
THE MARKETING ORIENTATION OF THE FOOD INDUSTRY

Anastasija Dukoska

Euro College, Kumanovo, Republic of N. Macedonia, a.dukoska@eurocollege.edu.mk

Abstract: The rapid changes in the modern market have in parallel led to its oversaturation, which has developed a new marketing approach of the company and the attitude of marketing professionals to consumers, with the aim of building greater consumer preference for their services or products over competition. The importance of marketing in a food company is noticeable through the intertwining of its role in achieving the basic goal of the business as well as the existence of the food company.

Keywords: marketing, approach, consumers

1. INTRODUCTION

Until 1840, the era of market prosperity was recorded. After a hundred-year period marking the production era (1840-1930), the period of the sales era (1920-1960) begins. This period describes the rise of competition and manufacturers realize that there is less demand for products than actual supply. In order to reach an increasing number of customers, sales workers are employed. The beginning of the idea of creating traditional marketing is considered to be the consumerism movement, which began in the 1960s.

The start of a more intensive development of the era of traditional marketing began with the aim of 'facilitating' the sale of products / services. The movement was initiated by the idea of emphasizing desires, developing rights and creating consumer power, which in accordance with ethnically and socially responsible practice, developed the importance of their impact on environmental awareness and acceptability and availability of safe products, and enabled the well-being of the community.

American companies are becoming aware of the need for a turnaround in which more dramatic adaptations of current methods of approaching consumer society are needed. During the period between the 1960s and 1970s, an era of marketing concepts developed in correlation with more intensive development of industry and increasing competitiveness. making a profit, market share growth and stock price growth).

Companies strive to develop a competitive strategy with which to fight for survival in this complex, urban and extremely demanding social and economic world.

The last era, called the consumer era, begins and develops in the 1980s. This era was initiated with the basic purpose of 'creating or increasing value for customers'.

In the late 80's, the terms defensive and offensive marketing also appeared. Defensive marketing aims to retain and increase customer loyalty and manage their satisfaction and dissatisfaction, while offensive marketing refers to gaining new customers and increasing the frequency of purchases of existing customers while rejecting unprofitable consumers.

2. BASIC CONCEPTS OF MARKETING

The term "marketing" is considered an extremely popular term and is today perceived as one of the most widespread economic terms, precisely because it occupies a dominant role in everyday life. As it is a dynamic field and discipline, in parallel with the development of civilization there is an adaptation of the definition of marketing over time. Looking at the numerous definitions created, the most prominent is the definition set by the American Marketing Agency (AMA), according to which the term marketing means "performing business activities that direct the flow of goods and services from producers to consumers."

Throughout history, revised definitions have been recorded that expand the original meaning of the term marketing and focus on a range of separate activities, values and relationship management between users and shareholders.

Thus, according to some authors, marketing is considered "a special way of thinking and acting of individuals, business groups, small and medium enterprises, companies, business and non-profit institutions, which participate in the exchange of any value in the market."

Also, marketing "touches on and emphasizes the need to deliver original goods, services and ideas to consumers." At the same time, marketing is interpreted as "the science and art of finding and retaining customers and increasing the number of profitable customers."

Philip Kotler's definition of "marketing as a human activity aimed at satisfying the needs and desires of consumers through the process of exchange" is also important for understanding marketing.

From the many definitions existing today it is easy to draw a parallel with the enormous importance of marketing to shaping the modern age. At the same time, it is evident that basic concepts such as: market, customer, value, need and exchange run through all marketing definitions.

We define marketing goals by "quantifying what a company sells and who it sells to". Marketing goals are considered a continuation of the set strategic goals of companies that strive to achieve profit, survival and / or success in relation to market competition.

Marketing processes involve the exchange of things and result in the creation of value between consumers or sellers, with the aim of making both parties richer after the exchange has taken place.

The marketing focus is focused on developing a long-term relationship with consumers, end users who purchase the product, either for personal needs or for the needs of others.

According to Philip Kotler's definition, consumers are "persons and organizations that buy products that they will use or incorporate with other products, but do not buy for resale."

However, the initiated need is not the only characteristic of consumers, the ability of consumers to afford the desired product is also important, so there is an expanded definition according to which consumers mean "individuals who have the need and desire for a product or service, but also have the ability to buy that product ". A satisfied customer is the final meaning of any business.

The goal of marketing and marketing experts refers to the process of revealing the needs and desires of consumers on the basis of which the company will provide the desired product, and achieve a step forward in consumer preferences over competing products.

One of the solutions a company can offer to consumers is the added value of the product.

In addition to the availability of a food product and a good price, additional arguments for buying a food product can be a number of factors, such as: personalized product, organic or bio product, product authenticity, indigeneness, premium, additional cooking tips (eg recipes), highlighted essential product benefits (eg products enriched with vitamins, minerals, etc.), storytelling, quality, tradition and trust, perception of the food company that puts the product on the market and many other factors.

3. MARKETING AS A CONTINUOUS PROCESS ON THE WAY TO CREATING A COMPETITIVE ADVANTAGE

Over a number of years, the following definitions of marketing have been set, closely intertwined with the description of the continuity of the marketing process. By revising the original definition, the American Marketing Association set a definition in which marketing is described as "a continuous process of creating services or products according to the wishes and needs of customers, ie implies a continuous exchange of information between manufacturers and customers."

In the marketing of a company, all parties involved in the development of a set of marketing activities are involved. Thus, in 2004, AMA defines marketing as "an organizational function and a set of processes that create, communicate, deliver value to consumers and manage customer relationships in order to benefit the organization and all parties involved."

With a later definition, the AMA expands the meaning of marketing with the function of conducting key complex research, and the 2007 definition indicates that marketing "is considered an activity, set of institutions and processes for creating, communicating, delivering, offering and exchanging value for customers, clients, partners and society as a whole. "

So members of the production and business organization, customers, consumers and clients are involved.

The marketing process is observed in the form of certain points that include:

- Situation analysis,
- Designing a marketing strategy,
- Decisions about the marketing mix and
- Implementation and process control.

4. THE EMERGENCE OF A MODERN CONSUMER SOCIETY DUE TO THE INTERNET

The Internet as we know it today provides users with a continuous electronically and technologically networked union of people and countries, through which modern society is enabled to exchange information, knowledge and main resources.

Nowadays, there is a democratization of information, connectivity, unification and accelerated growth of the market space with the development of the economy ..

Today, almost every socioeconomic group accepts the internet. 42,804 GB of internet traffic is recorded every second of the day; 59.23 Google searches are done, 2,571,996 emails are sent; and 68,485 YouTube videos are viewed.

At the same time, research indicates the prevailing misconception about Internet users because they are perceived as exclusively a younger population. Although Internet users are mostly students and a highly educated population, their demographic profile is not universal.

Their profile is diverse and by no means simply insightful. Yet we notice that internet users have a common point through which we describe them as an active lifestyle population.

Compared to traditional consumers, consumers of the modern age have more complex characteristics. They retained some old, traditional features, but adapted to new technologies and adopted new patterns of behavior.

Modern consumers are rapidly following the development of technology, and the Internet, social media and various mobile devices are creating consumer dependence on continuous and fast deliveries of data and messages.

Consumers use the Internet for conventional purposes, to do business, to research, to censor, and to make decisions about buying a particular product. They control and independently choose the sites they will visit, which products and brands they will prefer and under what conditions they will follow them. Regardless of location and time, modern consumers communicate directly with a business facility via the Internet, search for and collect the desired information, or make a purchase of a product. Great transparency of key competition information is made available to all consumers.

All of the above has made digital consumers quite demanding.

Available online information allows them to quickly and easily search and collect information about competing product brands.

5. CONCLUSION

When the strong impact of the global credit and economic crisis in the period from 2008 to 2009 is added to the above, we notice that consumers are spending their money more cautiously today. With the fact that they have given up on buying optional items, they are becoming sensitive to the price and quality of the range of food products. They expect more from products, so the demand for added value is growing.

From the role of classic consumers, modern consumers take active roles in creating and exchanging various content about products and brands. The passion of internet consumers towards the 'oral transmission' of information has developed. Often based on the exchange of opinions and impressions, modern digital consumers base their preference of a particular brand and company over the competition.

LITERATURE

- Bangs, D. H. Jr. (1994). Kako napraviti plan marketinga za vaše poduzeće, proizvode i usluge, 4. izdanje, Centar za poduzetništvo, Osijek
- Blattberg, R.C., Kim, B.D. & Neslin, S.A. (2008). Database Marketing, Analysing and Managing Customers, Springer
- Chaffey, D., Ellis-Chadwick, F., Mayer R. & Johnston, K. (2009). Internet Marketing, Strategy, Implementation and Practice, 4th ed., Prentice Hall/Financial Times/Persons Educations Limited, Harlow, England
- Groucutt, J., Leadley, P., Forsyth, P. (2004). Marketing – Essential Principles, New Realities, Kogan Page Limited: London
- Howe, N. & Strauss, W. (2000). Millennials Rising: The Next Generations. New York: Vintage Books Random House
- Haffey, D., Ellis-Chadwick, F., Johnston, K. & Mayer, R. (2009). Internet Marketing: Strategy, Implementation and Practice, 4th Ed., Prentice Hall
- Kerin, R.A., Hartley, S.W. & Redelius W. (2007). Marketing, The core, 2nd ed., New York: MCGraw-Hill/Irwin
- Kerin, R., A., Hartley, S., W., Berkowitz, E., N. i Rudelius W. (2006). Marketing, Customer edition for NYU Stern