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**Tools of product policy as part of  
business marketing in the conditions of  
globalization**

# Introduction

- **Purpose of the article:** point out the theoretical basis of product policy with emphasis on product policy tools
- **Economic and market environment:**
  - higher demands, expectations and changing customer needs,
  - unpredictable customer requirements,
  - global competition.
- **Marketing** → needs and requirements of customers.
- **Success in the market:**
  - well-defined marketing goals,
  - defined target group of customers,
  - tools of the marketing mix,
  - marketing strategies.

# Introduction

- Globalization of the world economy.
- Pandemic of the coronavirus COVID-19.
- **The consequences of coronavirus COVID-19:**
  - Global economy and markets
  - Businesses:
    - **positive** effects for some businesses
    - **negative** effects for some businesses

# Marketing mix

- Set of marketing tools that a company uses to achieve marketing goals in the target market.
- Stimulate customer's activities.
- All activities to influence the demand for products.
- The most important element of the marketing mix = **product**.



# Product

- Everything that a company offers on the market for purchase or consumption, which can satisfy the desires, wishes or needs of customers.
- Physical goods, services, information, ideas, experiences and its combinations.
- In terms of marketing **3 categories**:
  - product (individual product),
  - product line,
  - assortment.

# Product policy

- Analysis, planning, implementation and control of activities related to the product.
- Decision-making focuses on **product policy tools**:
  - production program and range,
  - quality,
  - design,
  - brand,
  - packaging,
  - business and technical services,
  - sustainable production,
  - product innovation,
  - product modification,
  - product line differentiation,
  - product elimination,
  - product diversification.



# Methods

- Secondary analysis of data from the Statista.
- Change in customers' shopping behaviour during the Covid-19 pandemic.
- An overview of product groups that have seen an increase in sales in the United Kingdom and the United States as a result of the COVID-19 pandemic.
- The Table (Slide 8): products and services for which people in the United Kingdom and the United States have spent more money than usual due to the COVID-19 pandemic.

# Methods

## Change in customers' shopping behaviour during the COVID-19 pandemic

Products and services	United Kingdom	United States
Health and hygiene (e.g. medicine, hand sanitizer)	36 %	43 %
Household cleaning products	30 %	40 %
Food and drinks (e.g. shopping, takeaways, delivery)	32 %	31 %
Home entertainment (e.g. video, games, books)	21 %	26 %
Hobbies	16 %	19 %
Housing, energy, maintenance (e.g. electricity, waste disposal, DIY)	25 %	17 %
Consumer electronics, household appliances, furniture	7 %	9 %
Clothing	5 %	7 %
Investments	5 %	7 %
Going out (e.g. restaurants, cinemas, pubs / bars)	1 %	4 %

**Source:** own processing based on [statista.com](https://www.statista.com)





# Results

- Health and hygiene products, medicines and hand disinfectants, have reached the top of the consumer shopping list.
- Significant increase in the purchase of household cleaners.
- The result of this secondary data can be used by companies to reassess their product policy.
- As many companies have suffered significant losses as a result of this pandemic and have had a negative impact on their business activities, they should try to adapt their offer and products on offer to the current situation.