



## **MARKETING EXPERIENCE OF THE "AUDI" BRANDS ON THE TERRITORY OF THE REPUBLIC OF NORTH MACEDONIA**

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### **Abstract**

The proposed topic is research of literature in the field of marketing, providing a concrete study contextualized for the development of SMEs in the Republic of Macedonia. The purpose of this paper is to show how the image is important as a factor for a company for the overall assessment of the services, products and the evaluation of the company itself, how the company itself would find out what kind of image it has among consumers and if the results are unfavorable should change to improve its image. At the same time, it is important how marketing techniques, knowledge of habits and consumer behavior influence the building of a positive image of a company. One of the basic strategies of the company is the strengthening and building of the image because the consumers themselves give greater value to those companies that have a better position on the market.

Of course, when defining a research problem that presents a broader statement of the main content problems, AUDI's marketing research components will be included as well: The growth of the company, competition on the market, sales oscillations (seasonal and annual).

***Key word: Brand, consumer behavior, marketing experience***

## INTRODUCTION

Marketing is much more than an ordinary business function. That is, marketing is a function that governs the entire organization. The marketing department in a company can not in itself create consumer value and create profitable relationships with consumers without the marketing research department.

Marketing managers in the context of the image of the brand "AUDI" daily face the need for constant decision-making, meaningful solving of certain problems. Regardless of the nature and complexity of the decisions to be taken and the consequences that result from them, in itself, making a decision on the image of the brand involves choosing an alternative that is assumed that the appropriate problem will be solved in the best way and best quality. The quality the decision depends to a large extent on the quality of the information the managers have in solving the particular problem. Marketing managers need to decide what features and design they are giving to the new product, what kind of prices, where to sell products, how to distribute them, and how much to spend on production and advertising. Accordingly, it can be said that as a marketing manager, the marketing manager needs information, while marketing research is responsible for supplying them. This means that, through a marketing survey, the firm creates, handles and interprets information from the environment about the successes of the marketing plan. The marketing manager makes a decision based on the information he receives from the marketing researcher. Even though it is the decision maker, the researcher must actively participate in the formulation phase of the problem from which the objectives of the investigation arise, as this ensures full knowledge of the problem that the company faces.

The image does not represent empirical data for a company that is created by its opening, but is obtained by the introduction of a new product and accompanying activities outside the company. According to F.Kotler it is defined as: "the set of beliefs, ideas and impressions a person has in relation to an object or institution" (KotlerPh, 2003).

The goal in building the image is because the consumers themselves give greater value to those companies that have a better position on the market. When we have strong competition in the market, the expansion of large companies and the globalization of the market, the image play a major role in retaining and conquering consumers.

It alone shows that the service or the product is not the only thing that the company attracts the interest of consumers and the public.

Significant competitive advantage is achieved by distinguishing the services that are provided, and distinguishing the image is the only strategy that makes the company from competition. It is also important how marketing techniques, knowledge of habits and consumer behavior influence the building of a positive image of one company. Consumer behavior means "a dynamic interaction of influences, knowledge, behaviors and environments, according to which people direct the aspects of exchange in their lives". Consumer behavior is a branch of marketing that deals with consumer research, regardless of how the process, form, the set of activities, and why consumers behave in the way they behave and undertake certain activities. There are several types of factors that are familiar with the impact on consumer behavior under the influence of the image. All consumers have different tastes, so they apply different patterns of behavior during the buying process (for example, the things we love or do not like, that is, some want the Nokia phone app T-mobile connection mobile phones, and some want the Samsung mobile phone with Vip connection).

The image can be influenced in the following way, for example: the automotive industry "AUDI" produces cars that have a recognizable image, according to the usefulness of space, capacity and size, then price and security as well as the logo that the marketing team creates. From this case we can see that behavior under the influence of the image implies that those who are economically weaker will be able to afford buying a car from this brand. The uniqueness that the brand shows is reflected on the buying process. Consumer-like behavior leads them to differentiate between purchasing and using products and services. Questions that shape the behavior of consumers under the influence of the image are: how often it is bought, why it is bought from a brand, from where they buy etc ... and the cultural background, status and social influences of different types (families, friends, colleagues and society as a whole). The combined effect of these various factors influences the decision.

## **SUBJECT OF MARKETING RESEARCH**

Marketing research should include "... everything that is related to the elements that make marketing, that is, everything that is related to the market, demand, consumers, products, sales and distribution, economic propaganda and the like."

The marketing research is a complex research whose results are information, the application of which the company seeks to produce such a product that, in its scope and structure, will satisfy consumers the most, distribute it in a way that is suitable for consumers, inform consumers about quality and other peculiarities of the product and to determine the price for the product that corresponds to its value, on the one hand, and on the other hand the purchasing power of the consumer.

Through these determinations and through the determinations of other authors in economic theory, there are different views and directions that are the subject of a marketing survey and cannot precisely and specifically in a narrower range determine which are the domains where marketing research is carried out.

As there are theoretical differences in the direction of what is the subject of marketing research, there are also differences in determining the areas in which enterprises will direct their research. However, there is some agreement that marketing research should include: market analysis, product analysis, distribution patterns, sales, prices, promotion methods, competition analysis.

As a result of the above-stated views marketing researchers perform a large content of activities ranging from analysis of market potential and market participation to studies of consumer satisfaction and their intentions to buy. The subject of marketing research is the assessment of the company's success in achieving its goals and strategies.

The marketing research will be directed towards the image of the product, price, marketing communications and their influence on the choice of new ways to achieve, ie creating a positive image of Audi in the territory of the Republic of Macedonia. Also the subject of marketing research is the behavior of consumers and their needs, motives and desires and changes that may occur in the future period. The research into the effectiveness of the use of the tools of the marketing mix represents a constant activity in the marketing research. The subject of marketing research can be the market potential, the potential of sales, the market position of the enterprise, etc.

## THE IMAGE OF THE PRODUCT AND THE BRAND (BRAND)

The image, as we have already mentioned, is formed by the consumer under the influence of different conditions and marketing instruments related product characteristics (physical characteristics, innovation and development, product packaging and product price). The brand represents a term, name, symbol or their combination, which enables recognition of the product of a particular company and its distinction from competing products. Each brand has its own identity and image. The brand's identity is the basis for marketing communication and with its help it seeks to show to the consumer the difference of the brand in order to shape, maintain or change the image in their consciousness. The brand can also be viewed from the perspective of the consumer as a set of all the features that he is considering when making a purchase decision. The image of the brand is an image that the public creates for the company, the total offer or for a particular product. If the brand is monitored through the achieved image, it can be defined as a blend of emotional and rational elements of the marketing offer, which help build market recognition and connectivity with consumers that will be strong.

On the market, the brand with a positive image does not represent the quality of any of the elements that form the product, but the overall marketing offer. With the demonstrated loyalty of the consumer, the quality of the image that has been realized is manifested. Today consumers prefer more brands and are not loyal to just one. The company's image, characteristics and conviction are particularly influential in making decisions for buying a particular brand.

When introducing a new product, there is a change in the name and image of the company, therefore it is necessary to carry out analysis and research of the position of the market and the image

### 3.1 Behavior affected by the image

The market is the place where you buy and sell certain products and services. It is the place where the exchange process takes place. Hence, marketing creates the image of the product, and the parameters of the buying process are represented by the company. All this is supported by the consumer's reflection itself. Several types of factors are known about the influence on the behavior of consumers under the influence

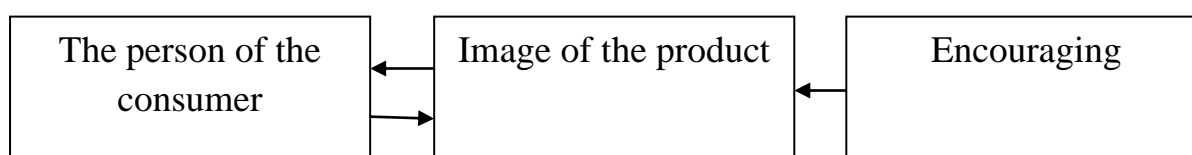


Image is a dynamic notion. He could be influenced by him, especially with the methods and techniques of marketing. Namely, the broad spectrum of the media and the means of economic propaganda are primarily about this. It is naturally the propaganda messages that are broadcast through the media, among other things, to create an image of the enterprise and its products.

The fact is that the consumer does not buy what is objectively best, but what he thinks is best on the market. Creating or strengthening the brand image of products is one of the essential components of each company's strategy. Because the image of the brand is the key to success.

## **EXPLORING THE IMAGE OF THE CAR COMPANY AUDI**

In this research we will consider the image of the automobile company "AUDI" built in the public territory of the Republic of Macedonia, and what is the opinion of the consumers and the public about it.

Also, find out what marketing techniques for communicating with customers use the goal themselves to access this brand of car and thus become loyal consumers.

## **METHOD OF RESEARCH**

In labor, the hypothesis will be verified and confirmed or rejected through a specific research. In the research and processing of matter in labor, the scientific methods that are most often used in research in the field of social sciences are applied. In addition to the theoretical researches, in this sense they have the analytical, comparative, quantitative, statistical and logical method

## **SAMPLE**

When conducting a marketing research process, depending on the investigated problem, a large number of data from different sources is collected, which can be grouped in different ways? Primary data are those data that are collected from individual surveys for a specific target.

The survey was done anonymously on the territory of the Republic of Macedonia on 80 respondents. By looking at the data from the questionnaire that was given to the respondents to fill in, the results were obtained.

The statistical sample is a representative part of the mass in which the observed feature appears approximately the same as in the whole mass. In the statistics, the sample is used to evaluate the characteristics of the population based on sample data. The sample should be representative, i.e. according to its structure, corresponds to the base mass from which it is taken.

According to the method of selection, the samples are classified into two groups, namely: intentional or unprofitable and salutary or probabilistic

A deliberate (non-probabilistic) sample is formed by the units of the mass according to the personal conviction of the researcher. Our sample is intended as only Audi customers who are using Audi are questioned.

## **Demographic data**

1. Of the respondents, 60% were female, and 40% were male.
2. The age of the respondents was as follows: from 18-30 years 35%; from 31-40 years 40%; from 41-50 years 18% and over 50 years were 7%.
3. Of the respondents 0% were with primary education, 40%, with secondary education and 60% with higher education.

## Results of empirical research

For a company to successfully communicate and connect with the consumer, it needs to know it well. Every company among the first needs to be informed about the image of the consumer, or what kind of image they have for it. Therefore, the company should carry out several analyzes according to which it will be able to determine how the public knows about its products and herself. First, an analysis is made of consumer information about the company and the product it offers.

- We established this with the first question, i.e. where the respondents were supposed to answer if they heard about the automobile brand "AUDI", where they got it. Results: 85% know it well, 15% have heard a bit and no respondent answers that he has not heard about her.

- It is next to make an analysis to determine the propensity of buyers to buy one of its products. This will be determined with the following question: what opinion do you have about the car brand "AUDI", with the results being as follows: positively responded 65% and an unspecified opinion 35%?

- The analysis of the image itself is actually a combination of information and tendency towards the company and the product it offers. From the previous data we can conclude that the public in the Republic of Macedonia. Has wide knowledge about the company "AUDI" and generally has a favorable attitude towards it and the product it offers. With this we can say that the company "AUDI" in the territory of the Republic of Macedonia. has a good image. In the further analysis of the results obtained from the research necessary for this research paper we can see that 93% of the respondents for the company "AUDI" answered that they consider them to be particularly good and answered with YES, while 7% answered NO.

- When asked what do you think when you hear the name "AUDI", 20% answered that it is economical, 28% answered that it is safety, that is, 35% quality at the most, and that comfort is 17%.

- When asked whether the brand "AUDI" considers that the media are enough, 70% answered with NO, while 30% answered YES

- Asked if you noticed any advertisement for "AUDI" with YES responded 72%, while 28% answered negatively. For the respondents who answered positively that they had seen any ad, the question was where they had heard it, with 67% or 67% responding that they saw it on TV, 13% answered in the daily newspapers, 15% online, 4% heard the advertisement radio and only 1% of advertising banners

- When asked if you think that "AUDI" for the promotion of its vehicles conducts sufficient test drive, the largest percentage, i.e. 65% think they are enough test drive, 25% think they can always more, and 10% answered with NO.

- When asked if you may remember an event that is under the auspices of the company "AUDI", only 20% remember, and the remaining 80% answered with no or could not recall.

- When asked whether you believe that "AUDI" is competitive on the market in our country, 70% agree that yes, and the remaining 30% answered NO.

- When asked whether the price of the cars and the offer of "AUDI" meets your expectations, 50% answered that it fully meets, 10% that it does not meet, and 40% are somewhat satisfied or somewhat fulfilled.

- When asked if you think that the brand's representation in the media increases consumer confidence, 81% answered yes, while 19% with NO.

- When asked what would make the most of the purchase when buying a new car, the biggest response was that it was 35% quality, followed by security with 32%, price with 19%, discounts and offers with 10% and low maintenance costs with 4%.

- When asked what do you think about the design of "AUDI", most respondents or 59% answered that it is very good, 21% answered that it is excellent, 17% of the respondents answered that it is good and 3% that the design of "AUDI"
- When asked whether you think that "AUDI" has a positive image in our country, 80% of the respondents think that the image is positive; while 20% answered that the image is negative
- Asked whether the company "AUDI" invests enough in building a positive image 40%

	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Have you heard about the car brand "AUDI"	28,626	79	0	1,15	1,07	1,23
What do you think about the car brand "AUDI."	25,157	79	0	1,35	1,2432	1,4568
Do you consider the car brand "AUDI" as particularly good	36,276	79	0	1,075	1,016	1,134
What do you think when you hear the name "AUDI"	22,22	79	0	2,5	2,2761	2,7239
Do you think the AUDI brand is sufficiently present in the media?	26,665	79	0	1,2	1,1104	1,2896
Have you noticed any advertisement for "AUDI."	25,38	79	0	1,275	1,175	1,375
Where did you get the advertisement from Audi?	14,732	79	0	1,5875	1,373	1,802
Do you think that "AUDI" conducts sufficient test drive for the promotion of its vehicles	28,733	79	0	1,85	1,7218	1,9782
If you might remember an event which is under the auspices of the company "AUDI"	26,665	79	0	1,2	1,1104	1,2896
Do you think that "AUDI" is competitive in the market in our country	25,214	79	0	1,3	1,1974	1,4026
Whether the price of cars and the offer of "AUDI" meets your expectations	17,901	79	0	1,9	1,6887	2,1113
Do you think the brand's representation in the media increases consumer confidence	27,042	79	0	1,1875	1,1001	1,2749
What would make you most likely to decide when buying a new car	17,075	79	0	2,15	1,8994	2,4006
What do you think about the design of "AUDI"	17,022	79	0	1,6375	1,446	1,829
Do you think that "AUDI" has a positive image with us	26,665	79	0	1,2	1,1104	1,2896
The company "AUDI" invests enough in building a positive image	26,737	79	0	1,6125	1,4925	1,7325

In the above table with the help of the SPSS program, we have tested the issues regarding the impact of marketing in the image of the company AUDI in the Republic of Macedonia.

From the above table of testing the hypothesis for the impact of marketing in the image of the company AUDI in the Republic of Macedonia with confidence interval 95% and P-value 0,05 it is clearly seen that there is no big difference between the variables we have tested in relation to the impact of marketing in the image of the company. This happens because  $P\text{-value} = (0.00) < (\alpha) 0.05$ , or the amount of Sin. (2-tailed) is 0 for all variables that allows us to conclude that there is no statistical difference in the average acceptance of the hypothesis that marketing has positive impact on the image of the brand AUDI in the Republic of Macedonia.

## CONCLUSION AND RECOMMENDATIONS

Marketing is a process through which companies create value for consumers and build strong relationships with them in order to return value to customers. Its main function is to attract as many new customers as possible and to keep existing ones, and at the same time to achieve increased profits.

The image establishes the psychological relationship between the manufacturer, the marketing channel and the consumer. When in the consciousness of a particular consumer or user of a service, the seeds are a representation of a particular object or name, then the elements of the image, which is a set of feelings, opinions, attitudes and assumptions, is colored with it. On the consumer market, not only are the objective elements of the product, but above all the psychological impact they have, that is, their subjective and spiritual value, which are themselves discovered by consumers and consumers. Today's market environment is constantly facing change and constantly changing as a result of the majority of factors that affect it, and thus new rules emerging in the behavior of the market entities, such as opening new market opportunities and timely confrontation with the challenges. Factors such as globalization, competition from abroad, the Internet, the diversity of the trade environment and differences in the supply of products and services that have caused and contributed to some new customer behaviors, both in the purchasing process and in the process of decision-making from their side. On the other hand, for the companies with the offer itself, the image of the product, the price, the marketing communications influence the choice of new ways of achieving i.e. creating a positive image of companies.

Decisions about branding the product include choosing a brand name and developing a brand strategy. The brands themselves are more than names and symbols and they embody everything that the product or service would mean to consumers. The brand with very strong capital of the company, the quality prediction will be a good basis for quality preparation of different plans of the company such as: production plan, plan for necessary financial resources, marketing plan and other plans.

Specifically in the paper were carried out examinations for the image that has been built in the public on the territory of the Republic of Macedonia automobile company "AUDI" and what is the opinion of the consumers and the public about it.

In addition to the previous conclusions and recommendations as additional recommendations that can be of benefit to the management of "AUDI" company are the following:

- The company should send and analyze competition and adopt a strategy and undertake activities that will be appropriate to competitive behavior.

- Apart from this, in order for the company to gain an advantage that will be expressed through increased sales and increased market share, it should improve customer service, develop relationships with distributors on a higher level, etc. Marketing research contributes to improving the communication process between the company and the market.
- The company through a certain combination of the instruments of the marketing mix affects the consumers and with the market research feedback is received from the consumers.
- Strengthening the promotional mix
- Readiness of the management to send and accept changes in the behavior of consumers and changes in market conditions
- More investment in quality advertising

With this paper we concluded that for "AUDI" in the territory of the Republic of Macedonia it is necessary to estimate the size of the market and sales potential that will enable the company to properly plan its operations.



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