

MARKETING AS FORM OF COMMUNICATION AND SEDUCTION**Liliana HÎNCU***Al. I. Cuza University of Iassy, Romania**liliana_hincu@yahoo.com***Abstract**

We live in a society where marketing is not just a department, it is devoted as a separate domain within the economic sciences. The postmodern society, characterized by mistrust in the modernity metanarrations, focuses on consumerism, the satisfaction of immediate needs, etc.

Marketing can be seen from the perspective of negotiating interpretations, communication action, etc., and reality can be built on language.

In our paper, we will analyze marketing from the perspective of language games and interpretation negotiation. We will also see marketing as a specific type of symbolic communication and seduction.

Key words: *seduction, communication, marketing, strategies, family.*

JEL Classification: *M30, M31, M37*

I. INTRODUCTION

The postmodern society is a society where old models are no longer valid for the individual. If previously, the human individual sought to meet a number of needs that belonged to family, community, etc., the postmodern individual is an individualist one, who seeks to satisfy, first of all, his own needs, etc. Under the circumstances of the society, the increasingly different needs of the human individual, marketing can be approached from the perspective of social constructivism, language games and communicative action.

Constructionism is a new paradigm that starts from an "interpretive axiom": the map is not the same as the territory, and reality means a continuous negotiation and renegotiation of interpretations. Methodologically used, the construction starts from the importance of the epistemic subject in the construction of truth.

An important aspect in marketing is given by language games. Through language games each participant in the act of communication negotiates interpretation. The idea of language play comes mainly from Wittgenstein's philosophy. The speeches of marketing specialists aim to seduce customers to get them to buy the product. Offering the perfect image seduces the consumer.

II. BRAND

A sensitive issue of destination marketing is that brand identity must remain constant, while the destination image may change over time due to objective, external factors.

Based on the brand identity designed and the communication strategies developed by the destination marketer, the tourist creates an image of the destination, an image that is an important factor in the future choice.

Therefore, in order to develop the brand of a destination, the marketer must take into account both cognitive and affective skills. In this sense, it has to determine the form of tourism or preponderant forms of tourism, and then the corresponding tourist product or products, especially since the tourist destination is not a mere locality, but a region.

In the context of the current global economy, tourist destinations are in continuous territorial competition.

An area with an efficient brand highlights elements such as nature, landscapes, good weather, relaxing ambience, accessibility, infrastructure (all these create the artistic image), but also historical vestiges, art monuments, regional culture (customs and traditions, etc.), tourist accommodation structures (hotels, motels, restaurants, bars, etc.), regional gastronomy (all of which form the psychological image), stimulate the regional economy (through its own products and services offered and consumed) and can contribute to sustainable development of the whole region.

In order to clarify the image of a tourist destination, based on the specificity of the image perceived by the residents of different tourist regions, it is necessary to continue studying the image perceived by the unknown (tourists or visitors, respectively temporary users), non-visitor (those who do not want to visit the destination, at least immediately, due to emotional and rational reasons), then the returners (those who retain certain images in their memory, then compare them with the existing image) and ending with those perceived by professionals who find, analyze and then create artistic or psychological images (processing after Stăncioiu)

The basic constituents of a tourist destination include natural factors and anthropic resources. As time passes, these resources are exhausted, degrading because the tourist development of a tourist area has negative repercussions on the environment (Fratu, 2012)

Lately, the Bucovina destination has grown in popularity, but it is not exploited as it should. It is therefore necessary to take action in this regard, by promoting authentic Bucovina values. The promotional materials, which should help the tourists, are completely lacking and the activities available for them, are limited. In order to keep a tourist in an area, it is necessary for those involved in tourism to offer more leisure options, so the duration of the stay would increase.

As such, we propose a more in-depth study of the area and tourism potential available in Bucovina, the research focusing on the efficiency of the promotion processes.

III. ECONOMIC USEFULNESS

The economic usefulness of promoting the Bucovina tourist destination is one of the most important, and the promotion leads to increased sales of a product, touristic service or service packages, some economists, as a whole, assert that it is "gasoline that moves the engine of the market economy". And looking from the point of view of the individual, is the element that directly influences the client in making the purchasing decision (Terec-Vlad Cucu, 2016, Terec-Vlad, 2015, Juravle, Sasu, Terec-Vlad, 2016).

Another usefulness of promotion is the adjustment of the economic system through direct effects on service production, by drawing attention to the area of Bucovina, in circumstances where, due to the agglomeration of markets, this destination could go unnoticed.

Just to make known the variety of tourist products and services in the Bucovina area, the uniqueness and beauty of the tourist attractions (monasteries, churches), the natural setting, the authenticity of customs and traditions, the crafts, the folk harbor and the Bucovina hospitality, we often appeal to promotion. The main objective of the promotion is to make our tourist area known, to facilitate the connection between the tourist potential and the tourist services provider in the wonderful area of Bucovina.

The Bucovina area is an economic resource which, efficiently used, could bring many benefits not only financially, but also in terms of image. We believe that through an efficient marketing campaign, Bucovina could be a detachment in the future that attracts the attention of tourists from our country, but also from abroad.

IV. COMMUNICATION AND SEDUCTION

An important aspect in marketing is: what I communicate and how I seduce.

Communication, specifically what we transmit, is particularly important in marketing, as language can transmit many messages. The tone of voice, face mimic, gestures are the aspect to be taken into account when marketers make an advertisement. Images also play an important role in promotion, perhaps as important as reviews on socializing web pages, etc.

Communication is a relationship between two or more interlocutors; communication involves the following: content and relationship; the second one includes the first, and as a result, it is a metacommunication. Communication is not limited to the transmission of information. Aurel Codoban considered that persuasion, manipulation and seduction make up an axis of argumentation (Codoban, 2003). People are convinced by who speaks, or speaks to others, which is why we have to deal with an inter-individual context (Codoban, 2003). The context where communication is made is also important, as it can influence the client's decision.

In our opinion, any marketing activity must seduce the tourist. Seduction strategies are multiple, and with regard to the Bucovina area, they are more and more varied. Seduction is not a simple strategy in marketing. The seduction of the possible youth can be achieved by: sharing the separate individual worlds (Codoban, 2003). Individual worlds can be of the individual or of the family (Apostu, 2016) in the context of the challenges of the contemporary couple. Today's woman is a career woman who always needs challenges (Apostu, 2017), and therefore marketing and seduction strategies must take into account the current condition of both the woman and the man of today (Lența, Cormoș 2012, Lența, 2014, Lența, Cormoș, 2017).

V. CONCLUSIONS

In our paper, we have analyzed the marketing strategies as a form of communication and seduction. Our society, globalization, etc. provide the consumer with a multitude of products and services that are more personalized and in line with market requirements.

We consider that the marketing activity should be based on creativity and seduction and for this reason we considered it appropriate to analyze marketing from this perspective.

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