

MARKETING ENVIRONMENT AS THE BASIS FOR ACHIEVING BUSINESS SUCCESS

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Abstract: *Marketing professionals must be able to identify and analyze market opportunities. The long-term survival of an organization depends on the development of products that will satisfy its customers. Only a few organizations can assume that their products, which are popular today, will be interesting to customers even after five or ten years. The ability of a company to successfully seize the market opportunity depends on its characteristics and strengths operating in the marketing environment. Monitoring and adapting to the marketing environment is an imperative starting point for marketing activities. If they want to be up to date, companies must set up a system to monitor changes in the environment in order to be able to adapt. In order to successfully create values and satisfaction for their customers, plan a marketing strategy and manage marketing processes, monitor what is happening in the immediate and wider environment and respond to all changes in a timely manner, marketing managers of each company must continuously have quality information from macro and micro marketing environment.*

Keywords: *marketing environment, monitoring of environment, macro- environment, micro-environment, quality information*

1. INTRODUCTION

The marketing environment is a set of a large number of uncontrolled, partially controlled and fully controlled factors that affect the business results of an organization. These are all forces and factors that operate outside and within the organization, which affect its ability to operate effectively by providing products and services to its customers. The environment is characterized by the uncertainty and complexity of the relationships in which market actors enter. Managers in organizations try to influence him, but they adapt to him much more often.

In the spatial or territorial sense, the marketing environment can be divided into an external environment (and within it into a macro- and micro-environment), dominated by uncontrolled and partially controlled factors, and an internal environment, which is largely under the control of management companies.

The success of modern business is influenced by numerous factors from the environment, which are different in content and in the forms of their manifestation. Managers dealing with modern business should know the relevant factors of their business environment, in order to distinguish:

- (1) factors that they can fully influence and fully adapt to the goals of their business,
- (2) factors that, in a certain domain, they can only partially influence, and
- (3) factors that are beyond their power to influence, and to which - if they want the success of their business - they must fully adapt.

2. EVALUATION OF THE MICRO-MARKETING ENVIRONMENT

The micro-marketing environment is made up of factors close to the organization, who influence its ability to serve customers. Most of the company's business activities take place in this environment. It includes all organizations and individuals (stakeholders) who directly or indirectly influence and contribute to the business of the company. A higher degree of control and faster response to signals (factors) from the micro than from the macro-environment, can be achieved.[1]

There are four basic groups of stakeholders in this environment - consumers, suppliers, intermediaries and competitors. In addition, in market conditions, organizations establish various types of cooperation with:

- numerous entities and institutions of the financial sector (banks, shareholders, joint stock companies, investment advisers, stock exchange institutions, brokers, insurance companies, pension and other funds, etc),
- the media (in communicating of the organization with the target segments, different media are used, which are the basic means for transmitting all messages sent to the public),

- government institutions (because of the important role that the state has in the adoption and implementation of legislation and measures, and within which organizations operate, the need to establish quality cooperation with the government and its institutions is emphasized),
- the community (optimal cooperation with the social community is achieved by socially useful actions that are realized in the area of the social community, e.g. participation of the organization in the construction of infrastructure, humanitarian actions, sponsorship of sports and cultural activities, actions to preserve the environment, helping the development of arts and education, etc).[2]

As a crucial factor for the success or failure of organizations in the market, consumers today are at the center of all marketing activities. They are the most important factor in the micro-marketing environment. The goal of business in every company is to satisfy one or more groups of consumers, with an adequately selected offer of products and services. If this is not done properly, the company has no market perspective. The challenge for organizations is to identify market needs that are not being met and to acquire and retain a customer base.

As a significant link in the business, suppliers provide resources (material, human, financial and information), which are necessary for the company to produce its products and services. It is very important to have reliable associates in this field, in order to avoid shortages, inappropriate price increases or suboptimal quality of necessary resources.

The key factor in the company-supplier relationship is the degree of their interdependence. The degree of supplier dependence can be assessed based on an assessment of the extent to which a company relies on a particular supplier, because its product is important to it and because it is difficult to find other sellers of that product. On the other hand, customer dependence can be assessed based on how much a supplier relies on a particular customer, because that customer is important to the supplier and because it is difficult for him to find other customers for his products. Opportunistic behavior is an exchange in which one party benefits at the expense of the other party in a business relationship. Behavior aimed at strengthening relations is realized in the process of mutually beneficial, long-term exchange, between both parties.

As independent business organizations that directly help the flow of goods and services between a company and its existing and potential consumers, intermediaries are often crucial to the successful operation of companies. Distribution or sales channels (as they are often called) help companies to promote, sell and distribute goods and / or services.

There are two types of intermediaries:

1. Resellers. Although some organizations distribute their products and services directly to the customers, most of others use the services of independent wholesalers and retailers. Advances in distribution systems can have a significant impact on manufacturer performance. The Internet offers even more options for companies that want to sell their products directly to the customers, without the use of any intermediaries.
2. Service organizations, whose task is to complete the exchange between the buyer and the seller, which include: physical distribution companies, marketing services agencies and financial intermediaries. These intermediaries perform their activity in the relationship between the company and the consumer, as well as between the company and the supplier. In this way, they become part of the distribution channel.[3]

Physical distribution companies provide services of storage and transport of products from the place of their production to their destination. Marketing services agencies include: public relations agencies, advertising agencies, market research agencies, marketing consulting agencies, whose task is to use their advice to direct the company's activities in those markets where success is expected. Financial intermediaries include accounting agencies, banks, insurance companies and others that assist in conducting financial transactions or insuring against risks related to the purchase and sale of goods and services.

Also, no company can make decisions without respecting its competitive environment. Competitors are rivals engaged in the same type of activity as a specific organization. There are three types of competition in a micro-marketing environment. The most immediate type is within the same category or type of product (also called brand competition). The second type is related to the development of substitutes, which can replace existing products. The third type involves competition among alternative products, which can meet the different needs and desires of consumers (these are all companies that are fighting for consumer income in a particular market).

It often happens that organizations are threatened by new technologies or new competitors. Thus, many companies have overlooked the Internet as their important and strong opponent in market competition. It is very important to avoid the so-called "competitive myopia", i.e. focusing only on current competitors, instead of latent ones. As a result, many business organizations were kicked out of the market, and some were pushed out of their high positions.[4]

We will cite the example of the company Kodak, which, after 133 years of existence, declared bankruptcy in 2012. Although Kodak invented the first camera and this company was one of the original inventors of digital photography, it still failed to keep pace with market development, as well as with competition from the Far East, which more and more was conquering this market. Since Kodak was best known for producing photographic film, the company's officials were constantly worried about the ever-growing competition from Fuji, not realizing that a much bigger threat was actually the revolutionary era of filmless camera photography, which came from leading digital manufacturers of recording devices - Canon and Sony.

Also, competition can be differentiated on the basis of: price, product quality, disposal time and availability in a particular location, which is related to the benefits that consumers receive from it. Favorable prices, higher quality, delivery of products at the time when consumers need them and when they want them, proximity to the point of sale or home delivery, are important attributes of success. A company gains a competitive advantage when it is superior in terms of price, quality, time and place of delivery of products.[5]

3. ANALYSIS AND MONITORING OF MACRO-MARKETING ENVIRONMENT

The macro-marketing environment includes social and economic factors that determine the conditions and business opportunities of companies in the market, in other words - it is the general business environment. It includes the space of the state, and if the organization operates on the international market, the international business environment, i.e. the space where the subjects of supply (suppliers and other professional business partners) and the subjects of demand of a particular organization are located. It covers factors that are beyond the control of the organization and that may have long-term implications for its operations. The indirect influence that the macro-marketing environment constantly has on the business results of the companies, means that they must adequately and timely adapt to changes in the environment.

The macro-marketing environment includes: economic environment, socio-cultural environment, political and legal environment, technological environment, natural (physical) environment.[6] All the mentioned factors, i.e. all the mentioned environments, can be observed from two aspects, namely from the aspect of the business offer and from the aspect of the business demand. It should not be emphasized that both of these aspects are relevant, since only their full compliance ensures success in any business of market orientation, and especially in the contemporary business.

3.1. Economic environment

The economic environment in a country can be assessed on the basis of appropriate economic factors, the so-called "macro-economic" indicators. Each of them individually, as well as all together, influences the creation of the economic environment in a certain country and influences the economic life in it. We will list some of them.

1. Gross domestic product (GDP). It is the main macro-economic indicator, i.e. a measure of economic activity of a country in a given year. It expresses in monetary units the value of total production (final goods) within the borders of a particular country.[7]

For example, an investment in the construction of a factory in Serbia by an investor who is not from Serbia is calculated (added) to the gross domestic product of Serbia. However, the reverse is also true. If an investor from Serbia invests in the construction of a factory in a foreign country, that investment is calculated (added) to the gross domestic product of that foreign country.

Gross domestic product per capita is calculated by dividing the total gross domestic product in a given year by the population of a given country in that year. For example, in a hypothetical case, if two countries have the same total gross domestic product, the country with a smaller population will have a higher GDP, from which it is easy to draw the conclusion that it is a more developed country.

2. Economic growth rate. Economic growth represents an increase in the capacity of the economy to produce goods and services, compared to one period and another. In general, it means an increase in the wealth, i.e. income of a certain state. It is usually calculated in real terms, i.e. adjusted for inflation, in order to take into account the effect of inflation on the price of goods and services produced.[8]

To compare the economic growth of one country with another, the value of gross domestic product is used. Economic growth is often linked to technological change. The growth of the economy is not only reflected in the increase of production capacity, but also in the improvement of the living conditions of the people who live from that economy.

3. Economic cycle. The general state of the economy, to a greater or lesser extent, varies in all countries of the world and these changes follow the general law that is often referred to as the economic cycle. It consists of four phases: prosperity (boom), recession, depression and revival (recovery). These changes in the general economic conditions affect: supply and demand, purchasing power, intensity of competitive behavior, etc, i.e. economic conditions and changes in the economy have a broad impact on the success of an organization's marketing strategy.

4. Employment (employment rate, i.e. unemployment). One of the basic goals of macro-economic policy is to achieve full employment. Unemployment is a condition in which a part of able-bodied members of society cannot be employed in accordance with their abilities and qualifications and with the usual salary. Unemployment is one of the biggest problems not only of individual economies, but also of the overall world economy.

States fight unemployment and its negative consequences in different ways. Measures that are commonly used are divided into: 1. passive measures - they refer to material insurance during the period of unemployment (the right to various types of benefits and financial assistance); 2. active measures - education, retraining, additional professional training and other measures that increase professional mobility and employment opportunities.

5. Inflation is, in addition to unemployment, one of the most complex problems of the modern economy. Inflation is a condition in which the price level increases much faster than income, causing a decline in purchasing power. It is an increase in the level of prices in relation to the value of money, or even more simply, it is a decrease in the value of money, and thus a decrease in purchasing power. As one of the most important goals of macro-economic policy is to maintain price stability, so the fight against inflation is always one of the priorities.

Here is an example related to tourism. It depends of all the mentioned economic indicators whether there will be tourist demand, i.e. whether potential tourists will appear, who will want to spend their free time (vacations, weekends, etc.) for the purpose of tourist travel, based on the amount of their discretionary income. Discretionary income is the part of the total consumer income that remains free for consumption, after meeting basic living needs.

If, according to the principles of mathematical economics, the approach of quantitative economic research is applied and the interdependence of economic phenomena is shown, in relation to the discretionary income of consumers in tourism, the following can be stated. In functional terms, the economic level of development of a certain area, especially the area of tourist demand from which tourists come, can be considered an independent variable, while the tourist destination - which tourists visit - can be treated as a dependent variable. In other words, the economic and financial situation of the demand entities, directly determines the financial success of the supply business entities. This is completely logical, because tourist visitors will spend their money on selected tourist destinations only if they have the money at their disposal.

If the area from which tourists come (observed according to basic economic indicators) is at a higher development level and if it continues to progress economically, it can be considered that relevant economic conditions have been created for the area to "broadcast" its citizens to attractive tourist destinations. These are citizens who have the appropriate ability to pay and who are also willing to spend part of their personal and family income to meet the appropriate and desired tourist needs.

3.2. Socio-cultural environment

The socio-cultural environment is a mosaic of social and cultural components, which are relevant to the business decisions of organizations. Social factors include people's attitudes, values and lifestyles. Cultural factors are acquired during the socialization of individuals and influence their consumption habits and behaviors. This type of environment is changing relatively slowly, but requires constant monitoring of relevant trends, which are even more pronounced and dynamic internationally.

We will give an example related to tourism. The macro-marketing environment of each tourist organization, also characterized by a certain cultural definition of the tourist space, is differentiated into two different cultural environments. These are:

- ambience (space) of culturally determined tourist offer and
- ambience (space) of culturally determined tourist demand.

These spaces can be very similar in cultural terms, but they can also be drastically different. The similarity is expressed through religious, customary and other life attitudes, which the population expresses in the area of supply and demand. The similarity is realized in those situations when the population of the emitting and receptive tourist area is at a similar economic, educational, cultural and other, socially relevant level. The mentioned cultural similarity of the populations from the mentioned areas makes it very easy to establish communication closeness between them. Visitors who prefer sojourn and service comfort, as well as the cultural closeness to which they are accustomed in their domicile environment, gladly go to tourist places of similar cultural determination, where they feel "at home".

The motivations of tourists who like change are the opposite. This type of tourist mainly chooses destinations that are culturally different from the places they come from. They perceive them as exotic and unusual, and it is from that stimulus that they set out on a journey, in order to experience that exoticism in the full sense and in a direct way. For such visitors, skilled organizers of the tourist offer, create specific programs with emphasize folklore and other regional characteristics, which suggest to visitors that, on these trips, they will experience something very unusual and unique in life.

This indicates a strong interdependence that is established in tourism between basic services (transportation, accommodation, food) and additional services of the cultural type (folklore, art, culture, entertainment, religion, customs, etc). It is an indisputable fact that thanks to the connection between tourism and culture, in many tourist receptive areas, numerous - until then neglected sacral and other cultural objects, have been repaired and renovated. To them, this connection "breathed new life". Also, precisely because of the tourists, various artistic, folklore, entertainment and other events are organized in well-known tourist places, which should provoke additional motivational incentives for the target visitors, to come and stay in the mentioned places.

3.3. Political and legal environment

Marketing decisions are heavily influenced by changes in the political and legal (legislative) environment, and these are often the least predictable factors of the macro-marketing environment. When it comes to the political environment, a strong connection has long been noticed between ideology and politics, on the one hand, and the development of business activities and business in general, on the other. The usual results of ideological and political activity of subjects, who lead the state and who create interethnic and state policy in general, are manifested through:

- internal political stability and correct international cooperation with other states and peoples living in those states, or
- internal crisis and political instability and quarrelsome and conflicting relations, which are established with other countries and peoples, in the narrower and wider international macro-marketing environment.

It should not be emphasized that only the first model of state policy, based on internal political, economic and social stability - internally, and also based on international cooperation and friendly relations with other states and other peoples - externally, represents a healthy ideological and political basis for successful development of any type of business.

The legal (legislative) environment in a country also affects business. Regarding marketing, we should mention that certain legal regulations may prohibit the advertising of certain products. For example, in many countries around the

world, tobacco advertising is banned, while in some countries, alcohol advertising is completely or partially banned. Also, in some countries (such as Germany), any advertising that is found to be "tasteless" may be banned. In this case, the type of product being advertised is not in question at all, but only the way in which it is presented in the relevant advertising campaign, or its content itself.[9]

This shows that legislation can affect the operations of organizations. If the promotion of certain products on the international market is planned, the legal regulations of the country in which it will be implemented should be taken into account.

3.4. Technological environment

Technology is one of the "most dramatic forces shaping human lives." [10] It can lead to huge changes in many areas of human activity and has a major impact on the marketing of products and services. This is most often reflected in new technologies that: lead to the emergence of new products, contribute to the improvement of existing products, enable new methods of product distribution and new opportunities to communicate with target consumers.

From the middle of the 20th century until today, scientific and technological progress has experienced great prosperity. Many products that are present on the market today, six or seven decades ago, did not exist, such as: artificial satellites, personal computers, mobile phones, ATMs, electric cars, drones, etc. Also, accelerated technological progress can lead to the rapid obsolescence of certain current technological trends (for example, pagers that have been replaced by mobile telephony services, etc). That is why it is necessary for companies to constantly adapt to changes in the technological environment, to monitor and anticipate them.

When it comes to modern business, a significant contribution to this segment was provided by the development of information technologies and the emergence of the Internet, which today has become an indispensable segment for successful business. The advantages of using the Internet in business are reflected in:[11]

- Increasing the market (the whole world is a market). A large number of services allows messages to arrive very quickly from one end of the world to the other.
- Significant cost reduction. The costs of delivering information over the Internet are far lower, as is the realization of the delivered products compared to other types of physical delivery;
- Opportunities for constant communication with potential clients on the entire planet (two-way communication);
- Opportunities for high quality promotion of products;
- Possibilities of selling without intermediaries;
- Possibilities of obtaining detailed information in online mode;
- More efficient use of potential clients' time considering the possibility of reservations and electronic payment;
- Providing more legal and complete information per unit of time, and
- More efficient control in the implementation of goals and actions.

3.5. Natural (physical) environment

The natural (physical) environment is of general social interest and represents the global concern of humanity. It consists of natural resources, which can be renewable (e.g. water and air), partially renewable (e.g. forests and food) and non-renewable (e.g. oil and gold). It also includes other aspects of nature, such as changes in the ecological system. The availability of natural resources, as well as meteorological, climatic and other geographical factors, can have immediate and long-term consequences for the marketing activities of organizations. This type of environment affects the business of the company in different ways: through the shortage of raw materials, increased energy costs, justified environmental requirements, the policy of state institutions and legislation.

Protecting the physical environment from the harmful effects associated with the production and marketing of products and services is of primary importance in today's society. Several environmental issues are of particular importance. These are: the use of ingredients that contribute to the preservation of the environment, the use of recyclable packaging, the protection of the ozone layer, the testing of new products on animals, pollution, and the preservation of energy reserves.

The natural business environment consists of natural resources that are necessary for companies as a basis for planning visits to certain destinations, and whose dominant feature is the natural preservation of the environment. In this sense, the following factors may be important:

- continuous monitoring of the natural environment for preventive actions in case of its disturbance;
- education of all age structures in the population on the importance, maintenance and improvement of the quality of the natural environment;
- undertaking appropriate activities in order to improve the quality of the environment (e.g. treatment of factory wastewater, installation of filters on chimneys and vehicles, restocking of river or lake water surfaces in which bio-diversity has been disturbed, etc).
- preservation of cultural and historical heritage, anthropogenic resources that are integrated with the natural environment, and which are the subject of tourist visits, etc.

4. INFLUENCES OF GLOBALIZATION

Globalization is a notion of recent date and its origin and rise are linked to the period of the past few decades. The term comes from the word *the globe*, whereby globalization encompasses all social processes and relations that have a planetary character and that are manifested in all aspects of world events. The rapprochement of distant parts of the world results in a greater flow and exchange of ideas and people, as well as the creation of a global civilization.

Theorists describe globalization - as a general social phenomenon that conditions the mentioned events in the world - in different ways. One definition was given by British sociologist and economist Anthony Giddens, who sees the current form of globalization as the intensification of world social relations that connect distant places in such a way that local events are shaped by events that take place miles and vice versa. British publicist Colin Hines describes it as the growing integration of national economies into the global economy through privatization and trade and investment rules, with the help of technological advantages.[12]

It is certain that events, decisions and interventions coming from one part of the world, if pervasive and dominant, can have significant consequences for individuals and communities in other parts. There used to be a more or less logical relationship between the source of the decision and the place where the consequences of those decisions were felt. The linear relationship no longer exists in the same way. In colonial times, ties between the "mother country" and the colony made up the bulk of global relations. Now, however, lines of influence extend almost everywhere in the world. The highest points are, literally, satellites, which broadcast information of all kinds to different target groups around the planet.

As an act of connecting and strengthening the interdependence of the modern world, globalization is also expressed through the growing planetary processes of standardization, typification and then unification, not only of the way we work and do business, but also of culture and the whole way of life. Globalization is introducing numerous changes in the domain of modern economy. Changes are also manifested in the domain of supply and demand, because as already mentioned, all relevant aspects of personal and social life - in planetary relations - are included in the process of globalization. Globalization is manifested in several definitions, which in the most direct way characterize the influences that, from the marketing environment, profile and determine the business of modern companies.[13]

1. The affirmation of the process of globalization is influenced, first of all, by all relevant world and large regional organizations, such as: the United Nations (UN) and all its institutions, then the World Bank (WB), the International Monetary Fund (IMF), the World Trade Organization (WTO), the European Union (EU) and its institutions, and all other politically and financially powerful world and regional political organizations and associations. The mentioned organizations and associations have prescribed and codified numerous globalized regulations and rules of market and business behavior in general, which are also applied in the business of modern companies.

2. Proponents of the process of globalization insist on the gradual loosening, and then on the abolition of interstate borders, and also on the reduction of border barriers in the flow of people and capital. They also insist on the reduction and then the abolition of customs duties, which are calculated and collected in small border traffic between individual countries. All of the above also encourages the development of direct or indirect trade, which is realized in more and more innovative and imaginative ways.

3. Globalization especially affects the culture of life and business, not only of business entities, but also of people. Globalized fashion is being created in the way: communication between people, clothing, nutrition, entertainment, morality and all other aspects and relevant contents of life. The diffusion of fashion is done on a planetary level through the media of mass communication, which are technologically more perfect and more accessible to the public. These approaches to planetary fashion typification and unification entitle some critics of globalization to argue that modern people, especially the young, are programmatically modeled as "fashion clones." These are clones that lose the basic features of earlier traditional cultural determinations, which have so far characterized individual nations and ethnic groups.[14]

4. It is a proven fact that the process of globalization leads to accelerated planetary economic and social stratification between different peoples, and also between different social strata within individual peoples. Insisting on erasing borders and the free flow of goods and capital between countries, the process of globalization evidently - due to the import of cheaper and sometimes better quality foreign goods - often destroys domestic producers and traders, who work on traditional and sometimes outdated technological and business bases.

Certain development designers see the solution for growing unemployment and growing poverty of the population, in technologically and economically less developed countries, in the development of the tertiary sector, i.e. services sector. These have in mind that the primary (procuring, i.e. manufacturing) and secondary (processing) sectors cannot withstand the competition of bidders from technologically and economically (financially) developed countries, and that in such a situation only the "service industry" can appear as a possible savior of the economically and socially vulnerable population.[15]

5. The process of globalization, which on the planetary level gives a stamp to today's time of human life on Earth, directly affects the procedures and ways of working in the field of "tourism industry". Thanks to this process, internationally are adopted quality standards, the so-called ISO 9000 standards, which become a sign of the appropriate level of quality of a specific tourist offer. In accordance with the development of the theory and practice of quality, in the field of modern business, the concept of "total quality management" is affirmed, which implies continuous improvement of the work process of the organization, with a high level of service quality as a result. This is a factor that allows the product to stand out from the competition. The primary focus is customer satisfaction.

5. CONCLUSION

The marketing environment involves the economic and social space in which the company, directly or indirectly, establishes communication and business interactions between the subjects of its supply and demand. The marketing environment can be divided - in the territorial sense - into an external environment (and within it into a macro- and micro-environment), dominated by uncontrolled and partially controlled factors, and an internal environment, which is largely under the control of management companies. The micro-marketing environment includes all organizations and individuals (stakeholders) who directly or indirectly influence and contribute to the business of the company. There are four basic groups of stakeholders in this environment - consumers, suppliers, intermediaries and competitors.

As a crucial factor for the success or failure of organizations in the market, consumers today are at the center of all marketing activities. They are the most important factor in the micro-marketing environment. The goal of business in every company is to satisfy one or more groups of consumers, with an adequately selected offer of products and services. As a significant link in the business, suppliers provide resources (material, human, financial and information), which are necessary for the company to produce its products and services. It is very important to have reliable associates in this field, in order to avoid shortages, inappropriate price increases or suboptimal quality of necessary resources. As independent business organizations that directly help the flow of goods and services between a company and its existing and potential consumers, intermediaries are often crucial to the successful operation of companies. Distribution or sales channels (as they are often called) help companies to promote, sell and distribute goods and services. Physical distribution companies provide services of storage and transport of products from the place of their production to their destination. Marketing services agencies include: public relations agencies, advertising agencies, market research agencies, marketing consulting agencies, whose task is to use their advice to direct the company's activities in those markets where success is expected. Financial intermediaries include accounting agencies, banks, insurance companies and others that assist in conducting financial transactions or insuring against risks related to the purchase and sale of goods and services. Also, no company can make decisions without respecting its competitive environment. Competitors are rivals engaged in the same type of activity as a specific organization.

The macro-marketing environment includes: economic environment, socio-cultural environment, political and legal environment, technological environment, natural (physical) environment. All the mentioned factors, i.e. all the mentioned environments, can be observed from two aspects, namely from the aspect of the business offer and from the aspect of the business demand. It should not be emphasized that both of these aspects are relevant, since only their full compliance ensures success in any business of market orientation, and especially in the contemporary business.

The economic environment in a country can be assessed on the basis of appropriate economic factors, the so-called. "macro-economic" indicators. Each of them individually, as well as all together, influences the creation of the economic environment in a certain country and influences the economic life in it. We will list some of them: gross domestic product (GDP), economic growth rate, economic cycle, employment (employment rate, i.e. unemployment), inflation.

The socio-cultural environment is a mosaic of social and cultural components, which are relevant to the business decisions of organizations. Social factors include people's attitudes, values and lifestyles. Cultural factors are acquired during the socialization of individuals and influence their consumption habits and behaviors. This type of environment is changing relatively slowly, but requires constant monitoring of relevant trends, which are even more pronounced and dynamic internationally.

Marketing decisions are heavily influenced by changes in the political and legal (legislative) environment, and these are often the least predictable factors of the macro-marketing environment. When it comes to the political environment, a strong connection has long been noticed between ideology and politics, on the one hand, and the development of business activities and business in general, on the other.

As one of the most dramatic forces shaping human lives, technology can lead to huge changes in many areas of human activity and has a major impact on the marketing of products and services. This is most often reflected in new technologies that: lead to the emergence of new products, contribute to the improvement of existing products, enable new methods of product distribution and new opportunities to communicate with target consumers.

The natural (physical) environment is of general social interest and represents the global concern of humanity. It consists of natural resources, which can be renewable (e.g. water and air), partially renewable (e.g. forests and food) and non-renewable (e.g. oil and gold). It also includes other aspects of nature, such as changes in the ecological system. The availability of natural resources, as well as meteorological, climatic and other geographical factors, can have immediate and long-term consequences for the marketing activities of organizations. This type of environment affects the business of the company in different ways: through the shortage of raw materials and raw materials, increased energy costs, justified environmental requirements, the policy of state bodies and institutions and legislation.

The marketing environment of any organization is very complex and consists of numerous factors. Marketing managers need to know all of them, in order to properly assess what it is that they can influence, and what factors they need to adjust to in order to succeed in business. In that process, quality information represent crucial factor which can help in achieving business success.

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