

MODERN MARKETING CONCEPT: MARKETING CONCEPT AND ITS TYPES

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Abstract. Marketing is one of the processes that affect our lives. We are consumers, but many of us are part of marketing as retailers, wholesalers, competitors, suppliers of raw materials, and similar forces. It is known that the concept of marketing is constantly redefined. Marketing defines activities that create value through exchange between parties. This concept is the traditional definition of marketing. It is used in many companies and organizations, but in the era of globalization another concept called modern marketing is created. In this article, we tried to consider the concept of modern marketing, its role and characteristics, problems of application in companies and firms.

Key words: Marketing, marketing strategy, modern marketing, the role of modern marketing

Introduction

Consumer-oriented marketing has given rise to a new philosophy in business known as the 'marketing concept'. The marketing concept emphasizes identifying the needs of potential customers and delivering products to meet their needs [1]. According to the marketing concept, the customer is the fulcrum around which the company moves. The firm's goal is not to maximize profitable sales, but to make a profit by satisfying customers. Also, all marketing activities in the firm are integrated and focused on this goal. Managers who apply this philosophy think about what benefits the market or what needs they are meeting.

The concept of marketing considers marketing as a holistic process of identifying, evaluating and satisfying human needs and desires. He considers finding the customer and satisfying his wishes as the basis of business. Identifying customer needs takes precedence over production and other business activities. In other words, production is carried out according to the needs of customers. Thus, in modern business, the main focus is not only on selling goods, but on satisfying needs.

Modern marketing concepts are broad concepts. It means finding a customer and making goods according to their needs, rather than giving them what the seller has made. Thus, it is very important for the seller to get an answer to the question of what the consumer wants. And how can these things be given to them? Only then can he gain a foothold in the market and make a profit.

The marketing concept is based on the following pillars [2]:

- identification of potential customers or target market;
- understanding the needs and wants of customers or target market by communicating with them;
- develop products or services to meet the needs of the target market;
- meet the needs of the target market better than competitors;
- to ensure profitable sales for business.

Literature review

According to the famous economist Philip Kotler, marketing includes 6 competing concepts, that is, the last 2 concepts are the most modern competing concepts and modern marketing is combined with them [3]. So, there are 6 modern concepts of marketing, which are very important from the marketer's point of view (Figure 1):

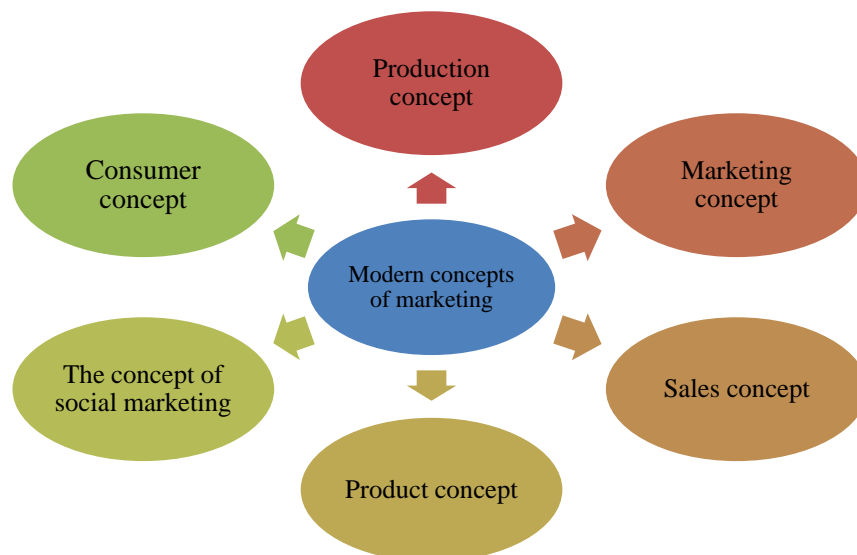


Figure 1. Production concept

Companies that use the manufacturing concept tend to focus their operations very narrowly because they assume that the consumer buys the product that comes on the market. The manufacturing concept focuses on operations and is based on the assumption that customers are more attracted to products that can be purchased at a lower price than competing products of the same type. The concept arose out of the rise of early capitalism in the 1950s, when companies focused on production efficiency to maximize profits and expansion. This philosophy can be useful when a company is entering the market in an industry experiencing tremendous growth, but it also carries risks. Businesses that focus too much on low-cost production can easily lose touch with the customer's needs and ultimately lose business in the

face of cheap and convenient products. This concept focuses on production and assumes that consumers always respond to the products presented to them. This concept was developed when there was an era of production dominance and no competition. It was a maker's market, and so production issues mattered more than anything else.

1. Product concept

According to this concept, companies value the features or quality of the product because in the long run, the product will only exist with the quality it provides to the consumer. The product concept is the opposite of the production concept, which assumes that availability and price do not play a role in customer buying habits, and that people generally prefer quality, innovation, and performance over low price. Thus, this marketing strategy focuses on continuous product improvement and innovation.

2. Sales concept

It is not enough for the manufacturer to produce the product and wait for the customers. Thus, according to this concept, it is very important to inform the consumer about the product, which can be done through various methods of advertising. Sales concept marketing focuses on bringing the consumer to the real deal without considering the needs of the consumer or the quality of the product. This concept often excludes customer satisfaction efforts and usually does not lead to repeat purchases.

This concept also focuses on people, but it lacks a real approach. Businesses with a merchandising concept operate on the belief that consumers will not buy enough products and services unless you convince them. Back in the day, people didn't have many options and it wasn't that hard to convince them to try your product. Today's environment has completely changed the rules of the game. Where once price and proximity were important, today's customer knows a lot and consumes a lot of information before making a decision. Thus, selling has become a marketing concept. There are still businesses that base their operations on sales.

3. Marketing concept

As mentioned above, the marketing concept places the consumer as the main priority for business operations. Thus, it is very important for the manufacturer to produce the product that the consumer wants, so that the consumer is satisfied and the manufacturer makes a profit.

The marketing concept is based on increasing the company's competitiveness and maximizing profits through marketing ways to offer better value to customers than competitors. It is about knowing the target market, feeling its needs and meeting them most effectively. Many call it the "customer first approach."

4. Concept of social marketing

Although similar to the marketing concept in putting the needs of the consumer first, this concept implies that the company should work not only for the consumer, but also for society. Thus, the enterprise must maintain a balance between the company's profit, the consumer's wishes and the welfare of society. An example of this is a business that considers an environmentally friendly way to produce its products to reduce carbon emissions, improve air quality and improve the breathing conditions of consumers.

Social marketing can increase your product sales revenue in the following ways:

- Product production is profitable enough to meet consumer needs;
- Paying attention to the general well-being of society;
- Improving the quality of life of consumers.

5. Consumer concept

Now, not only the marketing concept is enough, but companies are using the consumer concept, that is, paying attention to the individual consumer can be done through one-to-one marketing.

The following are the characteristics of the marketing concept (Table 1) [4]:

No	Characteristics of the marketing concept	Description
1	Customer orientation	The marketing process begins with knowing what customers want, until a business can create a product or offer a service that can satisfy them. Regular customers lead to higher profits.
2	An integrated approach	Coordinated cooperation between different departments of the business (marketing, production, finance, etc.) is essential to meet the needs of customers.
3	A long-term perspective	Building long-term relationships with customers with consistent service and quality they can trust will ensure profitability, customer retention, and long-term customer acquisition. This makes the business a reliable and well-known brand.
4	Profitable sales volume	Long-term profitability is a sign that a business's marketing efforts have been successful. Not only do businesses want to increase revenue, but they want to do so consistently over the long term.

Implementation of the marketing concept

- Adopting a customer focus

In fact, consumer needs drive how businesses operate. By conducting market research and monitoring consumer behavior online, businesses can stay abreast of market trends and ever-changing consumer tastes.

- Formation of goals

Creating goals that show where operations should be in terms of meeting customer needs should be a priority for any business looking to make or grow profits. It also means that businesses as a whole, even with different departments with different functions, must work as a unit to achieve these goals.

- Integration of business operations

After defining what the goals are, the business must adhere to the alignment of the various business departments or operations to collaborate and achieve those goals[5]. Each department and the employees working in them must understand the main goal, which is

customer satisfaction.

Advantages of marketing concepts:

- Increasing employment opportunities

As the business grows, they can hire more staff to meet their expanding operations by attracting clients based on professional services that meet their needs.

- Awareness and recognition of consumer and social welfare

When consumers do well, society as a whole does well. Businesses can make sure this happens by prioritizing the needs of their customers beyond what they can offer by improving production and operations.

- Attention to the scope of scientific thought

In order for a business to strategically find a way to benefit society as a whole, it must be based not only on market research, but also on scientific research.

- Improving the quality of production

Knowing what the consumer needs allows businesses to shape their products to meet those expectations in the manufacturing process, thereby increasing the quality of what they offer.

- Creates a healthy competitive environment

Different people want different things. This allows multiple businesses (regardless of size) to thrive on the same marketing by serving different needs.

- Increasing the status of the consumer

The more satisfied a consumer is with a business's products or services, the more they will buy. New customers will emerge, and the more they buy, the more likely they will eventually become a targeted and loyal demographic for the business.

- Simplifying business and community goals

Collaborative efforts in businesses seeking to align their goals with community needs lead to greater satisfaction across the board.

Regarding the role of modern marketing for enterprises, the main goal of the organization's marketing efforts is to develop satisfactory relationships with customers that are beneficial to the customer and the organization [6]. These efforts lead to marketing playing an important role in most organizations and society. As mentioned above, modern marketing is a very new concept that companies and marketers need to pay attention to. Until now, many companies have not paid much attention to the role of modern marketing and its application.

Analysis and results

With the development of technology, production techniques have developed rapidly and production has become faster, better quality and more controlled. In parallel with the developing technology, information systems and the Internet have become an indispensable technology of today. Companies have accelerated their marketing activities to lead and survive in a highly competitive environment. In the environment of increasing competition, the level of knowledge of consumers has increased. This situation caused the inadequacy of classical marketing management methods, and the modern marketing management methods used today replaced the classical marketing methods [7].

The need and influence of modern marketing management in the field of marketing is visible today. Issues such as brand awareness, advertising, customer relations, and public relations have come to the fore in modern marketing management methods. Companies try to implement marketing activities taking into account these issues in their marketing activities. It can be seen from here that the concept of the customer has become very important in the field of marketing. Firms strive to be one-on-one and build relationships with their clients. Studies have shown that dominant and leading companies in the market establish closer relationships with their customers, understand and analyze their needs and expectations, and develop appropriate solutions for them [8].

Connecting with customers and interacting one-on-one is possible through the use of today's technological capabilities. Therefore, companies need to use Internet technologies, which is today's technological communication system. Today's companies use different communication methods of Internet technologies such as website, e-mail, website optimization in marketing activities in modern marketing management [9]. The importance of the Internet in today's and future modern marketing methods is undoubtedly huge. Companies that fail to integrate customer insight with technology will not have a chance to survive in the future.

Conclusion

As mentioned above, modern marketing is a new concept that expresses not only corporate and profit, but also the needs and values of consumers and society. Companies pursue their own advantages and they do not care about the basic principles of what people and society have goals and values. Therefore, companies should be familiar with this modern and strategic principle, and we should focus their attention not only on the goals and interests

of the company, but also on the people. This can be by expanding the concept of modern marketing and encouraging companies to replace it with modern methods rather than the traditional method.

In this increasingly competitive environment, manufacturing or service companies correctly implement various marketing activities to stay ahead of the fierce competition. It guides companies to the current new marketing trends. Companies must apply modern marketing trends that match the quality of the product or service. In fact, they are bound to differentiate themselves by creating unpredictable and unique marketing trends. There is no chance of survival in the world for companies trying to follow classic marketing methods. Companies must try to be flexible, follow all kinds of innovations and participate in the market by changing the shell very quickly when necessary. Because in parallel with technology, the concept of marketing and the market, as in every field, is constantly changing rapidly. Every day, new trends, new products and new concepts appear in front of the business. Marketing management in enterprises must be ready for such situations and be able to respond quickly when necessary.

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