

# The Marketing Function In The Organization As A Critical Factor In Exchange Processes.

Maria Teresa De Jesus Balcazar Sosa

*Universidad Popular De La Chontalpa, Cárdenas, Tabasco, México.*

Karla Cristel Gómez Cadenas

*Universidad Popular De La Chontalpa, Cárdenas, Tabasco, México.*

Wilber De Dios Domínguez

*Universidad Popular De La Chontalpa, México*

Rodolfo Soto Pérez

*Universidad Popular De La Chontalpa, Cárdenas, Tabasco, México..*

---

## **Abstract**

*Firstly, we proceed to review the available sources to obtain data on the factors that influence demand and that are controlled by the company.*

*Taking into account the operational limitations that the doctoral student could encounter in carrying out the rest of the tests and the importance of these as a contrast of the hypotheses, it is considered appropriate to limit, also at this point, the framework of work to the Autonomous Community of Madrid. , with the representativeness detailed in the section*

*next. After the collection, a data matrix is defined that includes the dependent criterion that is to be explained, the independent variables that will intervene in the analysis as explanatory variables and others that have been included in the study of the phenomenon.*

*as descriptive variables. The cases have been identified by the previous variables, month by month since 1985. In this way, a central analysis matrix is available and other possible complementary ones that will be taken into account if necessary.*

**Keywords:** *business, services, consumer.*

---

Date of Submission: 26-04-2024

Date of Acceptance: 06-05-2024

---

## **I. Introduction**

It arises from two complementary ideas that are the result of a constant concern to seek a convergence between the normative content of theory and positive business practice that facilitates the construction of a connected set between both in order to help general well-being through an evolution

balanced partner. The first idea defends that Marketing should be understood as a philosophy of the organization's activity that has the task of guiding managers and not as a set of techniques that are applied to increase sales. The second is based on the conviction that the company that understands how consumers respond to different product characteristics, prices, advertising, etc., will have a great advantage over its competitors (Kotler, P., 1992, page- 173). This management involves satisfying customer desires as the best means to achieve growth and profitability objectives (Lambin, J.J., 1992, pp.-3 and 4). Researchers have invested a lot in understanding the relationships between marketing stimuli and consumer responses (Kotler, P., 1992, p.-173). In short, the objective of management is to consummate beneficial exchanges for the parties (Hunt, 1983, p.9).

Both ideas have a common background: Marketing is at the same time a system of thought and a system of action, but too often, in works that deal with Marketing, only the second dimension is perceived and developed. The absence of a systematic reference to a theoretical body often leads to perceiving this discipline as a disjointed set of sales means used to subject demand to the demands of supply (Lambin, J.J., 1992, Page-XV)

## **II. Materials And Methods:**

Methodology of documentary research

Every information process is based on a certain communication strategy and every strategy is based on the dynamics of information exchange. The notion of communication strategy assumes the potential capacity of the media to influence or determine behaviors, ways of thinking and opinions, etc. That is, it is based on the assumption that the media are capable of generating certain desired effects in the recipients. It also underlies the positivist claim that science can measure these effects, as well as explain, predict (and therefore) intervene in the development of social processes and individual behaviors, opinions and feelings. In this framework, modern society and its technological development provide the possibility of developing massive strategies that literally have no limit. If in previous history manipulation (a discursive operation that aims to persuade) was always present, from the Aristotelian formula that "a plausible impossible is better than a possible implausible", it is in the current era that technology allows to the strategies not only the exponential increase in receptors, but even managing the categories of time/space and representation/reality at their own discretion. If in the logic of war, strategy is the planning and methodology to defeat, neutralize or annihilate the enemy, in communication terms the intention to anticipate, program and predefine the future must be added. But, the presence of the "enemy" (more or less consciously) is unavoidable. In communication, the "enemy" is an idea, a feeling or value that motivates a certain individual or social behavior. This defeat, neutralization or annihilation of the "enemy" always implies the need for the strategy to have an objective that expresses or materializes that defeat whether the voter .

In this way, every journalistic strategy is a set of political, journalistic and business objectives and definitions that, combined with each other, give the medium its own profile. These are definitions and practical actions that place a newspaper or magazine within the national socio-cultural context, give it an identity and a function in the communications scenario and a situation within the information market. The three dimensions of any strategy are related to each other and to the society that frames them in a dynamic of interactions and determinations, more or less tense or fluid.

## **III. Results And Discussion**

Demand materializes in sales and depends on many factors that can be grouped into two, from the company's point of view:

The variables of the general environment of the company cannot be altered in the same way as the previous ones, speaking of the socio-economic environment, Martín Armario distinguishes between macroenvironment and microenvironment. The first is made up of six dimensions that the company must know to adapt since they are partially or totally uncontrolled: natural or physical environment, demographic environment, economic environment, technological environment, political-legal environment, and socio-cultural environment. The second is made up of the operating environment of the company that conditions it. In this part of the research, an approach is made to all the variables of the first group and those of the second group that are considered relevant as a point of evaluation of the evolution of the former over time.

## **IV. Conclusions**

The value and satisfaction of consumers is determined by exchange, transactions, relationships and markets. Exchange exists when there is an act of obtaining a desired object from someone, offering something in exchange. From a Marketing perspective, the objective is not to obtain an exchange, but to maintain exchange relationships. Relationships are created by delivering value and satisfaction.

People give something to receive something they want to have, attending to the needs and desires in Marketing. The industry, a group of sellers, collect information from the market, a group of buyers with their needs and desires, to develop a marketing strategy to communicate. The preparation of the Marketing Plan rigorously implies a technical vision of the actions to follow and the activities to be carried out; The success or failure of meeting the objectives of the plan will be the responsibility of the unit in charge of evaluating each stage and the follow-up given by the managers or directors of the company.

The importance of the development and application of a marketing plan, as the set of rules and parameters throughout the fulfillment of the project and/or sales objectives, lies in the integration of all the material and human resources that in a single sense and objective, they put all their effort to achieve the established goals.

In conclusion, the marketing plan is necessary so that companies have a guide that allows them to know the current situation and make future projections for the development of the business; The plan must always be technical and must involve all company personnel, so that they work together to achieve the stated objectives.