

Значение концепции 4С в маркетинге для бизнес-структур

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Аннотация

В статье рассматриваются особенности маркетинговой концепции 4С. Различают следующие позиции этой модели: стоимость, общение, удобство и покупатель. Преимущества концентрации внимания на этих моментах маркетинговой политики подробно анализируются. Приведены примеры успешности использования описанных механизмов. Указана важность использования каждого аспекта для повышения эффективности компании. Были изучены этапы перехода отдела маркетинга на эти должности.

Ключевые слова: маркетинг 4С, электронный маркетинг, потребительская ценность, обслуживание клиентов, стоимость, удобство, коммуникация, стимулирование сбыта.

The significance of the 4C's concept in marketing for business structures

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Abstract

In the article features of the marketing concept 4C's are considered. The following positions of this model are distinguished: cost, communication, convenience and customer. The advantages of focusing attention on these moments of marketing policy are analyzed in detail. Examples of the success of using the described mechanisms are given. The importance of using each aspect to increase the efficiency of the company is indicated. The stages of the transition of the marketing department to these positions were studied.

Key words: 4C's marketing, e-marketing, customer value, customer service, cost, convenience, communication, sales promotion

1. Introduction

Marketing is about promoting your product or service for success, including any activity that lets potential customers know about your product or service, what makes it special or better than others in the marketplace, and encourages them to buy it.

Marketing includes all forms of advertising and sales, but it means much more for many businesses. Businesses can survive for some time with poor record keeping, insufficient finance or a lack of management skills, but they won't last without a market. You may have the best service available, but what if no one wants to buy it? A strong market for your service may exist but what if nobody knows about it or how surprisingly affordable it is? What if everyone thinks your product is the same as all the others on the market? Something must be done to make the phone ring - and that is marketing. Businesses of any size should include marketing, however simple, as a core part of their day-to-day activities.

Marketing supports sales and product development in a range of ways. It's based on the ability to identify, attract and satisfy customers. Of course, this all needs to be done at a price that represents value to the customer and profit to your business. So the costs of marketing must be factored into the budget and pricing. Not all elements of marketing will threaten your budget - some are business basics that are free or very affordable essentials that you will do in the course of business anyway, eg have your logo and company name on all stationery and quote slips. The good thing about marketing is that you can choose which elements work best for the product and service, as well as fitting your budget [1].

Many different approaches to marketing, schemes and models of which help with the least labor costs to understand the concepts in marketing and identify key positions that focus on the functionality of marketing. For example, 7P's, 4C's, 4P's. These models are designed to identify and concentrate marketing efforts on important aspects of the marketing structure. Ensuring an optimal level of control of these positions guarantees the effectiveness of the company's marketing and the effectiveness of the company as a whole. The urgency of using these models is determined by the possibility of their use in improving the technology of organization and functioning of marketing structures.

2. Marketing mix 4C's

Marketing mix 4C's is one of the business tools that you should take advantage of as an internet marketer. The 4C's (Customer/consumer value, Cost, Convenience, and Communication) enables you to think in terms of your customers' interests more than your own. From being business-oriented, you'll become customer-centric [2].

Here are some of the best tactics pros use to enjoy the benefits of the 4C's in marketing.

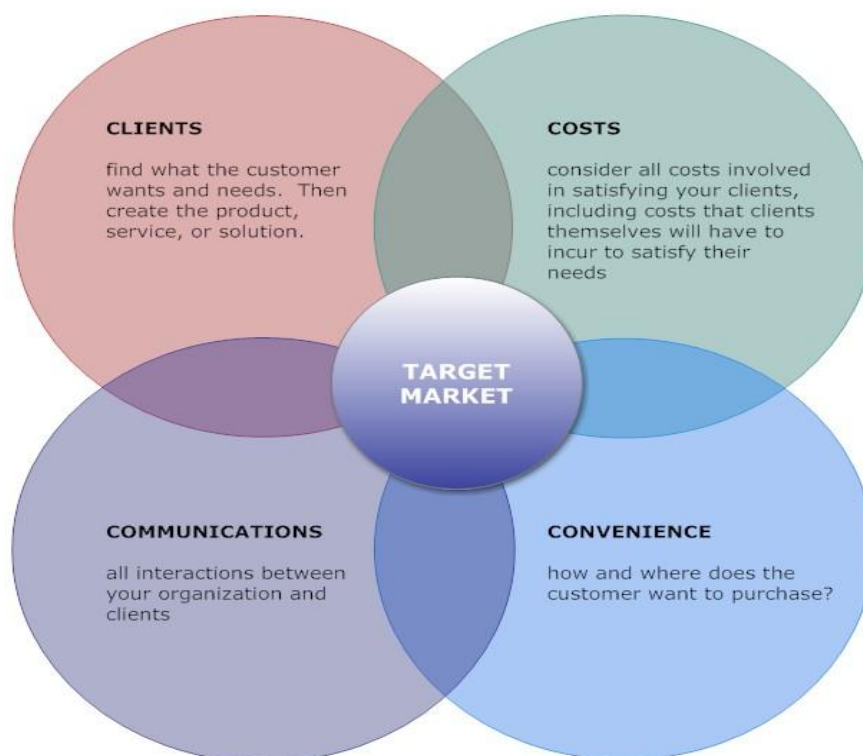


Fig.1. Marketing Mix 4C's

Below we will consider each component of the 4Cs concept in detail.

1. Customer/consumer value

Largely, such an aspect of the marketing concept of 4 Cs, as a customer is the most important for marketing. Consumers are the part of the population that is directly connected with the process of buying your goods and maintaining the effectiveness of your business structure. Thus, it is important that you find ways to satisfy their desires and needs.

The complexity of the functioning of business structures lies in the fact that satisfying the needs and desires of customers, which is the first priority, will ensure the power of its customers over the processes of functioning of entrepreneurship. In the event that companies maintain the tendency to produce similar products without trying to innovate and create a new market, they will simply compete with each other to get interest in the main consumer market.

On the other hand, buyers will receive a sufficient amount of power, which is the choice of a variety of sellers who are more than willing to offer them to everyone and everything they want and need. To ensure the smooth functioning of the profit-making mechanism in such a customer-oriented market, the company will need to know the exact preferences of its market in order to increase the choice from the demanding buyer.

1.1 How to find the target market

One of the most common and convenient ways to achieve success in a highly competitive market, focused on the customer, is a clear definition of the target customer or target market.

The actual cost of a product or service is the competitive advantage of any business structure that is aimed at attracting a broad target audience. This factor is

the main one, because due to it the process of determining its own target market takes place.

1.2 Determine the cost of the product

A factor that can ultimately determine the fate of your product is the value that your customers will place on it. Indicators of the level of evaluation of buyers of your product and a clear understanding of whether the buyer appreciates your product will ensure that it is completely dependent on customers and lack of control on the part of the entrepreneur.

1.3 Find your market position and market advantages

It is important to consider that your needs and the needs of your client should be the highest priority for maximizing profitability. By meeting the needs of your customers, the product or service will be given a higher chance of achieving market interest and visibility of buyers.

1.4 The importance of knowing your customer

To ensure the process of constant satisfaction of the process of meeting the needs of customers, marketing should be in constant improvement and evolution. This is an exciting world, and only those who are able to keep up with the changes will be able to survive.

The product, which used to be the most important aspect in the world of industry and commerce, went into the background, while the consumer replaced it. A modest client now has the ability to dictate the direction of production, and marketers need to fix those indicators that are already interesting to the buyer and build a marketing policy based on this. Consumers now have the opportunity to choose not only what or where they want to make a purchase, but also have the right to choose the actual time and method of purchase and communication.

To operate the company and maintain constant efficiency, it is necessary to provide more personalized contact with customers even at the initial stages of development and design. In the end, if a company can go higher and higher than what the client wants the probability of re-purchase, referral and final customer loyalty will increase.

After all, the key to the consumer aspect of 4 Cs is to put your needs into the product and see things from the perspective of your customers[3].

2. Cost

More experienced marketers are familiar with such a concept (model) in marketing, like 4Ps (product, price, promotion, place), as it preceded the appearance of the considered model of customer costs for 4Cs. However, when business structures move towards improving customer relations, which is dictated by a new spiral in the development of the marketing structure and the buyer's emergence to the fore, it is extremely important for companies to see their products under the angle of current and potential customers in order to be able to design and execute more efficient pricing strategies.

Due to new changes, the cost of a new marketing mix takes into account the total amount that the client must pay for the sale of the product or the use of the service. This is assessed in comparison with the ownership of directly competing products and substitutes, as well as with the client's budget. At the forefront is

understanding the value as an indicator of what customers pay, while previously there was an emphasis on price per se. This strategy opens up new promising approaches to sales and marketing in general. When you determine the cost of a marketing mix, you are tuning in to the client's dilemma to decide how to spend limited money to meet unlimited needs. The maximum performance indicators for the categories that evaluate the value of the client should be your main motivation when entering the market. You need to clearly understand how you can provide more for the same value to the customer, rather than requesting more profit from the product. The higher price charged by the company is only part of this total amount for the customer. This concept shifts attention to the profit and cost of product production to the willingness and ability of the customer to pay.

For example, McDonald's offered a hamburger for \$ 2, while the processing time of the order was one hour. Because of the low price, long queues were formed at first, where people spent a huge amount of their time, late for work or important meetings. Over time, the company's profitability dropped and the company's marketing department based on the 4Cs model took a number of measures. It was agreed that if the price of a hamburger is raised to \$ 4, but explain this by including the costs of customers for waiting and quality of service, the sales efficiency will be improved and this will not have a negative reaction from buyers. This proposal was accepted. The result was a confirmation of the forecasts[4].

Similarly, another manufacturing company may refuse to replace raw materials if its manufacturing plant can process only existing more expensive materials; this is the cost of switching. The cost of transportation, waiting and switching costs, the price of the property can include psychological and environmental costs, taxes, maintenance, storage, interest and disposal.

Examples that clearly show that the total cost is more important than the normal price. Especially at this age, when information can be easily obtained from the Internet and processed through various software applications, buyers and buyers of companies base their purchase on total costs, and not just on the cost of the basic product or service that is being purchased. A seller who knows the total cost of ownership and solvency of a client can effectively evaluate his or her products to obtain sales and increase profits.

Obviously, ignorance of the total cost of ownership can be catastrophic or unprofitable for the company's profitability[4].

3. Communication

Communication is the process by which a company appeals to its audience through not only one-sided advertising, but also listens to feedback and suggests how to improve the product more.

3.1 Communication is a two-way process

An accustomed marketing mix that ensures only your promotion, communication is connected with the need to take into account the requirements, wishes and needs of customers and customers, and also by thinking of their informing for making feedback about how the product meets their needs. Communication with customers is connected, first of all, with studying the reaction of clients to the initial message. Further, depending on the reaction of the target

audience, the process of further interaction takes place. This will entail reviews, interviews or even personal interviews. These methods will allow the company to get a broader idea of how their product gets the audience and how they compare to competitors.

3.2. Communication makes product promotion or marketing a growing, pragmatic and ever-changing process

Given the messages that the company receives through feedback from customers on various aspects of sales, you can correctly transform them to ensure that these messages are well received and ultimately trustworthy in the eyes of people. In addition, since it is pragmatic, people will not be bored, and the recall of the brand will be more effective.



Fig. 2. Marketing communication mix

3.3 Communication improves the product itself

Customer feedback will enable the company to ensure the required level of production efficiency across all components of the product and to achieve better results of evaluating the product or service according to various indicators. This informs the company about the need to revise the production process in order to obtain the necessary indicators for the consumer. Thus, not only the brand and reputation develops, but also the product itself.

3.4. Communication opens the way to the discovery of other needs related to the product offering

Feedback from customers can have a decisive impact on the speed of adaptation of the production process to the changing market conditions through new proposals for improving goods and services that would improve the profitability of the company through new competitive properties. This opens the door not only for the company to listen and see how their product works, but also to see how their products can improve[5].

4. Convenience

Convenience, to date, is an essential component of the 4C's marketing concept. This is because the acceleration of the pace of life, the saturation of schedules and schedules, the rapid development of technology entails the importance of the fact that consumers need to create such conditions for obtaining information about your product or service, as well as access to them that would be most comfortable. It would also be good to have a quick response system for any product inquiries and provide customer service, depending on the item.

Many representatives of the trade sector managed to reorient themselves quickly to the developing mobile sales market for maintaining efficient sales. It becomes possible due to adapting sites to small screens of mobile devices. Some entrepreneurs have developed specialized mobile applications that make it easier to make purchases.

There is a trend of increasing in the use of mobile applications to make online-orders. Since m-commerce is a new stage in the development of e-commerce, it is more customer-oriented due to the creation of various loyalty programs. Reducing the customer's time to making purchase, creating more comfortable conditions for their implementation and providing bonus programs, which are aimed at the formation of loyal customers, became possible due to the creation of mobile applications.

The key point in terms of the convenience of 4C's is that the customer can easily get your product. Here are a few things to think about, thinking about making it convenient for anyone to buy your product.

The first thing you need to do is to make a list of barriers that can prevent your customers from learning about your product or service and actually buying it. For each obstacle, try to find a solution for it. You can see if setting up a website and an online store can help increase your presence and even sales, or if accessibility in physical stores is sufficient to solve this problem.

It is also necessary to create a system that would be responsible for high-speed and high-quality response and provide a set of measures for servicing customers depending on the products sold.

For example, the website of the online store Amazon.com has priority for customers. They provide full comfort of use of this website, improve efficiency and profitability. This is dictated by the introduction of the Internet in all areas of human life, including trade. Advantages for the implementation of simpler, faster and quality orders used by Amazon.com:

- free two-day delivery;
- one-click purchase;
- no questions asked return policy[6].

Thus, complete customer satisfaction is ensured.

Convenience covers all aspects of the sale - from before, during, after sale. Think about using 4C's when drafting your marketing plan. This definitely covers most, if not all, of the basics to ensure success in your business[6].

3. Conclusion

The roots of the 4C's of marketing can be traced back to the classical 4Ps marketing mix. However, with the onset of the database marketing, the focus has shifted in marketing from a consumer's perspective to a consumer relationship viewpoint. However, the basic focal issues remain unchanged at its very core. The major shift has been due to a paradigm change of focus from the product or service design to understanding the customer. It is through focusing on the understanding of the client that the 4C's model in marketing is successful. The results obtained as a result of the introduction of this concept in the marketing structures of companies consist in increasing the efficiency of sales due to more convenient conditions for making purchases and understanding the needs of the buyer. Also, such changes will lead to an improvement in the quality of feedback from customers by communicating with them about the satisfaction of their needs. ROI will grow. However, it is important to understand that ensuring the precise operation of the marketing mechanism in each of the areas of concept 4C's requires conditions in which competent management of personnel and the organization as a whole is implemented, and there are ways of motivating to work [7].

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