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Management Policy Promotion as Element of Complex of Commercial Organizations Marketing

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ABSTRACT

For enterprises of different industries is actually the statement that marketing is essential for its functioning and promotion policy. Implementation of marketing activities and policies to promote workable in a stable market and a stable economic situation. The set of marketing tools the most important remains the policy of promotion of the enterprise on the market. Marketing provides the solution to the urgent problems of the formation and stimulation of demand for product of company, the main goal is increasing sales and capturing a strong market position, improving efficiency and profitability. It is in charge for policy promotion. Currently, it is called communication policy. It is part of a complex marketing mix. Sustainable competition and saturation of markets in many similar products force the company to build up an effective policy of promoting the production of unique goods and services. Always, regardless of the scope of activities, the enterprise has a strategic goal – increasing profits and maintaining the stability that is designed to carry a marketing. A set of marketing mix is designed to solve a number of issues, the main ones are: the study of markets and finding a good, the determination of the type of manufactured products, the pricing policy of the products of the enterprise, as well as conducting various studies.

JEL Classification: M11, M31, M37.

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1. INTRODUCTION

Policy promotion aimed at planning and building relationships with all stakeholders marketing activities in the enterprise through the application of all elements of the marketing mix and communication tools

that will form a stable preference and demand for the product and services of the enterprise from the consumer.

All types of enterprises, profitable and not profitable, wholesale and retail, one way or another, promote their goods on the consumer market, posing a series of intermediate goals: informing and the consumer and the public, about its properties and benefits; to direct the consumer to convince to buy the product (service) of the company, to consolidate his preference; and also to convince consumers to buy the product (service) in a given time, not postponing, otherwise his opinion might change, and costs are redistributed in favor of the competitors.

The goals of the enterprise are achieved with the use of advertising means, media, consumers, shops, booklets, periodicals, employees, and other types of communication.

The main elements of effective communication form the sequence of work on the production of effective communications. Managing promotion contains a variety of means to achieve this goal: advertising, publicity, sales promotion, advertising in shops, fairs, the use of sporting events and entertainment, personal sales, etc.

Methodological and theoretical base made up of monographs of foreign authors, research publications, scientific articles in the field of marketing activity of the enterprise policy promotion. Basis of research in the area of enterprise development was the work of such Russian and foreign scientists.

2. DISCUSSION

The formation of the sustainable development and functioning of the enterprise in modern market conditions is a multifunctional comprehensive policy. Marketing and its processes are given due attention in the countries with developed market economies, as entrepreneurs realize that an inefficient marketing system of the enterprise will lead to lower profits, and possibly direct losses. Marketing management system promotion there is in any enterprise, but it is worth noting that the level of development and productivity can have large differences.

The definition of marketing means the process of promoting a product on the market, it reflects a dual process that define the strategic and operational marketing. Strategic marketing is an active marketing process with the contents of long-term plans, whose main objective, the increase in the average market, method of creation of goods (services) for needs of the consumers (Abramova, 2005). Operational marketing is a set of events, marketing, short-term goals associated with the product.

Under the marketing management refers to the process of planning, implementation and monitoring of measures aimed at establishing and monitoring processes of exchange consumers for the purpose of enterprises, the main of them are: profit, sales growth, and as a consequence profits, increasing market share. The task of marketing management (Silnov, 2016) is the process of formation of favorable conditions of functioning of the enterprise and assist in achieving their goals, thus, marketing management is demand management.

3. PROMOTION POLICY AS ONE OF THE KEY ELEMENTS OF THE MARKETING MIX OF COMMERCIAL ENTERPRISES

To identify weaknesses of enterprise activity, to direct the policy of marketing into something productive will help theory 4P:

1P – Product. Every company seeks to balance its product portfolio. Poses a question whether or not the product consumers need, whether the whole meets the needs.

Functionality, design, brand, reliability, metrics are the items that you want to analyze. Each company divides the products into types:

- generate income now;
- generated revenues in the past;
- generate revenue tomorrow;
- require improvement;
- in development;
- loss - making products;
- the critical facts.

2P – Price. The price of the product consists of three elements: production costs, the amount of planned profit, the factors of psychology. It is necessary to analyze company pricing policy or the pricing strategy. (1) the company takes the average market price, (2) selects the premium segment, (3) puts the price lower than the competition, or sets the lowest price of the product.

The company can change the price, but based on the elasticity of demand. In the case where price fluctuations do not lead to major changes, the demand is called inelastic. To perform this index will help following: you must conduct research among customers to determine what quantity of services or goods they are willing to buy in different price ranges (Golubkov, 2008).

3P – Place. Planned policies of marketing of products or services is the key to successful promotion of goods or services to consumers. They should have the opportunity of obtaining product company in a convenient place, at the right time. The company must worry about the provision of other data, after-sales (warranty) service. Minimize the cost of organizing sales helps in determining the optimal promotion channels. This should answer some questions: on your own or through intermediaries will be implemented? How many channels should be used simultaneously?

4P – Promotion. To inform, promote sales, demonstrate a product or service to potential customers will help the item promotion. Applying different methods of communicating information, the company will decide an important issue – the emergence of the consumer desire to buy products. Elements of promotion many: special offers, tastings, promotions, sales, gifts, bonuses, and others. The main goal is achieved: the consumer is happy with the choice; the company receives profit.

Effective use of technology 4P is able to establish a balance of product range, promotion, sales, promote the establishment of optimal prices. Making a product or service is acceptable to consumers, the company will receive the maximum profit, recognition, benefits.

Ways of promotion, who will do it, will reach to anyone information about the product or service, and what period of time it will take is the main question of the policy of promotion as one of the key marketing elements of the enterprise (Bolnokin et. al., 2016; Gorbachenko, Kuznetsova & Silnov, 2016). The main

goal of promotion policy aims to assist in the extraction of profit through the impact on the formation of individual perception of the goods or services to consumers in contrast to other elements of the marketing mix, objectively influencing the consumer's opinion (Chueva et. al., 2016).

Promotion – is a set of measures aimed at improving the sales system of the company through the communication process, impact on employees, partners and consumers (Table 1). The promotion has two main goals. First: promoting and sustaining consumer demand for a product or service of the company. Second: maintain a positive company image in the market.

Table 1
The functions of promotion in the marketing system

<i>Function</i>	<i>Feature</i>	<i>Example</i>
The information component of the product to the consumer, defining its characteristics	First and foremost, informing the consumer about the product, its innovative component-specific benefits. To purchase a specific commodity will be when the manufacturer can deliver to the customer the benefit.	Washing machine “Eco Bubble” Samsung’s offer a unique feature: a special generator creates the air bubbles, turning the detergent into foam. Foam penetrates deeper into the fabric and removes dirt better
The formation of the prestige of the product, its price and innovative component	The key word in this function, the “image”. The main idea is to develop the consumer insight about the product, superior it coming to life, what will distinguish the product from the total.	Plastic Windows without the use of lead in manufacturing. Natural cosmetics based on herbs etc.
Maintaining interest in the product or service	A regular reminder to consumers about a product or service, its importance and significance.	Coca Cola brand certainly associated with the New year comes to us this holiday.
Overcoming stereotypes to the product	To overcome the negative attitude to the product is possible by means of the formation of the promotional campaign	One of the first companies in the electronics market, which increased the warranty period to three years were Samsung, this campaign they made it clear to the consumer that their service and product is not inferior in quality to Japanese brands.
Stimulation of participants of the market	Manufacturers of goods with an indirect sales channel, perform this process through intermediaries. The best way to increase sales through intermediaries to stimulate final demand through the consumer	All possible actions for the user (merchandise, discounts, bonus product, etc.).
Support and promotion of luxury goods	Not always the price of the product affects the customer’s decision. More important today is the perception of the product.	So, buying a phone with iOS system from Apple, not Android system with cheaper alternatives, the consumer acquires a more expensive phone, but has the advantages: no viruses, system is stable with no crashes, the devices themselves are well made, do not break continuity.
The formation of a positive image of the company	Hidden advertising: sponsorship, patronage	Sponsors many television programs are different companies. So, in the TV show The Voice advertise their products “Konditerskaya Fabrika Slavyanka”, Bank “Yugra”, cosmetics “Libre Derm” and a positive perception of the TV transmission and a wider audience will create a favorable maintenance of the image of the company.

The main purpose of promotion is to stimulate demand and sustaining a positive company image is reflected in a hierarchical model of promotion of a product or service, is presented in Figure 1.

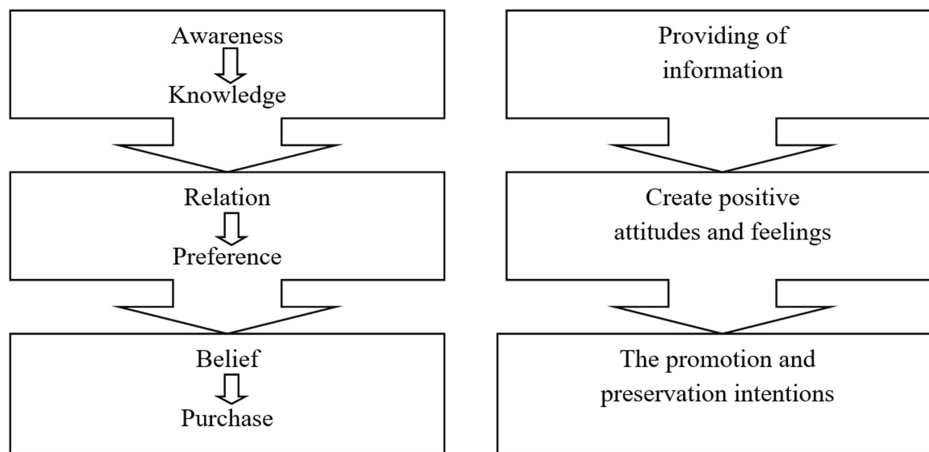


Figure 1: A hierarchical model of product promotion

Providing information helps advertising, creation of favorable public opinion of the consumer about the company and its product (Iglesias & Saleem, 2015). Create positive attitudes and feelings is achieved through advertising in various media, use of personnel in the sales, demonstration. The promotion and preservation of the intentions is achieved by using advertising and product placement in the Windows, feedback through email, verbal communication with consumers via the staff.

4. COMMUNICATION POLICY OF THE COMPANY IN THE MARKETING

Modern marketers in their scientific publications the term promotion policy for the preferred definition of communication policy. And this comment is fair, since the whole process of marketing activities is a communication between the enterprise and the consumer, with the aim of achieving the main goal.

The relevance of the research topic due to the fact that all businesses are looking for versatile and efficient method of moving goods to market. In particular, this process due to the rigid level of competition and a glut of commodities and not the demand for domestically produced goods.

Marketing management is the analysis, planning, implementation and monitoring of promotional events, which are aimed at establishing and maintaining exchanges of information with the consumer to achieve certain corporate objectives such as obtaining, profit, increase sales, increasing the share of the target market. The task of marketing management is the impact on the level and nature of demand in a way that contributed to the achievement facing the company goals, thus, marketing management is demand management (Dikhtl & Khershen, 2010).

Marketing communications consists of the following main means of influence on the consumer: advertising, sales promotion, PR, and direct marketing. At the same time the concept of communication has deeper content of these tools and techniques. Clearance, price, shape and package color, behavior and clothing seller – all this carries information to the buyer about the product. To achieve the maximum communication effect, the company must carefully coordinate the marketing mix as a whole, and not just a set of incentives (Figure 2).

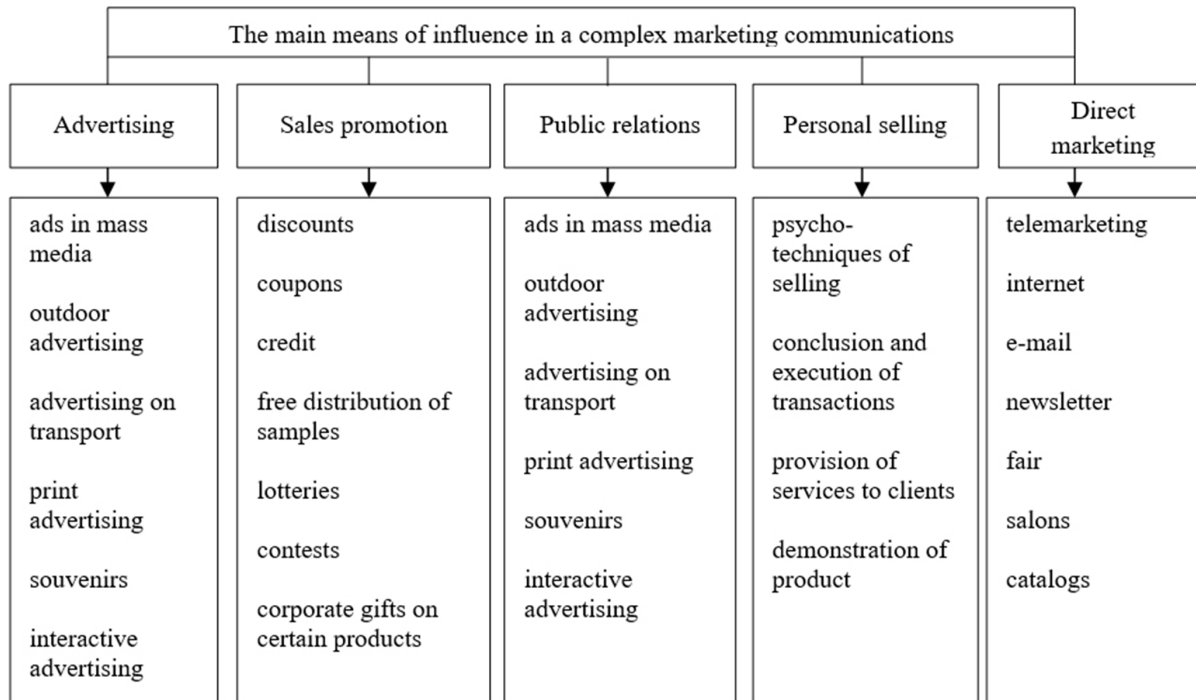


Figure 2: The main means of influence in a complex marketing communications

Advertising – information posted in any way, in any format and using any means and methods, directed to an indefinite circle of persons (potential customers) and aimed at attracting attention to object of advertising, formation and maintenance of interest in him, and his promotion in potential markets. The object of advertising is the product, logos of the company and (or) product, the manufacturer or seller of the product, the results of human intellectual activity or event (such as a sporting event, concerts, competitions, festivals), attracting the attention of the consumer to which it refers is.

The main idea of advertising is selling as much as possible the amount of goods or services. Advertising, in its broad sense, is a form of promotion of goods and services to increase sales and expand market share. Advertising is some non-personal messages, with application of methods of advertising (advertising in the media, transport, magazines, brochures, etc.).

Secondary objectives of advertising are:

- increase demand for product (service);
- explicit designation of the position on the market for consumers;
- promotion of consumer properties of the product (services);
- promotion of brands;
- increase presence in the target market;
- creation of sales channels of the products (services);
- improving the image of business;
- increase in volume of sold products (services).

Advertising is the main means such as: corporate advertising, prestige advertising for the expansion of distribution channels. On the basis of funds, formed the function of advertising, which is to provide information about a product or service to the consumer through media advertising. Advertising product or service has a persuasive or informational implication, directed to the attention of the consumer or a wide range of the public. It is worth noting that advertising can encompass a single element or a complex of marketing. The analysis involves a number of elements: the study of motives of consumers, analysis of the effectiveness of advertising, analysis of advertising, analysis of advertising and marketing communications.

Sales promotion is an element of the marketing mix. It is the use of a set of elements that are designed to increase consumers' reaction to various events within the marketing and communication strategy of a commercial enterprise. Sales promotion is a short-term nature of marketing activity. It may not guarantee a stable demand for the goods (services) and attract new buyers for establishing long-term relationships (Kunelbayev, Auyelbekov, Katayev & Silnov, 2016). But the effect of measures to stimulate sales is achieved much faster than by using other means of communication.

Sales promotion is used in cases when: there are a large number of competing goods, to display a new type of product or new market to sustain the product when leaving it on the stage of maturity, to increase consumer awareness about the product, for the resumption of demand.

The main objective of sales promotion is derived from the global marketing goals. Tasks can be transformed based on the requirements of the market. One method of stimulation is to encourage the active use of the goods, quantity, the motivation to buy of the consumer.

There are also means of stimulating sales. This takes into account the type of market, specific tasks in the field of sales promotion, profitability of funds. Among the most common are: distribution of samples – offer samples for free or on trial. This is the most effective way, but expensive way to promote. The award, one of the ways to stimulate, this product at a low price, or free bonus for your purchase.

PR – marketing tool that allows you to establish close communication with the public, sustained effort aimed at creating and sustaining mutual understanding between the enterprise and the public. This is the art of how to file information with the profitable side. PR goal – maintain a positive company image. The main task is to maintain contact with the target audience, the media, magazines etc.

PR also has the basic methods:

- informing the target audience through the media;
- distribution of printed information (leaflets, magazines, brochures, etc.);
- movie-tools and photo-tools (shows the logo of the enterprise or product);
- speaking (presentation by staff at conferences, exhibitions);
- sponsorship.

Working in PR can be divided into three phases (stages), presented in Figure 3.

Personal selling – the presentation of consumer properties of goods (services) in the course of the conversation with the consumer or group of consumers. A distinctive feature of personal selling is the

personal contact of the seller with the buyer, and the main objective is the formation of channels. Personal selling is considered in two directions: on the one hand, this method of establishing the planned relationship with the consumer; on the other is a direct implementation of marketing functions.

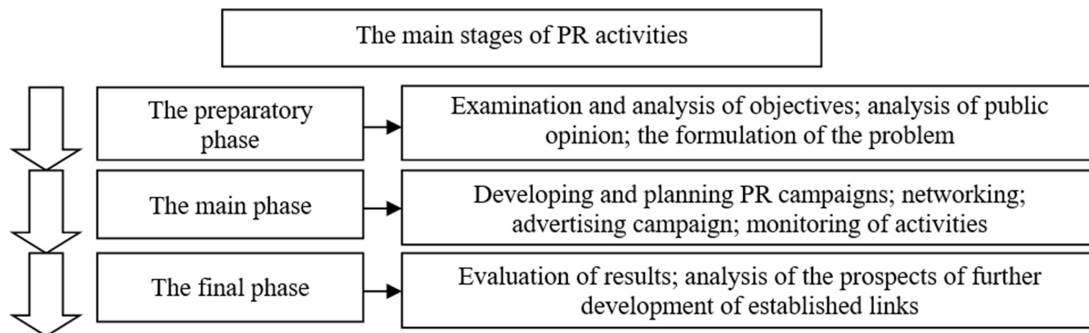


Figure 3: The main phases of the activities of Public Relations

Personal selling has the following functions:

1. serves as an important integrating link between the enterprise and its customers. The essence of the functions that sales representatives should combine the interests of the enterprise with the needs of users to meet the two parties in the information exchange process;
2. in the eyes of the consumer sales representative represents the company. Communication with sales representative, as a rule, is the only customer contact with the company;
3. personal selling can affect mainly on the process in the marketing program of the enterprise, especially in cases when the company uses the strategy of product promotion.

There are several stages of personal sales: research, preparation for contact, to establish initial contact, conducting presentations, resolving possible disagreements, the conclusion of the transaction, transaction support. In modern enterprises, there is reduced stage of the transaction (Basovsky, 2004). The five phases of sales:

1. Research;
2. Identification of needs;
3. Presentation of the product;
4. Work with objections;
5. Conclusion of the transaction.

Direct marketing is an effective interaction of the seller with a potential buyer, for the purpose of sale of the goods (services) by applying to each market participant.

The purpose of direct marketing – establishing contact and receiving responses from the subject communicative activities. Direct marketing is used in cases when the increasingly importance of the personal value of the consumer, as a result of direct communications, the probability the acquisition of new customers, and expenses for direct communication is much lower than the benefit from sales marketing to this consumer.

Some businesses fully moving away from conventional forms of advertising and sales through stores and retailers, and promoting the goods through the channels of direct marketing, developing special marketing policy.

Lately, direct marketing is increasingly reflected in the mass marketing in the FMCG (Fast Moving Consumer Goods) market. In the Western market, it is considered that in the coming years, direct marketing will be able to increase the impact on the consumer, on the background of lowering the effectiveness of the advertising means of influence and will be important in the field of marketing communications.

Marketing now requires more than just creating a product (service) that will meet the needs of the consumer, form a pricing policy and make it available to target consumers. Enterprises should move towards communication with their potential consumers. In addition, the content of communications must not contain anything random, otherwise the enterprise will decrease the profit due to the significant implementation costs of communication and because of the damage to the image of the company.

5. CONCLUSION

The Russian commodity market is at the stage of modification, to date, the economy has a great potential in its formation. A product promotion strategy is one of the most important strategies, it has high potential and may be modified in accordance with the transformations of the economic environment.

Promotion strategy of goods is determined by the following conditions: is clearly different from the solvency of the population in major cities and other regions; differences between the groups of enterprises (enterprises with high technological level, economically stable, highly profitable companies, most of them have outdated production technology, backward production funds and, accordingly, low profitability). And also, the high differentiation of the population by income level.

A common strategy, which is based on stimulation of sales, supplemented by additional content. It is implemented in the following directions: improvement of consumer properties of products (quality); an account of increase of solvency of the population; a variety of information; an attractive system of trade; analysis of the market. In modern conditions of existence of the market, the strategy to promote the product, every aspect of the implementation can be based on dramatically different characteristics.

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