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Customer Orientation in the Local Media. Case Study: the Audiovisual in Dambovită County

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Abstract

Creating value for the customer and developing a relationship with the customer represent strategic goals in modern management. In this regard, we may say that customer orientation means creating products that should meet customers' (even unexpressed) desires. Mass-media typically have two categories of customers: advertisers and audience. Therefore, media managers must thoroughly analyse the two customer categories and the interdependence between them as well. This paper shows how customer orientation is positioned within the local media managers' strategy.

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1. Introduction. Definitions of customer relationship management. Mass-media specificity

The research methodology used in this paper includes the identification and selection of specialised literature, corroboration and synthesizing of data and highlighting of the latter in a case study.

Customer relationship is achieved (Iordache & Sirbu, 2013) through a continuous interaction between the customer and the organisation and needs to be developed and cultivated. A great challenge for organisations is to be able to keep their customers as long as possible, regardless the products and their evolution. Unfortunately, organisations overlook the importance of building customer loyalty and spend most of their effort in gaining new

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customers at the expense of keeping the existing ones and increasing transactions with them.

The pace of change in the economy of the new millennium (Pop, 2006) has significantly intensified amid the transition from the *Old Economy* to the *New Economy*. The latter requires the accentuation of modelling processes based on typological structures, exchange relationships between bidders and buyers. The evolution of contemporary marketing is related to the focus of the organisation's effort of resource management on certain more or less clearly shaped goals. The way that the focal point of the marketing activity has evolved in time (Fig. 1) has led, for each stage, to a certain type of decision-making orientation. The transition from consumption orientation to sales orientation, then to competition and, further on, to environment has caused a refocusing of the economic agent's attempts from *market orientation* to *customer orientation*.

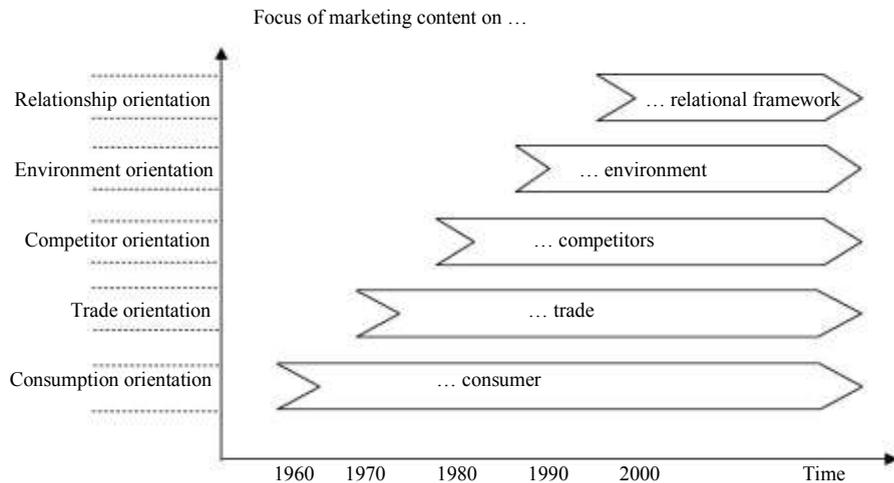


Figure 1. Stages of contemporary marketing evolution
Source: Meffert, 2000, p. 5, *apud* Pop, 2006, p. 34

The strategic vision which marks the evolution of marketing today provides the perspective of treating the company market relations in a durable manner. Success, in terms of meeting the needs of the demander and of the entrepreneur's profit, is often judged not punctually, but considering the eventual consolidation of the company market performances. This way of thinking and acting in the field of exchanges generates an essential change in terms of contemporary marketing theory and practice, producing a new paradigm: relationship marketing.

Therefore, customer orientation (Ionascu, 2007) is a strategy which, by improving the quality of relations with customers, attaches them to the company in order to ensure the success of the organisation for as long as possible.

Customer relationship management (Balan, 2007) is an essential business strategy that integrates internal processes and functions into external networks with a view to creating and providing value to target customers, in terms of making a profit. On the other hand, customer relationship management is a strategic approach which consists in creating superior value for the shareholder by developing appropriate relationships with key customers and customer segments.

What is typical of mass-media is that the term customer does not have the meaning we more often than not assign to it conventionally. In this case, (Marinescu, 1999) customers are, on one side, the advertisers and, on the other, the audience or public best referred to as the consumers. To media organisations, the strategy of approaching customer orientation is essential, given that their specific needs must be identified.

2. Customer orientation. Conceptual coordinates

Some experts, (Balan, 2007) consider three customer relationship management levels: the strategic level, the operational level and the analytical level. Basically, the *strategic level* refers to the major goal of customer

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