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INNOVATION IN MARKETING: A HISTORICAL PERCEPTION AND OF THE INSTRUMENTS CREATED DURING TIME

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ABSTRACT
This article discusses how innovation was present in the marketing instruments and how the innovation of the instruments occurs in the marketing management of companies. We will see this, during history and the instruments that have arisen over time, from the first newspaper press to the digital media, such as cell phones, internet and etc .; and from the choice of the new instrument to be used in the company until it is executed. We conclude at the end that innovation is present in several branches, whether in product innovation, technology innovation, company innovation, marketing innovation. This means that there is innovation in several ways and in several branches,

Key words: Marketing; Innovation; History; Instruments; Advertising.

1. INTRODUCTION

Marketing, from the English word market, which means market, is a study of the market, of the customer, in order to sell the product that the buyer needs, consequently bringing profit to the company. If observed pragmatically, the word takes its literal translation: "market". It can be said, then, that marketing is the study of market. It is an administrative tool that allows the observation of trends and the creation of new consumption opportunities aiming at customer satisfaction and responding to the financial and marketing objectives of the companies producing or providing services (Fraga & Robson, 2006, cited by Vieceli, 2010).

According to Mazza (2014), “in the very etymology of the word, innovation derives from the Latin innovare, which simply means to incorporate, to bring in, to insert the new, the novelty. Thus, in the beginning, innovation simply means renewal ”.

Innovation is found in several branches, whether in product innovation, technology innovation, company innovation. We also find innovation in the instruments that emerged during the history of marketing such as newspapers, radio, television, internet, cell phones. A vast tool has emerged for companies to innovate their marketings, their advertisements.

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The Marketing Management of the companies has the function to elaborate, develop the best strategy and planning of marketing to conquer the biggest profitability, customer and satisfy its target public. One of the items that management studies and research is what is the best tool to be adopted in that branch, which are the tools that the company's target audience has more access to, which instruments will bring better return, profitability, increase customers, but with the lowest cost.

In this study we will see 03 topics (Marketing, Innovation and Innovation in Marketing). In the first topic, we will show the concept, studies, history and types of marketing; in the second topic we will find the concept of innovation and its importance; and, finally, in the third topic, innovation in marketing instruments during history and innovation in marketing in the ways of promoting their products will be observed.

The objective of the research was to show that innovation is present in several branches and how important it is, companies that do not innovate are doomed to fail.

2 MARKETING

Marketing exists well before the twentieth century, more precisely between 1925-1950, many people in the past and today, think that Marketing is only about sales and advertising. However, if you study the concept, the history of Marketing, you will realize that it goes much further than that, we can already perceive it by the 4P's (product, price, square and advertising) theory suggested by Philip Kotler in relation to Marketing, which was highly valued . Other studies, research, thoughts and theories emerged during the time, we will see in this article.

With the historical changes, with the Industrial Revolution during the 19th century, with the advancement in the market, in the economy, with mass production, increased consumption and income, companies had a greater interest in studying the market, several researchers appeared .

According to Oliveira (nd), we identified the first researchers who contributed in the area: ED Jones, S. Litman, GM Fisk, WE Kreusi, JE Hagerty, BH Hibbard, PT Cherington, PH Nystrom, RS Butler, AW Shaw, T. Macklin, MT Copeland, HE Agnew, LDH Weld, FW Clarck, PW Ivey, WC Weidler, NH Comish, PD Converse, CS Duncan, FL Vaughan, RS Alexander, HH Maynard, MP McNair, HR Tosdal, TN Beckman, CW Backel, NH Borden , RS Vaile and RF Breyer.

We had marketing studies in the mid-1940s that was by Walter Scott on the application of psychology in advertising; and Willian J. Reilly on retail gravitation laws.

The first Marketing courses, the first university centers, also appeared. From there, the first marketing concepts were created. This area started to become more and more independent, less dependent on the administration area.

Arantes (1975: 13, cited by Oliveira, 2007) states that:

> The concern for the systematic study of the sales problem was most clearly manifested in the USA, where class associations and universities started offering courses and conference cycles on the subject, drawing on the experience of businessmen and the work of systematic research carried out by intellectuals. The first course in Marketing (Marketing) offered at an American university dates from 1904, and from 1910 the first book written on the subject. (p. 32)

We define the period 1900 and 1905 as the time when the first Marketing courses were offered, as well as the first university centers and researchers involved in the institutionalization process (Bartels, 1951: 01, cited by Oliveira, nd). The study of Marketing in gyms is something more recent, it is a new discipline, it started in the 20th century.

Within this context, the increase of the population, the consumption, with the production of high qualities of the products, more fierce dispute between the companies, the organizations had the need to have more systematized studies, to better understand the commercial relations with their consumers, to know what is the best way that products can reach their customers, with this, more studies have emerged.

With all these studies and researchers committed to wanting to know more, several more in-depth concepts about marketing have emerged. Among these characterizations is the concept of the American Marketing Association - AMA (cited by Antunes & Rita, 2008), which says: “Marketing is the set of activities and the establishment of processes to create, communicate, deliver and exchange offers that are of value to consumers, customers, partners and society in general.” (p.41).

The American Marketing Association (AMA) is a North American organization that has existed for more than 70 years, establishing Marketing practices and education. Their last concept of marketing is the one above, which means that marketing is not just about advertising and selling as they think a lot, on the contrary it is the set of actions that take place to deliver the value of a product or service that benefits , meets the need for a specific audience.

According to Neves (2009, cited by Dória, Pereira and Papandréia, 2013), the role of the marketing professional is prominent, he states that it is his competence to watch over the company's relationship with the consumer market, and, consequently, the satisfaction of that market. It emphasizes that marketing seeks to identify and meet human and social needs, but in a profitable way.

Fraga and Robson (2006, cited by Vieceli, 2010) had the conception that the Marketing of the English word Market, which means market, is a study of the market, of the customer, with the intention of selling the product that the buyer needs, consequently bringing profit for the company. If observed pragmatically, the word takes its literal translation: market. It can then be said that marketing is the study of the market. It is an administrative tool that allows the observation of trends and the creation of new consumption opportunities aiming at customer satisfaction and responding to the financial and marketing objectives of the companies producing or providing services.

Kotler and Keller (2010, cited by Costa, Dias, Santos, Ishii & Sa, 2015), “Marketing involves the identification and satisfaction of human and social needs. To define it in a very simple way, we can say that it satisfies the needs profitably. ” (p. 02).

Jaques (2009, cited by Silva, 2011) describes it as follows: “It is the ability to identify, through scientific market studies, the needs and opportunities for products and services generated for a given target audience, bringing financial and / or administrative costs to customers through bilateral transactions. ” (p. 15).

There were 04 Eras in the history of Marketing: the Production Era, the Sales Era, the Marketing Era and the Digital Marketing Era. As stated by Kotler (1996: 29, quoted by Oliveira, 2007) “marketing has evolved from its old origins of distribution and sales to a comprehensive philosophy of how to dynamically relate any organization to its market. " (p. 29). In other words, in the beginning marketing had as a fundamental concern only to produce and distribute goods and merchandise to its consumers, going through a vision of selling at all costs, when the fundamental concern was the area of sales and promotion, arriving at the end of a vision to study the market for the consequent satisfaction of its consumers, in which the concern is to study consumers and recognize that the main objective of an organization is to solve the problems of its target audience.

At the time of the production era, there was no marketing, the concern was not with the sale, much less with the customer, companies were concerned with producing more and more products on a large scale.

As Las Casas states (2001: 21, cited by Oliveira, 2007):

> Consumers were hungry for products and services. The production was almost handmade. With the Industrial Revolution appeared the first organized industries applying Taylor's scientific management. Productivity has increased. Even so, the idea of entrepreneurs and the availability of resources were determining factors in commercialization. (p. 29)

É in the Sales Era that emerged with more evident Marketing, due to the overproduction of companies, before in the first Era already mentioned, everything was sold so there was no concern with the sale, but with the passage of time between 1925-1950, it started producing more than selling, with that, the need arose for the sellers to go to the houses to show their products, the disclosure was in oral form.

Cobra (1992: 32, cited by Oliveira, 2007) also mentions:

> After concentrating efforts on optimizing production and distribution, starting in 1930, the sales process began to be seen as one of the weaknesses of commercial activities, and since then the sales area has received great attention.

In the Marketing Era that emerged after the Second World War, after the 1950s, when the number of companies began to grow, several changes in the market began, disputes and competition became greater, the need for new methodologies and Differentiated sales techniques, with the objective of attracting consumers. From this moment on, the focus shifted from selling to the consumer, the customer became the center of attention, the intention was to convince the buyer to consume the products.

In the last decade, especially with the great evolution of social networks as business tools, the use of digital marketing by of companies, in order to increase their competitiveness and be part of the market in a more voracious way (Costa et al., 2015).

Kotler (1972, Pereira, Toledo & Toledo, 2009) says that:

> Marketing evolved from situations and phenomena linked to commodity markets (agricultural products, minerals, standardized goods) for institutional issues (producers, wholesalers, retailers, agents, representatives). Subsequently, it focused on the management process (analysis, planning, organization and control) and, later, on a social / societal focus (market efficiency, product quality, social impact, social responsibility).

Since 1925 there have been several social, political, economic changes, production has grown, companies have increased, competition has grown. With that, Marketing went through many changes as the context changed, from the time of the commodity that the focus was on the commodity to the social focus, where the customer is the main one.

A new paradigm that is emerging in marketing is Relational Marketing, which is characterized by being customer-centered, implying a strategic conception of the organization based on human resources, technology, knowledge and time. Relational marketing arises from the convergence with several marketing extensions, lines of investigation such as industrial marketing (production era) and service marketing (sales era).

The companies and organizations realized that the competition is huge, that they all strive to offer a quality product or service, so the need arose to create strategies that are concerned with the satisfaction, desire, need of the buyer, in meeting their expectations, that offer better service, which differs from other competitors. Business management has developed, organized a method that satisfies, retains and retains its customers, with the intention of building a long-term relationship, this new style and thinking of Marketing is part of Relational Marketing.

According to Antunes and Rita (2008):

> In the definition of relational marketing, presented by Berry (1983), which still has a high level of acceptance among researchers today, it is considered that relational marketing consists of attracting, maintaining and intensifying relationships with customers. For this author, traditional marketing activities, which are based on attracting customers, are only a part of relational marketing activities because they also add all the activities aimed at maintaining and consolidating the exchange with the other party, over time. This long-term perspective has been increasingly recognized in service marketing (Gronroos, 1980) as well as in industrial marketing (Jackson, 1985) (p. 43).

Still according to Antunes and Rita (2008), some authors such as Christopher, Payne and

Ballantine (1994) and Payne et al (1998) show the difference between the approaches:

> The emphasis on operating in transactional marketing is based on winning customers, with an emphasis on product characteristics and a short-term view. Contacts with customers are infrequent and with a low level of commitment. In relation to relational marketing, it is based on its way of operating in customer retention, with a high level of service and contacts, in a long-term view (p. 43).

The concept of reported Marketing and historical time shown will help to better understand how the innovation in Marketing occurred, its transformations, changes in its instruments; the renewal of the instruments used in companies to promote their products in the best way.

3 INNOVATION

What is Innovation? Innovation is the action of innovating, creating new ideas, products, things, tools; it is the creation of a novelty or renewal effect. The meaning of innovation is very broad and quite varied, and can be applied in various situations. It is a term well used in companies. Companies need to create, invent strategies and paths to achieve a certain objective. Institutions to achieve continuous growth, they need to innovate, companies that do not innovate are doomed to fail.

The author also adds the concept of the first classic innovation theorist: Let us therefore use more classic approaches. Schumpeter, the first classical theorist of innovation, in 1934 stated that it represents a radical act that involves the introduction of a new element or the combination of old elements (Mazza, 2014).

Companies that innovate acquire many benefits, such as differentiating a company from its competitors; increase market share, expand profitability and income; adds value to products and services; it expands the relationship with new markets, opens doors to new partnerships and new knowledge and improves its positioning in the market, which makes companies maintain their competitiveness in relation to their costs.

Barbieri (1997, cited in Tomaél, Alcará & Chiara, 2005) states that: “Other approaches relate innovation to high-risk ideas, providing high benefits to the organization, which develops it, or processes that produce strong economic impacts on society.” (p. 101).

Still according to Tomael et al. (2005): "The constant search for innovation, through the creation and development of new products and processes, diversification, quality and absorption of advanced technologies, is essential to ensure high levels of efficiency, productivity and competitiveness of organizations." (p. 99).

Institutions need to follow the growth, evolution, the progression of society, the economy, adapt to each time and social context by innovating, in order to continue having results, profits and continue in the battle of competition.

Esteves (2014) confirms this:

> The first motivation, in many cases, is still dictated by market pressure. And I'm not the one saying that. According to ABDI, the Brazilian Industrial Development Agency, the decision to innovate in the second quarter of 2013 was strongly associated with three factors: additional cost pressures (68.2%), customer demands (66.1%) and the search for greater market share (60%).

Not innovating can bring many problems for the company, such as losing customers, reducing profitability and leaving the business. The company is at great risk of failure because it is not competing equally with its competitors. To avoid this, organizations need to copy new things from other companies, which is new for theirs; improve your existing ideas, services or products; or create something different that is unique to your company.

Mazza (2014) contributes by saying: “innovation is a process of solving problems that involve generating value for the organization”.

Mazza (2014) also says that other theorists of this aspect, called neoschumpeterianos, defend that the innovation is the result of a process of solution of problems, be it of problems of market (demand), or of problems of cost (offer). What did these new theories bring again? The central feature that every innovation must solve problems and generate value.

Innovation It means breaking standards. Find new ways to do something that has been done for a long time, always in the same way. It is solving problems or anticipating them. It is taking care that organizations remain competitive, business remains alive and the planet is more sustainable (Esteves, 2014).

Large companies, of great success, have the law to innovate, because they know that for them to remain in the market, to continue competing with other companies, who also strive to offer a service, quality product like themselves, they need to be innovative so they don't fall apart, fail and fail.

Andrade (2013, cited by Barbosa, 2013) states:

> Innovations are capable of generating competitive advantages in the medium and long term and, therefore, innovation becomes essential for the sustainability of companies, leaving them in an advantageous position in relation to the others. „Innovation has the ability to add value to a company's products, differentiating it, even if only momentarily, in the competitive environment‟.

There are still companies, most of them, that do not innovate, because they do not know or have an outdated vision of innovation or do not know how or which tools to use to leverage the institution. Some are still afraid to invest in innovation, so innovation does not advance in some companies, risk and innovation go hand in hand, it can work or not, so one must learn to take it at risk because innovation is necessary and very important .

Andrade (2013, cited by Barbosa, 2013) still says:

> Innovation is a very important aspect within the company, because, over time, if the company does not worry about it, it becomes obsolete. When the company proposes to innovate, be it in its sales methodology, either in a product or even in a manufacturing process, it becomes more competitive in the market and can offer better products, at low cost or with high quality in front of the competitors.

There are companies that invest in studies, research, for new creations, some organizations invest high in innovation, with that, many think that innovating is expensive, but this is a myth, there are companies that renew and obtain great benefits for that, but they don't spend nothing, they only work to renew the meanings of their products / services. In other words, this also means that any company, whether large, medium or small, can innovate, there are small companies that are more daring, agile and creative, often even better than the large ones in innovation.

According to Barbosa (2013):

> In general, companies are the center of innovation. It is through them that technologies, inventions and services reach the market. Most large companies have entire areas dedicated to innovation, with R&D and development research laboratories that have several researchers.

4 MARKETING INNOVATION

We saw in the first topic on Marketing and the second topic on innovation, that Marketing has undergone several transformations during the time since the 20th century at its inception, until the present day. Realize that marketing has advanced, progressed, grown, innovated and renewed over time. We verify this innovation by the instruments and tools that have emerged over the years. Companies, like Marketing, need to innovate in the dissemination of their products, instruments, is not lacking.

As Kotler (1998, quoted by Columnist, 2013) explains: currently people can communicate through traditional media or new forms of media. They are recognized as traditional media, newspapers, radio, telephone and television. New forms of media are mentioned: computers, faxes, cell phones and pagers.

There are several instruments already created to advertise, such as newspapers, magazines, television, which are part of traditional tools and have social networks, websites, blogs, which are part of digital tools, today. Both are and can be used today.

Companies that present marketing management at their institution, they study which é the best tool to be used to advertise your products, which tools the company's target audience has the most access to, which tools will bring the best return, profitability, increase customers, but at the lowest cost.

One example, a car company, usually uses pamphlets, television commercials to advertise its product; an aesthetic company usually uses social networks, pamphlets, business cards to advertise its services. The mall often uses TV, social media and radio to advertise.

In Brazil, the first marketing tool to emerge was newspapers, the press. According to Severino, Gomes and Vicentini (nd):

> In 1808 the first newspaper, Gazeta do Rio de Janeiro, appeared, and in it the first advertisement. The inaugural property advertisement founded the classifieds. Soon, ads ruled for a century with advertisements for rent, purchase, sale of real estate, slaves, carriages, which offered products or services.

Later the radio was created. Severino et al. (na) further says:

> The great innovation for Brazil and for advertising would come in 1930 with the arrival of radio, because from then on, advertising would have sounds, voices and even music. Large companies, which still exist today, already announced at the time, such as: Guaraná Antarctica, Nestlé and Coca-Cola. (...)
>
> Soon after the newspaper came some posters, painted panels and separate pamphlets, which were nailed in busy places, such as restaurants and bars, or delivered to the streets in commercial places.

Severino et.al (nd) tells us this:

> On September 18, 1950, the first TV in Brazil was born in São Paulo: TV Tupi, which revolutionized Brazilian advertising in a way we had never seen before. At the time there were no vts, so the images were broadcast live, and most advertisements were made by women, since the most affected audience was women. It started to happen

> greater dispute in relation to the market and the advertising started to be more elaborated. In 1953, consumers started to have in their dispositions several brands of the same product on supermarket shelves.

With the evolution of technology, of communication, with the greatest innovation process, the digital age of marketing emerged, which are communication actions that organizations use to publicize, win new customers, improve their network of relationships and market their products, through the internet, cell phone and other digital media.

When marketing started to use the internet as one of its sales, information and content channels, its expansion power became unlimited. In this way, it was possible to obtain a much greater reach of potential consumers, no longer located only in a certain region. Then comes the concept of digital marketing, marketing integrated into the world wide web with the same objective that Kotler proposed: to satisfy the needs of profitability (Costa et al., 2015).

The migration of consumption to the web, the facilities of search engines for better products and references and the increase in consumption in real time, have become irreversible trends, which require specific marketing strategies from organizations (Okada & Souza, 2011).

According to Cintra (2010):

> It can be seen that in view of the agility and speed, characteristics of this resource, large and small companies of it have been making use of to publicize their name and their products, while developing their online marketing. The new consumer watches less television, listens to less radio and chooses to watch the news on the internet, where they are more updated in a shorter period of time (p. 06).

We understand that more and more instruments have emerged that would serve to promote, communicate and sell products. Today companies have a vast tool to use, now it will, through the institution's marketing management, study, select which material to use.

5 FINAL CONSIDERATIONS

We conclude that innovation is present in several branches, whether in product innovation, technology innovation, company innovation, marketing innovation. In this article we show that innovating means creating, improving, improving, elevating, improving something that already exists or not. And we find that marketing has been innovated over time, according to each historical context, with the emergence of various instruments and companies have been renewed in their advertisements with the various tools that appeared as the newspaper, the radio, the TV, the networks

social, internet, websites. Today the company will renew itself, use various means to better

publicize your products and services. Marketing management works, studies, researches for

to know which is the best tool to adopt in that branch, which are the tools that the target audience

company has more access, which instrument will bring better return, profitability, increase

customers, but at the lowest cost.

Therefore, The innovation is very important in organizations, for ensure O

development, business growth. In addition, companies that do not innovate run

the risk of losing a customer, reducing profitability, going bankrupt.

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