

ANALYSIS OF THE ATTRACTIVENESS OF THE MARKET AT MACRO LEVEL

Analyst Dijana Damevska, PhD Candidate¹⁶²

Maja Kocoska PhD¹⁶³

Abstract: *Today's market environment is constantly changing as a result most of the factors that are very diverse. It comes to changes in the behavior of the subjects of the market and creates opportunities to create new businesses and expand existing ones.*

A business like organizational system is in constant interaction with one's environment. This means that there are factors that affect the outside to business and business with their activities affect the environment in order to remain in dynamic balance with it.

Monitoring, analyzing and managing marketing environment is a prerequisite for action of marketing. Companies need to establish a system which will analyze the changes that occur in the environment and easier to adapt to them. External environment includes inspection of existing conditions in the environment of the organization and predicting changes that may occur in the future.

Influences from the environment and the need for adaptation are closely related to the need for decision-making of any company. Assessing the attractiveness of the market requires major macroeconomic trends or macro trends, be observed or understood.

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Key words: *marketing, company, environment, macro trends*

INTRODUCTION

Market environment is constantly changing as a result most of the factors that are very diverse. Globalization, foreign competition, Internet, the diversity of the environment and the great range of products and services on the other hand caused the creation of both new behaviors of buyers, both in the purchase process and in decision-making by them which products to opt.

The management of any organization should closely monitor any changes that occur in the environment of the organization. The analysis of the external environment includes inspection of existing conditions in the environment of the organization and predicting changes that may occur in the future. The political climate, economy, human resources, technology and technological development, culture, tradition, various external stakeholders and public opinion are the ingredients that have a positive or negative impact on the organization, and especially the implementation of future strategic options for its future development.

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Determining the strategic position of the business in terms of sales volume and market share is crucial to the overall process in the organization, and especially in the future strategic planning. In this way we can create a realistic future vision for future market positions and capabilities of their products.

Analysis of environment is not a simple process because it requires knowledge and persistence. In fact, management teams must constantly respond to a series of questions which, though repetitive, always looking for new, honest and genuine answers.

Dynamics and challenges of modern life make impossible for people to see the speed of the changes that are happening. Influences from the environment and the need for adaptation are closely related to the need for decision-making of any company. Decisions again, starting and operating a daily basis we are taken up to the strategic depend on the conditions and the nature of the environment.

The more the management of the company follows, of course, interpret and respect the environment, the company will have more or less opportunity to thrive and prosper. However, the adjustment of the environment requires companies to develop a system that will monitor all changes. In marketing this system is called a notification system or „marketing intelligence,, which incorporates all the activities undertaken by the company, relating to scanning the entire environment in order to get certain information and data are then processed and analyzed. The management of the organization should closely monitor any changes that occur in the environment of the organization. The analysis of the external environment includes inspection of existing conditions in the environment of the organization and predicting changes that may occur in the future.



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Macro environment constitute factors that act outside of the company and affect its operation. Consumers today have significantly more negotiating power and a large amount of information, which in turn are important for managers to learn who and what factors influence decisions about buying. On the other hand, organizations have specific goals they aspire. The objectives of the organization represent the desired state to which the organization seeks to fulfill its mission. The goals are a reflection of how the organization has understood the mission and its obligations to clients. And the vision, mission, objectives and future - oriented.

Any company that performs on the market can choose between two approaches: passive - to accept the environment and adapt to it or proactive - to work towards changing environment. Many companies see the marketing environment as an element which can not be controlled, "in which they must adjust. They passively accept environment marketing and try to change it. There are several types of companies, both create things, others see how they are made, and some wonder how they are created.

Hence, a type companies have a passive approach to the environment, and that means that they accept and adapt to it without trying to change it. They analyze all factors that act in such an environment and implement a strategy that will best adapt to them. Those companies that have a proactive approach in opposition, formulate such a strategy in which the environment should be adjusted, i.e. strategy that changes the environment to their advantage. Through aggressive actions such companies influence the general public. However, companies may not always act



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in the direction of changing factors in the environment such as the impact on geographic shift of population, economic conditions or cultural values.

In order to define the target market, we primarily have to determine the structure of the total population that surrounds. Globally, the structure is different than on individual markets. The management of the organization should closely monitor any changes that occur in the environment of the organization. The analysis of the external environment includes inspection of existing conditions in the environment of the organization and predicting changes that may occur in the future. In this regard it is recommended that an analysis of the political environment, economy, human resources, technology and technological development, culture, tradition, various external stakeholders and public opinion.

In terms of marketing several elements are of interest to marketing managers. Demography studies the characteristics of the population. Today, clearly shows a change in the age structure of the population, changing profile of families, a shift of geographical distribution and increasing the number of educated people.

Economic conditions in each country significantly affect purchasing power and buying habits of consumers. In recent years more the number of moderate or thrifty consumers seeking greater value when buying and that mean the right combination of good quality and fair price. Purchasing power of consumers is just as important as the customers. Within the economic environment includes all factors that affect consumer purchasing power and expenditure. The level of purchasing power depends on the economic stability of each country and therefore company's performance in international markets should be well to study all elements that influence the purchase. When income people grow or fall when interest rates rise or fall, when fiscal policy resulting in increased or reduced government is spending, all sectors are heavily influenced, and sometimes sudden.

Those resources are non - renewable, such as oil, coal and minerals cause some major problem for any company, especially in terms of increased purchasing costs. The second highlights the trend of increased pollution of the environment, and thus a decline in the quality of raw materials. Third, rising government intervention in the management of natural resources. Unlike developed countries where governments show great concern for nature and constantly pursued promotion of a healthy and clean environment, other poorer countries due to lack of funds very little interested in this issue.

The technological environment is extremely dramatic category that is vital for marketing. Globally, technology and innovation are one of the most important factors in the overall environment. The smaller companies are left to follow these innovations, copied or buy a license. But in practice, technological development brings problems. Taking into account the fact that year after year lifespan of the product is becoming smaller, marketing activities are constantly increasing, and this entails additional funding.

Technology can change the way they operate businesses, the way to exchange goods and services, ideas, grown fruits and the way individuals learn, earn and communicate among themselves.

Besides creating attractive new markets, technological development has a strong effect on all aspects of marketing, including communication, distribution, packaging and marketing research.

Every society has its own rules, norms and beliefs that influence the shaping of behavior, beliefs, preferences and interaction between individuals. Each individual has their own beliefs, convictions and values.

The political environment has a strong influence on marketing decisions of each company and is composed of government agencies, groups pushing for certain organizations or individuals and certainly laws. However, most analysts agree factor that the system works best when there are certain regulations that may affect the creation of good competition and fair market relations. The laws apply to different areas and thus provides standard operations, competitive performance and consistency of the products.

Analysis environment that is not a simple process because it requires knowledge and persistence in processed analysis. In fact, management teams must constantly respond to a series of questions which, though repetitive, always looking for new, honest and genuine answers. Here are some important questions:

1. What has changed in the past in our environment ?
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The attractiveness of an industry in a period of time can best be assessed by analyzing five main competing forces. The five forces competitors collectively down long-term attractiveness of the industry, constant rivalry between competitors, the threat of entry of new competitors in the industry, bargaining power of buyers and the threat of substitutes.



Img.2 The main forces that determine the attractiveness of the industry

Source: <https://nikamalfard.wordpress.com/2011/04/22/week-67-amazon>

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The market for mobile phones is growing rapidly. In 1983 he began to work the first system for mobile telephony was estimated that by 2000 there will be less than 1 million users. As a result of the dramatic increase in business and household users the number of cell phone users by 2005 exceeded 2 billion worldwide.

Steady increase in demand for mobile communication services creates many opportunities in the industry producing mobile phones, as well as in the industry for mobile communication services. Potential entrants and existing players if considered to be aware of how these are attractive markets and industries.

In this regard has done research on attractiveness of the mobile market in Macedonia and it covers the period of 2015 when market participants were T - Mobile, VIP and One until October when he came VIP and One same company.

In this research paper is a framework for the purposes of determining the company and its people, the environment in which work, the competition faced by and the needs of consumers who want to meet.

Research was conducted through a questionnaire for mobile telephony to assess the attractiveness of the market:

- How attractive market that is serviced?
- How attractive industry companies compete?
- Are the right people available and their possibilities and connections to sit effective opportunity that is offered.

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In the questionnaire cited issues relating to mobile customers, the companies that are present on the Macedonian market and issues pertaining to the attractiveness of the market and surveyed 50 respondents.

According to the results the respondents are users of mobile phones :

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
age * sex* Phone users	50	100,0%	0	0,0%	50	100,0%

(Case Processing Summary)

Table 1. Share of Mobile Phone Users

The results showed that users talk one to two hours a day, but there are customers who discuss the day over 4 hours which is quite time spent using a mobile phone.

Part of respondents who answered that more non-users of fixed telephony and that trend, the need is to use a cell phone. The following table is shown the link between operators and the daily hours of conversation. It shows that most of them use the services of T-Mobile, and it also has the most users.

		Daily conversations				Total
		1 hour	2 hours	3 hours	More then 4 hours	
Operator	One	1	3	2	1	7
	T-Mobile	14	10	6	3	33
	VIP	2	3	3	2	10
Total		17	16	11	6	50

(Crosstabulation)

Table 2. Number of hours per day talking on mobile operators

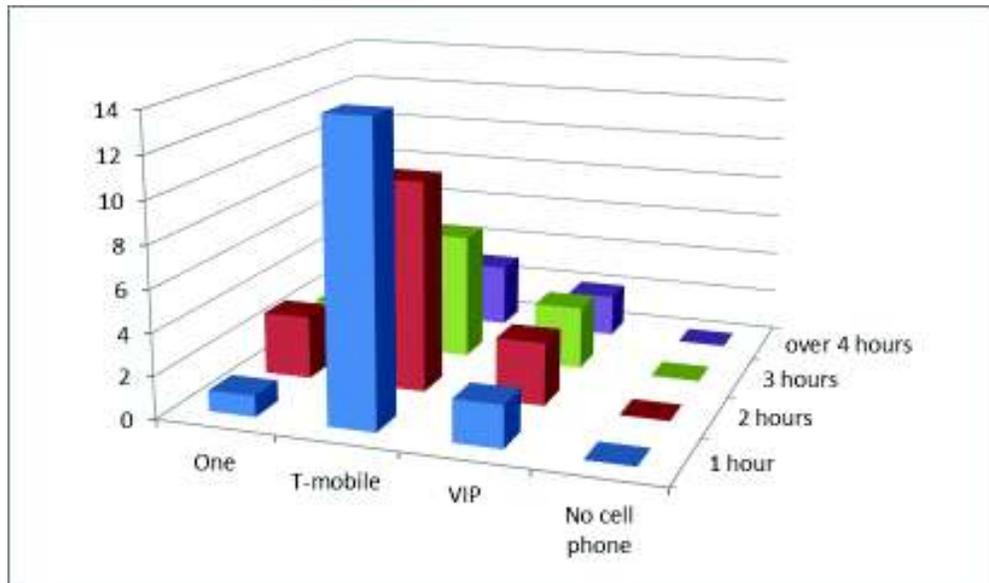


Figure 1. Graphical representation of the number of hours per day talking on mobile operators

Specific way of analyzing the five forces is a graph, which will summarize the analysis for the benefit of the five forces for providers of mobile telephony. Before, when there was no possibility of substitution of the mobile market, there were conditions in which the five powers were very favorable.

Five Forces	Score	Rational
Permanent rivals - T-Mobile, VIP, One	The rivalry is high	The products differ among themselves according to new features and services, the cost of changing the company are low
Threat of entry of new competitors	The threat of entry of new competitors is low	With the growth of technology in the market may occur and new entrants

Power of suppliers	The power of suppliers is high	High fees
Power of buyers	Buyer power in our country is low	Even large users have no power in setting market conditions.
Threat of substitutes	The threat of substitutes is high	„Pocket PCs "with Wi-Fi technology can reduce sales of 3-G mobile phones

Table 2. Analysis of the five forces of industry mobile

If you look at the analysis of the five forces affecting the industry for mobile technology, we may find that two of the five forces are favorable, the other three are unfavorable. Our market power of suppliers and the threat of substitutes is advantageous because it is more open telecommunications sector and is unlikely to join the substitutes soon.

After all bases mobile phone market is attractive. New features such as color screens, cameras and web - search engines, attract new customers and motivate the elderly to upgrade their phones. As a result, the penetration of latest phones of the third generation 3-G, seen rapid growth in the market. The market is attractive because there identified target consumers and customers needs are met. Most of them are loyal, satisfied with the prices offered, services, primarily by concern as consumers.

The offers of mobile operators who have chosen not only customers they provide certain benefits but growing number of targeted, large groups of buyers. Today none of us can not imagine life without a mobile device, as shown by survey respondents that all users of mobile devices.

Marketing manager can not always control the forces of the environment because it can affect the geography of population changes, economic environment or cultural values. But should not be reconciled with simply watching, but to take action and respond. Because smart marketing managers will take a proactive rather than reactive approach to marketing environment.

Thus, T-Mobile, VIP and One are good at building relationships with customers, according to the survey and closely follow all the forces of the environment surrounding them. Forefront of the response of participants T-Mobile in offering services and opportunities both by marketing and by marketing management, followed by Vip and One.

The application of disciplinary methods - marketing research and marketing intelligence constantly gather information about marketing environment and the attractiveness of the market and adapt their strategies to the new market challenges and opportunities. Therefore it is necessary in the future to follow the forces of the environment that affect the ability of companies to serve their clients.

Follow special environment as demographics are constantly changing family profiles, to shift the population constantly creates a better educated and more intellectual population and increased diversity.

We need to focus on offering the right combination of good quality and service at a fair price as today's depleted consumers demand more value, to identify major trends and changes in consumer tastes and quickly react to changes, to take a proactive stance, working on it can change the environment, rather than react to it.

CONCLUSION

Today's market environment is constantly changing as a result most of the factors that are very diverse. It comes to changes in the behavior of the subjects of the market and create opportunities to create new businesses and expand existing ones. The management of any organization should closely monitor any changes that occur in the environment of the organization.

Marketing environment contains all the elements and forces that act outside of the company and affect its operations, success and establish contact with its customers, as well as creating and delivering value.

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After all bases mobile phone market is attractive.

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