

THE CONCEPT OF MARKETING INFORMATION SYSTEM IN TERMS OF THE QUALITY OF LIFE

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Abstract: The paper is devoted to the basic concepts of the category “the quality of life”, methodology of its research with the help of marketing toolkit.

The category of marketing in contemporary Russian society is unquestionably a new kind of economic activity, which is actively developing, spreading and proving its necessity. Marketing acts as market management. Moreover, the notion of “market” is considered in a broad sense, it means not only the market of industrial goods, but all the variety of market relations in various spheres of life.

One of the distinguishing features of the modern period is the transition of the developed countries from the so-called industrial economy to the service one (which is people-oriented and aimed at the improvement of the quality of life). This is primarily due to the fact that the service sector is becoming the driving force of economic development. This process requires a certain change in the business leaders’ outlook and adjustment of marketing strategies. What are the main differences between the industrial and service economies?

It should be noted that in the service economy the main factor determining the success of the enterprise is its ability to understand the system of customer preferences and trends of their development and how best to respond to these requests, in other words to make consumers’ lives more comfortable. Hence, we can say that the service economy is the central category of the quality of life [4].

The economists study economic relations in the sphere of production, exchange, distribution and consumption of material goods. Therefore, the quality of life as an object of economic research is directly associated with these relations and is defined as the material needs of a man. In economic theory the concept “the quality of life” is related to the term “welfare”.

In All-Russian Center for Living Standards the quality of life is understood as the level of development and fulfilling the full range of needs and interests of people. Specialists of the All-Russian Research Institute for Scientific

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Aesthetics consider the quality of life as a set of values in life, describing the activities, structure, needs and conditions of human existence (groups, communities, and society), people's satisfaction with life, social relationships and environment. The structure of the quality of life is also considered; according to experts, it is based on these three components:

- 1) needs of the population (labor, social, family, spiritual);
- 2) living conditions (the characteristics of the social environment, the state of the natural and built environment);
- 3) activities carried out by a person (work, home life, recreation).

The structure of the quality of life also includes the quality of the inhabitancy, the quality of the organization and management of a society, the quality of the population, the quality of the person, the quality of health of the population, and the quality of education.

At the same time the government takes efforts to determine and implement the given quality of life through legislative introduction of standards (indexes) of the quality of life which usually include three blocks of complex indicators.

The first block of indicators of the quality of life characterizes health of the population and demographic well-being which are assessed by the levels of birth rate, the life expectancies, natural reproduction.

The second block reflects both the satisfaction of the population with the individual conditions of life and social satisfaction with the state of affairs in the country. Their assessment requires sociological surveys based on representative sample drawn from a larger population of people. The level of suicides is the objective indicator of an extreme dissatisfaction.

The third block of indicators evaluates the spiritual condition of the society. Spirituality level is based on character, the range and number of creative initiatives, innovative projects, and frequency of infringements of universal moral precepts [3].

In the given work we consider the following product indicators to assess the degree of quality of life.

1. Provision of material requirements.
2. Provision with labour needs.
3. Quality of medical services.
4. Availability of medical services.
5. Quality of education.
6. Availability of education.
7. Quality of social services.
8. Level of spiritual and cultural life.
9. Level of life.
10. Quality of recreation.
11. Availability of real estate.
12. Possibility of buying real estate in the future.
13. Level of public safety.
14. A state of health.
15. Quality of an inhabitancy.

All these numerous elements of the category of the quality of life can be presented in the form of the market (system of market relations) since each of the listed elements is characterized by supply and demand. Since this category is closely connected with market relations, the primary goal of manufacturers is

effective, favorable sales of the specific end-product. The solution to the given problem and management of the listed categories is marketing function. Considering the marked spheres of activity, we will notice that all of them have to deal with the category of the quality of life and its components. Hence, it is possible to say that management of a complex category of the quality of life concerns marketing problems.

Not only marketing determines the quality of life, but also the quality of life is of great importance when determining the characteristics of marketing. Marketing reveals and satisfies the requirements of people, thereby, creating new possibilities for the change of the quality of their life. The changes occurring in the life of social objects, in their turn change marketing itself [2].

This point of view is shared by the supporters of the concept of “pure or socially-ethic marketing”.

In order to identify the level of the quality of life we need methods of marketing research. **Marketing research** is the systematic gathering, recording, and analysis of data about issues relating to marketing products and services. The goal of marketing research is to identify and assess how changing elements of the marketing mix impacts customer behavior. Satisfaction which comes from the possession of goods is based on the subjective experience of the ownership of any material property (for example, an apartment, a house, furniture, a car, clothes, savings, etc.), and the feeling of the general satisfaction from the possession of this property. Therefore in the given work the research is based on the subjective approach, which implies that the quality of life is revealed on the basis of sociological surveys [1].

The choice of the subjective method is also caused by present-day tendencies in the development of economy as a whole and marketing in particular. Service economy and the development of the concept of socially-ethic marketing are orientated, first of all, to the end user, i.e. to the person. The establishment of needs, requirements and interests of the target markets and the maintenance of the desirable level of satisfaction with more effective and more productive ways with simultaneous preservation or strengthening of well-being of the consumer and a society as a whole becomes the central problem of economics. Therefore the urgency of the subjective approach becomes obvious.

Customer surveys allow revealing subjective opinion of people about their level of the quality of life and identifying both positive and negative sides.

First of all, it is necessary to identify the problem and the target audience. Identification of the problem is the initial step in marketing. Mistakes made at this stage can bring to nothing all the efforts. Incomplete identification of the problem leads to simplified and incomplete programs. The overall objective of research consists in gathering socially accessible information about the situation and the groups of people involved. On the basis of the received information the key problems and target audiences are identified. In order to collect the necessary information it is necessary to carry out marketing research.

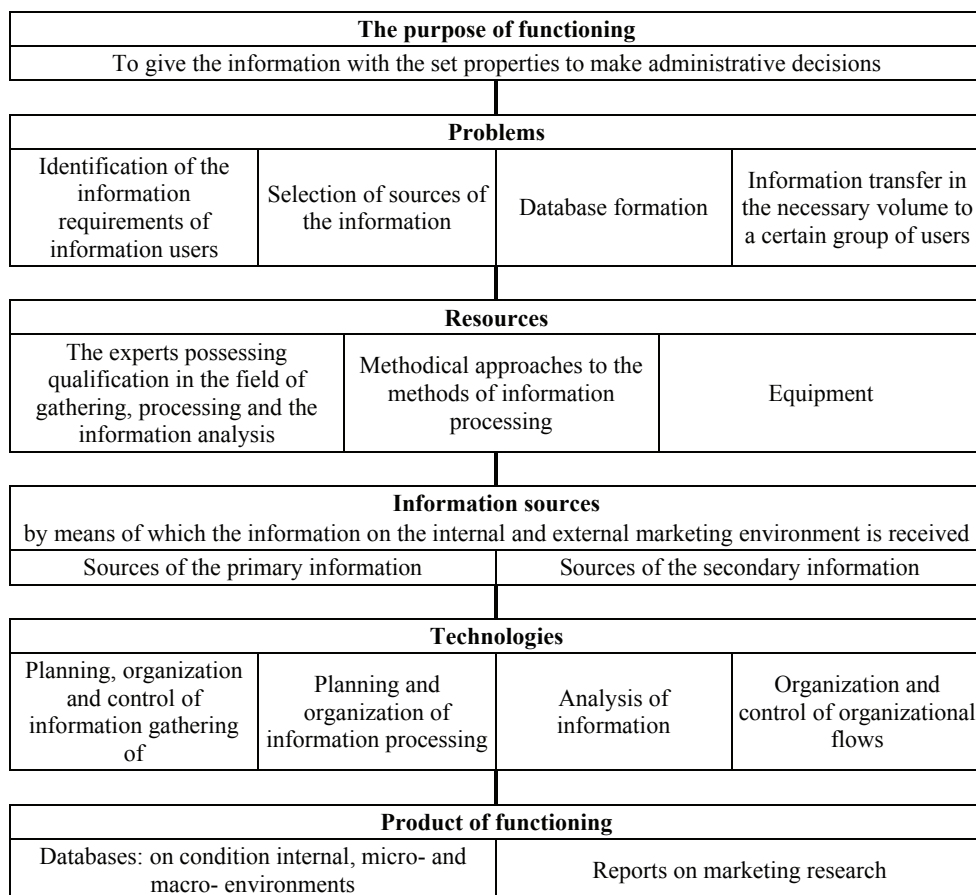
Further on it is necessary to identify the existing possibilities on satisfaction of consumer demand and prospect of “increasing turnover of the demanded goods” (the end-product of the considered kinds of activity is rather specific, as well as process of its production). In other words, we identify the amount and the quality of the possible offer of the goods.

The specific feature of supply and demand in the considered markets is its scale. When it comes to the market of the industrial goods or services one particular enterprise investigates the demand of a certain group of consumers for the given goods, but in the given case the area of research extends considerably. Here, the consumer is the whole population of a certain city, area, region, country, the manufacturer is the state and a number of commercial enterprises, the end-product is the whole set of services offered by them. Then there is an optimum combination of a supply and demand, i.e. market balance is reached (the price of the services offered by the state is the size of taxes and tax collections which the consumer agrees to pay not only for the quantity, but also the quality of rendered services is) [4].

In order to meet the information requirements when solving marketing problems the marketing information system is used.

Marketing information system is the processes associated with collecting, analyzing, and reporting marketing research information. Marketing information provides input to marketing decisions including product improvements, price and packaging changes, copywriting, media buying, distribution, and so forth.

Schematically the concept of functioning of marketing information system can be presented as follows Figure:



Functioning of the marketing information system involves combination of the resources and technology of implementation aimed at the achievement of a single purpose which is the collection of the information with the set properties to make administrative decisions. The purpose is reached if in the course of the functioning of the system the product meeting the given requirements has been received. The product of the functioning of marketing information system is the set of data on the condition of micro-and macro environments, which can be presented in the form of database or marketing research reports.

Information movement in the system is organized by means of information flows between the marketing environment and subjects of control system [1].

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Концепция маркетинговой информационной системы в области качества жизни

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Ключевые слова и фразы: качество жизни; маркетинговые исследования; маркетинговая информационная система.

Аннотация: Рассмотрены основные понятия категории «качество жизни», методологии его исследования с использованием маркетингового инструментария.

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