

MARKETINGUL SPIRITUAL: ABORDAREA ÎN PROFUNZIME A CONSUMATORULUI

SPIRITUAL MARKETING: AN IN-DEPTH CONSUMER ORIENTED APPROACH

Drd.ec. Călin DRĂGEANU

Șef lucr. dr.ing. Cristina FENIȘER

Drd.ing. Amalia BADIU

Universitatea Tehnică din Cluj-Napoca

Abstract: Approaching the consumer from a spiritual perspective is the deepest way of exploration of the human being. The 21st century consumer is approached in its entirety, as a human being with mind, intellect and soul, the last one being also the most enigmatic one. The soul is the most mysterious and complex part of any human being and it influences both the physiological and the spiritual expression. This exploratory study aims to redefine the concept of spiritual marketing and to reveal its specific structure. The components and practical implications that this new concept entails will also be described, all these with a view to consumer satisfaction in the current technological, cultural and global context.

Keywords: soul, spiritual satisfactions, spiritual marketing, consumer desires.