MARKETING STRATEGIES BASED ON THE BUYING PROCESS

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Abstract
In marketing, due to dynamic, rapid and permanent changes known on the market, we will talk more about politics than about strategy, the time horizon covered is much lower than that contained in a classic strategy, with a risk that elements and criteria to which we refer are no longer current. Sales growth strategies are, in fact, combination strategies and consist in the company applying, in its different units, different strategies, according to the requirement of appropriate strategies applied to different environments of action.

A business strategy must be based on knowledge of customer purchasing behavior. To contact customers, a company may use one or more specific strategies.

Every marketing strategy serves the interest of increasing competitiveness, and of stabilizing and improving the company's position in the market in a highly competitive environment. In the age of transformation into market economy, rapid technological development, and confrontation between economic and ecological factors, every single manager is compelled to elaborate an attitude, and to take a stand concerning research and development, technological transfer, the technological level of products, and the quality of services, because these are the factors determining the future development, the chances of survival, and in a wider sense the objectives of marketing strategy.

Keywords: politics, entrepreneurial approach, corporate approach

Classification JEL: A11, D4, D7, M

1. Introduction

Principles often referred to as free standing truths, can be summarized as: equal and non-discriminatory treatment; proportionality; legal certainty; protection of legitimate aspirations; protection of fundamental human rights.

The effectiveness of the measures depends on the political context as well, in the sense of the main political actors being genuinely committed to fight corruption and to sever the links between political parties and the corporate world (Cohen, 1999).

The application of all E.U. directives and regulation, as well as the application of statutory legislation for corresponding member states, are based on certain principles that underpin E.U. law, be it fiscal, civil or criminal; the administration would need to be reorganized to create confidence in its impartial and efficient operation; transitional arrangements can be negotiated provided they have a purely national effect and do not undermine free access or movement within the enlarged market nor undermine open competition (Frahm and Brown, 2007).

In the field of marketing research, the priority is the market research, because, in the structure of the external environment, with which the firm is interdependent, the market has the most important role.

A good forecast is based on the analysis and foreshadowing of three basic components:

- prediction of the environment, which includes various estimates of a number of indicators: inflation, unemployment, bank interest rates, consumer spending and savings, investment firms, the costs public, exports and imports;
- prediction of sales at economic level: forecast made taking into account the environmental analysis and GNP, actions and behaviors of economic agents operating in the same industry, regardless of their individual actions;
- own forecast of the company sales, which takes into account the share that the company has in the overall sales forecast.

This forecast is based both on forecasting the consumer behavior that leads to explanations needed for individual and collective requests evaluation and on forecasting the company's shares as a decider in the activities undertaken to integrate the market (Jonker and Treur, 2003). So the qualitative methods are based on queries, studying primarily the intentions of buyers, sellers and experts:
2. Methods

Experimental methods are also called market tests because they allow firms to identify any shortcomings and find out if more information is needed before large-scale production (Walker, Armenakis and Bernerth, 2007). Testing products in the current market situation, these tests can take many forms:

- standard test examines the new product in similar situations of launching widely, the company choosing a representative number of localities in which the sales force available tries to determine vendors to require and promote the product on the market, realizing at the same time and a large advertising campaign.

Standard tests have some limitations:
- it carries over a long period of time, usually 1-3 years and if tests prove the fact of not being necessary, the company loses long time in which it may have sold and obtained profit;
- are very expensive;
- can provide a picture of the new product to candidates long before the product is placed on a large scale giving them the opportunity to explore strategies to identify the final products or to promote a better product than the one to be put on the market.

controlled test is conducted by specialized companies in market research that keep an eye on a panel of stores that offer the new products for a fee.

The company that wants to test a product specifies to these specialized firms the number of shops and the areas where they want to do testing (Diaconescu, 2014).

This test requires a shorter period of time, between 6 months and 1 year, and is cheap compared to standard tests, but the disadvantage is the limited number of locations and consumables used, which can make the test not to be representative.

simulated tests made by companies in specific, simulated environments: a sample of consumers is given commercials for a series of products, including the new tested product and a sum of money to buy the desired products of products, including the new tested product and a sum of money to buy the desired products from the present ones. Compared to previous tests, this test has the following advantages: have low-costs, are fast (usually not exceeding 8 weeks), keep away from the eyes of competitors.

As main disadvantage it may be mentioned the small size of the sample and its testing in a simulated environment, which often may not be in connection with reality and therefore do not provide reliable information (Neamţu, 2008). Generally, after running a simulated test three situations may occur:
- If test results are positive, the product can be placed on the market;
- If the results are very poor, it can give up the product or it can be redesigned or retested;
- If results are not very clear, but still tend to be promising, product and marketing program can be tested further by the two tests set out above.

3. Testing buying behavior

Market testing methods differ from one product to another and from one market to another, each method having its own advantages and disadvantages.

These tests are treated as witness – markets that reflect the test influence on future forecasts, markets that claim in turn, according to tests that are done to highlight them, three forms.

Classical witness markets are equivalent to standard tests, which must play a series of information relating to: results of effective implementation of several strategies in one or more limited geographical areas, presentation of characteristics elements that will be closed to the overall target market.

Witness minimarket are similar to controlled tests and should render information on: highlighting the strategy on a small number of retailers, with which establishes special agreements, buyers opinions about the products being at
their first purchase, for comparable outlets are carried out experimental plans that highlight the relative effectiveness of each alternative strategies considered;

Simulated witness markets are similar to simulated tests undergoing two successive stages: forecasting the index test by placing the product on store shelves and advertising campaign due to launch the product, simulated conditions as close to normal purchase, repurchase of the product index estimation based on actual test index calculated. In a simulated witness market it must be met the following main conditions: availability of samples of products to be released in complete form, to include packaging, advertising and promotional material existence identical to that which will be used to launch the product itself, setting a sales price, promotion and advertising budgeting (Barney, 2001).

You can use other specific methods for testing new products and coming to complete and complement test markets:
- test of using the products: the firm selects a small group of potential buyers who agree to use the new product for a period limited time, under strict supervision of the manufacturer's technical staff, who observe thus the training and existing needs of the customers, purchasing intentions and other reactions;
- trade shows that are true manifestations of exposure of products which attract a large number of consumers, buyers viewing new products in a few days, during which producers can see the buyers reactions and may assess interest or purchase intent;
- showrooms, the product is among other competitive products, creating the possibility of evaluating takeover preferences and price information.

Product testing methodology consists of actions taken on the marketing mix variables to measure the expected reactions: opinions, attitudes, purchase intentions, etc.:
- test of product: is offered for testing to a sample of potential buyers of a product and then they are required to make judgments on the characteristics of this product, on the purchase intentions in case the product would be launched.
- test of price: aims to measure consumer reactions to some options of price considered for a product.
- distribution tests: aiming at assessing the number and locations where there is the possibility of placing the new products so that they can be sold.
- advertising and promotion tests: are intended to measure public reaction to one or more buyer ads, presented in various forms, through the effects of these announcements in terms of value, attention, interest, identification of the mark, credibility, value of persuasion.

At companies’ level, (Filip, 2010) to analyze sales, the value of their existing stock and the prospects for these stocks to increase or decrease, there are indicators, calculated on the levels achieved and predicted, as will be seen:
- The relative size of the plan shows to what extent (what percentage) was achieved, exceeded or not taken, the original plan;
- Level of sales on a vendor in each store and on the whole company reflects how much from the sales volume was made of each employee;
- Number of turns of stocks scheduled and carried on each store and the total company that as it gets higher the sales turnover of the company in relation to stocks is greater.
- The duration in days of rotation can be determined as the ratio between the calendar duration of the calculation period and the number of turns of stocks and shows the days and fractions of days required for the rotation. The lower the value of this indicator the more efficient is the company's activity.
- Stock freight rate, which shows the speed of rotation of stocks relative to sales and number of turns of the stock itself. Business activity is even more effective as the value of this indicator is less.

4. Strategies of the buying process

Marketing is defined as a concept of organization and development of the economic activity, according to which the production must be permanently adapted to current and future requirements of consumers and to satisfy these requirements with maximum efficiency.

To achieve this objective, any economic activity should have as starting point the market and consumer needs research and completion of these activities are not limited to selling products and services but also include monitoring their consumption behavior, the knowledge level of satisfaction needs for which they were created.

This end, the decision must take into account the sales process in reverse, from the buyer to the decision makers for the company. It starts with market and consumer research and arrives eventually to selling decisions within the firm and how to take them using various marketing strategies (table no.1):

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<th>Alternative management of critical market</th>
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131
The aggressive strategy

- a high or dynamical technological strategy;
- a low or stable technological strategy;
- a strategy of the advanced managerial competences;
- or a reasoning strategy of production and marketing.

The adaptive/proactive strategy

- a high or dynamical technological strategy;
- a low or stable technological strategy;
- a strategy of the advanced managerial competences;
- or a reasoning strategy of production and marketing.

The defensive strategy

- a high or dynamical technological strategy;
- a low or stable technological strategy;
- a strategy of the advanced managerial competences;
- or a reasoning strategy of production and marketing.

Knowledge and understanding of consumer behavior in all phases of the purchasing decision process helps the company to develop an appropriate marketing program, according to buyer request. The marketing management of the firm, as a decision maker, is interested in investigating the consumer buying decisions in great detail, to know: What he buys?, From where?, How?, How much?, When? and Why?

Understanding and anticipating the behavior of buyers, retailers can more easily focus their promotional activities to increase sales. There are known various types of buyers: dependent, influenced, conformist, hesitant, talkative, shy, operator, dishonest, aggressive, demanding, quick, autonomous, independent:

- the dependent buyer: has no initiative in making purchases and cannot make a decision without the support of the seller.
- the influenced buyer is not sure of personal opinions and delegates the decision-making power to the shop assistant, refusing to take the risk of cheating himself.
- the conformist buyer wants to buy something that corresponds to the standards of the reference social group, or at least the image he has of it.
- the hesitant buyer cannot decide fast about what product to choose from those presented, the seller’s intervention (which suggests one to two-three product) is a saving one;
- the talkative buyer is someone that when making shopping tells to the shop assistant various problems and aspects of his life, family, spouse, children, the shop assistant playing the role of an old friend to which it has no secret.
- the shy buyer addresses to the shop assistant timidly, expressing requirements more bluntly, as were afraid not to cause annoyance, irritation or annoyance.
- the operator buyer is exploiting the seller, asking him to submit more than one product, although he does not buy any, or to submit information on maintenance, repair, use of items they buy, forcing the seller to devote some time that could be used to conduct the sale faster.
- the dishonest buyer appropriates property not belonging to them wanting to prove his own strength to achieve a victory over his fear, to create a sense of power.
- the aggressive buyer believes the seller is responsible for objects defects or organization of sales process.
- the demanding buyer believes that the seller is in his service. His conduct has an authoritarian character, the seller requests are actually orders, and does not hesitate to make purchases from the window objects or to empty drawers.
- the rushed buyer: there are two categories: those who are really in a hurry and those affected by other factors (nervousness, stress, emotions).
- the autonomous buyer is characterized by spontaneity. Some customers, after having examined the items listed by sellers refuse to buy and remove from the district to cancel the influence of the shop assistant that it might have on the purchasing decision.
- the independent buyer is one who flees from the seller and whose independence is apparent. By this conduct, the buyer expresses rejection of interpersonal relationships.

Studying the process of purchasing determines an ongoing effort of the management organizations to increase sales. Sales growth is based on some specific strategies that are, par excellence, active and offensive, meaning companies that practice them anticipate opportunities and threats to the environment and act on them before being forced to react to their appearance (Byeon, 2005).
Concentration strategy is focused on one product / service on a limited range of products / services closely linked, in a market, or that the aims to integrate in a company the activities identical with its. A market coverage strategy is the concentrated marketing applicable particularly when company resources are limited. Rather than target a small share in a big market the firm will choose a higher share to a lower market segment.

Horizontal integration, which is adding new businesses that produce products / services similar to those of the company and operate in the same sequence of research - development - production – sales chain. Most common form of horizontal integration is the acquisition by a company of another company of the same field, operating in the same field of business. The major advantage of horizontal integration is that it provides immediate access to the company on markets where the acquired company sells products / services.

Strategy of vertical integration is where the company enters either in the business area of its suppliers or in the one of its customers. In other words, the strategy of vertical integration refers to the extension the scope of the business activity in the market to which it belongs, upstream and downstream of production, towards the company's suppliers and customers. Essential reasoning for which the vertical integration strategy is applied is the creation and strengthening of competitive advantages, increasing product sales and on this basis, strengthening the company's competitive position in the market.

In support of this statement are the following arguments: the integration consists of strategic acts to ensure inclusion in the company of its suppliers or customers, turning them from cost centers into potential profit centers; the transformation is especially beneficial for companies as suppliers or customers that will be integrated have their profit margin greater; trough the integration of suppliers or customers is reduced the company’s vulnerability, which is greater as their bargaining power is greater; by controlling several links of the technological chain specific to the profile industry, the company has more leverage to assert its position in the market.

The diversification strategy of the company is the one which expands the scope of its activities in different areas from those of its current business.

Determining reasons for which the company may undertake to pursue a strategy of diversifying its business are many:
- reducing dependence on current developments and future industry and of sales of products / services specific to it;
- identifying by the business management of business opportunities in other areas more promising than those seen in current affairs;
- balancing seasonal or cyclical fluctuations existing in the demand for products / services offered currently by the company, by engaging in offering other products / services for which do not exist such fluctuations or, if any, are offset in time.

Using a strategy of differentiated marketing a company can decide to use more market segments and create separated offers for each segment.

The Mass marketing is equivalent to the decision to mass produce and distribute a product and try to attract all types of buyers. Using an undifferentiated marketing strategy a business can decide to ignore the differences between market segments and enter in the entire market with one offer. This can happen when we have small differences between segments or when the company believes that the product is addressed to several segments. The offer will focus on what is common in consumer needs and not what is different in these needs.

The company will develop a product and a marketing program to address the majority of buyers. It will be based on quality, mass distribution and promotion in order to create the product a superior image in people's minds. Undifferentiated marketing offers the possibility of obtaining costs savings. Narrow assortment keeps production costs, storage and transport at a low level. Firms that use undifferentiated marketing orient their offer to the largest market segments. When several firms proceed in this way, there will be a strong competition on the largest segments and customers from the lowest segments will be neglected. The result will be a lower profitability on larger segments, as they will attract more competitors.

To the increase of sale can also lead the strategies for entering new areas of business are:
- acquiring existing companies in the business concerned;
- in-house creation of a new business unit specialized in targeted industries, which means building new production capacity needed to identify suppliers, organizing distribution channels, learning technology specific operations, attracting customers, etc;
- acquiring technology for specific operations, attracting customers;
- establishment of joint venture companies, when we have the union of capital and skills of two or more new companies with a competitive force significantly increasing compared with the parent companies separately.

5. Conclusions

Marketing strategies based on the study the buying process are diverse and multiple, with interference between them: aggressive, adaptive/proactive, defensive, concentration, horizontal integration, vertical integration diversification, mass marketing.
Knowledge and understanding of consumer behavior in all phases of the purchasing decision process helps the company to develop an appropriate marketing program, according to buyer request. The marketing management of the firm, as a decision maker, is interested in investigating the consumer buying decisions in great detail, to know: What he buys?, From where?, How?, How much?, When? and Why?

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