

The future of marketing: an appropriate response to the environment changes

Victor DANCIU

The Bucharest University of Economic Studies
dvictorsambotin@yahoo.com

Abstract. *The future landscape of the business worldwide will have the marketing evolutions as a driver. These evolutions will be the response to the changes of business and marketing environment.*

The paper aims to analyze both the key trends that are shaping the macro environment, markets and consumers and their impact on the marketing at business level. First, these issues are presented as they result of both theoretical and applied various researches performed by numerous international and national organizations, universities, consulting and global companies, scholars and authors. These researches are read from the author's scientific point of view, on the other hand, and some own considerations are revealed. They could be found mainly in the systematic approach by using the marketing paradigm and practices around the world, in order to keep successful the organizations. These organizations should give the proper skillful response to each of main futures challenges of marketing.

Keywords: environment changes; innovative marketing; social marketing; sustainable marketing; new consumer technologies; virtual supply chain.

JEL Code: M31.

REL Code: 14G.

1. Introduction

The present and the future changes of global landscape are unprecedented and very difficult to solve. They will drive to a new state of affairs that calls for an essential shift in the perspectives and world views as well as a new paradigm to guide the actions. Furthermore, they ask for coordinated and flexible strategic responses as solutions from the “actors” involved in domestic and international business.

The changes have and will keep having numerous dimensions and trends. The continuous increase of the levels of connectedness from local to global scales is a key trend. It is pushed forward by the use of multiple devices and platforms that help the users to communicate more rapid and easier. Thus, more rapid interactions dynamics will be possible between people, businesses and industries and will permit a better adaptation to the expansion of globalization and to the fragmentation of markets. These trends accelerate the change process; make it non-linear, abrupt and irreversible. They will keep pushing toward a clever development, based on knowledge and innovation. The consumers and the authorities will be more careful to the corporate social responsibility, ethics and sustainability. In their turn, the marketers will need to have new business models, commercialization methods and a better marketing paradigm as part of the business strategy. The fast innovation keeps remaining a key requirement for the clever development. This type of innovation must comprise not only the technological innovation but the social innovation, organizational innovation, marketing innovation and business with new business plans.

The marketing should take into account these requirements and finds innovative solutions. These marketing solutions will get a strong support to use multiple devices and platforms as smart phones, tablet computers, internet. They help the access to data bases and the interactive communications. In this way, the new technical environment permits the rise of social networks that have a strong impact on marketing. The marketing becomes more social and can use a model of product and communication that contains the consumer’s contribution. Furthermore, the marketing has to have a sustainable dimension which is a prerequisite for achieving the sustainable development.

The significance of these issues is validated by numerous and various researches performed by structures of international organizations such as the Department of Economic and Social Affairs and the Environmental Programme of the United Nations, Centre of European Commission, national organizations like US National Council and The Rockefeller Foundation, universities, consulting and global companies. Many scholars and authors also are exposing their theoretical approaches and the results of some researches on all issues connected with the development, environment protection trends and probable changes in the marketing in the future.

2. Future trends in marketing environment

2.1. Future changes in economic environment

The recent events have revealed the countries are increasingly faced with the dilemma of having to boost or having to reduce debt. Making substantial saving and generating substantial growth remains an extremely difficult challenge. The experience tells that cuts in expenditures are quicker to implement than structural reforms to encourage growth. This issue has to be worked out by both developed and emerging countries. Many researchers and organizations analyze and debate the subject and suggest solutions. Reports and studies of United Nations (2008, 2010, 2012), of national bodies (US National Intelligence Council, 2008) and opinions of individuals such as Kjaer (2010), Grzegosz (2012) and Pacek (2012) support the idea that the crisis has accelerated the shift in economic power. While the economies of Europe and the United States have suffered major downturns in growth and are still suffering from the consequences of their stabilization measures today, the effects of the crisis in China and India have been relatively harmless, for example.

The emerging markets will be as large as the developed world, in the future. They already buy half of the world exports and half of the world's oil and have accumulated more than 70 percent of global foreign exchange reserves. For the last fifteen years, the emerging countries outperformed the developed world in terms of growth by a margin of 3 to 1. This margin is likely to gradually expand over the next decade (Pacek, 2012, p. 2). The emerging economies will also continue to have increase in wealth. By 2025 already, the eight largest economies will be the United States, China, India, Japan, Germany, the United Kingdom, France and Russia and, by 2040-2050, the BRIC countries, namely Brazil, Russia, India, and China will collectively matching the original G-7's share of Gross Domestic Product (GDP) (Grzegosz, 2012, p. 7). The largest economies of the world will be the BRIC countries plus the USA by 2050, as data of Table 1 show.

Table 1
Gross Domestic Product, population and per capita income for important regions in 2050

Region	GDP (Billion USD)	Population (Million)	Per - capita income (USD)
China	44.5	1.415	31,357
USA	35.2	420	83,710
India	27.8	1.601	17,344
Europe	18.8	391	45,521
Russia	5.9	118	49,646

Source: Grzegosz, 2012, p. 7.

The next eleven countries, comprising Mexico, Korea, Indonesia, Turkey, Iran, Egypt, Nigeria, Bangladesh, Pakistan, the Philippines and Vietnam will then jointly generate a higher GDP as the USA and their combined GDP will actually be twice the size of that of Europe (Grzegosz, 2012, p. 7).

2.2. Future trends of socio-demographic environment

The world population will increase from currently seven billion to far in excess of nine billion by 2050. While the population figures will remain virtually steady in the developed countries, the number of people in the poorer developing countries will increase by over 40 percent, from currently 5.6 billion to 7.9 billion. This evolution entails challenges as environment, food, migration and innovation dynamics (Grzegosz, 2012, pp. 8-10). The globally growth population will be accompanied by a mass urbanization. Authors as Muhtar (2012) and national and international organizations as World Bank, United Nations (2010, 2011), World Economic Forum (2012) and US National Council (2008) are for-sighting an increasing urbanization. In 2010, the urban areas were home to 3.5 billion people or 50.5 percent of the world population. If the current trends persist, by 2025 about 57 percent and some 70 percent by 2050 of the population will live in urban areas. In the next four decades, all of the world's population growth is expected to take place in urban areas and most expected urban growth will take place in the developing countries where the urban population is expected to double.

The population ageing is another demographic trend. By 2047, people over 60 years will outnumber those under 15. In many developed countries the most rapid growth in the ratio of seniors (>60 years old) to the working aged population will occur during the 2010s and 2020s. Japan will remain at the top, but in some West-European countries the fertility probably will stay below 1.5 children per woman, below the replacement level of 2.1 children per woman. As a whole, Europe is expected to lose more than 60 billion people by 2050. China and Europe face a rapidly ageing population, while India will remain disproportionately young when roughly half the population is younger than 25 years. Within the next few years, India will have a young "task force" and, therefore, a future of many customers with rising disposable income (Deloitte, Consumer 2020, 2012, p.10). This trend will open new opportunities for some industries as more mature consumers tend to have greater disposable income. But the trend of ageing population, even in countries as Pakistan and Mexico, will make it harder 20 years from now for companies to find, incentive, and motivate talent. Over the next several decades, the middle class will become bigger. The percentage of people considered to be in the "global middle class" is projected to swell from 7.5 percent of the world population to 16.1 percent,

according to the World Bank. By 2030, more than 90 percent of the world's middle class will live in emerging markets, up from 50 percent today. Most of new entrants in the middle class will come from China and India. This new wealth represents a huge growth opportunity for manufacturers and marketers, but it could create new resource stress and cost pressures on some commodities (Global Trends 2025, 2008, Muhtar, 2012).

The rising complexity of the socio-demographic landscape will go on with cultural contrast and diversity. These essential dimensions will meet with the two principles of the society which are the quest for efficiency and success and the ideal of happiness and quality of life (Kjaer, 2012, p. 2).

2.3. The future shift of technological environment

The technology will play a particular role in the evolution of marketing. The new technologies will sustain the marketing, and the marketing in turn will play a major part in what technologies are developed and to whom those technologies are intended. In the future, the success relay on relentless innovation. In this respect, the ongoing digitization that completes the globalization with an advanced infrastructure is the most significant trend. The digital technology has changed everything and the organizations and people now have abilities they never had before (Grzegosz, 2012, Mengerink, 2011). The boom of information and communication technologies is based on Internet that is democratizing the business (Czinkota and Ronkainen, 2007, p. 607). These technologies will make much easier for both consumers and marketers to solve the major issues in their relationships. In this way, starting a new business will be much easier, the ability to reach a worldwide audience economically will improve, a vast amount of data will be worldwide available. The high technology becomes one of the drivers of the future trends in marketing. The new technological solutions must contain the convenience technology and the smart technology as well. When necessary, the technology should be reconsidered in order to provide advantages. All these technologies have massive economic benefits. The rapidly decreasing costs and the new value chain means that the Internet based technologies, for example, can be used to achieve enormous gains in productivity. The same applies to industrial software and control technology which already allow companies to operate with minimal physic effort (Grzegosz, 2012, p. 15). The potential value of the technology and its use keep playing an active role in the marketing story going forward. The changing nature of the technology and the pace of innovation will shape the characteristics of the marketing strategy.

2.4. A more important role of the political and legal environment

One significant trend is the increasing role of the governments from the legal and political point of view. They keep having the propensity to more frequently making domestic policy but to intervene in international marketing. The governments will permit an open market orientation if it helps to fulfill the needs of domestic policy. Such a behavior will make the governments attempting to coordinate the policies that exercise an influence on the marketing environment, but they will find it more difficult to achieve a consensus (Czinkota, Ronkainen, 2004, p. 609). These trends help the marketing only if the policy makers understand the international repercussions of the domestic legislation. The financial and economic crisis has already brought about a bigger role for the government in many countries, with increased oversight and regulations (Avi, 2012). The current attempt of the European Union member states aimed to the consolidation of their economies and Euro are examples of some trends that will go on.

An increased collaboration between the governments and the corporations will probably become part of the political behavior of the governments due to the impossibility of the companies to solve alone emerging problems such as global warming, pollution and sustainability. The debate on the national sovereignty becomes a major issue of the future of environment. Will the nations and their citizens willing to abrogate some of their sovereignty even during difficult times? This subject will stay in the future as is today on the agenda of the national governments and international organizations as UE and WTO. The results of the negotiations on the matter will be reflected in more free international trade or protectionism.

3. The future consumers and markets

3.1. The consumers will sit in the driving seat

The future evolution of the global population with more powerful trends toward an increasing in the developing and emerging countries and the growing middleclass in these markets will produce many more customers. New segments of consumers will claim a prominent part in global demand. These segments will be built up from younger generations of consumers. Derrick and VanAuken (2008) think that these future generations are those of “Me Selling Proposition (MSP)”, a broadcaster generation and on-the-edge marketing. The MSP generation is a generation which takes on personal ownership between consumer and business on its head. These consumers demand their own input, even customization in products. The MSP generation is the generation which is

once recipients and transmitters of the marketing message. The marketing of tomorrow needs to be distinctive and push the envelopes of acceptability across a spectrum of social-economic and political tolerances. The challenge of realizing and growing a successful marketing is becoming greater. This particular market segmentation and the uncertain future could create changes in the lifestyle and behavior patterns, no matter the evolution of the consumers.

The future consumer behavior will be shaped by trends that will allow them sitting in the driving seat (Muhtar, 2012, Deloitte, Consumer 2020, 2012, Kjaer, 2012, Rettekya, Hetesi, 2010). The Internet and technologies such as mobile devices are revolutionizing the consumer-focus industries, companies and consumers. But the true revolution becomes the utilization of the Internet to reach out and connect with one another in new, and endless increasing ways. The social media technologies like Face book, Twitter and blog provide the consumer with a massive platform for interacting and socializing. The mobile communication will allow the consumers increasing their access to information about companies, products, pricing and availability and will be instantly aware of problems, recalls and scandals. The trust will continue to be an important term of buying decision. With higher education and better Internet connectivity due to the growing affluence, more consumers will scrutinize products, services and companies. They expect and demand transparency in product and service quality, pricing, and businesses policies and procedures. The younger consumers' loyalty which is more distractible short term and influenced by the networks of "friends" than by the official campaigns of the companies is another characteristic of the consumer's behavior in the next decades. The businesses will become more dependent on these younger segments. Therefore, they risk losing loyalty and brand equity overnight if they misstep. The above trend is complemented by the claim of an increasing number of customers to play an active role in creating content about products and services experiences, given that they have more time and more tech saving. In addition, the consumers will increasingly expect to have input into the development of new products and services, particularly with companies to which they feel loyal. At the same time, the consumers will demand that the companies shift from broadcasting and selling to listening, servicing and collaborating with them. The selfempowering will be accompanied by social responsibility and transparency and sustainability.

3.2. New configuration, demands and opportunities of the markets

The configuration, the demands, and the opportunities of the market remain important drivers for the marketing future. A wider global market is a change for more and better opportunities. This greater market will be the result

of at least three group of factors impact: the population growth, the geographic extension and a bigger value. In all respects, the most important shift is toward East and South, as Avi (2012), Pacek (2012) and Global Trends 2025 (2008) suggest. In addition to China in the East and India in the South-East is worth mentioning the Germany-Poland-Russia cluster. The Southern axes of opportunity point at Latin America and Brazil. Other significant areas will be the Middle-East and Africa. The sales will largely grow in the emerging markets as a result of better economic performance, and also of difficulties of finding growth in the developed world and better opportunities to find them in a number of emerging markets (Pacek, 2012).

The competitive landscape of the markets around the world will be tighter than ever. A first major force that will shape the competition is the higher and better focus and systematic regard on the emerging markets of the traditional multinationals from the developed world. The growing number of companies that have regional and global ambitions is the second driver of competition. These companies should not be underestimated, because the business history is full of skeletons of US and European businesses which underestimated Japanese, Taiwanese and South Korean competition in the past. The success of these new competitors remains possible if they preserve the competitive advantages like a better ratio quality/price, lower margins, and superior speed. This means that the multinational and global companies will face sales, margins, and market share pressures on an unprecedented level (Pacek, 2012, p. 3).

In order to overcome the competitive challenges, the companies should have a relentless innovation process. They should be able to outperform their competitors if they want to grow faster in terms of sales and profits. Deloitte, Consumer 2020 (2012, p. 14) pointed out once again that the global middle class will be joined by almost two billion new consumers in the next decades. With more purchasing power, this population will contribute to the increase of the global consumption and will lead to a greater strain on the resources. Therefore, without sustainable consumption, it will be increasingly difficult to meet the expectations and aspirations of the world's consumers. In the next decade, the consumers will live more sustainable whether they want or not. These trends will be stressed by a variety of factors like the cost of resources, awareness and education, self-interest, sense of citizenship, habit, lack of options. For that reasons and many others, the innovation effort must be sustainable, too. This is the outcome of many pressures as the growth potential, competitive pressures from the multinationals, development of products and services for multiple segments (Pacek, 2012, p. 3). A better focus on sustainability is now at the heart of corporate and marketing strategy. More consumers will be concerned about sustainability. The demand for food and energy will boost by 40-50 percent and for fresh water by 30 to 40 percent

(Muhtar, 2012, Sustainable Consumption, 2012). The capacity of adapting of all emerging economies, developing countries, and developed countries must rise. In this light, the sustainability is simply smart business.

4. Marketing mix, the response to the impact of environmental changes

4.1. The product strategy

The changes and the trends in the environment will put pressures upon permanent and progressive adjustments and innovations of the marketing at business level. One of the characteristic changes is the dramatic shrinkage of the product life cycle (PLC). The shorter PLC suggests that the long term products “cash cow” is becoming a thing of the past and the worldwide introduction of the products will occur more rapidly. As an example, Horn (2012) suggests that 50 percent of annual company revenues across a range of industries are derived from new products launched within the past three years. Furthermore, the product launching will grow more complex, more expensive and more risky. The company that is not quick to introduce a product to market risks launching goods that have already been superseded by competitors. Therefore, the rhythm of innovations becomes more alert and fast innovation is a crucial condition for the successfully model of business. Another issue remains the need for balance between the product standardization and its customization. The early incorporation of the global dimension into product planning and development does not point toward increased standardization. The increased number of the middle class customers in emerging markets is supposing to bring new pressures on mass customization.

The customers are and will be no longer satisfied with simply having a product. They feel like acquiring more utility and satisfaction if the product is tailored on their expectations and exigencies. As a result, the market diversification will become a real challenge for the businesses that must compete in more segments at the same time. The diversification of the product portfolio is the main response to this exigency. Another constitutive part of the successful strategy keeps remaining the brand. More than ever, the brand will facilitate to communicate and to prove to the consumer that the product performs all the promises it makes. In the next years, the brands will offer diversity in what they do with the consumers, making them more central to the people’s life. Today, the most valuable brand corporations are originated in USA and other few developed countries. The top ten included USA names only in 2012, as Table 2 shows.

Table 2

Global top ten of most valuable brand corporations

Ranking 2012	Brand	Industry	Country	Brand Value (Million Euro)	Percentage Change (2012/2011)
1. Apple	Apple	IT&T	USA	100.24	43.9
2. The Coca-Cola Company	Coca-Cola	Consumer goods	USA	59.98	8.9
3. Microsoft	Microsoft	IT&T	USA	53.97	5.1
4. IBM	IBM	IT&T	USA	52.64	13.8
5. Google	Google	IT&T	USA	50.60	5.0
6. PM	Philip Morris	Consumer goods	USA	48.31	12.4
7. P&G	Procter & Gamble	Consumer goods	USA	47.14	6.6
8. Mc Donald's	Mc Donald's	Consumer goods	USA	45.85	2.0
9. Johnson & Johnson	Johnson & Johnson	Consumer goods	USA	45.67	5.5
10. AT&T	AT&T	Telecom	USA	44.49	- 0.1

Source: Eurobank, September, 2012.

In the future, the most successful companies will have a strong grasp of shortening the product life cycle; continue innovation, better brand image, and higher effectiveness in the value chain. The use of sustainability concept and its integration into all constituent parts of the business strategy add new pillars to the marketing success. The approach of sustainability is “the end-to-end approach” that considers a wider range of activities and makes the cross-functional cooperation compulsory from the supply to the disposal of the product. Many and strong impacts has the use of sustainability on the PLC. While the traditional approach of the PLC aims at capturing quick wins, easy implementation and has a control scope, the sustainable life cycle approach comprise all the links of the supply chain and measures the company’s total environmental impact (Kearny, 2010). Therefore, the scarcity of natural resources and the government regulations around producer’s responsibility on environment protection have an impact on all the links of the supply chain that means supply, manufacturing, distribution, use and disposal. The company continues its sustainability pledges into business targets. This way, the sustainability becomes a transformation driver aligning the company behind a single high moralizing goal and it can address its total impact on the environment.

4.2. The communication strategy

The consumers’ expectations are growing while their tastes and preferences change at a dizzying pace. Much of these trends are driving by consumer technologies. More than two billion mobile users globally make probably a purchase via their handsets in 2013 (Muhtar, 2012). The communication becomes more a two way dialogue and the interactivity becomes its main characteristic. The interactive marketing communication

assumes that it is less tied to the location of the company or of the market. In their turn, the customers are in control of their selection, choosing what they wish to see or hear and when they want to.

The interactive marketing communication is a pull communication which is attracting the customers to the company's brand, product or service. The consumers are proactive in the selection of the message through actively seeking out a web site. The new media are creating a dialogue meaning that the software on the web server that hosts the web content which mediates the communication provides the opportunity for two way interaction with the customer. The web site, the interactive digital TV or a mobile phone enable the marketers to short-term or long-term dialogue with customers. These interactions can enhance the customer service, deepen the relationships and trust and so built the loyalty. Furthermore, the interactive communication allows changes from one-to-many communication which is a push communication to one-to-some communication which focuses on niches and to one-to-one communication or even to many-to-many communication. The new one-to-some media can afford the company to tailor and target its message to different segments through providing different site content or e-mail for different audiences through mass customization. One company can even move to one-to-one communication where personalized messages can be delivered according to the customer preferences. The new media also enable many-to-many communication where the customers can interact with other customers via the company web site or in independent communities as discussion groups. This new interactive communication makes the translation from "lean-back" to "lean-forward". The new digital media are intense media that means they are leaning forward media in which the web site or other platforms as Face book, Twitter usually has the visitor's non-divided attention. This intensity means that the customers want to be in control and want to experience flow and responsiveness to their needs. The digital media should be combined and integrated with the traditional media of communication according to their strengths, in order to achieve synergy. Their integration is evident result of the user generated content where the customers recombine elements of the company or brand content into their creations or respond to calls from the competition to make commercials for the company to air on television.

The digital revolution enables the diversification of the devices for interactive communication. From laptops and mobile phones the communication devices are translating to smart phones, tablets and others. All these make the marketing communication easier, more rapid and more interactive. The advertising becomes more interactive in all media. The ads on interactive TV, for example, will let the customers select more information to set reminders, get free samples or purchase directly, and brands will need to create completely different kinds of assets to engage with customers this way.

The trend for advertisers will probably be for booking integrated campaigns that work equally well on different devices (Elkington, 2012, in Future Trends Volume 1: The living room for 2015, 2012).

The interactive communication mutually benefits the consumers as well as the products, brands or the companies. In this communication partnership, the co-creation of information provides value to customers about the product, the brand or the company and provides the products, the brands or companies with information about the customers. The customers have an expectation to participate in communication exchanges with products, brands or companies in the same way they are participating in the co-creation with products, brands or companies. The digital media present the customers with opportunities to interact with marketing communication through user generated content which may take the form of text comments or multi-media content hosted on platforms like video sites, blogs or forums. Furthermore, the digital media allows for the cost efficient distribution of the customized communication that can be personalized to suit the individual customer, possibly by using database information.

One key of the marketer success could be picking the right ways to interact with online customers, manage the interactions appropriately and make the best use of digital consumer data. The success depends on the enhanced transparency and more collaborative interactions with the customers.

4.3. The distribution and the price strategy

The distribution is known as being one of stable constituent part of the marketing mix where the changes are slow. In the future, the new technologies, the high pressures on distribution costs and prices, the fierce competition and the demands of the customers for new and better services will work for a revolutionary transformation of the distribution. A better co-ordination of the distribution activities with other links of the supply chain could be the result of a new system approach. The system of organizations, people, technology, activities, information and resources involved in moving a product or a service from supplier to consumer has the distribution as a subsystem. This supply chain has two segments that are the supply and the demand chains. The demand chains are parts of the system by which the business manages the sales and the distribution of goods and services to the end users. The various demand chains are forming a network which is known as the distribution network. The improvement of the effectiveness of the distribution network as part of the supply chain will depend on the information flows inside and the outside it, in the first place. The new technologies could help by improving not only the information flows, but by shortening the distribution channels and by lowering the distribution costs (Czinkota, Ronkainen, 2004). The virtual supply chains offer new uses of the information which help for more visibility of the physical

operations and a better co-ordination of the distribution activities, a mirroring capability when the virtual activities are substituted for physical ones. In such a way, a parallel supply chain and distribution chain is created. Furthermore, a new customer relationship is allowed because the business can draw on the flow of information into a virtual supply chain to deliver value to the customer in new ways. The new mobile devices allow a greater mobility to the consumers. The markets, the retailers in particular, must be able to develop ways which support the access of customers to information about points of sale, available products on points of sale and their prices and so on.

These trends help the disintermediation process. The direct sales through the e-commerce will increase if it succeeds to eliminate the traditional “physical” distribution. All rapidly emerging innovations deliver the possibility of various devices as smart phones to use the product bar codes to access product-related information, for example and many other uses. These evolutions will probably have as a side effect the translation from e-commerce toward m-commerce (in English, mobile commerce). The evolution of m-marketing and of m-commerce in the future depends on the development of the capabilities in a much more diverse of the technical context, albeit within the single framework of mobility. The m-marketing could bring a series of benefits to consumers such as comparison shopping, services permitting users to examine the merchandise in a store and still shop electronically for the best price and better interactive relationships (Hollensen, 2008, p. 366).

In the next decades, the contribution of the Internet, the e-commerce and the m-commerce to the distribution change becomes better if such services are improved. A consumer survey to examine the attitudes toward online shopping across the United Kingdom, Germany, Spain, France, Belgium, Netherlands, and Luxembourg has revealed differences among the customers in the countries surveyed and pointed out to a need for service improvement (Europe Consumers Views of E-Commerce, 2011). The satisfaction rates vary from “satisfactory” as described of a quarter of Europeans to “good” and “very good” for 86 percent of German, Belgium, Netherlands and Luxembourg subjects. The online spending is relatively poor in the surveyed countries as 53 percent of those European said they would not participate with more than 50 Euro at a time online. The rates of response are in the favor of comparison, speed and efficiency of online shopping and peer reviews and comment as features having impact on the distribution activities.

Both the disintermediation and the new technologies effects will lead toward fewer but larger-scale retailers. These retailers are supposed to face a tough competitive environment in the future but they are likely to lean harder on manufacturers, especially on Consumer Packaged Goods companies (Avi, 2012). Some companies will continue to elect building their own distribution networks to take advantage of the Internet audience and to fulfill more cheaply the orders

generated by the web sites. The transactions and the information they provide will also allow more customization (Czinkota, Ronkainen, 2004, p. 531).

The price competition continues to be a fierce one in the future. The marketer which introduces a product will be not able to justify higher prices for long, due to the increased dissemination of the technology, as the quality of products will find other sources of price differentials. The exchange rate movements, the use of small price differentials per unit throughout the markets and even the engagement in forward pricing for new product technologies are some of such sources (Czinkota, Ronkainen, 2004). New perspectives on the price mechanism offer a much closer interaction on prices between the producer and the consumer as a result of the improved technologies with a significant impact on the marketing.

5. More social and sustainable marketing mix

The study “Global Outlook on Sustainable Consumption and Production Policy” (2012) performed by United Nations Environment Programme stresses the need of more emphasis on the promotion of the sustainable life-styles. This recommendation is fully justified by the reality that the policies aimed at changing consumption behavior to a sustainable direction are less common and generally more poorly implemented. In order to effectively direct that change toward a sustainable consumption, enhancing responsibly the marketing and the media policies and the strategies and mixes becomes a must. The study found out that is an urgent need to work with the marketing if someone wants to encourage people toward more sustainable behaviors, in addition or in co-ordination with the public and civil society information campaigns. The consumption may become sustainable as a result of the implementation of the sustainable concept.

The sustainable marketing must be an appropriate response that supports and encourages the reduction of the direct environmental burden of producing, trading, using and disposing goods and services, consuming goods and services that contribute positively to the health and well-being, increasing the development and the adoption of energy and water efficient appliances and transport, the production and the sale of new goods and services adapted to the global environmental and resources constraints, the life-styles that place greater value on the social cohesion, the local traditions, and the non-material values (Rettekyye, Hetesi, 2010, p. 182). The benefactors of the sustainable marketing are the consumers which benefit from the knowledge that helps to lower the climate change and the use of non-renewable resources, the products that will get characteristics having a positive impact on the climate change, the air, water and soil conservation and the resources conservation. All these improve the environmental quality and increase the customer satisfaction.

The sustainable marketing controls the supply chain to eliminate waste, to analyze loading and to write planning in the delivery process (Bahr, 2012). The businesses improve their image in the view of the consumers, employees, investors and the green public. The strategy and the marketing mix must meet these developments and evolutions and include the social dimension. In order to adequately respond to these requirements, the companies should learn to embrace the social media in the future, not only for external marketing and for brand- building but also for internal marketing as well, a report from Gartner (2010) suggests. In the near future, the social software will probably have some leading evolutions according to this report. By 2014, the social networking services will replace e-mail as primary vehicle for interpersonal communications for 20 percent of the business users and by 2015, 70 percent of the collaboration and communication applications designed on PCs will be modeled after user experience lessons from smart phones applications and only 25 percent of the enterprises will routinely utilize the social networks analysis to improve the performance and the productivity.

6. Conclusions

6.1. The future marketing, a responsible and flexible response to the key changes

The marketing of the future is mainly a specific reaction at many pressures the forces that are shaping the global landscape keep generating. The US National Intelligence Council (2008) has identified some “relative certainties” as macro trends and Deloitte (2012) has completed them with trends that describe the consumer behavior and the marketing of the businesses as response to these future evolutions. The key trends that are shaping the landscape of tomorrow were identified as being globalization versus glocalization, new economies, connecting smart technologies, convenience technology, global sustainers, and middle class contribution to be bigger, ageing population, female empowering, health, and wellness.

The global environment will be shaped more by change than continuity. The first “certainty” is the emergence of a global multi-polar system with the rise of emerging countries, like China, India and others. The unprecedented shift in relative health and economic power roughly from West to East will continue. The continued economic growth even moderate, coupled with a rise of the population keep putting pressure on energy, food, and water resources. In its turn, the climate change is likely to exacerbate the resource scarcities. The pace of technological innovation will be the key to the outcomes. The consumers’ values, needs, expectations, and behavior continue to evolve. In the future, they will keep hunting for better value and shape their decisions and

consumption based on values and beliefs. Concepts as environmental protection and sustainability keep playing an increased role in the consumers' decisions. They will mainly drive the changes in marketing all over the world.

The marketing of the future will be global and local more than ever. By leveraging inventory sharing and local and global mapping, buyers can not only find out the offers that are located in the neighborhood but access real-time offers data, browse through sales and deals tailored to their individual preferences and even get suggestions. "Think global act local" should become the read thread of the marketing strategy. The marketing becomes global marketing including the globalization and the customization at the same time. This philosophy has the best chances to create a new model of marketing, the future changes considering. The different types of media and platforms have quickly merged together. Some estimates suggest there will be up to 50 billion connected devices, beyond just smart phones, by 2020 and each consumer will have approximately seven devices connected to Internet (Mengerink, 2012, Scot, 2012). The businesses that don't have a mobile marketing strategy will lose out on significant market share and revenue. All these trends press for a convergence if the company wishes to remain profitable and successful when everyone is spending less, cutting costs and looking for greater, lasting impact. At the same time, the future trends will allow the fragmentation which becomes the new norm that acts for the rising of social marketing.

6.2. The rising importance of the social and sustainable marketing practices

Today and even more in the future, the customer can try on the item, snap foto wearing, sharing it on the social network of choice and get a "thumbs down" within minutes for multiple friends, in various locations. The explosion of the consumer interest in social networks has spawned the so-called social marketing opportunity. In fact, transacting within social networks is predicted to go from a 5 billion USD in 2011 to a 30 billion USD opportunity by 2015 (Mengerink, 2012). The goal of the social marketing is to influence the consumption and to promote a change for sustainability. In this way, the marketing paradigm gets a sustainable dimension. That could act as a driver for reducing consumption and supporting the sustainable development. But the pricing mechanism is not efficient enough to optimize economic processes with the ecological and sustainability necessities. That is the way the marketing of the future should play more attention to the researches of sustainable consumption. These researches could show the current situation and suggest future actions for social and sustainable marketing. We have the Enviromental Performance Index (EPI) as an example that was calculated by researchers from Yale and Columbia Universities, World Economic Forum, Geneve, and Joint Research Centre of the European Commission, Ispra, Italy (EPI, 2012, p. 12).

EPI 2012 shows that the rank of different countries depends little on their development level. Latvia, Slovakia, Azerbaijan, Albania, Egypt, Romania and Thailand are included in Top 10 trends of EPI performers in the future. They could out space the future environmental performances of many developed countries such as Norway, France, Austria, United Kingdom, Sweden, Germany, New Zealand, Japan or United States. Other countries can not improve their environmental performances. The lowest decliners in the future will probably be Estonia, Bolivia, Saudi Arabia, Russia, and Kuwait.

These issues could have serious impact on the social and sustainable marketing practices at company level. In the next decades, every business succeeds practicing successful marketing if it is able to harmonize, co-ordinate and give proper responses to apparently divergent requirements. The businesses must have the marketing that helps not only maximizing the revenues but also minimizing its impact on the world (Nassar, 2012). In order to achieve all marketing goals, the businesses must have good brand management, improved customer experience, and differentiation from competitors in a key of sustainability. Many companies will shift development priorities overseas to take advantage of the rapid and significant growth of emerging markets middle class. Those companies will therefore need to adapt and develop new products and services to fit lifestyles and consumer's expectations and preferences. The consumers in emerging markets will therefore drive the changes in global consumption and product innovation.

The consumers need to be helped making sustainable choices, no matter the market. The companies have a crucial and central role to play in pro-actively influencing the customers to lead more sustainable life styles and choose sustainable goods and services. They must assist consumers, make the purchase as convenient as possible and make green and sustainable products that cost no more that conventional ones (Nassar, 2012).

6.3. A more devoted and flexible marketing

All changes and trends become not only advantages but they mean also challenges and risks related to marketing. The diversity and in some cases opposite cultural values might affect individual and group perceptions and preferences over products. If global products are possible, global people are not. The economic, social and cultural diversity requires focus on the different important factors which greatly influence the thinking of the customers. Every business should learn that it must adapt to the key trends that are shaping tomorrow and find the appropriate marketing solutions. First of all, that means better understanding tomorrow's people and create marketing strategies that can fulfill the needs of all categories of customers. The marketing should be customized every time and every market if needed. The customization could

require two different approaches: first, a multi-segment marketing that means diversification and then a multi-segment marketing focused on niche strategy. Both approaches affect the global marketing strategy, plan and action which incorporate some of local touch or local factors in order to create a local feel. If the business takes into account these factors it must create relevant products offering for customers. At the same time, the best solutions must be found for offering, preparing, and delivering. These solutions must be smart solutions based on use of intelligent technologies, solution facilitating, educating and emotionally connecting with customers. The same goals could be helped by creating and use the interactive platforms of communication. A better marketing could be obtained also by encouraging and incorporating meaningfully values as social responsibility, sustainability and ethics. Last but not least, is important that the businesses keep in mind that the markets make empathic exchanges that shape the future business and product development opportunities.

6.4. The future marketing asks for new solutions

The analysis we perform in this paper highlights the most significant changes and trends of the environment in the future and their impact on the marketing paradigm and practices at business level. On the other hand, the results of this analysis allow sketching the key characteristics of the future marketing. In the next decades, the businesses must try what is called the multi-dimensional marketing which is scientific, social, emotional, spiritual, and sustainable at the same time (Kjaer, 2012).

First of all, the businesses must be socially responsible and sustainable more than ever. The companies that treat customers well will be seen as light of islands of enlightenment during an era of massive layoffs and cuts. In marketing terms, the company must translate the corporate social response themes that are important to the customers to concrete event options, and offer further ideas to make the event even more sustainable. The customers or the employee events must be organized in a sustainable way.

Secondly, the businesses must pay attention to social networks as a powerful tool of communication. The sustainable consumers like better touting products in the digital space. Therefore, the company must master the digital space, starting Twittering, developing a Face book fan database, keeping a two-ways conversation going with its core consumers, making its own web site.

Third, the businesses must grow their sustainable goods and services and make them the majority in the portfolio. They should take pride in their sustainable brands. If the company has a “core” brand with true sustainability credit it will permit it to outperform the market at large. But if the company were just a green-washing, then now would be a good time to stop. The company will take all these actions as a result of its knowledge about the

existence of a strong core of people which is rising in the emerging markets which care about sustainability and will continue to care.

Fourth, the businesses should analyze their pricing strategy and look at ways to make their sustainable options similarly priced.

Finally, the marketing solutions of the future will become successful if they succeed to give the proper skilled responses to each of main characteristic of the future marketing paradigm.

References

- Avi, D. (2012). "The 10 most Important Marketing Trends According to Sir Martin Sorrel", www.forbes.com/sites/ Accessed on 24 November 2012
- Bahr, R., Otten, D., Roesch, Kristina, Thien, J. (2012). *Green Marketing-A New Trend in International Marketing*, Hochschule Bremenhaven, May 1
- Bromber, Hilary (2009). "Ten Steps to Sustainable Marketing in an Uncertain Economy", www.businessgreen.com/bg/analysis/1804419/ Accessed on October 2012
- Czinkota, R.M., Ilkka, R.A. (2004). *International Marketing*, Seventh Edition, Thomson, South-Western, US, pp. 531, 612-617
- Daye, D., VanAuken, B. (2008). "The Future of Consumer Behavior", www.brandingstrategyinsider.com/2008/05/ (Accessed on October 2012)
- Douglas, Susan, Craig, S. (2010). "Global Marketing Strategy: Past, Present and Future", in *Past, Present and Future of International Business and Management, Advances in International Management*, Volume 23, Emerald Group Publishing Limited
- Elkington, T. (2012). in "Future Trends, Volume 1: The living room of 2015", *IAB White Paper, Future Trends Working Group*, Internet Bureau UK, 2012
- Grzegosz, D. (2012). "Economic Mega-trends up to 2020", *Konrad Adenauer-Stiftung, Analysen und Management*, No. 106, August, pp. 1-15
- Hollensen, S. (2008). *Essentials of Global Marketing*, Pearson Education Limited, Essex, England, pp. 365-367
- Horn, Karsten (2012). "The product life cycle is in decline", *Digital Supply Chain*, November 1, www.supplychaindigital.com/procurement (Accessed on December 2012)
- Kearny, M. (2010). "A Product Life Cycle Approach", April, www.atkearney.com/sustainability/featured-article/-/as-set-publisher/B04war3NLSZIY/content/ Accessed on December 2012
- Keegan, W., Schlegelmilch, B., Stoettinger, Barbara (2002). *Globales Marketing-Management. Eine Europaeische Perspektive*, Oldenbourg Verlag, Wien, pp. 827-634
- Kjaer, Anne (2012). "Macro-trends 2015+-Looking at society and tomorrow's people", www.international-business-speaker.com, pp.1-3 (Accessed on October 2012)
- Mengerink, Matthew (2011). "Four mega-trends shaping the future of commerce", www.gigabm.com/mobile/
- Muhtar, K. (2012). "The five mega-trends shaping tomorrow's customers", *BBC News Business*
- Murphy, Patrick (2011). "Marketing Trends for the Future", www.siliconcloud.com/blog/bid/61444/
- Nassar, Yvonne (2012), "Marketing Sustainable Habits", September, 04, www.moiweb.org/Portal/CSR/20120904 (Accessed on October,30, 2012)
- Pacek, N. (2012). "Five Mega-Trends facing International Business through to 2020", *The Insight Bureau P-te Limited*, pp. 1-12

- Rettekye, G., Hetesi, Erszebet (2010). "Responsibility for the future of the world- paradigm shift in the theory and practice of marketing", *Pecunia, Monografico*", pp. 178-187
- Riad, A.A., Cool, K., Goddard, G.J., Khambata, Dara (2006). *International Business: Theory and Practice*, Second Edition, M. E. Sharp Inc, New York
- Scot, G. (contributor) (2012). *Convergence is the Future of Marketing*, CMO, *Forbes*
- Srivastava, S., Tulshiram, S. (2012). "Impact of future trends on marketing strategy", *Journal of Research in International Business and Management*, Volume 2(4), No. 1, April
- Visser, W. (2012). "Future Trends in CSR: The next 10 years", *CSR International Series*, No 11
- ***"EPI 2012, Environmental Performance Index and Pilot Trend Environmental Performance Index", Full Report, *Yale Center for Environmental Law and Policy, Yale University; Center for International Earth Science Information Network, Columbia University in collaboration with World Economic Forum, Geneva, Switzerland and Joint Research Centre of European Commission, Ispra, Italy*, 2012, pp. 1-15
- *** "European Consumers View of E-Commerce: A consumer Research Study of Buying Behavior and Trends", *An Oracle White Paper*, March, 2011, pp. 6-10; 19-24
- ***"Future Trends, Volume 1: The living room of 2015", *IAB Whitepaper, Future Trends Working Group*, Internet Bureau UK, 2012
- *** "Global Trends 2025: A Transformed World", *National Intelligence Council 2008-03*, US, November 2008, pp. 1-17
- *** "Panorama Inforegio 39", Toamna 2011, *Uniunea Europeana, Bruxelles*
- *** "Scenarios for the Future of Technology and International Development", *The Rockefeller Foundation and Global Business Network*, May, 2010
- *** "Strategia națională de export a României 2010-2014", Ediția revizuită 81, *Ministerul Economiei, Comerțului și Mediului de Afaceri, Direcția de Monitorizare, Sinteze, Raportare și Promovare la Export*, 3 Noiembrie, 2010
- *** "Trends in Sustainable Development: Towards Sustainable Consumption and Production", *Department of Economic and Social Affairs, United Nations, New York*, 2008, pp. 9-12
- *** "UNEP 2012: 21 Issues for the 21st Century. Results of the UNEP 2011 FORSIGHT Process on Emerging Environmental Issues", *United Nations Environment Programme*, February 2012, pp. 1-44
- *** "Deloitte, Consumer 2020: Reading the signs", *Deloitte Touche Tohmatsu Limited*, 2012, pp. 1-21, www.deloitte.com/assets/Dcom-Netherlands/Local%20Assets/Documents/EN/Industries (Accessed on 4 November 2012)
- *** "Global Outlook on Sustainable Consumption and Production Policies", *United Nations Programme 2012*, www.unep.fr/scp/pdf/ (Accessed on October 2012)
- *** "Impact of Globalization on the Future of International Marketing", www.ivythesis.typepad.com/term_paper_to_pics/2012/ (Accessed on October 2012)
- *** "Marketing in an Economic Crisis-Future of Marketing", www.globalchange.com (Accessed on November 2012)
- *** "Sustainable Consumption", *World Economic Forum*, www.eforum.org/issues/sustainable-consumption (Accessed on November 2012)
- *** "The Future of Marketing Communications and Social Media", February, 2010, www.corporate-eye.com/blog/2010/02 (Accessed on November 2012)