

The Impact of Marketing in the Touristic Entities

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Abstract

Through this work, we intend to emphasize marketing as that function of the organization that identifies customer needs and desires, determines which markets are best served and designs adequate products, services and programs to serve these markets. It is not only a special function, but more - a philosophy that guides the entire organization. The aim of marketing is to satisfy customers in a profitable manner, by establishing advantageous links with them. Many believe that marketing is synonymous with advertising or selling. They are wrong and because of this aspect we decided to tackle this issue trying to prove that in reality, marketing activity refers not so much to sell, but rather to the knowledge of what must be produced. Submission on the market is the result of knowing the consumer needs and of finding those solutions that through value, quality and superior service delight customers. Neither advertising, nor sale cannot compensate for a possible customer dissatisfaction.

Key words: marketing, services, consumer, sale, touristic entity

J.E.L. Classification: E62, H20

1. Introduction

In the competitive world we live in, it is difficult if not impossible for an enterprise to exist if they can afford to deviate from its fundamental mission to serve customers or clients. It is obvious the direct link between satisfying their customers and achieving the finality of the economic activity of the enterprise.

According to the modern concept of marketing any business operation must be carried out based on knowledge of consumer behavior.

Consumer behavior is a complex area of research which involves consideration of its basic processes, processes that can be studied and addressed relatively autonomous, but also unitary. At the same time, consumer behavior is more than the act of purchasing a product or service, including also those dimensions leading to a specific purchase and consumption behavior.

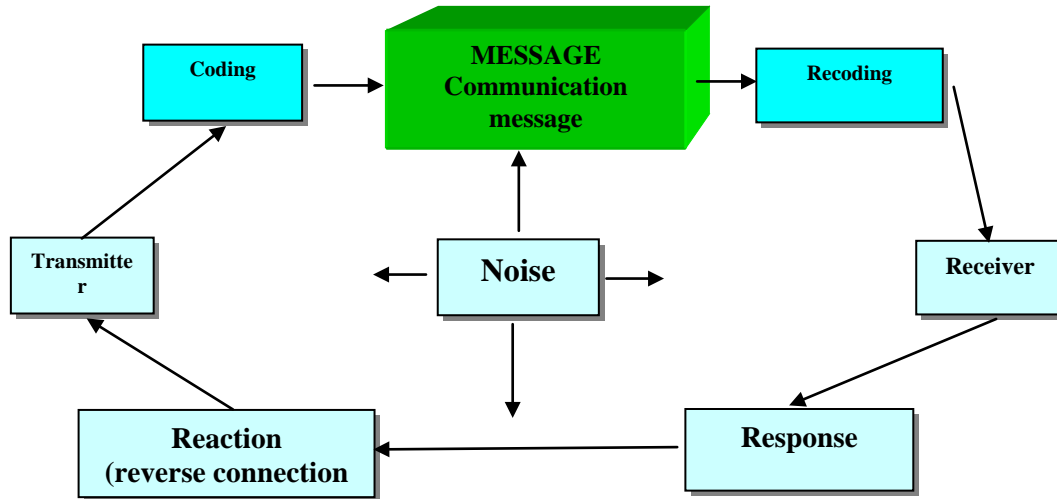
2. Materials and Methods

In contemporary economy conditions, of supporting and continuous diversification of goods and services designed to meet the material and spiritual needs of society, of the growth of international economic exchanges, the communication issues with internal customers and external partners are becoming increasingly difficult.

For domestic consumers as well as external customers it is rather difficult in the absence of a modern and efficient communication system to find out for themselves what products and services are offered on the market, where, when and under what conditions can be bought and to what extent they meet their requirements and preferences.

To achieve this objective, the company must ensure the selection and harmonization of the information it disseminates, whereas the use of inappropriate means of information dissemination facing competitor's information may give rise to situations with negative effects for the prestige of its activity.

Figure no. 1. The elements of the process of communication



Source: Philip Kotler "Marketing Management" Teora Publishing, Bucharest 2000

To communicate effectively, companies contract advertising agencies that will develop effective ads, hire specialists in sales promotion to design programs to stimulate the desire to buy of customers, employs specialists in direct advertising which make databases and connect with current and prospective customers using mail or phone and contracts with companies specialized in public relations to advertising their product and impose on the market the company image (Kotler, 2003 a).

The mix of marketing communications (also called promotional mix) consists of five main tools (Kotler, 2003 b):

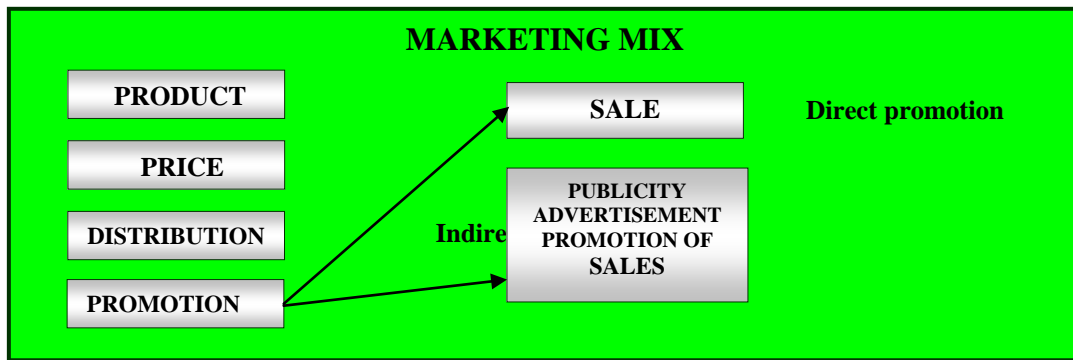
- *Advertising*: any form of impersonal presentation and promotion of ideas, goods or services paid by a sponsor identified accurately;
- *Sales promotion*: short-term incentives in order to encourage customers to try or purchase a product or service;
- *Direct Advertising*: use of postal, phone or any other impersonal means to connect with people, to communicate or seek answers to or from well-defined customers;
- *Public relations*: various programs meant to promote and protect the company's image and its products on the market;
- *Personal Sale*: entering in direct connection with one or more potential customers in order to sell something.

Promotion is considered to be "one of the costliest components of marketing strategy."

3. Results and discussions

With a higher frequency are retained as essential criteria for delimitation, their nature and role in the enterprise communications system. Based on these criteria, promotional activities are structured as follows: advertising, sales promotion, public relations, promotional events, sales forces. In turn, each of these components benefits from methods, techniques and specific means of action (Eric, et al., 1989). Promotional events, both a qualitative and quantitative variable, involves the use, on determined periods of time, of the full range of technical and promotional activities with immediate but also on long term economic effects.

Figure no. 2. The relationship between marketing mix and promotional mix

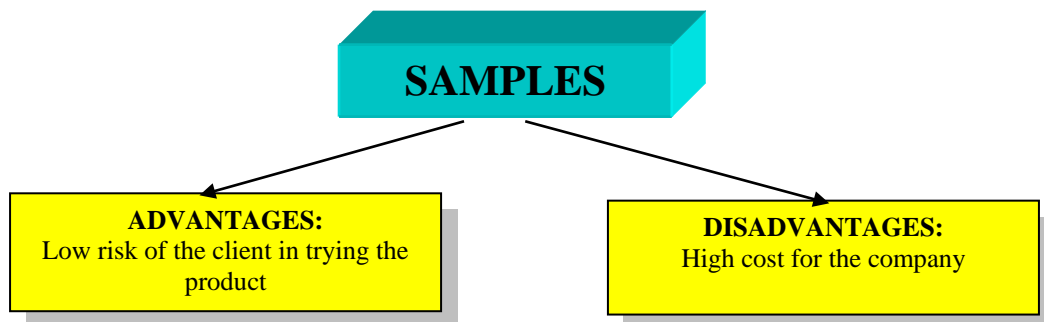


Source: processing by authors

There is also evidence that promotional prices do not increase sustainable the sales volume in a given product category. Competitors that have small market shares find advantageous to use sales promotions because they cannot afford advertising budgets as high as the market leaders [(Balaure, 2000).

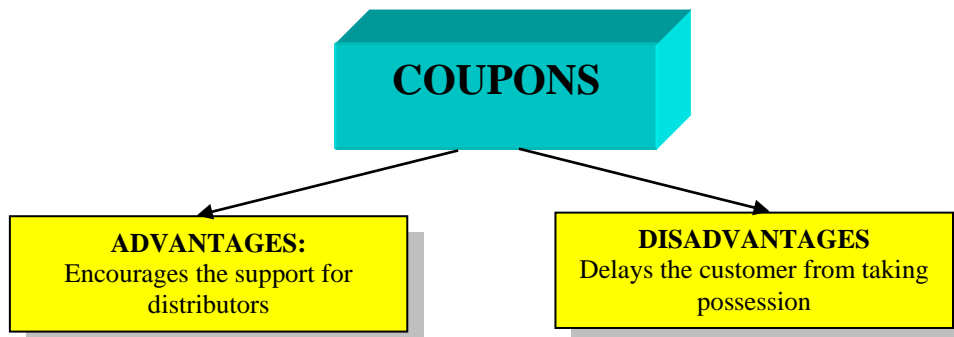
A. The main tools for sales promotion on consumer markets

Samples - are a free offer of a product or service can be delivered directly to the home, sent by mail, in-store, attached to another product or as part of a promotional offer. Giving samples is the most effective and most expensive way to launch a new product on the market.



Source: Processing by authors

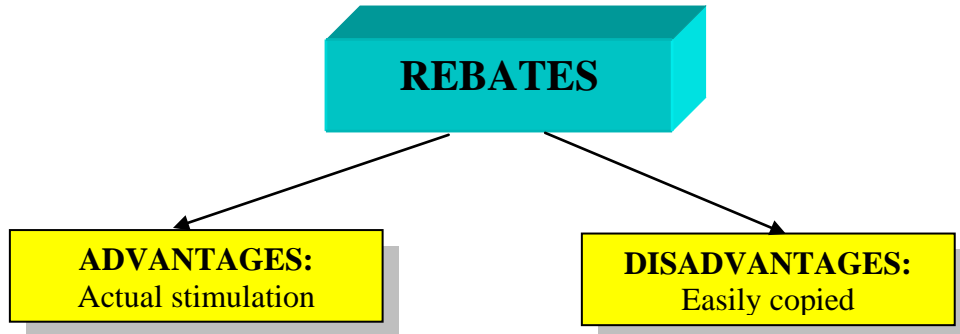
Coupons - are certificates that entitle the holder to benefit from a well-defined discount when purchasing a product. They can be mailed, included in certain products or attached to, or embedded in ads that appear in magazines and newspapers.



Source: Processing by authors

Through a study, it was proven that when launching a product on the market, a sustained campaign based on offering samples, combined with advertising on television enjoy greater success than advertising on television alone, or than advertising on television supported by launching coupons.

Offers to return money (rebates) - guarantees a price reduction after purchasing goods or refund in case of dissatisfaction.

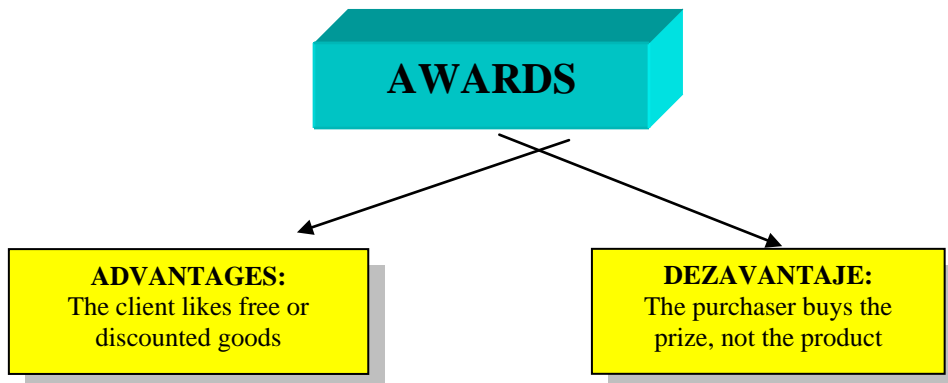


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Group sales (package-offers) - enables consumers to benefit from a price cut, discount shown on the label or packaging of the product.

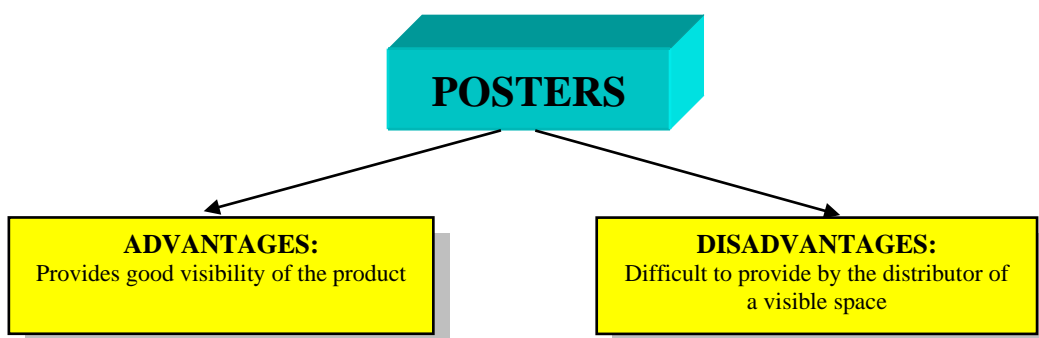
Rewards - are discounted goods supplied or offered free with the role of incentive to purchase a particular product. Some are provided with the product.

Awards (contests, sweepstakes, games) - prizes consist in the opportunity to earn money, trips or objects as a result of purchasing a product. A contest asks consumers to send a short-written paper to the company which will be examined by a jury that will select the best works. A raffle gives consumers the right to participate in a drawing of tickets on which is inscribed their names and the games offers them the chance of winning every time they shop.



Source: Processing by authors

Advertising at the point of sale – it takes at the place of sale.



Source: Processing by authors

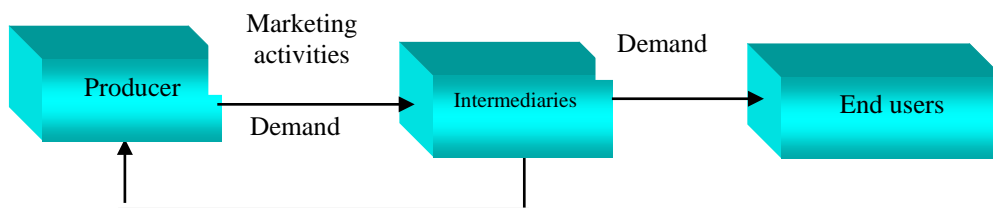
B. Instruments for merchandising on the commercial markets

Discounts - are a rebate given on the list price for purchases made for a certain period of time. That offer encourages intermediaries to buy a quantity or purchase a new article, which normally they wouldn't buy.

Bonuses - are a sum of money offered by the manufacturer to a retailer in exchange for the presentation of its products in a certain way. Promotional bonus is designed to reward resellers who advertise a company's products. Exposure bonus rewards them for exposing in a particularly way their products.

Free goods - are additional quantities of goods offered to intermediaries who buy a certain amount or present on the market a particular category of products. Manufacturers can provide gratuitousness to "push", which consist of money or gifts offered to traders or to the sales force to "push" on the market their products, with personal attention (pens, pencils, calendars, diaries, ashtrays), to those retailers who wear the name of the manufacturing company.

Figure no. 3. "Pushing" strategy



Source: Philip Kotler - "Marketing Management" – Teora Publishing, Bucharest 2000

A strategy of "absorbing" involves marketing activities directed to the end user and designed to make it seek the product to the intermediate, thereby making the latter to order the product from the manufacturer.

Figure no. 4. "Absorbing" strategy



Source: Philip Kotler - "Marketing Management" – Teora Publishing, Bucharest 2000

Tools for merchandising on the business market

☐ *fairs and commercial events*

☐ *sales contest*

☐ *Special Advertising (protocol gifts)* They are, finally, a technique because they help achieve social communication relying on media and the groups which are addressed, especially the press, television, films and other new audio-visual means (Olaru, et. all., 2001).

"It can be said that the work of an entrepreneur is a factor of progress for individual, community or society, or at least to solve a temporary necessity for the majority community or society concerned" (Pribeanu, Boiță, 2013).

Companies that promote both their products and their image through advertising are positively perceived by the public and are considered strong and successful (Florescu, et.all., 1987).

4. Conclusions

A company needs to attract public attention to distinguish itself from its competitors. Although mainly the products are those in market competition, we can say that they are based on ideas that are generated by research- development activities. For a company innovation it is very important, but also costly.

The same thing happens in advertising. To means of traditional advertising (television, radio, press), the companies should also use more modern means.

A large part of their advertising budgets should be refocused to means that cost less and allow for more effective targeting of public. As experts consider that advertising media have their own lifecycle, today should quickly be invented new means of advertising because they can be an important factor for increasing sales. These, considering the fact that old advertising means do not die, but freezes at a certain level.

The conclusion is that we should consider other means of advertising than conventional ones.

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