

MARKETING MANAGEMENT AND THE RIGHT TO PERSONAL DIGNITY OF CONSUMERS

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Abstract: Man comes into his life by birth. Man's life is undeniable. It is his greatest value.

Every person seeks to live freed from fear and poverty, as more beautifully and more happily as possible. Life liberated from fear and poverty is the basis of human dignity. To get rid of fear and poverty the man works. Working he earns. The earned has a monetary equivalent expressed in monetary units that is money. The money is spent by man in order to live better. By spending money, he procures goods and services on the market. Thus, he procures himself as a consumer - buyer who buys goods and services to satisfy his living needs and to live a life worthy of man. As a buyer, he is involved in numerous relationships with sellers of goods and services. The work of these is managed by marketing management experts.

Buying to meet their life needs, consumers feel the need for respect by others. The need for respect by others includes attention, recognition, social status, prestige, reputation, importance and other features of the personality of the buyer. These characteristics are in function of his personal dignity, which stems from the knowledge that he is a man. As a man he has a certain degree of self-respect. Self-respect is the basis of dignity. Every person who has at least a small degree of self-respect wants to be respected by others. When buying goods and services, they are the people of the company - the sellers who serve him.

The personal dignity of the consumer is his human right guaranteed by Article 1 of the Universal Declaration of Human Rights and other international legal acts by which these rights are guaranteed to citizens of the world. That right is incorporated in the constitutions of all countries that have ratified those legal acts. Among them is the Republic of Macedonia. The Constitution of the Republic of Macedonia stipulates in Article 25 that every citizen of the Republic is guaranteed respect and protection of dignity and reputation.

Respect for the dignity of consumers when they buy goods and services on the market comes to the fore in terms of the relation of the seller-buyer relationship, in the objectivity of informing buyers about the goods and services, in the ranking of consumers according to their purchasing power and in the arrangement of the sales area.

Respect for the dignity of consumers is a very important factor for the efficiency of the sale of goods and services. In conditions of existence of consumers with a high level of self-respect, the efficiency of sales may be proportionate to respect for their dignity. This fact marketing management should always have into consideration. By having it into consideration, he should always work to increase the level of respect for the dignity of consumers.

Keywords: management, seller, consumer, right, dignity.

INTRODUCTION

Every person wants to live a life free from fear and poverty and as much as possible and beautifully and happily. Man's endeavor to live better, produces needs. Seen from an axiological point of view, the need is a value that a person wishes at a given moment to live a better life. Viewed from a psychological point of view, the need is a sense of lack or discomfort to the person who instigates action in order to eliminate or at least, reduce the lack of discomfort, and thus reduce or eliminate that feeling.⁴⁶³ In conditions of existence of goods and services on the market that can be purchased for this purpose, people decide to buy what they need. By buying, they spend goods and services on the market. By spending them they appear as consumers. The entities - legal entities or natural persons who own the goods or perform services on the market are sellers. On the market of goods and services, the largest and the biggest sellers are the trade enterprises. They have staff: sellers who sell goods and services; marketing-managers who plan, organize, coordinate and control sales, sales space where goods and services are sold, etc.

⁴⁶³ See: Shuklev B., Drakulevski Lj., (1993) Management Lexicon, Institute for the Promotion of the Economy of the Republic of Macedonia, Skopje, determinant "Needs".

In addition to the basic elements that enable working, the company must meet certain conditions, as the process of the integrated concept of developing long-term relationships with consumers would have a positive effect. Such conditions refer to assumptions, which in this case mean support and active participation of top management, disposal with staff that constitutes the project team for the introduction of this concept, technical and technological conditions, the necessary financial resources, etc. It is also very important to develop such an organizational culture that puts in the center of the attention the user and nurtures all the values of the market approach of working. When all of these assumptions are met, the process is realized in several steps, ie it is accessing to the formation of database, to the identification and classification of the users, the analysis of the users, the interaction with them and the permanent adjustment of the total offer according to their requirements, the creation of additional values etc. The process ends and at the same time starts again based on the information obtained through constant control, measurement and feedback information.

Knowledge about buyers, sales contacts, tracking orders and deliverables make it possible to create a knowledge base that can help increase productivity and efficiency of the working, to share information fasterly and to reduce costs by sharing experiences. The establishment and maintenance of long-term relationships with users is set as a priority and this is achieved:

- by maintaining a continuous process of interaction with users (where, whenever it is possible, has to go to personalize relationships),
- by bid adjustment (for users / target segments), and
- by creating added value for the most faithful consumers.⁴⁶⁴

The implementation of activities for building up a regular and long-term consumer - customer relationship is a process that must involve everyone in the enterprise, especially those who have contacts with consumers, and not just certain marketing services.⁴⁶⁵

Marketing management must take care of developing a proper relationship with consumers. In doing this, the primary attention should be paid to respecting their human dignity. The personal dignity of the consumer as a person is the value of his personality. Every person has his own personal dignity. It should be respected. Respecting the personal dignity and reputation of consumers commits the marketing management of the commercial enterprise to develop the correct attitude of the persons directly in contact with them, to objectively inform them about the quality of the goods and services offered to them, to foster a correct and non-discriminatory treatment with them and to provide them comfortable feelings while their staying in the sales area of the company, for any reason.

1. THE RELATIONS SELLERS - CUSTOMERS AND THE RIGHT TO RESPECT THE PERSONAL DIGNITY OF THE CONSUMERS

At the core of the proper relationship with consumers are the moral values of the person's relationship to the other person. They are: honesty, righteousness, decency, outcome (anticipation), benevolence, selflessness, trust, sincerity, communicativity, friendship and humanity.⁴⁶⁶ These moral values are directly in the function of respecting the dignity of consumers. That's why they have to be developed to the maximum in the sales staff who directly communicates with consumers. It is undoubtedly the task of the educational function of marketing management. With the level of practice in consumer relations, it is established firm link between consumers and the commercial enterprise. The respected consumer feels personal satisfaction and emotionally ties with the one who respects it. Therefore, such a connection is the most important segment (subsystem), that is, the heart of the customer satisfaction Management concept (CMS). This concept has been fully developed in the last ten years. It appears as result of the promotion and development of the marketing concept and business practice.⁴⁶⁷

⁴⁶⁴ According to: Veljković, S. (2004). Customizing Products and Services as an Element of Developing Long-term Relationships with the consumers. *New Commerce*, Belgrade. 57, 3-4.

⁴⁶⁵ The intense changes occurring in the environment (internationalization of operations, globalization, global competition, the development of multimedia communication, alliance strategies, TQM, consumerism, etc.) have created new strategic approaches in the development of marketing relations with consumers. Relationship Marketing (RM). See: Sijic V., (2017), *The Application of Marketing Strategies in Function of the Growth and Development of the Enterprise*, master's thesis, FON University, Faculty of Economics, Skopje, p. 98.

⁴⁶⁶ In this regard, see the table of moral values and moral deviations with the accompanying morally positive and morally negative features of Vukasović A., (1993), *Ethics, Moral, Personality - Moral Education in Theory and Practice of Education*, School Book, Zagreb, p. 195 - 205, especially p. 196.

⁴⁶⁷ Customer satisfaction management is a chain of events that is aimed at fully satisfying the consumers - Total Customer Satisfaction (TSM). See: Sijic V., *ibid*, p. 98.

Customer relationship management enables the company to have an emotional relationship with the consumer, which has the consequence of loyalty to the enterprise / product. The essence of all activities in consumer relations is starting from the differentiation of consumers, to measuring the results on the market (achieving effectiveness in the commercial working). The basic objectives of the CCM concept are expressed by maximizing: the effectiveness and efficiency, the satisfaction of consumers, the loyalty of the consumer and the profits.

Consumer needs are not constant, but they are constantly changing and it is therefore necessary to consistently gather information about them and respond to their changing needs. That is why it is necessary to direct efforts of all parts of the company to provide the satisfaction of the consumers, ie to develop and recognize their needs and satisfy them.

Retail trade is one of the industry-based services, and one of the goals of marketing is to provide customer satisfaction. Now we see why the retailer must be interested in investing in the development of Relationship Marketing based on the following two assumptions that work synergistically, creating a positive outcome:

- the quality of customer relationship can improve the level of satisfaction that the customer perceives to receive, and
- the higher the degree of satisfaction is, the longer the relationship will last, and the longer the relationship lasts, the more purchase exchanges will be played, that is, the merchant will make a greater return on the invested funds in Relationship marketing, or a positive financial effect.

The level of consumer satisfaction will be even greater if their respect and satisfy their needs and t interest would be respected and satisfied, and above all, their human dignity, as their natural right.

2.THE OBJECTIVE INFORMATION OF CONSUMERS AND THE RIGHT TO RESPECT THEIR PERSONAL DIGNITY

Objective information about goods and services is imperative to the proper relationship of sellers towards customers. By buying goods and services, consumers satisfy their everyday needs. Their interest is to buy goods and find a service provider that will satisfy most effectively and cost-effectively their needs. They can do this if they are on time and properly informed about the existence and quality of goods and services on the market. Timely informing is that awaits the emergence of a particular consumer need. In a timely manner, it is informing that, given in the selected time of information, gives the best results. Correct informing is that which contains all the necessary data for goods and services that enable the consumer to decide which goods or service is of the highest quality in terms of efficient, effective and economical satisfaction of his needs. These data must be true and placed in time and in a way that will allow the consumer to fully understand them, in order to assess the applicability of goods and services to satisfy his needs and to decide to buy them.

The making a purchasing decision by the consumer, is an issue that is at the heart of the interest of theoreticians and practitioners of marketing management. In recent years, much has been done to perceive consumer behavior as a continuation of economic research on demand. In addition to economic factors, the purchase decision is made on the basis of the individual consumer behavior. Consumer behavior is a result of a series of psychological, social and physical reactions, manifested in behavior after obtaining the information required about quality of the goods and services offered by the sale. If the consumer is deceived when buying goods or services in terms of their quality or quantity, he will react. Psychologically, the reaction is a consequence of the violation of his human dignity. Everyone wants to be respected. No one endures others to make him a fool, especially when he gives money from his pocket to buy something that will satisfy his own need. In such a case, the consumer's frustration and anger become triplyed: firstly, because of his disrespect as a person, manifested by fraud, secondly because of the money spent and thirdly because of the unmet need in the expected manner. Buyer who is once manipulated will not contact again the seller who has deceived - manipulated him. He will misuse his bad experience to the people from his surroundings: relatives, friends, acquaintances who being taught from the bad experience of their neighbor, will not buy from the seller who is cheat or manipulator. That is why frauds and manipulations to customers are a sure way to the collapse and disappearance of traders - fraudsters from the market of goods and services.

Proper, timely and on time informing the consumers about the quality of goods and services is their natural right, because they, by paying them, spends his money that he earned through his work and his activity in the society for satisfying his life needs.⁴⁶⁸

⁴⁶⁸ See the following: Risteski T., Sijić V.,(2014) "TV commercials and human right to information on the quality of goods and services, 3rd International Scientific Meeting, organized by the Higher Vocational School of Market Communications of the Pan-European University, Apejron from Banja Luka, Belgrade, Proceedings, p. 323 - 335.

Effective marketing management requires the trader:

- to establish direct contact with consumers of his goods or services,
- get to know his customers well, their procurement cycles, habits associated with buying, their needs and everything that is necessary for building relationships of mutual trust and respect
- to develop a consumer care system based on timely, truthful and correct information about the goods and services that it can offer to satisfy their needs.

In this way, marketing management will create relationships of mutual trust and respect among traders and consumers without which one cannot imagine respect for human dignity.

3. RANGING ON CONSUMERS AND RIGHT TO PERSONAL DIGNITY

The marketing management of the commercial enterprise makes the ranking of the consumers according to the value that they bring to the enterprise.

The value that the consumer makes to the firm is the key measure in marketing research and practice. According to the value that they bring to the firm, consumers are divided into three basic segments:

- high-ranking consumers who individually deliver to firm the highest value. At the same time, there are the least of them and this segment does not provide the greatest contribution to the capital of the enterprise.
- Medium-rated consumers who individually bring lower value in relation to high-ranking, but they are multiplied, and their contribution to the capital of the enterprise, as a whole, is the largest. This segment, therefore, has the greatest significance for the business success of the enterprise.
- Low-rated consumers who individually bring the lowest value to the enterprise are at the same time the most numerous. However, despite the fact that they are the largest segment of consumers, its contribution to the capital of the company is still the smallest.

If we start from the model of the static portfolio of the consumer, then the basic assumption is that consumers are separated in three listed segments and their value does not change with time. However, in the consumer portfolio, the dimension of the value of the consumer relationship is also entered.

The main disadvantage of this model of consumer ranking is that the value of currently highly rated consumers is overestimated, and the value of the currently low-rated ones is underestimated, because the dynamic value in their relations is neglected. The investigations show that consumers of the highest level bring to the enterprise a lower value in the coming period due to the real probability of a downgrade at lower levels that would cause a significant drop in value. On the other hand, consumers of the lower levels are gaining value in the coming period, as there is a significant probability that they will cross into one of the higher-value segments in the future.

These facts are decisive for the legal treatment of consumers in terms of the respecting their dignity. The Constitution of the Republic of Macedonia in Article 25 is unambiguous, and by that, crystal clear. It says, besides the other one: Every citizen is guaranteed the right to dignity and reputation. This constitutional provision is fully in line with the provision of Article 9 of the Constitution, according to which the citizens of the Republic are equal in their freedoms and rights, regardless of sex, race, color of skin, national and social origin, political and religious beliefs, property and social position. Marketing management has to take into account this fact and can never overestimate a particular segment of consumers for the account of another. The experience shows that people are very sensitive when their dignity is in question.⁴⁶⁹

4. THE ARRANGEMENT OF THE SALE SPACE IN A FUNCTION OF RESPECT OF THE PERSONAL DIGNITY OF THE CONSUMERS

Consumers regularly take up their viewpoint on the service facility on the basis of its appearance and arrangement. In order to achieve this, the basic impression acquired by the potential buyer is formed on the basis of the window, the main entrance and the external advertisement. Therefore, the potential consumer, if he decides to enter the store, after the first associations, must feel free and enjoyable, without imposing incentives by the staff. Intrusive behaviour towards the consumer is an attack on his human dignity. Nobody likes such behaviour, especially the consumer who buys for his own money and prefers to be "left to peace" so that he can make the buying decision.

⁴⁶⁹ It is no coincidence that the creators of the Universal Declaration of Human Rights have raised the right to human dignity in the rank of innate right, which that it is a natural right of man. The first paragraph of the Preamble to the Declaration states: "Recognizing the inherent dignity and the equal and inalienable rights of all members of humanity are the foundations of freedom, justice and peace in the world". The first article of the Declaration states that all human beings are born free and equal in dignity and rights.

The design of the sales object must reflect the personality and a good "image" that the target customer expects. In the aesthetically well-designed sales area the customer feels comfortable. The development of pleasant feelings in man is in the function of respecting his personal dignity

When the consumer once opened the door and entered in the trade facility, then the offered service should leave a positive impression, to find the fulfilment of his desire, in order to prefer his determination in the given object to re-purchase.

Experienced marketing managers know that sales facilities are the basic cell to achieve the strategy of placing the products of the commercial enterprise. Everything else is an upgrade corresponding to the modern technical and technological achievements in delivering the goods to the consumer. That's why they endeavour to provide them with all the possible amenities of the buyers.⁴⁷⁰

To see the goods before the purchase is one of the basic wishes of the buyers. The right of the buyer is to see, select and make a purchase. Modern technical advancements accelerate the process of purchasing and delivery after the choice made by the buyer. Therefore, the exhibition space is the condition sine qua non of the commercial enterprise. This is, for example, the furniture case, in the supermarkets that offer their offer in the sales facilities. They strive to highlight the convenience and enjoyment of the purchase, as well as the additional services that they provide to consumers.

Management considers the program of the consumers purchasing and on the basis of the acquired knowledge, the objects that would be used for the realization of that program are designed in a way to:

- Unobtrusively attract consumers, or remind them to visit the store or shops;
- Objectively inform consumers about the ways in which products and services can satisfy their needs;
- persuade potential buyers that the given offer is best to satisfy their needs;
- Sell their products from the assortment in a way that creates a sense of convenience and pleasantness for buyers.⁴⁷¹

The realization of these goals of marketing management is in function of respecting the dignity of the buyers.

INSTEAD OF CONCLUSION

In conditions of market instability, dynamic business environment and increase in the number of competitors in the branches, the companies dedicate more attention to the development of an adequate marketing strategy and to the implementation of marketing activities in order to maintain the existing and attract new buyers. Recognizing the wishes and needs of buyers and shifting the focus of their satisfaction becomes the primary goal of enterprises and managers. For this reason, increasing importance is dedicated to the marketing mindset.

The role of the marketing concept is to respond in the right way to demand and supply and on the basis of these parameters to create a product or service tailored to the requirements of consumers.

In defining the strategic action of the commercial enterprises, especially the retail enterprises, there are a number of challenges for marketing managers, which are primarily reduced to finding the answer to the question about the values that the trader wants to achieve for his client, and in connection thus to find answers to other questions, such as: the issue of location and design of retail outlets, the capacity of retail management, the issue of establishing an information system with data about the frequency of consumers, their habits and requirements, the issue of the content of information exchanges between sellers and consumers as well as other information that enable the creation of high-quality marketing decisions.

Modern processes of technical and technological development dictate conditions for creation and development of modern trade management, innovative entrepreneurship and marketing. In fact, the restructuring of the basic postulates to which the trade fulfils the role of satisfying the needs, achieving wishes, solving problems, satisfying the requirements and satisfying the expectations of the consumers, enables the application of the concept of marketing as a basis for work and development. Time-dimensioned and constant complication of business processes and relations between economic entities in the competitive struggle for achievement of the desired market position sets a requirement for each enterprise to carefully define the business goals which it wants to achieve and the ways to achieve them. In this context, only a business philosophy aimed at understanding the needs and demands of the consumers leads to economic rationality of resource utilization and realization of the basic marketing assumptions with the main goal - satisfying the needs of the consumers and making profit as a material satisfaction, for mutual satisfaction. For the successful realization of the stated goals, it is necessary to find a way to achieve the

⁴⁷⁰ In the large sales facilities are arranged res areas where consumers can "take a breath" to "drink coffee", talk to friends and family, children's entertainment areas, store children while their parents buy, luxury toilets, and so on.

⁴⁷¹ Newman, A., Cullen., P. (2002). Retailing: Environment and Operations. London: Thomson Learning, p. 246.

convergence of the business goals of the trade company. An active role in the accomplishment of this task have the function of marketing as one of the most important in the complex of business functions of each trading company. The modern consumer is more educated, uses all means of information, he is more demanding, more and more precise when choosing the offered goods. Therefore, in such circumstances, the trade company remains at its disposal with its assortment, with the wide range of individualized service and with the positioning method, to present himself to the target segment in such a way as to offer him the value which he expects, or thanks to its resources to offer even more than what the competition offers. Only a market and a marketing oriented company will be able to achieve these goals by understanding the impulses of the environment and transferring them into real values for their customers.

In this regard, marketing management should build relationships of mutual trust and respect among sellers and consumers who are an ethical and material legal guarantee of respect for the dignity of consumers guaranteed by the International Legal Acts of Human Rights and by the constitutions of all countries that have ratified those acts.

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