The characteristic of marketing macro environment of European developing countries and Ukraine for company's marketing activity

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Abstract: in the report the comparative analysis of different European macro-marketing in developing countries and Ukraine. The analysis of the demographic, economic, natural, technological, political and cultural factors. Also the perspectives for Ukraine’s marketing macro environment.

Key words – marketing environment, macro environment, factors, developing countries, Europe.

I. Introduction

The most successful businesses and companies which have a reputation on a world market all the time are in the searching of methods, which will make the company’s activities more efficient and will bring its more profits. One of such methods, which play a decisive role – is a looking for new markets and promotion of products to foreign markets. However, some businesses suffer failure when they try to master new foreign markets. The main reason of this result is the low monitoring level of the macro environment that emerged in region, city or country. Each country has unique various business conditions and the specific environment for the marketing business activities. A striking example is Sao Paulo. There you won’t find any kinds of outdoor advertising. Other striking example is Singapore. Singapore’s legislation prohibits the production and selling of chewing. Certainly, the company activity depends on the entrepreneur’s skills and decisions, staff’s qualification, price policy, suppliers and intermediaries which work with a company. But also, we are sure, for successful activity of a company it’s important to pay attention to the factors which have indirect influence. The analyzing these factors helps us to define the behavior of the target audience and market's specificity. Marketing environment – is a set of factors that affect the marketing activities of a company, its status and development. Marketing environment is divided into microenvironment and macro environment.

Microenvironment includes administrative management and has a direct influence on a company. Macro environment includes factors which have indirect influence on a company. Macro environment factors consist of such factors as: economic, social, cultural, demographic, political, legal, technological, natural, geographical, ecological and international.

II. European macro environment

One of the main groups of factors which has indirect influence on a company, we consider economic factors. Economic factors shape the purchasing power, which is associated with the level of current incomes, prices, availability of credit and the level of unemployment [3]. We had analyzed features of a modern economy of European developing countries, and have determined their future prospects. We had identified the countries whose economies are acceptable for conducting marketing activities:

- Denmark;
- Norway;
- Netherlands;
- Malta;
- Luxembourg;
- Austria;
- Sweden;
- Switzerland;
- Germany.

Denmark – one of the most resistant economic system in Europe. There are a balanced state budget, stable currency, low interest rates and low level of inflation. Holland took the 10-th place in the list of the most rich countries of the world. The list of the most rich countries is formed by Forbes. Luxembourg – is one of the main financial centers in Europe. There are situated a lot of representatives of international banks (more 200). Malta has one of the greatest standards of living and total absence of social shocks. In 2010 Vienne was recognized as a best city for living. International analytic publishing house REUTERS recognized Sweden as one
of the most secure hiding-places for investors: there are a free floating exchange rate, stable state budget and developing market of obligations. Switzerland specializes on production of high-tech goods. Also Switzerland has a development financial sector. If we talk about Germany, we can say that Germany is a main financing source for anticrisis programs in eurozone’s countries. Germany has a proficiency of trade balanced and stable economic situation. The Deutsche Welle shows that on Germany’s domestic market the level of unemployment is reducing. Also we had identified the countries with economic problems:
- Italy;
- Spain;
- United Kingdom;
- France;
- Cyprus;
- Portugal.

The next groups of factors, which play a decisive role - is demographic factors. The main demographic characteristics of the environment and social factors - is the size and density of the population. For marketers, demographic framework is interesting, because the markets consist of people. Eurostat announced demographic forecast till 2060. Europe feels a demographic crisis. In the future, may be significant changes in the structure of the European population. All factors are connected among themselves. For example, a high level of unemployment at once causes massive discontent. Portugal and Spain have a massive discontent [1].

The development of science and technology is a main factor of economic growth. A new technique replaces the old one. It gives an opportunity to reduce unit costs of labor, materials, energy and capital. The state supporting of scientific and technical sectors plays an important role in development of science. Austria and Finland have public institutions which carry out financing of relevant sectors. Switzerland’s education institutions stimulate students on creation of new products and to make up new ideas which will have a potential on a market in the future. In 2009 Denmark became a leader in IT-industry. Such fact was recognized on International economic forum and by «IBM/Economist». Amount of workers in IT-industry in Denmark became a leader in IT-industry. Such fact was announced by experts in the field of clean technologies. Denmark had set an ambitious purpose to get the status of "the most green" country in Europe.

III. Ukrainian macro environment

Ukraine has also formed a marketing environment. For Ukrainian and international companies it’s important to research and analyze it for identifying clear trends. In the last ranking of the World Bank and the International Finance Corporation “Doing business 2012” Ukraine has risen to 15 steps and took 135th place out of 185 possible. The demographic situation in Ukraine is not different from general situation in the European countries. In 2012, the number of protests in Ukraine increased by 60% compared to the previous year. This is evidenced by the results of the research "The protests, repressions and victories: the results of monitoring in 2012". Ukraine has a lot of environmental problems, which require hard working. But anyway Ukraine tries to keep up with modern trends, creating favorable conditions in environmental aspect.

Ukraine has seven own refineries. But only two are functioning: Kremenchutsky that Shebelinsky. Experts of RBC Ukraine say that in Ukraine it is necessary to expect increase in foreign investments into effective spheres of energetics and alternative energy in Ukraine.

Conclusion

Protests will disappear when all politic processes will be focused on improving the economic situation and living standard of population. Ukraine has perspectives. Ukraine has signed agreements with representatives of developing countries about cooperation in priority sectors of economy. International Audit Company «Ernst&Young» is an investment advisor for many companies. They include Ukraine to the list of "the most attractive countries for "green" investments".

References