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**THE ANALYSIS OF MACROECONOMIC FACTORS ON MARKETING STRATEGY**

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**Abstract**

The business of the macroeconomic factors, in general, has a huge and undeniable role for the prosperity of the business. In any country, it is important to consider the macroeconomic indicators of that country and apply it in its future activities in order to establish successful business and engage in macroeconomic activity.

In this study, we will investigate the macroeconomic factors which have an impact on the marketing strategies of companies. The data obtained by the questionnaire study will reveal the current situation of the problem. In the first chapter, the marketing strategy and its application to businesses will be investigated. In the second chapter, the main micro and macroenviromental factors in the marketing strategy will be studied alongside with a concentration on the macroeconomic factors. In the third chapter, the marketing strategies of some Azerbaijani companies and the potential macroeconomic factors on them will be investigated.

**INTRODUCTION**

At the beginning of the third millennium, there is no clarity on the development of marketing as a business method and a direction of action: whether it has passed the stage of development, has reached full development, or has suffered a recession. While most of the managers at the highest level of ten years ago were looking at marketing and considering it merely as a new sales and advertising process, today most of those managers can provide quite accurate, even almost, scientific definition of marketing: marketing is based on identifying and paying consumers' needs to generate income; it is likely that most of them can even point out that their organizations are "focused on the market". Marketing has "migrated" the concept of organizing the work of a functionally subordinate organization. In addition to this approach, marketing is also seen as a key feature of non-profit organizations - organizations (including traditional commercial companies), including charity and arts organizations, political parties, and even public sector organizations. The controversy is that at present, many companies are dismantling their marketing divisions and preparing to work with new markets and more experienced (qualified) customers on the basis of new types of organizations and organizations.

I During the investigation, it will be understood that various sources, including McKinsey's advisors (and many theorists who consider themselves to be members of the postmodernist system, have been skeptical of their marketing function, and when we consider the suspicion of truth, we see that they are not in the strategy but in general it is important that the formal "tricks" and methods of marketing are important and possible to change market-oriented and new jobs in the period during which the organization operates, as it is said in this chapter that marketing philosophy and concept in the modern marketing environment are nevertheless actual However, separate sources point out that marketing as a different company and its strategic priority stəriyə beyond the level of principle were not empty words. For example, a leading company in the United Kingdom, according to a recent survey, firms sincere service to their customers instead of simply məsguldular declarative statements. Casually, the managers of the Times 1000 rankings have clearly stated that the real criterion for their success is customer satisfaction. But most of them assessed the success of their organization on the basis of their current financial performance, with only 60% of their profits used to measure their employees' work.

In this study, we will investigate the macroeconomic factors which have an impact on the marketing strategies of companies. The data obtained by the questionnaire study will reveal the current situation of the problem. In the first chapter, the marketing strategy and its application to businesses will be investigated. In the second chapter, the main micro and macroenviromental factors in the marketing strategy will be studied alongside with a concentration on the macroeconomic factors. In the third chapter, the marketing strategies of some Azerbaijani companies and the potential macroeconomic factors on them will be investigated.

**1. MARKETING STRATEGY AND ITS APPLICATION TO BUSINESSES**

**1.1 Framework of marketing concept**

The first attempt to systematize and express marketing has been related to marketing concept. Forty years ago Felton (Felton, 1959) proposed to define the marketing concept as follows:

"The main purpose is corporate vision based on the integration and coordination of all marketing functions involved with other corporate functions to achieve long-term benefits."

Then Kotler et al. (Kotler et al., 1996) stated that the definitive feature was as follows:

"According to the concept of marketing, the achievement of the organization's objectives depends on determining and satisfying the needs and needs of targeted markets more effectively and efficiently than its competitors".

In the simple variant, it can be understood. According to the marketing concept, in a more competitive and dynamic market, the company or organization that takes into account the needs, desires and expectations of its customers, and which better than their competitors, will gain more favorable positions. According to the marketing concept, the only reason the client purchases the product is that the offered product is more useful to its wishes and needs than the competitiveness of the organization. The essence and definition of marketing is still controversial. In 1985, the American marketing association learned more than 25 marketing definitions before making a definition of this or that degree (Ferrell and Lucas, 1987):

"Marketing is a process of planning and implementation of concepts for organizing exchange that meets the goals of individuals and organizations, and the process of pricing, ideas, commodities and services planning and dissemination."

But from the scientific definition of marketing, its real, practical value is not easy to pass. Webster (Webster, 1997) states that the marketing position in the organization is more difficult than other functions of governance, because marketing is also a culture (strategy) and tactics. Webster proves that marketing is as follows:

**Organizational culture**. Marketing can be viewed as a "marketing concept" (Drucker, 1954; McKitterick, 1957; Keith, 1960) in the form of a set of beliefs oriented toward sustainable profitability of the organization.

**Strategy**. Marketing aims to develop effective measures in response to changing market conditions by defining market segments and preparing and positioning product offers for these markets.

**Tactics**. Marketing, as tactics, deals with division and marketing communication, such as daily product management, pricing, announcement, sales, promotion and promotion. At the same time, setting up an organization's (culture), competitive positioning, and setting up a proposal for values ​​(strategy) and developing a comprehensive marketing program (tactic) to meet the needs of customers becomes a vast and complicated issue. It is not surprising that marketing realities in organizations do not meet these requirements.

**1.1.1 Theoretical background of marketing**

During the 1990s research at the Institute of Marketology

an attempt was made to identify specific types of activity that would turn marketing philosophy into reality, that is, market orientation. Koli and Yavorski (Kohli and Caworski, 1990), often referred to in the field of modern marketing, point out the market orientation as follows: "Market orientation means the following: 1) the current and future needs of customers and their factors affecting one or more units (2) understand the position of other departments, (3) dealing with the needs of different sections of the selected customers. "

In this approach, market orientation is the product of understanding the market within the organization and puts considerable demands on managers to find ways to understand the market (Piercy and Lane, 1996). In parallel, Narver and Slayer (Narver and Slater, 1990) defined the market orientation as follows:

"Organizational culture creates a more effective and cost-effective behavioral model to create the highest value for its customers, and ultimately contributes to the continued high performance of the organization."

However, there are also opinions that there are serious obstacles to establishing market orientation (Harris, 1996, 1998, Piercy et al., 2002) and, in real terms, when the company is not really oriented to the market, it is not excluded that difficulties will be encountered when developing marketing strategies. Webster's (Webster, 1994) may be appropriate to eliminate the barriers to market-oriented efforts, as Webster's (Webster, 1994) "invented" for a new era considering the marketing concept of the various types of organization, the complexity of relations and globalization. He introduces "15 new ideas of marketing concept into a market and a set of principles of governance for the creation of an organization that aims to meet customers' needs" and forms "the basis of the new marketing concept." The conceptual perspective of the Webster is a profitable attempt to practice the practical implementation of the marketing concept.

Opening of real opportunities for marketing is made possible by switching to marketing (culture-culture) and competitive position, which is actually oriented to customer interests. Facts generally show that tactically, marketing is a very minimal, and the strategy is almost entirely ineffective (Day, 1992, Varadacan, 1992; Webster, 1997).

Understanding the market and the organization's customers and adapting to market changes are key issues. The ability of the company to meet customer needs and adapt to it is not sufficient for the development and implementation of the strategy. Another issue is that the marketing process should be viewed as a science based not only on the sphere of responsibility but also on the direction of action and thematic area. There are real reasons to confirm the prospect of a marketing process that is increasingly widely used in large companies (Hulbert et al., 2003). We will learn that coordinated activities of the organization's employees and numerous functional units are required to provide high quality service and value for innovation, in order to create a defensive part of the market and to ensure product competitiveness.

Understanding the competition in the market in line with the customer's point of view is another crucial point. It is not always easy to see a product or service out of the customer's disadvantages, but in the absence of such an approach, the marketing strategy is too weak for the attacks of unexpected competitors. Finally, it is revealed that longer-term outcomes are more important than current results, and is always considered in the design and implementation of a long-term prospective marketing strategy.

**1.1.2 Modern approaches to marketing**

Based on the basic concepts of marketing mentioned above, marketing law oriented on resources and alternative interests of common business participants, we can propose some basic and high-level marketing principles that can be based on marketing theory and practice. These principles are subject to the logic of cost-based processes described by Webster. Each of these principles is so clear that there is no need to express them. Nevertheless, adopting these principles and applying them to the organization's activities may lead to radical changes in the organization's response to customer needs and customer relationships.

 **Principle 1. Address customer needs**.

The first principle of marketing is derived from the above and comes from the concept of marketing. Although this is fundamentally related to the financial and social spheres, focusing on customers in achieving the long-term goals of the organization is just a matter of absolute direction! According to this fact, the organization should carefully examine the client's wishes and needs, and then the organization should clearly define what they are and how best they can be paid.

 **Principle 2. Compete in markets where you can win preference**.

The choice of the market is the main task of any organization. The organization chooses where to direct and manage its resources. There are many factors in the selection of the market, including the attractiveness of the market for the organization. But another issue in the competitive market is more important: do we have enough knowledge and ability to compete? Companies interested in market attractiveness later realized that they have no real opportunity to fight, and they have finally failed. Failed ".com" Internet companies have been able to access in the early 2000s, but have not had enough knowledge and habit to gain dominance over other Internet companies or "traditional home-based organizations."

 **Principle 3. Customers do not buy products**.

According to third-party marketing principle, customers do not buy products; they get what they want to do - that is, they can solve their problems. In other words, it is noteworthy that customers can benefit from the benefits of purchasing, using or consuming the product or service, not the technical specifications of the product or service.

 **Principle 4. Marketing is so important that it can not be delegated to the marketing department (if it is still available)**.

It is often the case that every person in the marketing organization becomes a business dealer. The activity of each person can affect the ultimate customer and their consent. King (King, 1985) shows some possible misconceptions about what marketing is. He notes that one of the most sinister mistakes is "marketing service marketing." This can happen when the organization is employed in a marketing career that is capable of analyzing marketing information at a high level and calculating market share up to one meter but not affecting product or service offered to customers. The marketing section is viewed as the sole part of a "marketing campaign", so the other divisions are only engaged in their duties and are eager to achieve their goals.

 **Principle 5. The markets are varied**.

It is increasingly clear that markets have different content; there are a variety of individual clients, sub-bazaars, or customers. For example, a customer can take a car to make a cheap departure from point A to Point B, another for a comfortable or safe trip, and a third for the purpose of creating a personal image or providing their own claims. An organization that is willing to pay a market with a Universal product segment is practically divided into two or more chairs and is vulnerable to accurate targeted competitors.

 **Principle 6. Market and customers are constantly changing**.

It is no coincidence that nothing is permanent and that everything is temporary. Markets are constantly changing, almost all products are temporarily available and become unstable when a new or better method of payment or demand is paid; in other words, they existed until they emerged as a new solution or another beneficial supplier.

**1.1.3 Marketing as a key successor of businesses**

In many organizations, the practical way to design a strategy is to define a mission or goal. Founder and CEO of Eden Procect, Tim Smith, decided to create a large global ecobrand and change people's views on the planet they live in. He expressed his mission as follows: "to create the conditions for understanding and effective management of vital relationships between plants, resources and people in order to create a secure future for everyone". This principle is a $ 40 million loan for the British lottery. £ 43 million for special pound sterling and also for the production of orange blossom complex in Saint-Ostel, a clay-bore and unused pool. The scope of goals that he has offered to people who work on the project, to dedicate themselves to self-sacrifice, was no less important. Despite the fact that it is located in an inconvenient place, the number of visitors is over (over one million in the first four months) and now the Eden brand intends to spread to other countries around the world (The Guardian, 18 March 2002). To determine the purpose or mission, the organization must first answer questions raised half a century earlier by Levitt (see Levitt, 1960). In which business do we work? In which business would we like to work?

Expressing a short and concise expression of the mission that is appropriate to the entire organization can generate a sense of common purpose and determine the principles that will be taken as a basis for identifying priorities and decision-making in the future in resource allocation. At the same time, the provisions that have been misinterpreted, in particular the terms "motherly love and appetite", can be damaging to the organization and may become a target for workers, managers and even customers.

Levitt (Levitt, 1960) sets out many examples of companies' identification of their business on the basis of imaginary imaginations. Those engaged in railway business thought they were operating in rail, not in transport. That is why they were unable to consider alternative types of transport. Those engaged in the oil industry thought they were operating in oil production but not in energy production and sales. During business identification (product or service), overwhelming attention to physical features should not be misdiagnosed, and the aggregate products or services and benefits associated with them should be studied.

**1.1.4 Portfolio planning tools in marketing**

Each organization involved in different types of activities should look for ways to measure the balance between the business trends in the portfolio and to facilitate the sharing of resources between them. Over the past 30 years, many portfolio planning models have been developed to facilitate this process. The first and most modest growth model was developed by the Boston Consulting Group (Boston Consulting Group). More sophisticated models were developed by McKinsey and Arthur D. Littl and commercial companies such as Shell and General Electric.

However, all these models have a number of key goals (Grant, 1995):

1. Preparing business strategy and resource allocation (both financial and administrative).

It may be possible to define investment priorities in different business lines by evaluating the status of the entity in the field, as well as evaluating the prospects for development in the medium or long-term. Companies that take a strong position in attractive markets will probably be financially satisfied. But at the same time, they need accurate management that ensures their realization. Different strategies for construction and protection can be distinguished. The weak business direction in attractive markets may require additional investment to improve the situation in the future. In markets where business activity is declining, allocating resources to products is less appropriate, whereas reverse strategies are not able to change the market trend in the opposite direction. In smaller markets, products often fall for cash, allowing them to allocate resources to portfolio and potential destinations.

2. Balance analysis in portfolios.

Portfolio analysis allows for the development of separate types of business development strategies, as well as evaluating the overall balance of the portfolio in terms of future prospects and risks, cash flows. Balances in cash flows are achieved if there is a certain potential business that has already been invested in current or past existing resources. In the balance situation, hesitation is the possibility of expanding or absorbing other businesses (in the mid-1990s, the $ 7 billion of Microsoft's charter capital and the new profitable synergetics venture to invest), or the need to capitalize on a foreign investor . An important issue in planning the portfolio is to help it assess the overall outlook of the organization.

Strong dependence on aging products can have a positive effect on current cash flows, but if the funds are not invested in tomorrow's products then the long-term future of the company will remain in question. In the absence of sufficient cash flow in the current period, excessive investment in the future may indicate the volume of porcelain. Finally, the risk assessment of separate business trends allows the firm to share the overall risk that enables it to avoid all risks of excessive risk and that the most profitable, but not least profitable, initiative initiatives can be balanced creates. The success of any portfolio planning approach (a very competitive methodology for the market) depends on the extent to which managers are helping to make the decisions we have mentioned above. Some of the methods have been subjected to excessive simplification, while others have been criticized for their excessive subjectiveity (Haspeslagh, 1982; Doyle, 1994).

**1.2 Marketing strategy in businesses**

After determining the purpose of the organization, it prepares a marketing strategy to achieve this goal. We can look at the three main levels of marketing strategy development: the establishment of a basic strategy, the company's competitive positioning, and the application of the strategy. Establishing an effective marketing strategy begins with the potential capabilities of the company, as well as its weak and strong sides - with creative and detailed assessment of the potential created by the environment and the threats to its competitors. Based on this analysis, the company's core strategy is to determine the marketing purpose and the key areas of reaching them.

At the next stage, the market is selected (both for customers and competitors). Meanwhile, the organization determines the superiority or competitiveness of service providers in comparison to their competitors. Determination of different priorities and determination of goals constitute an organization's competitive position and its proposal. At the stage of strategy identification, a marketing organization capable of realizing the strategy in practice should be established. The structure of the marketing organization can play a decisive role in the success of the strategy. The implementation of the strategy also depends on the adaptation of product, price and advertising-propaganda activity in the targeted market, both product and service position. Finally, a control mechanism is needed to verify the success of the strategy. Control is dependent on both the effective implementation of the strategy and the final outcome of this strategy.

**1) Analysis of the organization's resources.**

Each organization can compile a large list of resources available. But not all of these are equally important for the development of a marketing strategy. In the same way, any sincere organization can count on many of its weaknesses, but not all of them are of vital importance. During the identification of the base strategy, efforts are being made to identify distinctive resources (assets and capabilities) that help identify the organization. This context makes it easier to define the options that the organization can use and determine where to use them more effectively, while minimizing the weak points. Solving skills or decisive habits are possible in any aspect of your activity. It can emerge as a unit of research and development in creating productive products based on productivity or productivity, marketing or financial planning capability, product-related ideas, or customer reviews during product or productive installation. But from the point of view of the marketing strategy, the following question is interesting: will it be possible for customers to use their market for creating high value?

**2) Analysis of service markets**.

The analysis of the markets where the company works or wants to work should serve to focus on the opportunities and threats facing the organization. These opportunities and threats come in two main areas: from customers (current and potential) and competitors (still current and potential). Most of the market has been segmented in some way. They are made up of different clients or customers with different needs or needs. The question "How did the market become segmented?" Is useful for understanding customer needs and helps focus specific market goals.

For example, computer business can be segmented in different ways. By simple segmentation, the product can be divided into large machines, mini-computers and personal PCMs. CPA has long been a dominant position in the main-frame market. Competitors, who admit that it is difficult to fight against such a huge rival, has centrally located their markets in the market of mini-computers and has gained a dominant position in this market, focusing on the needs of relatively small consumers. Analogy, the Apple firm maintains its leadership in the market until the last generation of Intel PCs and the Microsoft operating system "CPA - Joint Machines" appeared on the market.

Considering the opportunities created before the organization it is also important to study the hazards as well. These threats have two major sources of strength - the market changes that the company has not understood or can not stand up, and the activities of competitors trying to change power in the marketplace. The changing world requires that the organization always collect information to be aware of the needs of its customers. In some markets it is less important to keep up with technical improvements. In the early 1970's, pocket calculators destroyed the logarithm market, and in the mid-1970s, electronic clocks turned into a serious problem (but temporarily) for Swiss watch manufacturers. The tastes of customers also change. Fashion is coming and going (and often does not go unnoticed by marketing professionals), but it is important not to let go of it in markets where fashion is important. The second source of danger to the organization is competitors. In many markets, there is a tendency to increase competition both by domestic and international competitors. As competitors seek new market opportunities and develop marketing programs, the company should improve its marketing activities. Many areas in the United Kingdom have failed to respond to or strengthen international competition, and they have been exposed to its impact. For example, in the market of high-tech computers, the first lightweight 3-pound computer was needed - business users who were wearing heavy-duty machines - the use of Sony, which aimed at refusing companies from that period to reduce their size, was caused. In companies with strong marketing, competition analysis takes time until customer valuation and self-evaluation. Significant efforts are focused on identifying competitors' advantages, shortcomings, and their likely strategies.

**3) Situational analysis (SWOT-analysis).**

The analysis of the weak and strong aspects of the organization (above all its internal characteristics) can be combined with market analysis (internal features) that call it a situational or SWOT-analysis (strong sides, vulnerabilities, external capabilities and threats).

Situational analysis is a dual purpose. First, it seeks to detect both domestic and external factors that are more important than the organization and its market. He gives the manager operational information on critical issues. Secondly, it helps to design a strategy despite the overlapping of vulnerability and vulnerability with external capacities and threats. With the help of this organization, the organization determines where its power is attacked, where it is protected and where its vulnerability is weakened by market changes and competitors can do.

**4) Base strategy.**

Based on the analysis we have described above, the company tries to define the crucial factors in achieving success in certain markets (sometimes referred to as crisis-prone factors). The decisive factors of the success of the industry are factors that are crucial for its functioning. The decisive factors of success are determined on the basis of comparisons with companies that have been successful in dealing with successful companies or field leaders. In most cases, they show what the company can do more effectively, meaning where the maximum effect can be gained by the use of additional concrete forces. For example, the decisive factors of success in the food industry may be the relationship between the manufacturer and the retail merchant. In large diversified structures (less than 80% of the UK's largest food chains share less than half the share of retail trade), there is a situation where a significant portion of the potential market is lost if the new food product is not distributed in the main shopping malls. The key factors of success in commodity markets are the productivity of production that allows the value to be lowered when the only means of individualizing the individual is evaluated. Omae (Ohmae, 1982) notes that the decisive factors for the success of the Japanese lift farm are related to the service - the dismantled elevator must be repaired immediately, because the Japanese are trying to stay in the elevator.

**1.2.1. Main purpose of a proper marketing strategy**

The main purpose of organizing marketing activities in enterprises:

1. Achieving high consumer consumption is an increase in production, employment, and high profits.

2. Satisfaction with consumer satisfaction - not only increases the volume, but also ensures the consent of the consumer.

3. Improving the living standards of the population - the quality, quantity, type, availability, value of goods and so on. are taken into account.

4. To offer the widest range of commodities and offer the buyer the widest range of commodities.

In other words, the marketing management system should be able to meet the buyer's taste and satisfaction.

Every company carries out marketing work by a group of people. Marketing management should define the responsibilities of these people within the organization, define their responsibilities and responsibilities.

The goal of the company's marketing strategy is to build coherence between the market and the company's future capabilities. Creating a strategy for a commercial organization is to ensure the compatibility of its capabilities and conditions. For non-profit organizations like charities or utilities, developing a strategy is to coherence between their service providers or cob requirements. At the center of the strategy is not only the organization's resource profile, but also a critical assessment of its environment. Strategic planning is to answer the three most important questions:

1. What is the organization doing now?

2. What is happening around it?

3. What would be more appropriate for the organization?

The strategy is essentially not effective, or effective (does what you need). The bulk of managerial time spent on daily work. Checking the working time of the managers at the top of the table. However, in the most successful companies, the process is strategic, and now are you going to answer the question and what are you doing.

Having defined the goal of the organization, it is preparing a marketing strategy to achieve this goal. It can be considered three basic levels of marketing strategy development: the creation of a basic strategy, the competitive positioning of a company and the application of a strategy.

Creating an effective marketing strategy begins with the potential of the company, its strengths and weaknesses, as well as a creative and detailed assessment of the threats posed by the environment. Based on this analysis, the main strategy of the company is to determine the marketing goal and key areas for their achievement.

At the next stage, the market is chosen (for both buyers and competitors). Meanwhile, the organization determines the superiority of service providers over superior or competitive service providers. The definition of different priorities and the definition of goals constitute the competitive position of the organization and its proposal. At the stage of strategy definition, a marketing organization should be created that is able to put the strategy into practice. The structure of the marketing organization can play a crucial role in the success of the strategy. The implementation of the strategy also depends on the adaptation of the product, price and promotional activities in the target market, both product positions and services. Finally, a control mechanism is needed to test the success of the strategy. Control depends both on the effective implementation of the strategy and on the final result of this strategy.

A basic strategy is a general strategy used both for the company’s obcectives and to achieve these goals. To develop a basic strategy, it is necessary to conduct a detailed analysis of market resources and target markets or a mission to accomplish a mission.

Each organization can make a large list of available resources. But not all of them are equally important for developing a marketing strategy. In the same way, any sincere organization can count on many of its weaknesses, but not all of them are of vital importance. During the definition of a basic strategy, efforts are made to identify distinctive resources (assets and opportunities) that help identify the organization. This context facilitates the identification of options that an organization can use, and determines where to use them more effectively, while minimizing weaknesses. Skill decisions or decisive habits are possible in any aspect of your activity. It can become a unit of research and development in creating productive products based on performance or productivity, marketing or financial planning opportunities, product-related ideas or customer feedback during a product or production installation. But from a marketing strategic point of view, the next question is interesting: can customers use their market to create high value? A distinctive ability of a company can be its marketing assets - image and market participation - a distribution network or after-sales service. The decisive factor in distinguishing ability is its ability to be used in the market. In the absence of demand for any product on the market, the importance of distinctive technical habits will be very small during its production. Thus, the important role of marketing management is manifested in the assessment of the conditions of application of the organization’s distinctive potential in the market. Reflection of distinctive skills or advantageous advantages creates weaknesses among competitors. For example, if competitors have a more suitable or protected source of raw materials or more loyal customers, then the company should consider its weaknesses and prepare a strategy that will eliminate them and outperform their competitors. It is difficult, and sometimes impossible, to overcome the structural flaws inherent in the company's business style.

A strategy should be prepared to distract opponents from these factors, which should not allow competitors to use these factors to achieve success. Other vulnerable areas can then be turned into advantages, eliminating and even using it. Correct identification of the weak and superior sides of a company is possible only through a systematic and comprehensive assessment of resources and their use in relation to competitors.

An analysis of the markets in which the company works or wants to work should focus on the opportunities and threats that the organization faces. These opportunities and threats arise in two main areas: from customers (current and potential) and competitors (still current and potential). Most of the market has been segmented in some way. They consist of different customers or customers with different needs or requirements. The question “How did the market become segmented?” is useful for understanding customer needs and helping to focus specific market goals. For example, the computer business may be segmented in different ways. In a simple product segmentation, the market can be divided into large machines, mini-computers and personal computers. The CPA has long dominated the mesonon market. Competitors who recognize that it is difficult to deal with such a huge competitor have centrally positioned their markets in the mini-computer market and occupied a dominant position in this market, focusing on the needs of relatively small consumers. Similarly, ‘Apple Corporation’ maintained its market leadership until the latest generation of Intel computers and the ‘Microsoft’s "Unified Compatibility Machines" operating system appeared on the PC market. ‘Canon’ is a universal computer market. The company acknowledged that computer users need more than just personal computers. They also need peripheral mechanisms that allow them to use the computer in the most favorable environment. Printers are a Hewlett-Packard business, while they are on the market as a supplier of ‘Canon’ color inkjet printers. In such large markets, there are smaller units based on product types. ‘Toshiba’ and ‘Compaq’ are producing portable laptop computers.

The role of marketing in the organization of enterprises in the market economy as well as the organization of production activity is undeniable. This experience can be seen in more industrialized countries. Unfortunately, the existing companies in Azerbaijan still do not pay much attention to marketing. Of course, it has its own objective and subjective reasons. But in any case, the spinal column of each firm should be a marketing department. There is no other way to stay in the market for a long time. Each businessman can get a very positive result by using a marketing service. These include:

• Conducting marketing research properly

• Getting information right

• Proper learning and supply

• Market segmentation and selection of segments

• Proper commodity arrangement

• Efficient commodity prices

• Stimulation of sales

• Proper planning of planning and control

**1.2.2. Modern day marketing – the role of internet**

Obviously, adopting internet marketing and opening a web site are important for all the companies. The companies that have decided to open the site must respond to a number of questions related to the involvement and acquisition of users, relationships with the distribution network, the relationships with the distribution channel, the web site availability and its profitable site disclosure. The main issues are the creation of a web-site, promoting the product through the Internet, and setting up a profitable business model.

The potential and scale of new tools for introducing electronic marketing after the great Internet revolution of the late 1990s and early 2000s were nececessary to concentrate when firms that were on the Internet simply overwhelmingly hoped for new dreams. At the same time, realism is not a sign of weakness expressed in “what can I tell you?” The influence of the Internet on business will not weaken, but will increase. In the mid-1990s, negotiations on the formation of a “new economy” resulting from the use of information and knowledge became habitual. The development of this area has allowed organizations to expand their communication capabilities and range of activities as a result of new advances in the field of Internet technologies. Key features of the new economy: rapid changes, cooperation instead of competition, complexity, uncertainty, lack of technological continuity, and the need to use and manage knowledge-based assets. For example, according to one of the ideas, the true essence of the “new economy” is that the ownership of physical assets changes to a second, giving way to ideas and services. In the old economy, the inhabitants of the Pacific, the islands of Nauru, make a living selling loops used as fertilizer. In the modern era of the new economy, the neighboring island of Tuvalu boasts a successful state: the island’s Internet domain (.tv) is in great demand among television companies. One of the founders of ‘Sun Microsystems’ is proving a more pragmatic way: the new economy is based on the idea of ​​a greater idea, and with a brilliant idea and a new business model, talented people earn a lot of money and even may have a greater impact on corporations. The nature of these changes, according to some authors, may lead to the need for a completely new model of business administration and management. These models should focus on adaptability and dexterity, and it should be borne in mind that the quality of strategies is greatly emphasized.

The main problem faced by many Internet-based companies is the decision to decide which performance to evaluate. Some researchers have studied a number of Internet companies over the past 18 months and came to the conclusion that most companies were able to attract customers to their sites, but only a few were able to keep buyers of their customers and track their regular customers. For example, Boo.com in the UK and Pets.com and Living.com (USA)

consumed a large number of customers, but in the end could not turn them into their customers. A large selection of visitors was that only less than 5 percent bought them, and less than 10 percent bought them again. According to subsequent estimates, the average cost of about $ 400 was about $ 1,100 per customer. Most of the existing performance criteria allow a website to estimate the number of visits, the number of pages viewed, the number of ad impressions, etc. It is rarely possible to estimate a client’s income when it comes to organization costs or the cost of working with clients in their work, from potential to real customers and their retention.

In fact, the ‘information superhighway’, which really is the Internet, has many opportunities to provide cheap and fast information about the network, from market information to customers and competitors. The most serious problem is the actual direction and gap between the existing information which there may be discovery of information necessary for making a more profitable marketing decision. A number of organizations offer their assistance in this regard, and the number of researchers in the online market is constantly increasing. For example, Forrester Research specializes in providing timely and relevant information to its customers, publishing periodic reports on research and trends on the World Wide Web, carefully searching for relevant information and specific industries. In international marketing, the UK government promoted exports to the UK in 1999 and stimulation and investment in the economy of the country. British Trade International, on its own website, provides exporters with online search services based on selected countries, sectors and / or submissions.

Traditional marketing research of qualitative and quantitative methods consisting of surveys for qualitative methods, extensive interviews and design methods, as well as quantitative methods are polls and experiments. Both types of research can be done online.

One of the features of the Internet is the fact that the government is moving from the hands of manufacturers and retailers to buyers. The mid-twentieth century was a period of concentration of power in the hands of producers and suppliers (since demand was usually in actuality in most areas). The main feature of the last quarter of the twentieth century was that the government fell into the hands of retail trading companies. It was they who regulated the relationship between producers and customers and controlled the flow of information from customers. Customers wishing to collect information on competitive products could do this, but the process itself often took a lot of time, caused concern, and ultimately made limited decisions about information that was not enough for the process was made. The main characteristic of a market created on the Internet is that there is an “information superhighway” where customers have relatively easy access to information. In fact, the buyer now begins to search for information, and previously the manufacturer or retailer has begun and controlled this process.

In the early stages of innovation, branding is important. For operations in a conventional business world that is not networked, brand equity as well as important marketing capital help build customer confidence that binds the brand name and reputation of a well-known supplier. Branding, because customers do not have the opportunity to check the product or talk to the sellers when buying products made from atoms through the Internet, can play an important role in attracting potential customers. Indeed, the names of stable and well-known brands can be an important tool that will help potential customers in the first place to find the right website. Customers look more like internet as a user experience and confidence, as a rule, gives more opportunities to “go shopping”, choosing alternative products at a lower price than a less well-known supplier. Presumably with the acquisition of comparative information, the Internet network that expands the capabilities of the buyer, accelerates this trend.

By its nature, the Internet is a global network and allows for marketing activities regardless of intergovernmental boundaries. Search engines offer local or global search capabilities, but any organization using the Internet must remember that its website is accessible from anywhere in the world. Thus, there are a number of factors affecting marketing:

- The company must determine in which languages ​​information is available on the site. Although English is universal, consumers from non-English-speaking countries may require translation into local languages.

- The firm should not forget about the various legal and cultural norms and sensitive factors in this approach. This refers to some words or colors. In some countries, even some products may be prohibited by law. Some marketing practices, such as direct comparison with competitor products in some countries, may be illegal.

- It is necessary to carefully consider ways of instillation abroad and methods of payment for products (belonging to “atomic products”). This may be shared in different countries as well.

**2. MACROECONOMIC FACTORS IN MARKETING**

**2.1 Marketing environment: micro and macro-environment**

The organization's marketing activities occur in a certain environment called marketing environment, such as other types of economic activity. The marketing environment is understood as the range of subjects and factors affecting the market's business activity, production and sales.

As can be seen from the definition of marketing's environmental factors, its composition is very varied and varied. Each of them has a different effect on marketing. Therefore, the classification of these factors and their impact on marketing are of paramount importance.

Because of the factors affecting the marketing activity of the entity and the factors affecting the level of national economy, the environment of the marketing is divided into macromuhetic factors and micro-factors.

The macro-economic factors of the marketing relate to global factors affecting the activity of all market entities, not just the market's business activity, but the macro level of the national economy. This includes socio-economic environment, political-legal environment, natural environment, cultural environment, technology and technology environment, and geographical factors.

Marketing microfinance refers to the subjects and factors affecting its activities, which are located on the same level of the economy with its direct functioning. These factors, in turn, are divided into internal factors and out-of-office factors.

The business environment of a business is directly related to the production and financial activities of the entity and affects the management and implementation of marketing activities.

Outsourcing and non-institutional factors affecting off-budget micro-financing factors are directly related to the entity's business-financial performance, which is at the same level as the economy.

The ability of the entity to manage the mentioned macromuhexic and micromahit factors, and the degree to which they are affected, are significantly different from each other. From this point of view, marketing's environmental factors are divided into controlled factors and controlled factors.

Except for the cases stipulated by statutory acts, environmental factors that are identified and managed independently by an entity are called controlled factors. These factors include internal business interconnection.

Environmental factors that influence the organization's ability to operate, manage, or over-impact and to adjust to it are the uncontrollable factors of marketing. These factors include macro-environment factors and extracorporal factors of micro-environment.

**2.2 Definition of macroeconomic factors**

Macroeconomic factors are mainly related to the socio-economic environment of marketing. The factors of socio-economic environment of marketing relate to social, demographic and economic factors.

**Social factors**. Indicators that characterize the social situation of the population and affect the marketing activities: the standard of living; population income level; family budget allocation; public classes; referent groups; the social status and role of the consumer.

**Level of life**. The living standard of the country's population is measured by how much product earnings it earns during its specific time unit (typically an hour).

**Levels of income**. The level of income of the population is understood to mean the amount of income earned and earned over time. According to this indicator, the countries of the world are divided into five groups: 1) countries with very low family income; 2) countries with a low level of family income; 3) countries where family income is very low or too high; 4) countries with low incomes, middle and high income families; and 5) countries with relatively moderate incomes. The purchasing power of the population is directly determined by the level of their income, and has a significant impact on marketing activities. Thus, as the level of income increases, sales of expensive, environmentally friendly and prestigious products are expanding and the volume of sales increases.

**Family budget allocation**. Different consumers divert their income differently from different factors (eg, sta-tus, social grouping, cultural level, etc.), ie distribute it differently. In other words, the family budget allocation characterizes the family's consumption patterns.

**Social classes**. Social classes are relatively stable social groups with a similar system of values, interests, and behavior. The population of the country is occupied with professional activity, education level, material wellbeing, etc. they are divided into social classes according to their characteristics. The behavior and attitudes of each buyer to a particular social class are largely determined by the behavior and the occasion of that social class, when they make a decision on the purchase of that product, taking into consideration the opinion of others in that social class. Therefore, many institutions take into account the behavior, needs and other characteristics of the specific social class in the preparation of sentences, and therefore diversify their products.

**Referent groups**. The referent group is a group of persons who have a direct impact on the behavior and attitudes of each individual, identifying himself and self-esteem. The re- gress group can formally formally exist for certain clubs and public organizations (for example, any young player may try to resemble a well-known celebrity who does not know him personally and prefer to use his preferred product give and use). As with the social class, each member of this group has the character, attitude, choice, and so on. accepting it as a criterion, and taking them on the basis of harvesting. Therefore, businesses are trying to identify their target markets and compile marketing programs. For example, Mary Kay Cosmetics has great experience in selling home-made products. The company's consultants are asking for the participation of women in the process of presenting cosmetics at home. Each housewife invites her friends and neighbors to their home, and the company's advisor goes through a free make-up lesson using their products. Usually, about 60% of the participating guests receive the products sold by the companion under the influence of the host or other participants .

**Consumer status and role**. Consumer's role is a set of actions or activities that individuals should carry out according to the individual's involvement. Status means that this role is evaluated by society (family, social class, referent group, etc.). Every individual prefers to buy products that are relevant to their role and status in society.

**Demographic factors**. Demographic factors characterize changes in the population of the country. This is the natural increase or decline of the population; age structure of the population; the number of families; Number of children in the family; the number of newlyweds; population migration; the general education level of the population and other demographic factors. These factors influence the marketing activities of each enterprise in different ways and in different ways. For example, if the high population growth affects the demand for food, the number of families affects the amount of sales of the family's collective use. Increasing the number of infants leads to an increase in the demand for baby food, and so on.

**Economic factors**. These factors characterize the country's economic situation and are the most important factor affecting the market's overall position. These factors include the economic type of the country; gross domestic product and national income; volume of gross product per capita and national income; the country's economic development pace; price level; inflation rate; unemployment rate; loan opportunity; investment in the country's economy, etc. economic indicators.

**Country's farm type**. This factor characterizes the level of economic development of the country and the level of income and the purchasing power of the population depends directly on this indicator. According to this indicator, the countries of the world are divided into four groups: 1) natural economy, 2) raw exporting countries, 3) developing countries, and 4) developed countries. In recent years, countries with post-Soviet economies transition to market relations have been labeled as separate types of farming economies.

The country's economic type has a significant impact on market capacity and product structure of the market. For example, in the countries with the natural economy, foodstuffs are in great demand, while in raw materials exporting countries, there is a need for certain equipment and equipment, along with foodstuffs. In developed countries there is a demand for all types of production and consumption products and the market capacity of these countries is much higher than the capacity of other countries.

** Political-legal environment of marketing**

Political and legal environment factors include the rules for the implementation and regulation of entrepreneurial activities, the organization of relations between market subjects and the protection of consumer rights as well as the political situation in the country. Political factors here; legal factors and consumer rights interference.

Political stability to political factors; currency restrictions; attitude towards buying abroad: state apparatus; relationships with other political and state figures and other political factors.

Legal factors include laws and regulations that provide for the implementation and regulation of entrepreneurial activity in the country and the system of state control over their compliance with them.

Factors protecting consumers' rights include factors that protect the interests of society, including consumers, from improper, unfair entrepreneurial activity and entrepreneurial irresponsibility, as well as business ethics and state and public organizations for the protection of consumer rights.

** The cultural environment of marketing**

Cultural environments are understood as the system of values, perceptions of the society, social institutions and other forces that help shape the lives and behaviors of society. Human and national mentality in the cultural environment of marketing; subsidies; loyalty to national traditions; the attitude of people to each other, to social institutions and society; cultural development level of society; as well as the manner in which negotiations are conducted and other cultural factors. The environment's environmental factors affect consumers and consumers to take advantage of this or that peculiarity of the product (dishes, consumption), the selection of products and procurement, and the entity's marketing activities is one of the most important macromohit factors.

**Human culture**. Human culture means the system of values ​​and norms that perceives and behaves in all nations of the world, the perception model, the behavioral behaviors, and so on. is understood. As the differences between different cultures disappear and the diversity of cultures occurs, the company's ability to offer standardized products to all markets and to develop standard marketing programs increases. This leads to lower costs for the production and sale of the product, its price level, and hence the increase in sales of the product.

**National culture**. The national culture is a system of values ​​and norms belonging to different nations and peoples, understanding patterns, behavioral attitudes, and so on. It's packed. These differences in the culture of different nations require differentiation of products, adaptation of the marketing complex and strategy, and, consequently, the development of specific marketing strategies and programs for each market (or market) . It is true that the implementation of these works will result in an increase in costs for the production and sale of the product, and, consequently, an increase in product costs. However, due to the combination of other elements of the product and marketing complex, as well as the marketing strategy to meet the market demand, the increase in the volume of product sales allows them to pay overtime and earn additional profits.

**Subculture**. Subculture means a large group of consumers with a similar system of values, needs, and style of behavior that differs from life and experience in the society in general, and prevails in society and different nationalities (ethnic groups, race, religion, language signs, etc.). For example, Spanish originates from other nations and peoples living in the United States as being loyal and conservative to their national identity: male dominated by men, a majority of 4/5 of women in this group the birth of a large number of children is considered to be the most remarkable event of their lives. In addition, Spanish origin Americans are loyal to the trademark they are using, believing that the quality of the ads advertised in the country is of the highest quality and is more exposed to advertising.

The attitude of people to themselves, to each other, to social institutions and to the community also affects the company's marketing activities. People who care more about their health prefer to buy sports products, environmentally friendly products and products that are essential for a healthy lifestyle. People who live on the principle of "I am Society" prefer preference for good dress, ride and personality, spend more on clothing and personal use, as well as travel and travel. The people who follow the principle of "community" are more focused on their families and deal with the problems of society. These people spend a lot of money buying a flat and purchasing products for their family's rest, living in charity activities, taking care of the natural environment.

• **The natural environment of marketing**

Natural environmental factors are related to the protection of nature, the protection of the ecological balance of various public organizations, public organizations and associations, and characterize the value of social consumption, its value or benefit to society. These factors include the country's natural resources and the intensity of its use, the production and use of ecologically clean products, the depletion and shortage of resources of some natural resources, the level of utilization of the product, the level of pollution of the soil, the protection of the ozone layer, the factors that are most likely to be helpful in combating the practice.

In recent years, as a result of the rise in price of material resources, especially energy carriers, the increase in productivity, the activation of natural environment and protection of consumers' rights, the increase of penalties for pollution environment, taxation "has increased the role of these factors in the branding activity of enterprises. Thus, an increase in the level of the consumer and consequently its rising, the shortage of some material resources and the depletion of their resources, the consumers, and, most likely, the activists of the consular and invasions the pollution of the environment and the refusal of the acquisition of products causing environmental degradation lead to a decrease in the volume of production and sales. Businesses focus on marketing activities to replace the expensive and resource-intensive material resources with less expensive and resource-rich material resources in order to eliminate the adverse effects of natural environment factors, the use of herbal origin ingredients instead of animal products The use of technologies that are free from pollution and environmental pollution. they started.

 **Scientific-technical environment of marketing**

The scientific and technical environment of marketing is understood to mean scientific and technological achievements that enable the technology and technology to be used for production, the creation and application of new, more advanced techniques and technology. These factors include scientific and technical and technological progress, the intensity of innovations, the innovative potential of the enterprise and its competitors, the amount of funds spent on research and development and construction work, the level of professionalism of the personnel and so on.

Today, the scientific and technical environment factors are the main product that allows the existence of society, the technical exploitation, the quality and value of the consumers, and the ability of the individual to gain a competitive and competitive competitive advantage, turned into ami. Implementation of new techniques and technology will improve the quality of the products, create new products and new marketing opportunities, and change the nature, behavior and attitudes of the consumer. The use of new technology in the production of passenger cars has also led to the creation of fast, diverse and large-toned cars. This, in turn, has led to a decline in demand for transportation by rail. Television production has led to the reduction of demand for cinemas, the creation of an Internet system, and the introduction of "online commerce" and telemarketing in the production of TV sets.

Taking this into account, companies invest in large amounts in the design and implementation of new techniques and technologies, and firms cooperate with government and even firms in this area.

However, it should also be noted that the development and application of new techniques and technologies also poses a danger for the enterprises implementing it. Thus, enterprises that develop and apply new technologies to maintain their technological superiority are at risk of creating a product that is inappropriate for the consumer. For example, in the 80s of the last century, Kraft General Foods attempted to offer a range of meat semi-finished products that were intended to be manufactured twice daily in microwave ovens without taking into consideration consumer behavior and which could be kept at home for a long time. failing to account for the behavior of the consumers, both efforts have failed. Consumers think that there are definitely chemicals in the containment of home temperatures, and in most cases they refuse to buy those products. For this reason, the company's "A La Carte" and "Impromptu" products have been unsuccessful.

**2.3 Macroeconomic factors in modern economy**

*1) Economic Growth Pace and Business Development Cycle.*

The rate of economic growth is hesitant, depending on the time and place in the world map. In March 2002, GDP growth rates were different: in Turkey and Singapore, there was an increase of 6% in China and more than 5% in Russia and India (The Economist, 23 March 2002). The US $ 10 trillion economy is three times the size of the Japanese economy for its size, and its size is greater than the sum of all other economies in the table (out of Japan). According to the per capita GDP, 28% are richer than the UK citizens, 14 times Russians and 75% Indians.

The internal differences in Europe are also astonishing. Despite the fact that only four large European economies are included in the economic one, the differences between them and the countries included in the Union include Poland, Hungary and the Czech Republic. GDP per capita in Central Europe is one-fourth of GDP per capita GDP per capita. Generally, inflation in Central Europe is high (the Czech Republic is on the rise) and according to forecasts, the rate of economic growth should be high. The integration of the new member states joining the European Union will create a number of economic and political problems that need to be addressed.

*2) Interest rates, confidence in consumers and businesses, and post-tax income.*

The situation of national and national economies in different ways directly affect the enterprise. The first and most important thing is that the state of the economy affects the interest rates and, accordingly, the value of the lending. In the period of low economic growth, the government or their central banks generally reduce interest rates to reduce the loan, thereby stimulating spending. High economic growth leads to an increase in interest rates to reduce the need for increased inflation or economic "depression". Interest rates also increase or decrease the value of lending, as well as other impacts. In particular, they have a psychological influence on the trust of consumers and businesses and do not affect purchasing decisions that are made exclusively on a rational or economic basis. It is not uncommon for enterprises to postpone their investment decisions during relatively high interest rates, which directly affects supply chain suppliers. Consumers can, in particular, postpone purchasing decisions on the ever-increasing debt. For example, the real estate market is particularly vulnerable to changes in interest rates.

*3) Employment and unemployment*.

The level of employment and unemployment also depends on the development cycle of the economy and business. During the economic crisis, many firms have a more sophisticated portfolio of orders, which implies the need to abolish the company's productivity policy. The unemployment rate affects the purchasing power and, in turn, the overall environment of business presence. Fear of state abatement affects consumer behavior, because customers tend to delay purchases during economic instability.

*4) Taxation policy.*

One of the most powerful ways of the student's economic and political environment can be considered as a financial, budget or tax policy of the ruling regime. Higher tax rates reduce the level of personal income, which can lead to a decline in demand. Lower taxes usually stimulate growth. However, there are two basic tax types and their effects can vary. Direct taxes include income tax. Accordingly, it affects the entire amount of money that can be spent on personal gains and purchases. Indirect taxes are tax deductions. The possibility of selective application of such tax may create conditions for transfer of demand from one sphere to another. For example, in the UK, high taxes on cigarettes serve two purposes: political and economic. First, this measure aims to reduce the consumption of health-prone cigarettes by comparing it with other products. Second, the government will be able to earn high profits and then spend on health or other social issues. High taxes on gasoline, while stimulating fuel consumption and driving more efficient engines, provide state treasury revenue to spend for road maintenance and other infrastructure repairs. High taxes on alcoholic beverages forced consumers living in southern England to go to continental Europe to get a cheaper product in France. The impact of the fiscal-budget policy on the strategies of individual organizations may vary. However, the key is to acknowledge this effect and, more importantly, to see how it will alter its dependence on government changes or changes to local or international legislation.

*5) Nation and government*.

The government implements economic and fiscal-budgeting policies and creates an economic environment in which the organization operates. Political tricks or political sympathies of the authorities can have a different effect on the policy pursued by the government. In general, the government's closeness to the right or left political spectrum determines the main directions of its decisions, which are central to its planning (like the Communists at the time of the Soviet Union) or to the free market economy (as the most striking example of the United States economy). Or it was always the case. Recently, the UK's "New Labourers" government has questioned whether such a policy pursued by the opposition conservative party is justified.

*6) Internationalization and globalization*.

Developed rich and poor nations throughout the conventional line separating the southernmost and the fragmentation of the least developed countries still remains. The fact that the raw material producers understand this region is accompanied by their understanding of their dominance over economically developed Western countries. The most striking example of this was the formation of the OPEC in the early 1970s and, as a result, the rise of world energy carriers did not wait. With the sharp rise in prices for energy carriers, the "third world" countries have understood their strength over their resources. In the 1990s, great changes took place between the West and the East. The demolition of Berlin's walls, liberalization of Central European countries (Poland, Hungary, the Czech Republic, Slovakia) and the collapse of the Soviet Union were the first signs of many potential changes in trading models. There are some concerns that European trade blocs ("free trade zones") can be created by destroying political barriers in Europe. They can have a negative impact on future world free trade. The closer economic connection to the North American agreement countries (US, Canada and Mexico) on the Asian-Pacific region (Australia, Singapore, Thailand, South Korea, etc.) and free trade since 1993, within the framework of the "international" primary trade becomes more and more liberal in domestic mass markets.

**2.4 The impact of macroeconomic factors on marketing strategy**

The early third millennium was marked by the arrival of "new labourers" to the UK. Many aspects of their policy have a direct impact on the business: ban on participation in branded price arrangements by brand-name producers like Adidas and Levi Strauss; prohibit tobacco companies from organizing sports competitions and ban advertising tobacco companies; condemning the government's brewing companies for involvement in minors with low alcohol consumption and ultimately the change in the name of the product, its distribution system, etc. In fact, let's say that this was a major change compared to the ones that worked there after the return of Hong Kong to China in 1997. The companies were forced to adapt quickly to the new political situation in the country. It is known that some major problems in the political and economic agenda have a serious impact on organizations:

Competitive policy is nationwide and supra-national organizations all over the world

one of the worrying issues. Inter-company mergers and acquisitions, which are already dominated in their markets, will be limited if the protection of consumer and public interests is not provided. The UK's initiative to create public-private foundations in health, transportation, and education enabling many companies to work in sectors that were previously linked to them. Nevertheless, controlling the value of money and utilizing utility remains a critical issue.

Waste reduction initiatives have increased interest in wastes and wastes collection and disposal. In the United Kingdom in 2017, household waste was recycled from 38% of waste and 48% in Germany. While EU directives and public concern for environmental pollution and global warming offer wide opportunities for companies with experience and knowledge in this area, other firms face the need to reduce waste and reduce their energy consumption. Environmental pollution and overloading of roads by motor vehicles resulted in the introduction of a special collection of charges for cars coming to London from the capital of the United Kingdom in February 2017.

Different types of pressure can be separated into organizations. The first and most importantly, customers are becoming more demanding for their products and services. Buyers require reliable and durable products with fast, quality service at a reasonable price, and want to buy. Additionally, buyers' demand is unlikely to last long. Competitiveness is achieved by offering high value for the customers, but without the constant improvement, "migration of value" occurs - buyers prefer an alternative offer (Slywotzky, 1996). For example, J. Sainsbury, a supermarket chain, is a family-owned enterprise. This chain of shops has had a profound impact on the British food and drinks. During the lifetime of the whole generation, Sainsbury was a leader in the food market and considered it a synonym for quality, broad choice and innovation in food and beverage business. In the 1990s, this company became the British institution. Tesco Stores acted as the second player in comparison with it. First of all, this company was engaged in the sale of low quality low-cost goods, which was largely associated with the foundations of the founders, "the higher the base, the less expensive the products," and then turned into the supermarket operator. In 1995, Sainsbury gave Tescon his leadership position in the market. This led to a rapid decline in Sainsbury's shares and continued to lose its market share in favor of Tescon.

This was due to the fact that in the 1990s, Sainsbury followed the strategy adopted in the 1980s, while Tesco was focusing on significant improvements in productivity and productivity that were reinforced by high investment and quality of products and services, and increased customer satisfaction. re-positioning strategy.

Sainsbury's strategy was obsolete. The worst thing was that the company did not make any effort to prepare a logical reasoned response to the situation. The second important trend, which is supposed to continue, is that customers are not prepared to pay for high-value products. Certainly, in most markets, well-developed and well managed brands can be sold at a higher price than non-branded products. However, in modern times this difference is gradually diminishing, and customers are claiming additional value for their extra costs. Deceived consumers are unlikely to be interested in low-quality products, but at the same time, it is very difficult to draw on them with the help of image-based ads. The results are clear - differentiation should be based on a greater degree of customer satisfaction.

**3. RESEARCH ON MACROECONOMIC FACTORS OF THE MARKETING STRATEGIES OF SOME AZERBAICAN COMPANIES**

**3.1 Purpose of research**

The organization's marketing activities occur in a certain environment called marketing environment, such as other types of economic activity. The marketing environment is understood as the range of subjects and factors affecting the market's business activity, production and sales. As can be seen from the definition of marketing's environmental factors, its composition is very varied and varied. Each of them has a different effect on marketing. Therefore, the classification of these factors and their impact on marketing are of paramount importance. Because of the factors affecting the marketing activity of the entity and the factors affecting the level of national economy, the environment of the marketing is divided into macromuhetic factors and micro-factors.

The macro-economic factors of the marketing relate to global factors affecting the activity of all market entities, not just the market's business activity, but the macro level of the national economy. This includes socio-economic environment, political-legal environment, natural environment, cultural environment, technology and technology environment, and geographical factors.

Marketing microfinance refers to the subjects and factors affecting its activities, which are located on the same level of the economy with its direct functioning. These factors, in turn, are divided into internal factors and out-of-office factors. The business environment of a business is directly related to the production and financial activities of the entity and affects the management and implementation of marketing activities. Outsourcing and non-institutional factors affecting off-budget micro-financing factors are directly related to the entity's business-financial performance, which is at the same level as the economy.

The ability of the entity to manage the mentioned macromuhexic and micromahit factors, and the degree to which they are affected, are significantly different from each other. From this point of view, marketing's environmental factors are divided into controlled factors and controlled factors. Except for the cases stipulated by statutory acts, environmental factors that are identified and managed independently by an entity are called controlled factors. These factors include internal business interconnection.

Environmental factors that influence the organization's ability to operate, manage, or over-impact and to adjust to it are the uncontrollable factors of marketing. These factors include macro-environment factors and extracorporal factors of micro-environment.

As we know, there are plenty of information about the marketing strategies and sales policies of international well-known brands of the world, but unfortunately, when it comes to local market, it is entirely hard to find official marketing strategies for our local companies. What we only can do is to concentrate on gettin information from some reliable and trustworthy online sources and transform them into the reliable data to use. The overall purpose of this research conducting is to get enough information about the current situation or environment of business in Azerbaijan and investigating the real national macroeconomic factors which have direct impacts on them.

**3.2 Research method**

The macro-economic factors of the marketing relate to global factors affecting the activity of all market entities, not just the market's business activity, but the macro level of the national economy. This includes socio-economic environment, political-legal environment, natural environment, cultural environment, technology and technology environment, and geographical factors. For evaluating the information we have, it is importand to concentrate on the research methods firstly. As we said, there are information gaps about the indicators which show direct link and connection between the macroeconomic factors and marketing strategies of the national company, so we will use the deduction method where we will inference from general cases and indicators to particular cases. There are plenty of reliable information sources as official governmental and international mesasurement tools and we will use the indicators derived from those sources and try to analyze the real situation of the problem.

**3.3 Data**

**1)** The GDP of Azerbaijan, according to the last statistical information derived from official sites (all information is derived from the official site of National Statistical Committee, *www.stat.gov.az*):

**Table 1.**

**The GDP of Azerbaijan**

|  |  |  |
| --- | --- | --- |
| Indicator (million manats) | The year of 2019 (January-February) | In comparison to the year of 2018 (percentage) |
| *GDP for country (million manats)* | 11 484, 15 | 103,0 |
| *GDP (non-oil sector)* | 6 406,3 | 101,4 |
| *Industrial product* | 7 556,9 | 104,6 |
| *Industrial product (non-oil sector)* | 1 732,7 | 115,5 |
| *GDP per individual* | 1 163,8 | 102,1 |
| *Nominal income of the population* | 7 619,7 | 105,1 |
| *Nominal income per individual* | 772,2 | 104,2 |

Source: National Statistical Committee (2019)

**2)** Production of food, beverage and tobacco in Azerbaijan (January, 2019):

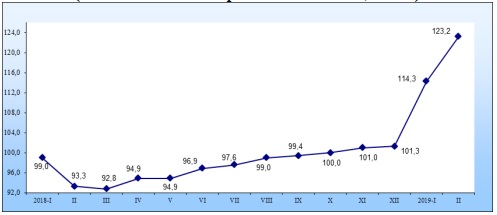
**Table 2.**

**Food, beverage and tobacco production (2019)**

|  |  |  |  |
| --- | --- | --- | --- |
| In comparison to the previous year, with percentage | | | |
|  | Production of foods | Production of beverages | Production of tobacco |
| 2018 | | | |
| January | 99,0 | 75,2 | 2,8 |
| February | 93,3 | 81,0 | 3,4 |
| 2019 | | | |
| January | 114,3 | 148,9 | 66,5 |

Source: National Statistical Committee (2019)

**3)** The production dynamics of foods:

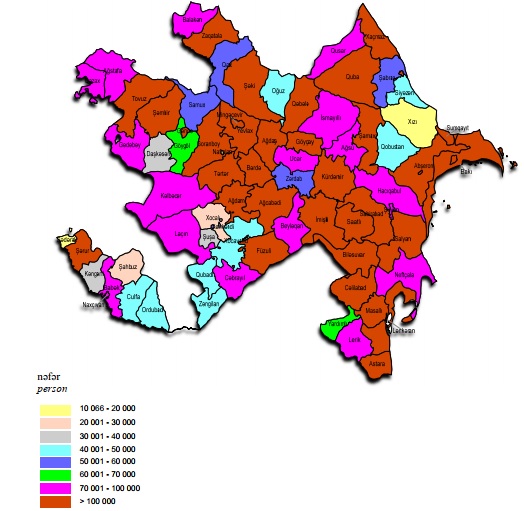
**Graphic 1.**

**Food production dynamics**

Source: National Statistical Committee (2019)

4) Demographic indicators o the country:

* Population of the country (January, 2000): 8032,8 mln. people
* Population of the country (January, 2019): 9898,1 mln. People

5) The establishments of new businesses in the country:

**Table 3.**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| *Indicators* | 2016 | | | 2017 | | |
| **Total** | **Including** | | **Total** | **including** | |
| **Legal entity** | **Enter-**  **preneurs** | **Legal entity** | **Enter-**  **preneurs** |
| Total number of newly created entrepreneurship subjects | 139185 | 7435 | 131750 | 145985 | 11717 | 134268 |
| The number of newly created small entrepreneurship subjects | 139012 | 7262 | 131750 | 145747 | 11479 | 134268 |
| The number of newly created middle entrepreneurs | 173 | 173 | - | 238 | 238 | - |

**Establishment of new enterpreneurships**

Source: National Statistical Committee (2019)

**Table 4.**

**Analysis of impacts of macroeconomic factors on some companies**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| *Name of the companies* | *Impact of Economic Growth Pace* | *Impact of interest rates* | *Impact of employment and unemployment* | *Impact of taxation policy* | *Impact of internation-alization* |
| SOCAR | Positive | Positive | Negative | Positive | Positive |
| “Azerpost” | Positive | Negative | Negative | Negative | Positive |
| Azerbaijan Airlines | Negative | Positive | Negative | Positive | Positive |
| Azersun Holding | Positive | Positive | Positive | Positive | Negative |
| Kapital Bank | Negative | Positive | Negative | Positive | Positive |
| Azercell | Positive | Positive | Negative | Positive | Positive |
| Nar Mobile | Positive | Positive | Negative | Positive | Positive |
| Unibank | Negative | Positive | Negative | Positive | Positive |
| AzeriCard | Positive | Positive | Positive | Positive | Negative |
| Xan | Positive | Positive | Positive | Positive | Negative |

**3.4 Analysis of data**

As we can see, there are strong tides and connections between the general economical development of the country and the general business indicators which enables the possibility that due to the increase in the macroeconomic indicators of the country, the overall business environment had developed as well. As we know, macroeconomic factors include socio-economic environment, demograohic state, natural environment, production, industry, geographical factors etc. There are information gaps about the indicators which show direct link and connection between the macroeconomic factors and marketing strategies of the national company, so we have used the statistical information about the general macroeconomic view and business condition of the country and the results showed that as long as the general economic development of the country continue, the impact on the business and their marketng strategy will increase as well.

**CONCLUSION**

The business of the macroeconomic factors, in general, has a huge and undeniable role for the prosperity of the business. In any country, it is important to consider the macroeconomic indicators of that country and apply it in its future activities in order to establish successful business and engage in macroeconomic activity.

* Today, no one doubts that marketing is one of the most important knowledge to build a successful business. In fact, marketing and financial knowledge is crucial even for life, regardless of the location of the company, its category of activities (ie what the line or what service), customer type and scope of business. It is impossible to work without knowing marketing in Azerbaijan nowadays, even if it is just being industrious in the 1990s and 2000s. What kind of experience is more effective for marketing?
* Given the experience I gained in marketing, I think that business experience in foreign countries is crucial to studying marketing better. I will substantiate my ideas with several examples:
* Today's successful business is not "to invent a new bike," but to adapt the functioning mechanism to local conditions. For example, IKEA has taken its business concept from WallMart, Ford's car production principles from the fruits and vegetables store. The world view of life is important for a new business. For example, a person who understands the depth of processes in Europe today can make a great deal of profit by adapting the same thing to the conditions of Azerbaijan.
* • A marketer who has experience in foreign countries can easily find empty segments, because today's mentality creates different segments from each other. An "open-minded" marketer can make the same product or service position differently using it.
* • A person who has a work experience abroad can look at a more "full-fledged perspective" because he realizes that the Azerbaijani market differs with specific countries.
* • Foreign work experience serves to create and develop personal philosophy. It's no coincidence that "many people who live or read too much can not do too much." Today, the innovation pace in the world is faster and more dynamic than it was in the past years, and globalization has diminished borders between the countries day by day. A marketer with foreign experience compares himself with foreign marketers, not with local staff. It affects the person's philosophy of life and deepens this philosophy further. It is difficult for a marketer, who does not have a foreign experience, to work as a manager, because it is important for today's information management.
* Strategic Marketing is concerned with more important issues and more important decisions:
* "What kind of entrepreneurial activity should we do?"
* "What do customers really want?"
* "How can we overcome our competitors in the competitive market?"
* From a strategic point of view, what customers should we decide not to serve?
* What is the basis of our Unique Business Formula?

Strategic marketing means doing business in the markets where you are better competitively compete, define the competitive advantage, and ultimately, better than your competitors. For this reason, it involves the decision not to serve in the markets where your competitors can offer a higher level of service.

* This seeks to be prepared for the establishment of the enterprise and its products on the basis of the needs of selected customers, rather than to comprehend market needs accurately and to align the customer with the products and services of the enterprise.
* The basis of strategic marketing is the creation of a Business Formula. Because when the Business Form is developed, the competitive advantage of the enterprise and the choices on the markets it serves should be taken into account.
* **In short, Strategic Marketing requires a complete change of thought: "Do everything we can to do and try to sell it to everyone", not just the idea of ​​"dealing with what our competitors do not do, and selling them to the markets where there is a need for products and services that surpass us" should be taken.**
* **We can apply elements of operational marketing (marketing communications) only if important marketing issues are solved.**
* **As a Concert, we decide which markets to pay attention to, we can adapt our ad requests to the specific needs of our selected customers.**
* **In addition, customers can really listen to them in the markets we have chosen to fully understand what they want to buy.**
* **Marketing is characterized as "looking at an enterprise from a customer perspective".**
* **As Peter Drucker, marketing director, says: "Marketing is broader than sales, and is not a specialized business area, it covers business as a whole, with a final outcome, in other words, from a client point of view all the considered businesses. "**
* **• Finally, it should be noted that Strategic Marketing is intended to align the entire enterprise in a well-thought-out way to the changing needs of carefully selected customers. This means that there is a need to stay focused on some markets in order to focus on strategically selected markets, market segments, and customers.**
* **• As a result, Strategic Marketing envisages making high-level decisions about the business. Thus, the enterprise successfully maneuveres among its competitors to achieve its goals and reach out, use its competitive advantage and select specific customer groups to serve.**

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