

IMPORTANȚA COMPONENTELOR MIXULUI DE MARKETING ÎN CONTEXTUL PERFORMANȚEI DE MARKETING A FIRMELOR DIN ROMÂNIA

IMPORTANCE OF THE MARKETING MIX COMPONENTS IN THE CONTEXT OF ROMANIAN FIRMS' MARKETING PERFORMANCE

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Abstract: This paper aims to present some of the results of a research conducted among 100 companies from Romania (more exactly from the North-West Region of Romania, especially from the city of Cluj-Napoca) regarding the perception of these companies about the importance of the different components of the marketing mix – product, price, place and communication – promotion – in the context of organization's marketing performance. Each of the 4Ps of the marketing mix was detailed on a series of specific aspects or instruments, and it was studied how important the investigated companies consider to be the contribution of each specific aspect to marketing performance. This paper is part of a wider research, whose main objective was to identify the practices used by companies from Romania for measuring marketing performance.

Keywords: marketing mix, promotional mix, marketing performance