

- Accuracy

In particular, consumers with low incomes prefer products with the lowest prices.

Marketing research of consumer behavior when purchasing household scales was conducted via survey. The study found that consumers are generally well include shopping at online stores. In the test online store GIPERCENTER.COM consumers have made purchases, and they almost enjoyed it, and they would recommend this product to friends. But there are some drawbacks (unsaturated range), so it should be expanded.

So we found a basic marketing problem online store GIPERCENTER.COM - unsaturated range of products.

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COMPETITION AS A SOURCE OF DEVELOPMENT IN THE MARKETING

Key words: marketing, competition

One of the key issues in the development of the market is the competition. As a process, competition is trying to be better among the companies producing similar products in the same industry. In global markets, competition comes from an increasingly wide range of sources. To protect its position as a successful organization, every company must identify new opportunities, understand and recognize the types and sources of competition and, where possible, predict their activities.

Successful marketers are those who can steer their organizations through difficult aspects of the marketing environment, and do it better than the competitors. Competitor analysis helps to identify the behavior patterns competitors might adopt in response to marketing tactics such as price-cutting or promotion. A three-step process can be used to diagnose the competitive environment: (1) elicit from a panel of consumers an array of products that are similar to the referent product based on perceptual cues, functional benefits, or higher-level needs; (2) with the help of consumers and industry experts, pinpoint firms which can or do produce these products; and (3) use data on these two dimensions to map the position of potential and actual competitors in relation to the referent product.

In modern conditions of fierce competition in the market for effective development of all forms of ownership there has been also use of benchmarking technology. Benchmarking is devoted to research and analysis of products, technologies, methods and solutions from leading companies to be introduced in the economic activities of the company.

Going through two these processes may help firms identify opportunities for product improvement or new product development, product positioning strategies,

new markets, and ways to improve marketing and manufacturing program. Analyzing an industry's competitive pattern can help directors and marketing managers make strategic and tactical market decisions.

In conclusion, the competitive environment, properly defined, indeed represents a potentially fruitful source of marketing ideas. The competition is not only the engine of trade, but also contributes to: the development of marketing, creative approach to business development, generation of new ideas, and creation of innovation and the introduction of other competitive advantages.

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VERTICALLY INTEGRATED SERVICE AS AN IMPORTANT ELEMENT OF MARKETING

Key words: services, marketing services.

Currently, the consumer is becoming more demanding when making a purchase. It requires not only a high quality product that meets zinnias, but also needs attention, advice, support and service capabilities continue to repeat consultations on purchased goods. Especially this approach to the acquisition monitored in those markets and those goods where it comes to the safety of the buyer or his family when their health concerns and so on.

In this case, between buyer and seller relationships appear similar to the relationship of doctor and patient. Such relationships often occur in markets where the goods or services approach to medicine.

Analyzing optics and ophthalmology market where goods are in the majority of medical goods and services, and the majorities are medical services can come to the conclusion that the market is most responsible as the case described above.

Characteristic of this market is that numerous members of the wholesale market offer the end user a wide range of products. In order to increase market share in the total scores of my goods, wholesale companies have resorted to what is included in your state medical specialist whose responsibilities included providing medical and ophthalmologic consultations in the cities directly sell goods. Of course, still possible in close cooperation with wholesale and retail companies working in this market, and the emerging relationships inherent trans structure corporate relations. Paving a parallel set of services provided by the final consumer can call a vertically integrated service. On similar services, but in one corporations have pointed marketers and ophthalmic optical market [1].

So you can see how to the marketing mix of retail chains and individual shops optician added a separate tool, the purpose of which is to provide qualified advice on the purchased product conformity with the requirements of the consumer. If the schedule of the qualified consultant arranged in ring form, repeated advice can bring additional benefits when working with these customers.

References: