

MARKETING AND LOGISTICS FEATURES IN TRANSPORT

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Abstract. *The essence of this work is to consider all stages of production as a single process of transformation and movement of labour product and related information.*

Key words: *marketing logistics, features of marketing and logistics.*

Introduction

Marketing research, due to its abstract market orientation and lack of consideration for the interests of specific consumers, no longer offered the expected competitive advantage. By this time, an energy crisis had become apparent in the 1970s, which made the resource factor the main reason for the firm's existence. It was necessary to develop and implement a new system of resource-saving technologies. Material, financial and labor costs were being dealt with great care. At this point logistics began to show its full potential.

Marketing and logistics

Marketing in transport is a system for organizing and managing the activities of transport and forwarding enterprises, companies and firms providing transport services based on a comprehensive study of the transport market and consumer demand for transport products in order to create the best conditions for its implementation. The importance of transport marketing lies in taking account of market conditions, market responsiveness, adaptation to market demands. All of the above applies to all types of marketing: domestic (within a country), international, export, import, science and technology (sale and purchase of licenses and patents), all types of services.

Transport logistics is the domain of arranging delivery of pre-ordered products to a strictly specified location in an agreed time along optimal routes at extremely low financial costs. The specific nature of logistics is to combine the management of material flow in three areas named, as well as within each of them, in 'one hands'. The basis of the term logistics comprises three key areas: the company's comprehensive design, as well as the organization of the delivery of goods at the lowest possible cost; ensuring control at all stages of the transport of goods using a variety of advanced communication and information equipment; the transfer of relevant product information to the owner of the consignment. The importance of logistics in transport lies in the fact that it optimizes and plans the movement of goods. Packaging, loading and shipping are not all part of transport logistics. It is also responsible for detailed route planning, documentation (bills of lading), cargo security, on-time delivery and loss minimization.

The notion of marketing logistics can easily be derived from the general definition of logistics. Recall that logistics is defined as the science (activity) of end-to-end management of material flows, which includes: bringing the material flow to production; management of the flow process within production; managing the process of bringing the finished product to the consumer.

The importance of marketing logistics lies in the fact that it plans, controls and manages the transport, storage and other material operations performed in the process of bringing finished goods to the consumer in accordance with the interests and requirements of the latter, as well as the transmission, storage and processing of relevant information. The fundamental difference between distribution logistics and traditional sales and marketing is as follows:

1. Subordination of the material and information management process
2. The marketing goals and objectives of the project;
3. The systematic interconnection of the distribution process with the production and procurement processes (in terms of material flow management);
4. The systemic interconnection of all functions within the distribution itself.

In marketing logistics there are also challenges:

- a low level of industrial production technology;
- the predominance of small-scale production in the agro-industrial sector of the economy;
- weak management in the rational use of favorable natural resources to produce consumer goods that meet the requirements of international standards and technical regulations;
- insufficient efforts to attract external and domestic investment to stimulate consumer goods production and the processing industry;
- limited basic network, staffing and technological equipment of logistics services across the regions of the country, and others.

As practice shows, due to marketing problems, many business entities are unable to successfully position their products in the consumer market, moreover, in the face of fierce competition for exports while import substitution is on the rise. However, the marketing problems of export-import deliveries depend to a large extent on the state of mutual trade between countries. To solve these problems, it was necessary to create a plan which included increasing the efficiency of social production along the path of intensive development, as the planned period was to accelerate the available pace of technological progress. This goal meant achieving major final and intermediate economic results, such as:

- the volumes, proportions and rates of production and capital formation in sectoral and territorial terms;
- organization and use of labor, concentration, specialization and increased cooperation;
- the development and introduction of new equipment and technology;
- A rational distribution of productive forces;
- the development of foreign economic relations.

The plan should also include socio-managerial tasks aimed at improving the cultural level of the population and solving current problems of our time.

The relationship between marketing and logistics

Historically entering the economic arena at a later stage, logistics complements and develops marketing by linking the consumer, transport and supplier into a mobile, technologically and economically coherent system.

Marketing monitors and determines the demand generated, i.e., answers the questions: what goods are needed, where, when, in what quantity and of what quality. Logistics ensures the physical movement of the demanded goods to the consumer. Logistics integration enables the required goods to be delivered to the right place at the right time at the lowest possible cost.

Marketing focuses on market research, advertising, psychological impact on the customer, etc. Marketing aims at market research, advertising, psychological influence on the customer, etc. Logistics is primarily aimed at creating technically and technologically interlinked systems for carrying materials through supply chains, as well as systems for controlling their passage.

Features of logistics and marketing in transport:

- Intangibility and incorporeity (not being able to feel them as a tangible object or see them before paying for them);

- The indivisibility of a service, its inseparable connection to production (it is impossible for a service to exist outside the process of its provision, the impossibility of its accumulation);
- Variability in the quality of the service, which largely depends on the skill level of employees, internal and external conditions;
- Short-lived, non-persistence (demand for transport services cannot be deferred since they have a specific use value only in a specific location or destination, which greatly limits their substitutability in the service market);
- Unevenness in space and time (transport services are ancillary to the material production process and are largely dependent on its state).

Every company, regardless of size, has its own economic policy, which is a fine-tuned system.

Conclusion

Each company has a completely independent policy and is solely responsible for its performance. The price of a product depends not only on its production costs, but also on the costs of transport, storage, sales, etc. By reducing these costs, we reduce the cost of production, thereby increasing our profits. Marketing logistics deals with these issues (and not only them).

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