

RESEARCH OF THE BALANCING OF THE COMPONENTS OF THE MARKETING MIX

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The Research about components of the marketing mix is one of the most important tasks in the developing of the theory and practice of marketing. The main precondition of this is the balancing of marketing mix's components during the planning and realization of the marketing plans of the company.

According to Orlov's definition "balance" is a long-term process of reproducing the proportions and structure of a system, which makes the system able not only to maintain a stable state but also to develop if the conditions will be favorable[1].

The concept of balancing is still poorly studied in marketing. Investigated the genesis of the term in other sciences, we can give the following definition: the balancing is some correlation between the components of marketing, exactly the spending of the company for it. The marketing balance means the maximum effect of resources that divided and spent on marketing activities.

Thus, the proposed notion shows different aspects of balancing in marketing:

- Firstly, the balance as the division of the marketing budget on the components of the marketing mix's;
- - Secondly, the balance as the effectiveness of marketing spendings.

Pavlenko A.F., Reshetnikova I.L., Lupus A.V., describe the marketing mix as a balanced combination of the marketing controllable elements, which the company uses for achieving their marketing goal in the target market.[2] It means that the marketing mix includes controlled marketing components, which the company can form and change during marketing activities, for example: to form some quality of product, to establish selling price of the goods, to determine a location and a form of sales in the market and to create corresponding complex of promotion. So, the

company directly influences on the components of the marketing mix as against from uncontrolled, foreign market, factors of marketing macro- and microenvironment.

Taking into account the typical feature of the marketing mix that was mentioned above and which contains controlled marketing components is logically follow next feature. It is the presence of certain combinations of components. The company directly forms all the components of the marketing mix, so it gives each component a certain characteristics, that can create many combinations of the marketing mix. Taking into account opportunities of modern information technologies and considering each a component of the marketing mix as a variable perhaps It is possible to give to the marketing complex digital forms that will create an infinite number of the marketing mix variations. At the same time different combinations cause a different market results that`s why from the possible combinations it should be chosen only one which is the most effective.

Also there is a demonstration that shows us the necessity to control the ratio between the components of the marketing mix. It is the investigation which was made by american scientists Morgan D.S. and F.W. Morgan in 1980 year. They conducted a survey among managers of 43 the biggest U.S. companies after what these scientists found that they are analyzing the costs of the different components of the marketing mix, determining the correlation between the components. However, there is no common mechanism, and their actions occur randomly[3]. Thus, it is necessary to develop methods of providing that will control efficiency work of the marketing mix balance.

The marketing mix element is the criteria that determine its balance. It is necessary to take into account many absolute and relative performance.

According to Karpinsky B.A. an integrated index on the balancing is calculated based calculated group index. In his opinion, it makes easier to determine the causes of imbalance, and to find ways to achieve equilibrium[4].

Thus, integrated index of the balancee components of the marketing mix ,firstly provides the identification and calculation of indexes that reflect the dependencies between the components of the marketing mix.

The usage of a systematic approach to the theory of the marketing mix provides the possibility to analyze it as an integrated system and individual components by using qualitative and quantitative methods.

The research of the marketing mix balance as a system based on compliance a systematic approach that includes: the integrity (the result of marketing activities is a common value, for example: a profit, a volume of sales, a degree of brand recognition and etc.); the structuring (the opportunity to analyze individually all of the components of the marketing mix); the coordination between the quantities (the advertisement should be coordinated with regional markets and the price of products with its quality, etc.); the hierarchical construction (at the beginning the product should be developed and only then the advertisement for it); the systematism (every product on the market has signs of all four components of the marketing mix).

The development of marketing theory determines changes in the concept of the marketing mix and contributes to the improvement of the marketing mix and methods of its research.

References

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