

MARKETING MIX FEATURES

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Abstract

Every company is profit-making, so it has to face the constantly changing and changing environment and the changes taking place in it. The focus of the marketing complex is the consumer and his wishes. Therefore, the primary goal of each company is to meet the needs of consumers and maximize profits. To achieve this, the company uses marketing tools, a set of interrelated actions and solutions to meet customer needs and achieve corporate marketing goals.

Key words: marketing, marketing mix, product, price, place, promotion.

JEL Classification: M31, M39

I. INTRODUCTION

Marketing mix is the most effective business management tool that helps to know the consumer and his need. The importance of the marketing complex is particularly important as consumers spend more and more on basic needs. Marketing tools are often used for product, price, product distribution, various promotional tools are introduced. Marketing mix - all actions directed at existing and potential markets to meet the needs of buyers realizing company goals, planning, coordination and control. Marketing mix is a tool that can help not only to keep business running, but also to increase performance through a variety of tools.

Object of article – marketing mix.

Research methods – literature analysis.

II. CONCEPT OF MARKETING MIX

Marketing mix is a set of interrelated actions and solutions designed to meet user needs and achieve organizational marketing goals. Every company reach income and profit. For that goal it is important to attract users. Marketing mix also could be as 4 P elements (product, price, place, promotion). Professor McCarthy propose four elements and marked "4P" in 1964. Creating and developing a marketing mix concept has changed the nature of the activity, the features changed as well: promoting the creation of new goods, focus on market segmentation, marketing communication is being developed, in the case of personal sales, a more selective consumer is selected, information sources and distribution channels are carefully selected, promoted marketing research, marketing.

Table 1. Marketing mix concept

Author	Highlight
Goi, Ch., L. (2009)	Identifies key decision makers accept their proposals to meet the needs of users.
Badi, K, S.,A. (2015)	Marketing mix is about creating, communicating and delivering value user for profit. In this context, development is related to product management, which is very important any company starting with the idea (according to the wishes, needs and needs of the consumers) up to the final product or service
Dominici, G. (2009)	The marketing mix is a phase of marketing theory, and it is also true that business context development has developed "controlled factors" that make up a marketing combination need to be reviewed.
Londhe, B., R. (2014)	A marketing kit is not a scientific theory but a conceptual framework that determines key decision makers accept their proposals to meet the needs of users.
Constantinides, E. (2006)	Marketing mix system as dominant marketing management paradigm and market definition changes and trends as well as changing academic attitudes that may affect "Mix" for the future as theoretical concepts, as well as favorite marketing tool for management professionals.
Eavani , F., Nazari, K. (2012)	Marketing mix definition has two important advantages. First, it is important A tool used to see the work of a marketing manager most are trade benefits a competitive advantage in the combination of marketing and benefits others. The second benefit of a marketing

	combination is that it does helps to reveal another aspect of marketing manager work.
Pogorelova ,E., V., Yakhneeva ,I., V., Agafonova, A., N., Prokubovskaya, a., O. (2016)	McCarthy and Jerome (1964) Classic Marketing Model 4P (Product, price, location, advertising) was expanded authors 7 P (+ process, people, physical evidence) mainly to develop measures to improve the competitiveness of the services sector.
Pranulis, V., Pajuodis, A., Urbonavičius, S., Virvilaitė, R. (2012)	Marketing mix - a whole of interrelated actions and solutions to meet customer needs and achieve company marketing goals.
Gaižutis, A. (2008)	Marketing mix is a unique interrelated one a set of actions and decisions that aim to trigger the desired reaction in the target the market and satisfying the needs of consumers to achieve the goals of the firm.
Thabit, T., H., Raewf, M., B. (2018)	Marketing mix is a conceptual basis not only for scientific theory that explains basic decision-making managers' efforts to configure supply to meet customer needs.

III. MARKETING MIX ELEMENTS

Marketing mix is a set of interrelated actions and solutions designed to meet user needs and achieve organizational marketing goals. Marketing mix consist 4 p elements: product, price, promotion, place.

Table 2. Traditional 4P marketing mix elements (Singh M. (2012))

Product	Price	Promotion	Place
Design	Retail	Special offers	Strategy:
Technology	Wholesale trade	Approvals	Skim
Usefulness	The Internet	Advertising	Penetration
Value	Direct sales	User testing	Psychological
Comfort	Equivalent Users	Direct sending	Costs
Quality	Multifunctional channel	Leaflets / posters	Losses
Package		Free gifts	
Trademark		Contests	
Guarantees		General events	

A **product** is everything that can satisfy a need and is offered to the market to attract, buy and consume or use. The product is everything that can satisfy the wishes and needs that can be offered in the market for the attention, purchase and consumption or use of buyers. A product is an element of a marketing package that includes solutions and actions related to the creation and modification of a sales object. Žvirelienė R., Bučiūnienė I. (2008) stated that the product is in production or in nature an object that is offered to the attention, purchase and consumption of buyers. The product must be useful, attractive to the customer, quality and necessary for the market. A product or service must stand out from other solutions on the market and its provider must understand and identify its potential buyer and take into account its needs. A marketing complex item product includes decisions and actions related to its creation, production and sales volumes, packaging, name, guarantees.

Product life cycle includes 4 stages:

1. Input stage is the period when the sales volume of a product that has appeared on the market is gradually increasing.

2. Growth stage - a period when the sales volume of a product is growing rapidly.

3. Stage of maturity is the period when the sales volume of a commodity stabilizes and starts to decrease slightly.

4. Downturn is a period of continuous decline in sales.

Marketing strategies used in the standards of the living cycle of goods:

Intensive marketing strategy provides high cost and high support costs.

The selective intrusion marketing strategy provides a high price for the product and low support costs.

The broad-penetration marketing strategy provides a low price for the product and high support costs.

Passive marketing strategy provides low cost and low cost of support.

Price is the amount of money paid for a product or service, or the amount of values that consumers have changed to the right to own or use a product or use the service. The price is the amount of money paid for the product or service, or the money that the consumer changes to the benefit of the product or service. Prices have been negotiated for its buyers and sellers. Individual buyers paid different prices for the same product because it depended on their needs and ability to negotiate. Price is the only element of a marketing package that helps

generate revenue. All other elements are cost related. The price is also the most flexible element of the marketing package. In contrast to product features and different distribution chains, the price can be changed quickly.

Company choose a pricing strategy that can be based on the market prices, competitors' prices, costs or market segment. Pricing is a complex process that requires a lot of knowledge and cost analysis to determine the cost of the item. When setting a price, you first need to find out the factors that you have influence pricing, i.e. production costs, the cost of human resources generated by production goods, travel costs and others. Price is the only marketing element that generates revenue. All other elements are cost related. The company's ability to pursue pricing policies is different. This depends on what goods the company produces and in which market they sell. Companies that sell goods on the corporate market may be more free to set prices than those in the consumer goods market. In determining the price of a product, an enterprise has to assess demand and supply, as well as how the consumer perceives the value of the product and how much he wants to pay for that product. Price reflects the value of the product. The choice of price also depends on the customers - consider the income and potential of potential customers. It should be noted that, regardless of the price of the service provided, the company must make a profit, which is why it is important to calculate the cost of a single service or product, including materials, labor, utilities and other operating costs. The price includes solutions and actions related to the pricing of the product, its modification, the discounts granted to the customers and the application of the payment terms. There are the following pricing steps:

1. Set pricing goals
2. clarify demand,
3. Assess costs
4. Analyze competitors' prices and offers
5. Choose a pricing method
6. Choose the final price.

Promotion. Sales can be promoted by activities such as: TV, Internet, brochures, posters, various promotions at sales points, social networks, public places, social networks: like facebook, instagram, twitter, youtube and more. In order to promote sales, it is important not only to attract new buyers of goods or services, but also to retain existing customers - in the long run they can become your regular customers, attracting new customers from your environment. Promotion has 4 *elements*: sales promotion, personal sales, advertising, public relations, direct marketing:

Personal sales are direct communication between the seller and the buyer, which goal is o sell product or service. During that time, the seller's task is to create the desired attitude for the buyer, to encourage him to act in the desired direction, to establish relations with the consumer.

Table 3. Definition personal sale

Author	Hilight
Pajuodis, A. (2005)	Personal sale is the direct contact of the seller with a potential buyer in order to sell it product.
Bučiūnienė, I. (2002)	Personal sale - direct communication with one or more several potential buyers; here at the sales department employee influences the buyer's decisions to sell the item, service or idea.
Šliburytė, L. (1998)	Personal sale - direct communication with one or more potential buyers; here the sales staff member influences the buyer's decisions, to sell a product, service or idea.
Sūdžius, V. (2002)	Personal sales is direct communication between the seller and the buyer, which is aimed at creating the desired attitude for the customer behavior in the desired direction (usually to purchase a particular product), to establish relationships with the client.
Kotleris (1990)	Personal sales - oral delivery of a product during a conversation to one or more potential buyer with the purpose of selling.

Advertising is an informative, persuasive, or reminiscent of a paid message about an organization, service, or idea, presented through indirect communication. The most commonly used media are internet, social networks, newspapers, magazines, TV.

Table 4. Definition advertising

Author	Hilight
Martišius, M. (2013)	Advertising so also considered article, release, prepare and / or publish non-public information by the developer who disseminates this information for remuneration or other consideration
Lithuanian Republic advertising law (2000)	Advertising means the dissemination of information, in whatever form and by whatever means, relating to the personal, commercial, financial or professional activities of a person in order to obtain goods or services, including the acquisition of immovable

	property, the assumption of property rights and obligations.
Ponelienė, R. (2008)	Even six characteristic advertising features (structured, created, non-personal, (ap) paid, sponsored, persuasive) note that, under certain requirements, a high-cost product is being developed by a large part of the public.
Mažeikaitė, R. (2006)	Advertising is a paid non-personalized communication implemented by a designated customer when the media are used to address the behavior and mindset of buyers towards the target market.
Jokubauskas, D. (2003)	We can define advertising as short, emotionally colored information directed at potential buyers in order to encourage them to take various actions related to goods or services acquisition.

Sales promotion is linked to various short-term means of emotional impact on the buyer. Sales promotion creates added value to the product or promotes the desired behavior. The main sales promotion task is to support sales in a relatively short period of time.

Table 5. Definition sales promotion

Author	Highlight
Kotler, P., Keller, K. L. (2006)	Sales promotion is different a set of promotional tools designed to encourage consumers or traders to run faster and faster purchases of products or services.
Čereška, B. (2004)	Sales promotion is the distribution of goods on the market from the manufacturer through intermediaries to by the consumer during the entire marketing time. Sales promotion is an integral part of a product or service distribution market.
Bakanauskas, A. (2004)	Sales promotion is a congenial concept that encompasses a variety of promotion measures that cannot be attributed to other support actions. Sales promotion includes tools integrated into a single action system, selected from all marketing complex elements.
Pilelienė, L., Liesionis, V. (2009)	Applying sales promotion to consumer loyalty, the benefits of sales promotion can be equated with the benefits of communication. Scientists research has shown that consumers can be motivated benefits from various sales promotions: savings, quality, convenience, value, exploration /cognition, entertainment
Kniežaitė, D. Skėrytė, K. (2018)	Sales promotion is one of the most important elements in sales. If consumers were not encouraged to buy, consumption would be low, many would suffer losses from traders, but lower consumption would be lower, and with less consumption supermarkets would be less, leading to high prices.

Public relations – a unpaid message about an organization, product or event is presented through indirect communication. There is always a third participant in the popularity who decides when to "release" the message and what it should be. Public relations is an activity aimed at managing promotion

Table 6. Definition public relations

Author	Highlight
Gudauskas, R. (1997)	Public relations is a management function that helps to create and maintain states and states channels for mutual communication, mutual acceptance and cooperation between the public; identifying and emphasizing public commitment to society; supporting feedback; helping to feel and appreciate change.
Augustinaitis, A. (2006)	Public relations semantically more correlated with publicity expressions and universality. Author stated that the change in the concept of public relations is extremely dynamic and self-contained has undergone several paradigmatic transformations.
Wilcox, L. D., Cameron, T. G., Ault, H. P., Agee, K. G. (2007)	Public relations term is used as an umbrella, uniting many communication tools through which information is disseminated both services or product or institution
Valickienė Pilkauskaitė, R., Valickas, A., (2006)	Public relations activities focused on mutually beneficial, cohesive organizational and societal relationships, from which depends on the success of the organization.
Bernstein, D. (1984)	Public relations - a broad field of activity that goes beyond promotion or even marketing.

Place/distribution - distribution or selection of venues is important to reach your target market if you do not have your own store. Identify which outlets your customers are visiting, what type of shops (supermarket, specialized store), what level of sales the price level is best for you, in which area you want to sell your goods (location, country, international). If you are planning to have your own premises to provide services, it is important to understand the environment around you, to choose the place where your services would be in

demand. A marketing mix element distribution includes decisions and actions that select the paths of product placement to consumers, organize the physical movement of the product (logistics) from the manufacturer to the consumer.

IV. MARKETING MIX ADVANTAGES AND DISADVANTAGES

Marketing mix advantages and disadvantages are presented in table 7.

Table 7. Marketing mix advantages and disadvantages

Advantages	Disadvantages
<p>This simplifies and combines different marketing concepts into one, making it easier to conduct and manage marketing</p> <p>Allows you to distinguish between marketing and delegating marketing tasks to professionals</p> <p>Allows the company to change its marketing activities according to its resources, market conditions and customer needs</p> <p>Decisions on a marketing mix element cannot be taken regardless of its impact on other elements.</p>	<p>The marketing kit does not take into account customer behavior, but it is internal.</p> <p>The marketing mix considers customers passive; prevents interactions and cannot capture relationships.</p> <p>The marketing mix does not take into account the unique elements of service marketing.</p> <p>The product is listed singly, but most companies do not sell the product separately. Sellers sell products, product lines, or brands that are all interrelated from a consumer perspective</p> <p>Marketing Mix does not mention consumer relationships that have become the main focus of marketing or the brand experience that consumers buy.</p>

V. CONCLUSIONS

It is very important for organizations not only to choose properly, but also to effectively apply their chosen marketing mix. Successful linking of the elements of a marketing mix into a common whole can provide a wide range of opportunities for a company to derive maximum benefit, to attract new clients, to increase sales, to use more effectively social network advertising. Marketing complex is still relevant in marketing science, because the marketing complex covers many areas of the company and the processes they carry out.

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