УДК 339.13

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MARKETING STRATEGIES ON DIFFERENT TYPES OF MARKET

Marketing should not be confused with marketing management, which is often referred to as "marketing", which is the management of the complex set of methodologies that allow the organization to be and stay competitive in a dynamic competitive world. This organizational culture has two fundamental dimensions: the customers (in the broad sense) and the company, dimensions that it must seek to take into account simultaneously in a balanced way.

Marketing strategies. Marketing has the major and critical goal of making decisions that typically represent a significant commitment on the part of the company. This will often be a relative choice of positioning and / or a target market. Strategic marketing means implementing a marketing strategy in line with the company's overall business strategy. It encompasses marketing strategies that tend to achieve the preliminary results of this overview.

A market is a mechanism of economic regulation favouring the adaptation of supply to demand for a category of goods or services.

From a fundamental point of view, we find the following types of markets:

- the main market for a product, in marketing, is composed by him and all of his direct competitors, all of the similar products. Market studies focus mainly on this level, by analysing competitors, consumers and their behaviour, distributors, the environment. The main market is notably responsible for the formation of price;
- complementary market covers all goods or services related to those of

the main market. In other words, this concerns all products or services that are correlated or related to the product or service marketed in the main market;

- substitute market, in the terminology of marketing, can be defined as the market of a product substitutable for the product of the main market, in the absence of it, and which can satisfy the need in a more or less identical way;
- a market support, in the terminology of marketing, is a market bringing together all the products whose presence is necessary for the consumption of the studied product;
- the generic market includes all products, even very different, related to the category of needs satisfied by the products of the main market.

Marketing strategies on different types of market.

Demand in the market is heterogeneous. A company cannot approach all potential buyers. It must make strategic choices: which consumers to contact? Which offer to propose? How to differentiate yourself from competitors?

The segmentation of demand. The principle: Segmentation consists in identifying, within the global demand on a market, homogeneous groups of individuals having identical behaviours with regard to a product. Each homogeneous group constitutes a segment, defined according to one or more criteria (in limited number).The chosen criteria must be relevant (market-oriented) and discriminating, i.e. they must make it possible to clearly distinguish consumer groups. Each group is thus the subject of appropriate commercial actions.

Criteria: They are many and varied. The criteria chosen must be relevant and discriminating, that is to say, adapted to the market and able to clearly distinguish the groups of consumers. It is relevant and discriminating to choose age to segment demand in the car, sports and leisure market. Similarly, it is relevant to differentiate between men and women in the cosmetics market.

Targeting. The principle: After identifying groups of consumers with homogeneous needs, the company must choose the segment(s) to which it will turn. Several factors must be taken into account: The attractiveness of the segment in terms of potential volume, profitability, growth prospects. The human, material, financial resources of the company. The objectives that the company has set in terms of market share, turnover, profitability.

The choice of targets: Several marketing options are possible. The concentrated option (the company chooses a single segment or a few market segments (in limited numbers) and offers its unique offer. This strategic option allows it to acquire a strong position on the market, to benefit from a strong notoriety, to convey a image of specialist. The risk is significant if the targeted segment is no longer a carrier. The undifferentiated option: the company ignores segmentation, does not want to differentiate and offers a unique offer to all consumers in the market. This marketing practice is rare.

The positioning. The principle: After choosing its targets, the company defines the positioning of its offer, i.e. the place it must occupy on the market in the mind of the consumer compared to its competitors. It then positions its product offering based on the attributes or benefits that determine consumer choice and the position of competitors. Positioning affirms the values of the company, differentiates it from competitors and forms the basis of a coherent marketing approach.

The product / market mix is a combination of one or more products and one or more market segments. Each combination is an offer to a target customer. Depending on the degree of customization of the offer, three choices are possible: One-to-many marketing: (a unique offer for all customers), one-to-few marketing (a tailored offer for each customer segment), one -to-one marketing (a personalized offer tailored to each customer).

So a carefully-cultivated marketing strategy should be fundamentally rooted in a company’s value proposition, which summarizes the competitive advantage a company holds over rival businesses.