



CORPORATIVE ASPECTS OF MARKETING IN THE TIME OF CRISIS

After the breakdown of stock markets in 1929 and the global economic depression, which followed, companies looked for solutions in market communications and intensive communication with their consumers. During the time that followed different mass media showed their power.

During the fifties of the previous century, when we started speaking about the marketing revolution, marketing represented the solution for many enterprises, which were unable to sell their products. Marketing philosophy, and above all its implementation, became the postulate for ensuring companies' competitive advantages for the next fifty years. We all came to the conclusion that marketing communication represents the top of the mountain that is called marketing activities.

After gaining independence and due to the loss of traditional markets Slovenian companies were forced to become market-oriented, to start focusing on new markets and take into account customer needs. At the same time this was the time of privatisation, when all vital functions were paralysed so that the value of companies would not become out of reach for their new owners.

With the high growth of financial markets some company managements started to believe that it is more profitable to carry out financial investments than their company's basic operations. The global crisis lessened such insatiable appetites and showed that the high market value of many such companies was only a mask for skeletons that resulted from the lack of development of basic products and marketing. On the other side, some companies and experts did not lose their focus and remained aware of their basic activities and the role of marketing proved that it is possible to survive during the time of crisis and even find new opportunities.

EDITORIAL

UVODNIK

KORPORATIVNI VIDIKI MARKETINGA V ČASU KRIZE

Po zlomu borze leta 1929 in veliki svetovni gospodarski recesiji, ki mu je sledila, so podjetja iskala rešitev v tržnem komuniciranju in intenzivni komunikaciji s svojimi potrošniki. V času, ki je sledil, se je izkazala velika moč množičnih medijev.

V petdesetih letih prejšnjega stoletja, ko govorimo o marketinški revoluciji, je marketing predstavljal izhod za številna podjetja, ki niso več mogla zlahka prodati vsega, kar so množično proizvedla. Marketinška filozofija, predvsem pa njeno udejanjanje, je postala postulat zagotavljanja konkurenčne prednosti podjetij za nadaljnjih petdeset let. Dozorelo je spoznanje, da je tržno komuniciranje le vrh gore, ki jo imenujemo marketinške aktivnosti.

Čas po osamosvojitvi in izguba tradicionalnih trgov je tudi slovenska podjetja prisilil k tržni orientaciji, k usmeritvi na nove trge in na potrebe potrošnikov. Hkrati pa je bil to tudi čas privatizacije, ko je bilo treba vse vitalne funkcije ohromiti, da ne bi bila vrednost podjetij nedosegljiva za appetite novih lastnikov.

Z visoko rastjo finančnih trgov se je v uprave nekaterih podjetij naselila skušnjava, da je bolj dobičkonosno izvajati finančne naložbe kot temeljno dejavnost podjetja. Globalna kriza je appetite ozemljila in pokazala, da se v marsikaterem od takšnih podjetij za razblinjeno visoko tržno vrednostjo skrivajo skeleti, ki jih je povzročilo zanemarjanje razvoja temeljne ponudbe in marketinga. Nasprotno pa nekatera podjetja in strokovnjaki v njih, ki niso izgubili fokusa svoje temeljne dejavnosti in zavedanja o vlogi marketinga, dokazujejo, da je krizo mogoče preživeti in iz nje morda oblikovati priložnost.

Kriza se pogosto razlaga kot nepričakovan, negotov in grozeč proces dogodkov in sprememb, kjer se stari in uveljavljeni ustroj

A crisis is often explained as an unexpected, uncertain and threatening process of events and changes, where the old and established structure cannot sustain. Any crisis requires changes. If marketing is really in a crisis, we have to ask ourselves, what marketing as a scientific discipline and a profession can offer as the answer to existing challenges. What knowledge and findings have been forgotten, what has been neglected, what new views can be offered, what blinded us and which truths were unnoticed. All this are not only questions for Slovenian experts, they are often pondered about by their counterparts abroad, who found out that marketing was forced out of offices and corporate management and that more and more people believe that theory is one thing and that practice is something completely different. The 15th issue of Akademija MM has been made under the impression of economic recession, a painful contraction, which moved from the financial sector to the real sector, and which remains with us despite some optimism. It is the result of thorough research activities of authors and anonymous reviewers (Many thanks to you all!), who had to – within less than three months – respond to our invitation to draw attention to corporate aspects of marketing, and above all to write about topics and findings that may help Slovenian companies and their marketing managers in finding specific answers to questions posed by global circumstances. Thus the content of this issue directs the reader to try to find the solutions – in English or in Slovene – in loyalty of existing customers, attaining their trust and satisfaction, socially responsible practices, donations and sustainable development, a rethinking of international focus and the strategies to conquer international markets and optimum price strategies. In his contribution entitled »Using Intentions and Expectation perspectives to explore the influence of determinants of loyalty«, Mitja Pirc deals with the topic of customer loyalty. Within the context of customer loyalty he focuses on the difference between customer's intentions and expectations and outlines the main differences. He finds out that the intended loyalty is mostly influenced by customer satisfaction, whereas the key factor regarding customer expected loyalty is his trust.

Vesna Žabkar and Sabina Šuler in their contribution »Perception of corporate social responsibility and trusting organizations after product recalls« focus their attention on the role of company social responsibility and customer trust after product recall. By using descriptive analysis and a quasi experiment they stress the

delovanja ne more več vzdrževati. Kriza zahteva spremembo. Če je marketing res v krizi, se moramo nujno vprašati, kaj lahko marketing kot znanstvena disciplina in uveljavljena stroka ponudi kot odgovor na obstoječe izzive. Na katera znanja in dognanja smo pozabili, kaj vse smo zanemarili, katere nove poglede lahko ponudimo, v čem smo se slepili in katere resnice smo spregledali. To niso zgolj vprašanja za slovenske strokovnjake, pač pa si z njimi belijo glave tudi kolegi v tujini, ki so ugotovili, da se je marketing počasi izrinil iz pisarn uprav korporacij in da vse več ljudi verjame, da je teorija eno, praksa pa povsem drugo.

15. številka Akademije MM, je nastajala pod vtisom gospodarske recesije, bolečega krča, ki se je iz finančnega preselil v realni sektor in ki kljub želenemu optimizmu še kar vztraja. Je rezultat intenzivnega dela avtorjev in anonimnim recenzentov (iskrena hvala vsem), ki so se v manj kot treh mesecih morali odzvati na vabilo, da naj opozorijo na korporativne vidike marketinga, predvsem pa na teme in ugotovitve, ki bi pomagale slovenskim podjetjem in njihovim marketinškim menedžerjem pri iskanju konkretnih odgovorov na vprašanja, ki so jim jih vsilile okoliščine globalnega dogajanja.

Vsebina pričujoče številke strokovnih člankov zato spoštovanega bralca usmerja, da rešitve, ne glede na slovenski ali angleški jezik, išče v lojalnosti obstoječih kupcev, doseganju njihovega zaupanja in zadovoljstva, družbeno odgovornih praksah, donacijah in trajnostnem razvoju, ponovnem razmisleku o mednarodni usmerjenosti in strategijah zavzemanja mednarodnih trgov in optimalnosti cenovnih strategij.

Mitja Pirc v svojem prispevku z naslovom »Using Intentions and Expectation perspectives to explore the influence of determinants of loyalty« obravnava problematiko lojalnosti potrošnikov. V kontekstu lojalnosti potrošnika se osredotoča na razliko med namero in pričakovanji potrošnika ter vzpostavi njuno distinkcijo. V svoji raziskavi ugotavlja, da na nameravano lojalnost v največji meri vpliva zadovoljstvo potrošnika, medtem ko je ključni dejavnik s strani potrošnika pričakovane lojalnosti njegovo zaupanje v ponudnika.

Vesna Žabkar in Sabina Šuler s prispevkom »Perception of corporate social responsibility and trusting organizations after product recalls« pozornost usmerjata na pomen družbenene odgovornosti podjetij in zaupanje potrošnikov v okoliščinah odpoklica izdelkov. S pomočjo deskriptivne analize in kvazi eksperimenta

importance of social responsibility and describe the effects of product recall on customer trust. In addition, they also outline the differences in consumer trust between Slovenian and American students.

Tanja Lešnik Štuhec and Damijan Mumel in their contribution »Protected areas sustainable marketing « outline basic premises of protected areas marketing. Through descriptive research they draw our attention to some possible usages of protected areas. Their research makes us familiar with a number of useful pieces of information aimed particularly at managers of protected areas when making decisions regarding marketing strategies.

Darja Leskovec in her contribution entitled »How to Collect Donations: Conceptual Review and Implications for Online Non-profit Information Goods Providers« outlines the concept of donations. In the first part of her contribution she focuses on physical surroundings, whereas in the second part of her paper she mentions some peculiarities brought into giving and collecting donations by the Internet.

Boštjan Udovič and Matevž Raškovič entitled their contribution »Export markets and types of international market(ing) cooperation of top Slovenian exporters: has the crisis taught us nothing?«. They deal with international marketing, and offer Slovenian companies a mirror showing the structure of Slovenian export markets and used marketing strategies.

The 15th, jubilee issue of Akademija MM concludes with the article entitled »Price strategy and the power of brand name«, written by Jani Toroš and Mihael Kline. The authors focus on problems of price elasticity or setting the » right « price. They try to build a model for reducing business risks that may appear when companies set prices and offer price reductions.

This issue ends with a price tag, not because this is the least important element, but because it includes both corporate and product level of marketing efforts and represents the reality of competitiveness and cooperation.

Long lives the market!

dr. Klement Podnar

opozarjata na pomen družbene odgovornosti, pa tudi na vpliv odpoklica izdelka na zaupanje potrošnikov, pri čemer so še posebej zanimive razlike med slovenskimi in ameriškimi študenti.

Tanja Lešnik Štuhec in Damijan Mumel v prispevku »Trajnostni marketing zavarovanih območij« predstavljata osnovne premise marketinga zavarovanih območij in z deskriptivno raziskavo opozarjata na nekatera dejstva rabe in uporabe zavarovanih področij s strani njihovih uporabnikov. Predstavljeni podatki nosijo s seboj vrsto koristnih informacij, ki jih bodo veseli predvsem upravljavci zavarovanih območij pri njihovem odločanju, ki zadeva snovanje marketinških strategij.

Darja Leskovec s svojim prispevkom »How to Collect Donations: Conceptual Review and Implications for Online Non-profit Information Goods Providers« ponuja pregled razumevanja področja donacij. V prvem delu prispevka se osredotoča na fizično okolje, v drugem delu pa opozori na nekatere posebnosti, ki jih v problematiko zbiranja in dajanja donacij prinaša internet.

Boštjan Udovič in Matevž Raškovič sta svoj prispevek pomenljivo naslovila »Export markets and types of international market(ing) cooperation of top Slovenian exporters: has the crisis taught us nothing?«. Z njim stopata v polje mednarodnega marketinga, in slovenskemu gospodarstvu ponudita ogledalo s prikazom strukture slovenskih izvoznih trgov in uporabljenih marketinških strategij.

15., jubilejno številko revije Akademija MM zaključujemo z naslovom »Cenovna strategija v odvisnosti od moči tržne znamke«, ki označuje prispevek Janija Toroša in Mihaela Klineta . V njem se osredotočata na problematiko cenovne elastičnosti oziroma določanja »ustrezne« cene. Gre za poizkus oblikovanja modela za zmanjševanje poslovnih tveganj, ki nastanejo ob določanju cene in cenovnih popustih.

Revija se ne konča s ceno, ker bi bila ta najmanj pomemben element, pač pa zato, ker je prav v njej na koncu skrit tako korporacijski kot tudi produktni nivo marketinških naporov in prizadevanj in ker brezkompromisno pred akterje postavlja realnost konkurenčnega boja in sodelovanja.

Trg vas živi!

Prof. dr. Klement Podnar