

ROLE OF MARKETING IN ENSURING THE MANAGEMENT PERFORMANCE

Stelian PÂNZARU*

Mihai-Bogdan ALEXANDRESCU**

***Abstract:** Modern marketing is considered essential factor of success of an organization, essential to economic development and social, miraculous solution that solves problems, the basic tool in achieving great performance, but also in risk avoidance. This paper focuses on highlighting role of marketing in ensuring management performance. Finally, some considerations are outlined regarding the implications of the managerial performance concept implementation on the system of values, actions, behaviours and practices specific to a company.*

***Key words:** marketing, management, performance, company*

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The high level of competition which characterizes the majority of today's markets, the issuing of new laws and commercial policies forces the companies to reorient their goals and strategies towards the client's satisfaction. This fact implies the expansion of the authority of the marketing function onto all the processes, compartments and activities of the company, becoming the engine which drives all the other activities. Practice proves that all performing companies understand the marketing process not as a separated function but as a dominant company philosophy, in its ensemble. In fact, the performance can be defined as a state of

* *Spiru Haret* University, Faculty of Juridical, Economic and Administrative Sciences, Brasov, panzarus@yahoo.com

***Spiru Haret* University, Faculty of Juridical, Economic and Administrative Sciences, Brasov, alexa2bogdan@yahoo.com

competitiveness of the company, attained through a level of effectiveness and productivity which ensures its durable presence on the market (Dragomir, C., Pânzaru, S., 2014, p.43). An important element is the comprehension of the fact that marketing views the performance through the identification prism of the newest market opportunities and customer categories, of the most adequate price strategies and of the promoting methods adapted to the specific of the concrete market conditions.

2. Concept, evolution and functions

Marketing is a young science. He appeared in early twentieth century, although some marketing techniques are found in human history (eg posters). In the first 30 years the emphasis falls on the product (a good product is sold by itself). Between 40 and 50 marketing is based on sales, which led to the development of sales techniques, such labeling is marketing for sale. The orientation and the relationship between seller and consumer, it has emerged over the past 10-15 years. Currently, due to pressure of consume, laws, regulations are becoming more important. The enterprise takes care to take into account the wishes of the public.

Marketing concept, formulated at the beginning of our century, has developed rapidly, reflecting the economic and social developments of this century and in fact marks the transition from the production to a company consumer marketing is a very complex phenomenon that combines theory with practice (Dragomir, C., 2006).

A summary of views expressed in the postwar period has led the experts to conclude that developments in marketing have outlined three steps:

I. characterized by enlargement of introducing the concept of exchange;

II. concentrated towards marketing as a science;

III. concerned the use of schematic concept development and its use in a more differentiated.

If you look at how it was defined the concept of marketing during these stages, we can distinguish two categories of definitions (Florescu, C., 2002):

1. *the classic definition (narrow definitions)* old, with a restricted scope, narrow, according to which marketing deals directed to flow from

producer to consumer-oriented sales, translated in practice by the imperative “sell what you produced”.

2. *the modern definition (broad definition)*, the wide range, complex, addressing marketing as a social and economic must be in practice by the imperative “to produce only what can sell”. Summary ideate modern definitions of marketing allows us to conclude that this complex phenomenon of our century, specifically the market economy must be addressed as:

- a) *business philosophy*, as a way of thinking is a philosophy of the organization, an economic-oriented attitude that the customer will achieve the objective essential to obtain benefits only by satisfying consumer needs;
- b) *business practice*, a process and management function, the transformation of ideas about marketing descriptive seen in action, and the resolution of issues subject to practical marketing. So, marketing is not just theory but practice, a set of activities which have as purpose to obtain maximum efficiency in the use of limited resources to meet consumer needs, always growing and increasingly diverse in structure and quality;
- c) *instrument* -based management methods and techniques of research involving the use of marketing tools, a set of methods, procedures, techniques and action research: analysis, forecasting and control organization to ensure adequate and relevant information to be to reach in time, information obtained from market research, investigation procedures and policies for promotion and distribution of goods and services. Based on this information, processed and interpreted using a whole arsenal of techniques and procedures, prepare decisions for the current and prospective, pivotal role of being instruments forecast market phenomena, which are then used mainly in that the programs and actions marketing.

The functions of marketing designate a group of activities based on a weighted key criterion, which gives a theoretical understanding of marketing), which it meets, noted consensus resulted in the systematization of the four functions (Kotler, Ph.,1989):

- 1 - To investigate the market and consumer needs;
- 2 - Connecting the economic activity of the dynamic environment;

- 3 - To satisfy the conditions above needs of consumer;
- 4 - To maximize economic efficiency.

3. Marketing orientation

Practice has shown the existence of several alternative concepts by which organizations can achieve their marketing activities, namely: the concept of production, products, sales, marketing, social marketing.

A. *Production orientation* is specific to organizations that rely on mass production, they are tempted to produce more efficiently and at a price which is beneficial both for the organization and for the consumer. It is one of the oldest guidelines requires focusing on efficiency and distribution.

B. *Oriented product* is characterized by the manufacturer focusing on improving product sometimes interpret them incorrectly. Thus, often elodeas they have difficulties in handling consumer products or their products before aging and the emergence of others that may lead to bankruptcy (Pânzaru, S., 2003).

C. *Guideline for sales based* on the fact that generally do not buy enough products unless the organization influence customers through persuasion and promotion, convince them to buy. This guidance emphasizes the organization's goals and not the client and applies especially for goods with search, which some consumers are not thinking to buy.

D. *Oriented marketing* is a business aimed at achieving the objectives of the organization by satisfying the wishes and needs of consumers better than competitors. This concept puts the consumer in the spotlight organization, which means knowing and anticipating customer desires before deciding what to produce or sell so as to give the customer what he wants.

Marketing orientation is based on four important elements: target market, consumer needs, coordinated marketing and profitability (Meffert H., 2004):

Target market should be identified as it is not possible nor desirable for an organization to conduct the products or services to all potential customers, because resources are insufficient, potential customers are geographically dispersed, there are strong competitors that have some market and customer needs to change very quickly, etc.

a) Needs are much diversified and therefore knowledge of their quantitative aspects, structural and quality is not easy to achieve. But the organization must define in terms of customer care and he has limited resources to meet them. Concern the organization must satisfy the real needs of consumers better than other competitors.

b) Coordinated marketing aimed first referencing various marketing activities (market study, product policy, promotion, sale, etc.). Corresponding to customer needs, so that all employees are aware that customer satisfaction depends on each of them.

c) Profitability is the purpose of any economic organization, design and marketing enables him to achieve it, if you produce goods and services for which demand exists solvent.

E. *Societal marketing concept* is the newest alternative marketing driven by the need to avoid conflicts that may occur as a result of implementation of the concept of marketing between the consumer interests organizations producing goods and services and the welfare society in the long term. For this purpose it is necessary to research the environment in which the organization works to know that uncontrollable forces surrounding a behavior to learn why customers buy goods and services, the course and the market that it offers the most data on what to produce, how, how the structure and quality, when and for whom.

4. The development tendencies in operational marketing at the company level

At an operational level, the achievement of performance in marketing is proven by the companies which have focused on three distinct directions which represent the development tendencies in operational marketing, more precisely:

- the intensification of the effort connected to collecting, analyzing, using the information which leads to an as close as possible approach to the customer and to an as good as possible understanding of his needs;
- the improvement of the process and methods of performance evaluation and supervision, according to the increase of the number of the performance indicators and the increase of the area of their application;

- massive investments in training and improvement programs for the staff involved in the marketing activity, which should dispose over a basic knowledge and multi-disciplinary skills, in order to maintain and protect the position of the competitive advantages.

As far as the last mentioned tendency is concerned, we have to underline the major role which the specialists hold in delimiting and implementing a new philosophy of marketing. Much of the criticism passed in the last years on the weak efficiency of the marketing activity was directly orientated towards the marketing specialists. They were reproached for lacking adaptation and rapid and correct reaction at the radical changes occurring in the business environment, for insufficient involvement in the reorganization of the marketing activities, for overestimating the contributions to the essential activities of the company, and, also, for the weak integration, for lacking a secure knowledge basis and some innovative ideas to enable the prompt response to the opportunities occurred on the market, representing weaknesses with which the marketing patricians are still dealing. All these problems enforce with necessity the revision of the way in which the marketing specialists carry out their activity as well as the setting out of some new directions to outline the future configuration of the marketing profession. Without doubt, these specialists have to become the promoters of a new marketing philosophy, centered upon the principle that the goal of all changes and reorganization is that of satisfying the clients. It is also true, that in the future, a new co-operation formula of the company with the marketing specialists will be adopted. Some relations with them will be long term relations (basic specialists), others will sum up only to short term cooperation, only then when necessary and only with those who have already proven their competence by the achieved results. Certainly, at the company level a basic nucleus will remain constituted, which will comprise the basic patricians of high performance marketing, efficient in choosing the basic strategy by means of which the company will create its competitive advantages.

5. Marketing management

Marketing management is the process of setting marketing goals for an organization (considering internal resources and market opportunities), the planning and execution of activities to meet these goals, and measuring progress toward their achievement. The process should be ongoing and

repetitive (as within a planning cycle) so that the organization may continuously adapt to internal and external changes that create new problems and opportunities.

Marketing management is characterized by the analysis, planning, implementing and monitoring programs designed to create, expand and maintain beneficial exchanges with target consumers, in order to achieve organization objectives. Planning is a process that guides and coordinates marketing activities with the aim administration organization objectives. Carrying out the tasks set by the organization requires resources and establishes the responsibilities incumbent on managers to implement marketing.

The market developed and applied in developed countries with very favorable results in increasing living extends past decades and other countries. Experience shows that it affects everyone but in different ways, and creating conflicts of interest among buyers, producers and public groups, which can be overcome if the marketing will be able to achieve four objectives: to maximize consumption, satisfaction consumer, consumer choice and quality of life. We appreciate that the four objectives, which should satisfy the marketing system are closely interrelated and therefore should be empowered intelligence and combining effects to achieve maximize results. Maximizing consumer satisfaction should reveal the qualitative side of goods and services. Assessing the level of satisfaction that produces good or service the consumer is difficult to do as there is no measuring, and people are influenced by many subjective factors in evaluating the degree of satisfaction of their needs. Maximize consumer choice implies that the variety of goods and services which would correspond to his wish to be huge, leading to increasing costs and prices, and the limited revenue opportunities and reduce the purchase may not be reaching the other objectives. Maximization quality of life concerns not only the quantity, quality, availability and cost of material goods and services, but also the quality of the natural environment and cultural heritage. Quality of life is a complex concept but with different sense and while difficult to measure, but certainly a goal to which every person dreams.

6. *Marketing and companies performance*

The stage at which the companies are at present, confirms the possibility of a scientific approach of the marketing concept, accompanied by its putting into practice as an accelerating factor of the business environment. Certainly, this process depends on a great extent on the general climate in which the marketing perspective appears and develops. One can say, in essence, that in the actual conditions, it is necessary to adapt and integrate the marketing actions at the level of companies in accordance with the complete knowledge of the environmental conditions in which these operate.

In business practice, marketing sets in front of the companies the demand of focusing their efforts towards the satisfaction of the customers' needs in conditions of profitability, pursuing also the modalities through which this goal can be reached efficiently compared to other competitors. Practically speaking, a company survives and thrives when it satisfies the customers' requirements in a more profitable and efficient way than its competitor. Thus, the success of the company is indissoluble connected to the efficient marketing, which should lead to the restructuring and reorientation of all the company's components towards the customer.

In this respect, one has to take into consideration the fact that the marketing activity ensures the achievement of the efficient results only with the condition of establishing at the level of all organizational structures a mentality favorable to the implementation of the marketing values. It is obvious, that this process is of long standing and needs to be permanently cultivated. The marketing managers' attributions will accentuate; they will be in charge of the understanding and application of the marketing philosophy in the entire company, of the choice of the market segments, of the analysis of the clients and competitors, of the implementation of a marketing culture developing the company's managerial performance.

Conclusions

Marketing takes place in a global dynamic, vast and complex as a result of modern technology, the political and social changes that are reflected in the rapid globalization of the economy. Organizations that fail to integrate and respond favorably to these changes are threatening to stay behind or even disappear. They must continually adapt strategies,

whereas changing environment leads to annulment of quality strategies that were successful yesterday and so it need more for tomorrow.

It is estimated that the effects of internationalization has the greatest impact on the business of marketing, as operations require restructuring of marketing at the national level in order to compete internationally, which complicates the four P combination of traditional marketing mix. The reality is the consumer and the consumer has the right to choose. Evolution has brought about transformation of the consumers. Today the marketing theories are very diverse. There are experts who say that the future belongs not marketing and advertising. Elitism but it does not take account of the public, the only one who can decide on this market. Advertising market has been in the last ten years a significant increase, because people need advertising to target.

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