

Tracing the Underpinnings of Convenience

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In tracing the etymological and philosophical foundations of convenience, and its transformation over time, this paper sheds light on where convenience has been and where it is headed in the future. Although the change has been slow and gradual, we can learn a lot from the origins of the word and its varying uses over time, and from its philosophical roots, we can uncover its theoretical backbone. We also have a lot to gain from tracing the historical evolution of convenience from its earliest beginnings to its present-day role in marketing and society in general. As marketing is devoid of a large-scale, systematic historical account of convenience, this paper attempts to fill this major gap given the defining role convenience has played (and will likely play) in our discipline.