, and values of consumers (Goldman 1981; Myers 1963). If these factors are considered, then the net effect on individual consumers well-being, at least for certain consumer groups, may be either minimal or negative.

The positive relationship between economic progress and the overall QOL of society, community, and consumers is also problematic. The evaluation of economic activities only on the basis of economic

standards adds only limited value to the resolution of the fundamental issues in QOL research. The serious concerns over some of the non-economic, social consequences of economic progress which this measurement approach ignores in its assessment of the overall QOL of society or individuals is applicable here. Also, empirical studies (cf. Easterlin 1974, Brickman et al. 1978; Veenhoven 1991) do not provide clear answers. A positive impact, observed by a third party, especially at the system level needs, to be confirmed from the perspective of actual beneficiaries before claiming marketings relevance to QOL enhancement for society and its members.

General Conclusions Regarding Marketing Studies of the QOL Phenomenon and Direction for Future Research

Past marketing QOL studies have not provided sufficient empirical results to support the significant contribution of marketing activities to the enhancement of QOL. Longitudinal studies and cross cultural studies are both critical steps to confirm or dispute the role of marketing in society and to trace the changes in that role and their effects on broader economic and social progress. These studies require the systematic and repeated implementation by survey with representatively selected samples and standardized measures derived from the consensus of QOL researchers and marketing scholars regarding the QOL concept and its relevance to marketing activities.

Second, empirical results regarding the relationship between marketing and QOL are inconclusive. Especially, consumer satisfaction measures, operationalized at relatively high levels of abstraction, rarely show a significant relationship with QOL. Even when significant, the explanatory power of the marketing variables adopted is minimal. These results may stem from some methodological defects. However, because the conceptualization of marketings role in society reflected in

those empirical studies allows much room for improvement, the probable causes must include the defective conceptual model used in creating the measurement tools.

Third, past marketing efforts investigating the relationship between marketing and QOL can be characterized by either the insider-micro approach or the outsider-macro approach, each respectively following the traditional marketing approaches, micromarketing and macromarketing. The most striking omission is the lack of attention to the insider-macro approach. If QOL research offers a special meaning and unique perspective to marketing scholars, it is the comprehensive description of marketing activities in society and at the same time, identification of its meaningful relevance to human well-being. This task seems to be more likely achieved by the insider-macro approach.

Finally, most studies fail to establish a theoretical justification for any relationship between marketing and QOL. They offer no theoretical explanation regarding why certain consumer concerns are selected and why they are important to an individual's evaluation of his or her QOL. A simple assumption that any consumer's positive experience or any objective condition positively appreciated by experts is the measure of QOL is not enough. Although issues may be purely empirical issues, there are some guidelines regarding those questions. The guidelines may be found in other social sciences which are specialized in the researches of human well-being, human development, and relationships between society and its citizens. QOL issues can not be investigated only within the explanatory paradigm of marketing. An interdisciplinary approach using the expertise of each social science in the relevant component of QOL is more desirable and constructive.

내용 요약

현재 국내의 유통업계 전반에 걸친 대변혁은 유통업에 참여하고 기업뿐만 아니라 가치전달기능의 최종 목적지인 소비자, 유통정책을 수립하고 추진하는 정부, 유통체제의 일원인 제조업체 등 관련 이익집단에 유통 기능을 수행하는 마케팅에 대한 새로운 이해의 필요성을 강조하고 있다. 여기서 말하는 새로운 이해란 각 기업과 연관하여 파악된 마케팅 활동의 범주를 넘어 다수의 마케팅 연관 기관의 유기적 교류로 이루어진 마케팅 시스템과 사회의 연관 관계에 대한 이해로 정의 할 수 있을 것이다.

본 연구는 마케팅 시스템과 사회의 연관 관계를 삶의 질(Quality of Life)과 마케팅의 관계로 규정하여 마케팅 시스템 활동의 성과를 사회 구성원의 삶의 질의 향상이나 퇴보라는 관점에서 파악하려 한다. 본 논문¹⁾은 주로 마케팅과 삶의 질의 관계에 대한 연구에서 사용된 마케팅 성과의 측정 방법에 대해 논의하고 있으며 그 구성은 다음과 같다. 첫째, 먼저 삶의 질에 대한 사회 과학계의 접근 방법상의 추세를 파악함으로써 다양한 마케팅의 접근 방법들에 대한 평가 기준을 마련하였으며 둘째, 마케팅에서 제시할 수 있는 다양한 접근 방법들을 체계화하고 정리하였으며 셋째, 각각의 방법들에 대해 개념적, 방법론적인 측면에서의 장점과 단점을 지적하고 있으며 넷째, 마지막으로 미래 연구를 위한 방향 제시를 끝으로 논의를 마친다.

본 연구의 목적은 삶의 질과 마케팅이라는 주제에 국내 마케팅 관련자의 관심을 도모하여 본격적인 연구에 동참을 유도하고 외부적으로는 공익을 생각하는 학문으로서의 마케팅의 이미지를 부각시켜 소비자 단체의 활동, 정부의 사회 복지 정책, 공익을 추구하는 기업의 위상을 정립함에 있어서 마케팅의 영향력 확대에 일부나마 기여하는데 있다.

1. 본인의 박사학위 논문 (Seungho Ahn (1996), *Marketing and Individual Quality of Life Perceptions: The Separate Roles of Consumer Alienation and Consumer Satisfaction in Determining Consumer Well-being*, Ph. D. Dissertation, University of Oklahoma.) 내용의 일부임.