

THE ROLE OF MARKETING IN ECONOMIC DEVELOPMENT AND PROMOTION OF THE COUNTRIES

ULOGA MARKETINGA U EKONOMSKOM RAZVOJU I PROMOCIJI DRŽAVA

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Abstract: *The marketing as a scientific discipline relies on the development of the economy, technology, consumption behavior, motives that lead to increased consumption. The extent to which each country recognizes its capabilities and handles the dangers depends on its capabilities.*

The abilities of one country to meet the challenges depend on the: national culture, attitudes and values; social cohesion; wealth of natural resources; industrial organization as well political structure and government.

Key words: *Advertising, science, consumption, trade*

Sažetak: *Marketing kao naučna disciplina se oslanja na razvoj ekonomije, tehnologije, ponašanja potrošača, motiva koji dovode do povećane potrošnje. U kojoj meri svaka zemlja priznaje svoje mogućnosti i upravlja opasnostima zavisi od njenih sposobnosti.*

Sposobnost jedne zemlje da odgovori na izazove zavisi od: nacionalne kulture, stavova i vrednosti; socijalne kohezije; bogatstva prirodnih resursa; industrijske organizacije, kao i političke strukture i vlade.

Ključne reči: *advertajzing, nauka, potrošnja, trgovina*

1. INTRODUCTION

Every society needs a public sector for which the most important function is to define the principles of the functioning of society. The public sector provides public services to the citizens for which they are essential. In relation that worldwide the public sector has great difficulty in communicating with citizens whose needs are met, therefore it is necessary to implement the instruments used by the private sector in the contacts with the citizens.

One of those tools is marketing. The marketing is misunderstood in the public sector. Often identified with advertisement, or with selling and associates of engineering. It becomes a tactic of last tool, when the principles and techniques of marketing are not used for development, assessment, allocation and effectively communicating of the true value of your offer.

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This negative picture of marketing understandably is drawn from the observation of the endless stream of advertising and sales promotions in the private sector. But to identify the marketing with one of its 4Ps (product, price, place, promotion), i.e. with the promotion, means to miss the power and benefits from marketing-thinking. The non acquaintance of the marketing is tantamount to not implementing the marketing research; non-defining of the clients, partners and competitors; non segmentation, non-determination of goals and non positioning of own offers of services; non managing with the challenging process of innovation and introduction of new services; not recognizing the new channels for distribution of public services; not determining the exact cost of those services when the agency must return a part of its costs and not communicating (failure to announce) for the same in a clear, convincing manner.



Aneta Stojanovska-Stefanova was born on 28.01.1982 in Stip. She has finished her primary education in School "Dimitar Vlahov" – Shtip, where she was pronounced for the most talented student of the generation '95/'96. She has finished her Secondary education in the Gymnasium "Slavcho Stojmenski"-Stip with a great success. During her high school period she was a vice president of the Union of Secondary School Students of Macedonia.

She continues her education as a full-time student at the Law Faculty "Iustinianus Primus" in Skopje, at the Department of Political Science. During the study she was a scholar of the German Foundation "Konrad Adenauer" and intern in Assembly of the Republic of Macedonia by the US National Democratic Institute (NDI).

She had enrolled postgraduate studies at the Faculty of Political Science and Diplomacy in Skopje, course - International and European policy and diplomacy. Successfully defended the thesis "The constitutional and legal, as well as political aspects of foreign policy, with a retrospect on the experience of the Republic of Macedonia" and has obtained the academic title Master in Political Sciences. In her working career she worked as Head of Cabinet in PE for water supply - Skopje, State Advisor and Head of Minister's Cabinet in the Ministry of Transport and Communications, and she is currently Teaching Assistant at the University "Goce Delchev"-Shtip.

In 2009 she won the award for special efforts by the USAID Office in Skopje, for proven leadership and continuous support in the process of development and implementation of the Automatic System for the distribution of ECMT licenses, as well as for the growth of transparency, honesty and commitment within the USAID project called E-Government.

In 2015, she won the Order of Merit for contribution of rebuild of Bigorski Monastery St. John the Baptist in Republic of Macedonia.

Marketing proves to be the best platform for planning of public agency that wants to meet citizens' needs and deliver real value. The main interest of marketing is giving results that assess the target market. In the private sector, the mantra of marketing is the value and satisfaction of the citizen.

The marketing deals with the identification and meeting of individual and collective needs. One of the shortest definitions of the marketing says²⁹¹: "Profitable meeting of the needs." The American Marketing Association gives the following official definition: "Marketing is an organizational function and a set of processes of creating, communicating and delivering of the value to customers and managing of the relationship with customers, in a way that brings benefits to the organization and its shareholders." We differentiate between the common and management definitions of the marketing. The common definition indicates the role that the marketing has in the community. One marketing manager said that the role of the marketing "provides a higher life standard." Here we give common definition that serves to our purpose: "The Marketing is a common process by which the individuals and groups receive what they need and what they want, through creating offers and free exchange of the values of the products and services with others." According to the management definition, marketing often is described as "art of selling products". However, the people are surprised when they hear that the sale is the most important part of the marketing. The sale is just the hilltop of the ice coast of the marketing. Peter Drucker the leading theoretician for management says²⁹²: "We can assume that there is always a need for sales. But the aim of the marketing is in that, that the sale becomes redundant. Its goal is to introduce the buyers and to know and understand the customer so well that the product or service fits him and sells itself. In ideal case, the marketing should lead to a buyer who is ready to buy. All that is needed then is to make the product or service available. "

"Marketing" etymologically originates from the North French word "brand" - market on which the suffix "ing" is added. The suffix "ing" means: action or process, product or result of an action or a process, something which is used in an action or process, action or process associated with some specific aspect. In the economic literature there are a number of considerations in order to be given definition of the marketing. Some authors have interpreted it differently, but for the understanding of the marketing there is the following definition: "Market at such a level of meeting of the needs, where the abundance of goods and the level of satisfaction of the needs is manifested in high standard and where the already high demand must be constantly encouraged to even greater extent, where have to be fond and awaken new needs of that condition, to raise it to a higher level of development than it was before. Such higher level of trade of goods and services is known under the name of marketing."²⁹³

Other authors give a broader treatment of the marketing in the area of sales i.e. distribution in order to adapt to easier sale on the market.

²⁹¹ Mirko Tripunoski, (2009), *Marketing Menagement*, FON University, pg.1-7.

²⁹² Ibid.

²⁹³ B. Jakjoski, (1997), *"Marketing"*, Ekonomski fakultet, Skopje, pg.6.

2. THE MARKETING TOWARDS RISING OF THE PUBLIC AWARENESS

Marketing is a management activity through which the needs of the users are identified, anticipated and meet on a profitable way. The profit does not mean only financial profit, but should be understood as well as successful fulfillment of the objectives of the organization - i.e. the goals of the concerned parties.

The marketing means that all decisions are made on the basis of the needs of the users, and everyone in the process must share the responsibility for meeting the needs of users.

3. USING OF ALL 4P THAT ARE AVAILABLE IN THE MARKETING MIX: PRODUCT, PRICE, PLACE, PROMOTION

The marketing is much more than what people imagine when they hear the word marketing. Most people understand marketing as sales, advertising, telemarketing, advertising on buses, billboards and more. In fact this represents just few components of one of the marketing tools that we will inspect: promotion. In ideal scenarios is not even thinking about decisions for each of the three P that create the supply that should promote (product, price, and location).

3.1. Product

The products of an organization may or may not be material objects, because the product is usually defined as something that can be offered to some market to satisfy a desire or need, which may include physical goods, programs, services, experiences, events, manifestations, people, organizations, information and ideas²⁹⁴.

3.2. Price

About the price usually it is considered only as a sum of money that are paid for certain product or service. In reality, it includes other values from which the consumers "give up" in the process of exchange. Given that, the actual price that the consumer pays includes non-cash expenses such as their time, labor, psychological risks or any other discomfort that can be experienced²⁹⁵.

3.3. Place

Strategies relating to the place involve significant decisions in terms of where, when and how consumers will access to the offer, which is most often named as a distribution channel. The suitability of the approach is often one of the most important considerations of the consumers when they choose among competing alternatives, such as direct and indirect. The observations for the suitability are determined by different variables such as physical locations, days of the week and working hours of doing business, options to purchase and delivery options.

3.4. Promotion

²⁹⁴ Philip A. Kotler, Kevin Lane Keller, (2011), *Marketing Management, 14th Edition*, Pearson Prentice Hall, pg.382

²⁹⁵ Philip A. Kotler, Gary Armstrong, (2012), *Principles of marketing, 15th Edition (Global Edition)*, Pearson Prentice Hall, pg.310-313.

Promotions often are described as persuasive communications (versus communications oriented towards information or education), and the communication strategy of the organization includes adjusted combination of advertising, personal selling, sales promotion, public relations and direct marketing (e.g. direct mail, e-mail and telemarketing). In fact, the real work of the promoters is to provide members of the target audience to know about the offer, to believe that they would feel the specified benefit and to be motivated to act²⁹⁶.

3.5. 4P vs. 4c

As we said, 4P represents the views and language of the seller for the marketing instruments which are used to influence and facilitate the exchange

FOUR Ps	FOUR Cs
1.Product	1.Consumer Solution
2.Cost	2.Cost of the consumer
3.Place	3.Convenience
4.Promotion	4.Communication

Figure 1. 4Ps vs. 4Cs

4. THE MARKETING ROLE IN IMPROVING OF THE FUNCTIONING OF THE STATE INSTITUTIONS

The experts believe that government advertisements are required to maintain a state of high rating. These campaigns are useful because they affect people's awareness to improve some social phenomena if they are negative or have bad influence on people. Even if the campaigns that do not directly advertise the government influence on the raising of its rating.

A discipline that can help the government agencies is the marketing. Strategic marketing planning is an essential management tool, which depends on the civil centralized approach and introduces customization of the marketing methods that the private and nonprofit sectors use for decades. Many managers from the public sector know that the marketing is much more than communication and sales, but do not know the magic that enables the marketing itself. Once the elements of the marketing mix are understand, they can use them to transform their communication with the public and improve their work and functioning.

The price also considered as key marketing tool that uses the organization to reach its goals. It is a powerful tool that usually affects the decisions made by buyers. While in the country, the price is not related only to the charges for products, programs and services. It also reflects the monetary movements.

The distribution channels are means used for delivery of offers to those consumers i.e. citizens who need them. In the scope of its term, the state marketing is a commercial variant of the political propaganda, and that means convincement in the correctness of a particular political purpose and is accomplished with planning and market research through timely

²⁹⁶ Philip Kotler, Ned Roberto, Nancy Lee, (2002), *Social marketing: Improving the quality of life*, 2nd edition, SAGE Publications:California, pg.371.

created shares i.e. strategies, campaigns, merchandising, or advertising, and the result is always publicity.

People expect from the government to speak on their behalf, even to make protest on their behalf, especially when there may be a threat, such as on example the planned capacity construction that could pollute their environment. Some experts believe that the public and nonprofit sectors desperately need improvement in the marketing practices (Kotler and Zaltman, 2001). However, given the many political and economic complexities of the public sector, marketing within this area is more problematic than within the private sector.

It shows that the marketing is the best platform for state institutions which want to meet the needs of the citizens and to give them real value. The central preoccupation of the marketing is producing of results that the target markets require. In the private sector, the marketing mantra is appreciation of the clients and the satisfaction. In the public sector, the marketing mantra is appreciation of the citizen and satisfaction. It was shown that traditional marketing concepts work in the public sector. The state agencies can benefit from the bringing of a conscious marketing approaches and ways of thinking about their mission, problem solving, and results.

The responsible state leaders can use marketing thinking to contribute to the fulfillment of some of the state goals.

MARKETING STATE GOALS	
1.	Revenues Increase
2.	Increase of the use of the services
3.	Increase of the purchase of products
4.	Increase the compliance with the laws
5.	Improvement of the public health and safety
6.	Improvement of the civil behavior to protect the environment
7.	Reduction of the cost for service delivery
8.	Improvement of the customers satisfaction
9.	Providing of civil support

Figure 2. Marketing State Goals

At the end we should be convinced that the marketing is not the same as the advertising, sales or communication and should not be perceived as manipulation. It involves customer oriented (citizen) approach, the one that will help in the solving of the complaints of citizens, that will change their perceptions, and as well as to improve the performances. It is a disciplined approach that seeks to develop a formal plan through implementation of a situational analysis, goal setting, segmenting of the market, conducting of marketing research, brand positioning, selection of a strategic mix of marketing tools, as well as for creation of evaluation, budget and implementation plan.

With the correct marketing approach each state government can move from inefficient to "high-tech" and therewith deliver more value to the taxpayer, and thus to bring more quality, speed, efficiency, convenience, and fairness to its citizens.

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