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PROBLEMS OF MODERN MARKETING

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Nowadays, one of the most valuable "goods" is efficiently constructed and quickly delivered information. It concerns also marketing activities: a gradual transfer is noticeable accent on competing with

classical instruments promotion (price, quality) for competing in the sphere of information. Bad distribution of information removes the entity to the margin of the market. Communication marketing becomes a struggle for existence and survival in awareness of recipients.[1. p. 8]

According to Kotler marketing means managing markets, leading to exchange acts whose purpose is to satisfy human needs and desires.[2. p. 35] In the classic approach, marketing means appropriate planning, coordination and control of all company's activities focused on current and potential market outlets. On the other hand the modern approach shows that marketing is human activity directed to satisfying the desires and wishes of buyers through exchange processes.

In the 21st century, the speed of data transfer and communication dynamics introduce revolutionary changes in previously known models and communication standards. Classic communication tools are also changing. Traditional marketing communication instruments assume constructing campaigns, actions, events, arranged in the calendar of annual company activities, for example several times a year in the rhythm related to seasonality or cyclical consumption. Meanwhile, it is increasingly underline that keep brand awareness at a constant level requires continuous, uninterrupted contact with the market, with the target group.

In today's marketing, the standard is combining economic knowledge with knowledge in the field of linguistic, social, interpersonal, public, mass communication, etc. Majority companies don't have financial resources to enable the constant and continuous use of classic media advertised 24 hours a day, 365 days a year.[1. p. 9]

The main marketing goals result from market needs and they are related with activities of entities. These goals can be divided into two main groups:

1. Cognitive goals (theoretical, scientific, modeling) – reflecting striving to acquire and gather the most complete knowledge about the activity entities regarding their participation in the system of exchange relations.

2. Practical goals (engineering, constructive, normative) – reflecting solutions useful to entities to rational (effective, optimal, effective, etc.) of conducting business related to exchange relations.

The effective functioning of marketing has many important functions, among others:

- collection and transmission of market information
- realization of physical processes
- related to the production of products and their sale on the market (product design, transport, storage, purchase)
- funding and risk taking
- educational and social function (information about new products, creating a lifestyle, pro-ecological activities, etc.).[3. p. 11]

Due to globalization and the increase in the importance of technology, new challenges for the 21st century have appeared before modern marketing. The current marketing problems can be included:

- Insufficient Resources.

Stock should be valuable to take advantage of opportunities and minimize risks in the environment. Resources must have limited accessibility for current and future competition. Stock can't have a substitute in the form of other strategic resources that allow for imitation.[4. p. 32]

- Increasing Competition.

Competition is one of the most important phenomena in the market economy process. Increasing competition compels marketing to look for new solutions, which companies do not always manage.

- Keeping Quality Consistently High.

Consumers choosing a product are more and more often follow by quality and aesthetics. They expect continuous improvements and innovations.

- Shifts in Trends Toward Paid Promotion.

Sponsorship doesn't inform directly about the product, but it tries to create a favourable climate for the sponsoring company. Sponsorship is meant to affect large groups, but the scope of control of this instrument is very limited.

- Impatience and Unrealistic Expectations.

Providing consumers with satisfying products at a reasonable price, constant contact with clients, immediate and kind processing of complaints, well qualified and trained staff, correct contacts with authorities, taking care of the natural environment.

- Maintaining Ambitious Publishing Schedules.

Publishing information is necessary to succeed in marketing.

- Focusing Too Broadly (or Narrowly).

One of the most common mistakes is too general focusing on the vast thematic area or focusing on only one specific goal. The most important thing is to achieve a balance.

- Risk Aversion (or ‘Content Comfort Zones’).

Taking risks can give an opportunity to attract new clients.[5]

- Excess in social media.

It is a lively interaction with consumers. every material thrown there can be commented on, praised, rebuked, evaluated, passed on, recommended, advised, and so on. Constant contact with consumers allows you to build a lasting tie.

- Legal restrictions.

Nowadays, almost all marketing decisions are subject to certain legal regulations.

- Many products on the market.

Too many products cause consumers to buy too much goods. People buy for the brand, not suggesting the products they need.

Marketing problems of the 21st century result from dynamic environment, globalization, competition, information technology, economic stagnation and social responsibility.

At the beginning, the product itself and its properties were in the centre of attention. Consumers were considered to favour products and services of the highest quality, pay attention to their functional characteristics, innovation and price. Then, the focus was on the needs of the recipient and the act of sale itself. Today, in the era of globalization and the digital revolution, it gains a holistic approach, focusing on values that are important to people in the whole sense of the word with its joys and worries. It turns out that we need to increase the welfare of society in order to achieve full business efficiency.

Literature

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