

CUSTOMER ORIENTATION IN MARKET ECONOMY

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Доповідь відстежує причини такого явища, коли ринковий продукт, що з'явився внаслідок технологічного прориву, стає комерційним провалом. Щоб запобігти цьому, будь-яка фірма повинна керуватися підходом, який базується насамперед на врахуванні інтересів покупця.

A firm in the market economy survives by producing goods that persons are willing and able to buy. Consequently, ascertaining consumer demand is vital for a firm's future viability and even existence as a going concern. Many companies today have a customer focus (or market orientation). This implies that the company focuses its activities and products on consumer demands. Generally there are three ways of doing this: the customer-driven approach, the sense of identifying market changes and the product innovation approach.

A formal approach to this customer-focused marketing is known as SIVA (Solution, Information, Value, and Access). This system is basically the four Ps renamed and reworded to provide a customer focus. The SIVA Model provides a demand/customer-centric version alternative to the well-known 4Ps supply side model (product, price, placement, and promotion) of marketing management (from product to solution, from price to value, from place to access, from promotion to information).

If any of the 4Ps had a problem or were not there in the marketing factor of the business, the business could be in trouble and so other companies may appear in the surroundings of the company, so the consumer demand on its products will become less. In sum, owners and managers do their best to manage their business effectively and minimize risk.

So, in the consumer-driven approach, consumer wants are the drivers of all strategic marketing decisions. No strategy is pursued until it passes the test of consumer research. Every aspect of a market offering, including the nature of the product itself, is driven by the needs of potential consumers. The starting point is always the consumer. The rationale for this approach is that there is no point spending R&D funds developing products that people will not buy. History attests to many products that were commercial failures in spite of being technological breakthroughs.