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MODERN MARKETING PROBLEMS IN GEORGIA

In Georgia, like in the other countries of post-soviet area, during the transitional period of market economics, which turned out to be very stretched it time, numerous problems were presented with different scale, form, content, role and meaning. Marketing and marketing activities were no exception. Fast adaptation of economic environment represents marketing as a whole process of social and administrating function.

The practice shows us, that marketing theory is lags behind the reality. It's obvious that, in comparison of new theoretical models, the number of practical models are less. In recent days, popular Marketing-Mix emphasizes such secondary concepts, such as: packaging, pricing, personalization and so on. Those things are not always enough for the success of the product.

The main aim of marketing and marketing activities is to sell the products of any quality with any opportunity. This means, that market economics is oriented on profit, not on the satisfaction of people's demands. Its aim is to cultivate and stimulate the consumers' demand on a product by using ads and fashion to get maximum profit. Because of that, it's natural that marketers defend not the consumers', but entrepreneurs' interests. Marketing is directly connected to commercial activities, so that it occupies a place between production and consuming:

Production – Trading – Consuming.

The second issue of marketing is transformation of product into consuming object. Despite the fact that, marketing does not study customers' wants at all, it still has to find out some parameters of consumers' demands only for one aim — to sell everything.

The third problem of marketing is combining consumers' wants and demands. Often, they are considered as same things. Despite the fact that the difference between them exists. A want is objective state, so it expresses the necessity that the person needs. A demand is a subjective expression of the want. There are four kinds of relationships between those categories:

1. There is a want — There is a demand that is a normal relationship.
2. There is no want – There is no demand, that's a normal relationship.

3. There is a want, but here is no demand, that's an undeveloped demand.

4. There is a demand, but there is a want, that's a prestigious want.

In production, last two variants attract a special attention. In the case of the 3rd variant all available means are tolerable(except advertising), in order to satisfy consumers' unacknowledged, but real demands.

In case of the 4th variant advertising comes with all its force, which presses practically invaluable products upon consumers. In this situation, marketing tools such as advertising and fashion are used with all their strength. Their essence is commercial, financial, to make the consumers buy an unwanted products for them. There is a saying "a good product does not need advertising"(G.Ford).

The 4th problem is choosing demand determining factors, because a demand as an absolute, unrealistic, potential might exist always and anywhere. For marketer, it's important to determine the factors that directly guarantee the wants solvency. The following factors can be separated out:

1. Populations' ability to pay.
2. Social-residential wants.
3. Actuality and potentiality of extreme situations.
4. Expansion of population's working activities.
5. Scientific-ecologic prophylaxis.
6. Services' perspectives.
7. Prestigious ideas.
8. Information about the product and advertising.
9. Financial perspectives of the consumers'

The fifth problem is a decline of demand with the change of testes. Fashion represents marketing's rectified mechanism. The essence of fashion lies on three main ideas:

1. A temporary fascinate
2. An advantage regarding to analogic product.
3. Matching with someone's taste.

A fashion is a temporary occurrence which lasts about 3-6 months. Any caprice of the fashion leads to the raise of products price. With it's nature the fashion is anti-human, because its aim is to take out money from peoples' pockets. In this case the aims of fashion and marketing match each other.

The sixth problem is cultivating of the advertising. If the product itself is good, it does not need an advertising. The connection of the advertising and marketing is expressed in following phrase: "An ad is moving force of

trade”. With the help of advertising everything can be sold, cheap and expensive, useful and unusable. The financial essence of the advertising is known for everybody, but still everyone gets under its influence. The force of ad makes consumers not to stop from buying the product, even if there are bad ecological reviews about the product. A great amount of money is put into advertising, which often is 70 % of the products price.

If we compare administrating the problems of marketing’s development to the Georgian reality, we will find out that:

1. The Georgian market is poorly developed.
2. There is a lack of qualification in marketing field.
3. Marketing tools are not used well enough in practice.
4. Misunderstanding the essence of marketing.

References

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ПРОБЛЕМА ВЗАИМОСВЯЗИ КАЧЕСТВА ЖИЗНИ И РЕСУРСОВ СОЦИАЛЬНОГО КАПИТАЛА ЖИТЕЛЕЙ МЕСТНЫХ ОБЩИН

Качество жизни уже с некоторого времени принадлежит самым популярным вопросам, затрагиваемым на почве многих общественных наук. Исследуя субъективный аспект качества жизни внимание посвящается анализу нематериальных элементов хорошей жизни,