

NEW TENDENCIES IN MARKETING

The basic force of economy — a hyper-competition means that the companies can produce more goods, than they are capable to sell, and it aloud affects the price. Besides, it forces the companies to "include" the possibility of wider differentiation of the goods in the price. However, generally, such differentiation — is psychological, instead of real. But in this case, the company is not in advantage for long, especially when economical situation allows a quick adopting of any innovation.

The companies should get the idea that consumers become more educated and have the best toolkit, such as the Internet, for example. It makes them more legible at goods purchase.

The processes of globalization, a hyper competition and the Internet influence on marketing along with formation of the markets and business activity. All the three factors put additional pressure upon the prices. As a result of globalization companies transfer the manufacture to more cheaply areas, and import the goods under the prices lower that local sellers establish. The hyper competition means a great number of the suppliers struggling for the same consumers, and it also leads to reduction of price. The Internet allows people to compare the prices quickly and to take advantage of the cheapest offer. Thus, the marketing problem consists of finding the ways of controlling a price level and profitableness, according to the listed macro- tendencies. National manufacturers will not keep the consumers if they can't be the constant leaders offering the greatest value.

At the same time various world regions, being more and more integrated into economic, often sin with protectionism. The local companies demand granting of concessionary terms from other participants of the market in region. But artificial trading preferences cannot exist for a long time, without being accompanied by considerable decrease in value for the consumer.

In marketing it is possible to include following changes in the list of new tendencies:

- From type marketing "make and sell" to marketing "hear and respond";
- From possession of actives to possession of brands;

- From vertical integration to integration virtual (outsourcing);
- From mass marketing to the marketing focused on inquiries of the consumer;
- From activity only in the market to additional work in a cyberspace;
- From a competition for a market share to a competition for certain the consumer;
- From efforts on attraction of the new consumer to preservation and satisfaction already existing;
- From marketing of transactions to marketing of mutual relations with clients;
- From intermediary marketing to the direct;
- From a marketing monologue to dialogue with the consumer;
- From separate planning of kinds of communications to the integrated marketing communications;
- From single-channel marketing to the multichannel;
- From the marketing concentrated to the goods, to the marketing concentrated on interests of the consumer;
- From marketing activity by forces of one department to marketing in which all employees of the company are engaged;
- From operation of suppliers and distributors to partnership with them.

Traditionally marketing activity assumed the professional use of the following tooling: sales representatives, advertising, sales promotion and marketing researches. Each company should deal with this toolkit in perfection. But marketing divisions need to master and new skills, among which — brand creation, management of mutual relations with clients, marketing and information search with use of databases, telephone marketing, marketing of impressions, and also the analysis of profitableness of the separate goods, a segment of the market, the distribution and consumer channel.

Not far off is the time when access to the information in a mode of real time will strongly influence marketing practice. Process of acceptance of marketing decisions becomes objective: the authentic data will arrive from the market and will be analyzed by means of computer programs of supporting the decisions, allowing to model consequences of those or other actions. It is the way the modern army works, some companies apply the same methods; for example, leading air carriers use special "a game room" for modelling of "military operations" in marketing.

The main economic problem is superfluous capacities. How should one get rid of it?

In practice each branch of economy suffers from overproduction. The world automobile industry could, probably, let out 30 % more of cars, without installing any new factory. The same is possible to tell about the steelmaking and chemical industry. The deficiency of buyers and surplus of the goods is everywhere. Superfluous capacities are result of excessive optimism of the companies-manufacturers. Many companies planned 10 percent growth of sales but the of market growth risen only by 3%. As a result there is overproduction and a hyper-competition which, in turn, inevitably lead to prices falling.

The basic ways of protection:

- 1) creation of a powerful brand;
- 2) formation of an audience of the loyal consumers, ready to pay higher price;
- 3) consolidation.