

**ADOPTING THE MODERN MARKETING CONCEPT IN
ALGERIAN ECONOMIC INSTITUTIONS: BETWEEN
NECESSITY AND CHOICE
A FIELD STUDY OF A GROUP OF INSTITUTIONS IN THE
FOOD INDUSTRY**

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Abstract:

This research aims to find out the reality of adopting and applying the modern marketing concept in the Algerian institutions. After studying and analyzing the answers respondents, we arrived at the points that most of the Algerian enterprises do not engage in modern marketing activities as experienced officials believe that they know the consumer's needs. They do not do marketing researches, the product is not produced from the consumer's point of view, and the same applies to other activities.

Through this study and based on theoretical and practical frameworks, It is clear that it is becoming necessary for Algerian enterprises to adopt the concept of modern marketing. This permits them to be able to adapt to the changes that occur in the external environment, to serve the customer with high quality, to maintain and expand its market share, And to ensure their survival in a highly competitive market.

المخلص

يهدف هذا البحث إلى التعرف على واقع تبني وتطبيق مفهوم التسويق الحديث في المؤسسات الاقتصادية الجزائرية في الجانب الميداني، وإظهار بأن تطبيق هذا المفهوم أصبح ضرورة وليس خيار من خلال الطرح النظري. حيث توصلنا بعد دراسة وتحليل إجابات المستقصى منهم، إلى أن معظم المؤسسات موضع الدراسة لا تمارس الأنشطة التسويقية الحديثة، كالتوجه السوقي، وتقسيم السوق إلى قطاعات، وبحوث التسويق، وإدارة العلاقة مع الزبون. ومن خلال هذه الدراسة الميدانية واستنادا إلى الإطار النظري، فمن الواضح أنه أصبح من الضروري للمؤسسة الجزائرية تبني مفهوم التسويق الحديث، حتى تتمكن من التكيف مع التغيرات التي تحدث في البيئة الخارجية، وخدمة عملائها بجودة عالية، وبالتالي توسيع حصتها السوقية، وضمان بقائها في سوق يتسم بالمنافسة الشديدة.

Introduction:

As is well known, the Algerian economic institutions coexist in unstable environmental conditions and are surrounded by a competitive atmosphere. Therefore, It must follow the modern marketing concept in order to maintain its presence in the market and face the difficult marketing of products that meet the consumers needs and desires to achieve their satisfaction. They need to apply many of the latest marketing concept indicators such as market orientation, marketing research, market segmentation, and marketing relationship. This helps them adapt to changes in their external environment, especially the constant change in consumer's behavior which affects the needs and desires that shapes the market demand. This leads us to study the reality of applying the modern

marketing concept.

In this context, we will focus on highlighting the most important indicators of the modern marketing concept, such as market orientation, marketing research, market segmentation, marketing relationships, and highlighting the importance of applying them to economic institutions in order to show that their application is a necessity rather than a choice by asking the following questions:

- **What are the trends of the modern concept of marketing?**
- **What do we mean by the concept of market orientation, market segmentation, marketing research, relationship marketing, and what is the benefit of its application?**
- **Do Algerian institutions engage in modern marketing activities (marketing orientation, marketing research, market segmentation, marketing relations)?**

The research problem was tackled in four key points. In the first point, we tackled the philosophy of the modern marketing concept. In the second point, we focused on defining the most important indicators of the concept of marketing as a marketing orientation of institutions, marketing research, the division of the market into segments, marketing relations, Thirdly, we discussed the importance of applying the institutions to the latest marketing activities mentioned above, to make it clear that their application is a necessity rather than a choice. Finally, we conducted a field study in some Algerian institutions to examine their application of the modern marketing concept.

First: Trends in the Philosophy of Modern Marketing Concept

The successful application of the modern concept of marketing requires an organization to focus its attention on three basic principles ⁽¹⁾:

1. Focus on the Concepts of Quality, value and Consumer Satisfaction:

The institutions concerned with the application of such a philosophy focus all their work on the needs and desires of consumers, otherwise it will be doomed to loss and failure. The focus on the consumer's satisfaction will change the direction and philosophy of those who manage the organization and unite efforts towards cooperation and coordination between departments to contribute to the achievement of this goal. Thus, the organization can achieve its objectives by making its customers its goal This requires a deeper understanding of the needs and expectations of customers. Consumers today put greater importance to quality and value when making their

purchasing decisions because of higher education and increased means of communication. Quality is one of the basic elements in the concept of value, and therefore organizations have started to define the determinants and dimensions of quality from the customer's point of view and work to realize it.

2 - Integration Between Different Activities: One of the basic requirements of a consumer's philosophy is that there is full coordination between marketing plans and objectives and other activities of the organization. Marketing managers often take into account various other activities in the enterprise, such as research, development, production, sales, distribution, and even individuals.

This is an integrated approach to activities not only by the marketing department coordinating the various activities of the establishment but also by developing an integrated plan known as the marketing mix. The latter specifies the policies that the organization intends to follow for each

⁽¹⁾ - acting from:

- Sherif Ahmed Sharif Al-Assi, Marketing - Theory and Practice, University House, Alexandria, 2006, pp. 22-24.

- Tarek Taha Ahmed, Mohamed Farid Al-Sahan, Marketing Management in the Globalization and Internet Environment, University Thought House, Alexandria, 2007, pp. 28-34.

- Hassan dahch Jalab, Hashim Fawzi Dabbas Abadi, Marketing according to a contemporary philosophical and contemporary perspective, Papers for Publishing and Distribution, Amman, 2010, pp. 749-753.

- David lichtental, Shay eliaz, "Internet integration in business marketing tactics" Industrial marketing management, volume 32, n ° 1, 2003, p 3.

component of the marketing mix, product, pricing, promotion and distribution.

3- Increasing Focus on Building Strategic Alliances and Business Networks:

The recent orientation of organizations to deliver value requires the cooperation of all parties involved in delivering this value to customers. Thus, the delivery of the value beyond the limits of cooperation between the departments within the organization to include cooperation of suppliers, brokers and all parties that facilitate and contribute to the delivery of this value.

The cooperation of all parties is a network of relationships that contribute to the value and success of the joint venture between those parties. Instead of each party winning on its own, it is now necessary to design a value delivery system based on the cooperation of all parties involved in order to achieve common goals.

4. Planning according to the requirements of locally targeted markets and reflecting on the regional markets:

Under the conditions of the global competition, organizations must consider expanding their markets to serve the global markets as well as their local ones. When these organizations make their decisions to serve these markets, they need to study the requirements and ingredients for success to meet the desires of consumers. In those markets, and plans their marketing operations to be consistent with those wishes.

5- The Growing Focus on Interactive and Electronic Marketing:

The importance of e-marketing has dramatically increased since the beginning nineties (90's). The growth in the number and value of e-transactions shows that e-marketing is growing at an exponential rate. The Organization for Economic Cooperation and Development (OECD) noted that the value of transactions executed through e-commerce was estimated at more than \$ 200 billion in 2006, where there are many positive aspects in harnessing the power of the Internet to conduct business. A recent study of US and European companies indicates that the Internet has boosted the performance of business in the business sector, both in gross sales and net worth. Mesh profit, where they can use the Internet to conduct marketing research, and access to new markets, customer service and solve their problems better and faster distribution of products etc.

6-The Growing Focus on Environmental Issues and Ethical Behavior of marketing:

One of the most difficult problems facing marketers is how to achieve a balance between the needs and desires of individuals and the needs and desires of society as a whole. For example, many states in America have passed laws requiring consumers to return bottles and cans. The purpose of this law is to prevent the dumping of waste in the roads, which may harm individuals, in addition to the possibility of reprocessing these containers. Also the manufacturers of children's food reduced the proportion of sugar in order to protect children's health.

Second : Defining the Basic Indicators of the Concept of modern marketing

In the modern concept of marketing, the consumer has a great place in the market, and the products are produced according to his point of view, by doing a lot of activities such as marketing orientation, marketing research, market segmentation, etc.

1- Definition of Market Orientation:

It is considered by some to be a philosophy that addresses the needs and desires of customers, adapts products and services to satisfy those needs, while continuing to focus on constant competition, in order to achieve that philosophy, as well as innovative thinking and dialogue between individuals and functions, which enables the organization to innovate, observe and adapt to dynamism. The customer needs to develop a long-term relationship with the customer base, and the organization enjoys superior performance in all fields ⁽¹⁾.

The orientation of the market is a matter of the culture of the organization, where culture is a pattern of values and beliefs of the society that helps individuals to understand the performance of the organization, and thus provide them with rules of conduct in the organization, where the orientation towards the market, as a culture of all the employees of the institution to create superior value for workers⁽²⁾.

⁽¹⁾ - Abdul-Salam Leftah Saeed, Imad Ali Mahmoud Aldimi, The impact of market orientation and organizational learning in the performance of business, Faculty of Management and Economics, University of Baghdad, p61.

⁽²⁾ - Michael B.Beverland, A dam Lindgreen, implementing market orientation in industrial firms: Amultiple case study, industrial marketing management journal, vol 36, p431, 2007.

2- What is Sectoral Market:

As it is known, the market consists of buyers who differ from each other in their needs and desires, and from this it can be said that there is no single product that can satisfy all the needs. In fact, the marketing man can not produce a different commodity for each consumer. However, It is realistic that a group of consumers can be divided into smaller groups or sectors, and each sector includes a group of consumers that are similar in needs and desires⁽¹⁾.

The concept of dividing the market into sectors is based on the idea of dividing the market into homogeneous sectors of consumers. Each sector is provided with products that meet these needs and desires and by using an independent and appropriate marketing mix⁽²⁾. The market is divided in response to consumer's different preferences and desires in order to increase their Satisfaction on the one hand, and the achievements of the expected profits of the institution⁽³⁾ on the other hand.

3- The concept of marketing research

The term marketing research may be one of the most widely used between marketing practitioners and academics, but it is rarely used by marketing practitioners in institutions, as the term market research is the most widely traded among many of these marketing practitioners in the life of the business. Even those who use the term marketing research, many of them misunderstand the nature and dimensions of this speech, which may be limited to the study of the market, or the study of the final consumer in terms of views and directions towards the product, the brand, the advertisement, or the shop, etc. In fact, although market and consumer research is one of the main areas of marketing research, the latter includes many other areas. Thus, it is possible to begin to correct the concept of marketing research, which contains many different research activities that support the process of making decisions Marketing scope is determined by the nature and quality of these marketing decisions. At the same time, every decision on a problem or marketing situation requires a particular

⁽¹⁾ - Iyad Abd al-Afthah Al-Ansur, Atallah Mohammed Tayseer Al-Shura'ah, Concepts of Modern Marketing, Dar Safa, Amman, 2014, p. 154.

⁽²⁾ - Mohamed Farid Alsahn, Ismael Alsayed, Nadia Al-Aref, marketing, University House, Alexandria, 2003, pp. 99-100.

⁽³⁾ - Chihli Hung, Chih-Fong Psai, Market Segmentation based on Hierarchical Self-Organizing map for Markets of Multimedia on demand, Expert Systems With Applications, vol 34, p780,2008.

type of information⁽¹⁾. Consumer research, product research, market research, advertising research, market planning research, and competitor research are among the most important areas of marketing research.

4- Definition of Relationship Marketing:

There have been many definitions regarding relationship marketing, the most important can be reviewed through the following:

According to Berry (1983), who was the first researcher to use this concept in the United States, he defined it as: "Attracting and retaining clients and strengthening relationships with them in multiple service institutions. It is also seen as a social process through which inter- In the context of commercial exchanges"⁽²⁾.

And Kotler et al. (1992), their definition states that "Relationship marketing is a developed model of marketing, which seeks to think in terms of engagement, exchange and cooperation with the customer in the long term to confront competition. Marketing deals tends to ignore relationships. This is achieved by fulfilling the promises made to all These limbs are in a satisfactory and acceptable form »⁽³⁾.

Gronroos (1994) considered marketing relationships: «a process of defining the target customer, then working on attracting and targeting, and then work to retain it, and then support and develop the relationship with him, in addition to the development of ongoing relations with other parties with an interest in the institution, which helps In achieving the objectives of all these parties through the process of exchange and the fulfillment of promises"⁽⁴⁾.

Gummesson et al. (2002) defined relationships as an interacting idea within a network of relationships between suppliers, employees,

customers, and other parties⁽⁵⁾.

⁽¹⁾ - Thabet Abdul Rahman Edris, Marketing Research: Methods of Measurement, Analysis and Testing of Algebra, Eldar Aljamiya, Egypt, 2005, p27.

⁽²⁾: Gronroos C; Relationship Marketin: Challenges for the Organization, Journal of Business Research, vol. 46, 1999, p328.

⁽³⁾: Kotler Philip, Dubois Bernard, Koller Kevin, et Manceau Delphine; Marketing management, 12 edition, pearson education, Paris, 2006, p21.

⁽⁴⁾:Gronroos C; Form Marketing Mix to Relationship Marketing, journal of Management Decision, vol 32, 1994, p6.

⁽⁵⁾:Gummesson E, Varey RJ, and Lewis BR; International Marketing in The Light of Relationship Marketing and Network Organization, director of management, 2002, p25.

Nwakanma et al. 2007 defined relations as: "the mutual development of long-term relationships between buyers and sellers, the art of creating interpersonal relationships with buyers, and from the point of view of customers as an opportunity to share information about their needs and to fulfill them"⁽¹⁾.

According to Chou 2009, marketing relationships is "a strategy to attract customers, improve and develop relationships with them and focus on gaining their loyalty, and that the objectives of developing these relationships are applied by the concept of marketing relations"⁽²⁾.

Third: the Necessity of Applying the Modern Concept of Marketing to Institutions

At this point, we will make it clear that the institutional application of the modern concept of marketing is a necessity rather than a choice by highlighting the importance of implementing the basic indicators of the modern marketing concept in institutions, such as market orientation, market segmentation, marketing research, Relationship Marketing.

1- The Importance of Applying the Institution to the Concept of Market Orientation:

A study of Fred Langerak's study of the relationship between market orientation and business performance between 1990 and 2002 showed that market orientation has a positive

impact on business performance⁽³⁾, and here, we can mention four benefits for an institution that is oriented towards the market⁽⁴⁾:

The first benefit : is that the management will realize that the needs of customers are more important, and the process of production and supply

⁽¹⁾-Nwakanma H, Jackson AS, and Burkater JN; Relationship Marketing: an Important Tool for Success In The Market place, journal of Business and Economic Research, vol5, 2007, p58.

⁽²⁾-Chou HJ; The Effect of Experiential and Relationship Marketing on Customer Value, Journal of Social Behavior and Personality, vol 37, 2009, p995.

⁽³⁾- Fred Langerak, An Appraisal of Research on the predictive power of market orientation, European management journal, vol21, 2003, pp 447-464.

⁽⁴⁾ - Alsharif Baka, Samra Dumi, "The Market Orientation of the Algerian Economic Establishment between necessity and choice", Journal of the researcher, No12, 2013, p. 51.

of goods will be based on the consumer's preference and benefit.

The second benefit: is that focusing on the consumer's needs helps to discover the opportunity to produce more quickly. The best sources of new ideas are the needs of the organization's unmet clients.

Third: product promotion becomes more effective. Products rarely represent the best value for all users because their desires and purchasing habits vary widely. Often, an organization is more effective in adopting and adapting its products to specific sector needs.

Fourth: Market orientation means that management builds its future earnings by seeking the best ways to meet the needs.

2 - The Importance of the Application of the Institution to the Concept of Market Segmentation

The institution's approach to the concept of market segments can achieve a number of advantages and indirectly contribute to the success of its business. The advantages of the market segments can be summarized in the following ⁽¹⁾:

- **Determining the Market Definition:** by clearly defining the market in terms of consumers' needs and desires. This is an accurate description of consumers who are the target market segments, where management can understand the consumers behavior and identify their motives for purchasing.

- **Better Analysis of competition:** Through the division of the market, the identification of the target divisions and the focus of the institution, you will be able to identify the most important competitors in the market and define their activities in a manner that allows them to take the necessary precautions to avoid the negative effects of competition on the results of their business.

- **The Fastest Response to Changes in the Market:** The market division enables the marketing establishment to monitor, analyze and respond quickly to changes in the consumer's tastes as the target market segments. It is natural to observe and feel the changes to the needs and

⁽¹⁾ acting from:

- Mohamed Farid Alsahn, Ismael al-Sayyed, Nadia Al-Aref , op.cit, p. 107.
- Ahmed Ibrahim Ghoneim, The Basics of Modern Marketing Management, Scientific algorithm, 2006, pp. 273,276.

desires of a homogeneous and clearly defined group much easier than separate heterogeneous group of individuals This enables the management of the institution to follow up and meet the continuous changes in demand and to provide new products that meet the needs.

- **The Most Efficient Resource Allocation:** All institutions, including big ones has a problem of resources and no one can compete in all markets, as

- **Better Planning Strategies:** The analysis of the markets targeted by the institution is the basis of the strategic planning of the institution, the smart institutions do not set long-term goals for each product, both in terms of units sold and revenue and net profits only after careful consideration of the needs and behavior of the customer in each A section of the market that the institution serves.

3- The Importance of Applying the Institution to Marketing Research

Marketing research has contributed to facilitating marketing decisions, reducing risk levels and uncertainty in making a marketing decision. The importance of marketing research stems from its ability to⁽¹⁾:

- In the light of the results of marketing research, goods can be produced to meet the needs of the consumers in the market, as well as the pricing of these products in accordance with the characteristics of the demand, and supplying them to the markets that are more popular than others.

- Marketing research contributes to the promotion of sales efforts; by identifying the best specifications in the product and the best ways to provide them to the consumer in the right time, and to determine the appropriate time to advertise them.

- The continuity of information provided by marketing research to the marketing decision maker enables the company to discover new market opportunities for the institution and to open up profitable investment areas. Marketing research reveals unsatisfied or new consumption needs that give the organization opportunities to satisfy them.

⁽¹⁾ acting from:

- Thabet Abdul Rahman Idris, op.cit, pp. 57-58.
- Naji Thib Maala, Marketing Research, Dar Al-Massira, Amman, 2015, pp. 18-19.

4 - The Importance of Relationships Marketing with Institutions that adopt this Concept

Institutions that adopt the concept of relationships marketing in good form can achieve the following benefits ⁽¹⁾:

- Long-term relationships with customers are a competitive advantage of the firm in a competitive market environment that helps it to overcome the challenges of competition to a certain extent and to avoid wars of price.
- It has been established in the mind of the customer that the institution is located in the expert's location and consultant for it in its field of specialization.
- Reducing the marketing costs, especially in the field of promotion and recognition of the institution and efforts to attract new customers.
- Increases the amount of purchases and volume of customer spending on the organization's products.
- Creating and building a two-way communication process between the organization and its customers achieves a kind of reactive nutrition that helps to develop future relationships and reach customer satisfaction.
- Achieving trust, commitment and sharing information between the organization and its clients.

Fourth: Case study of some small and medium enterprises in the food industry

The study community is estimated at 747 institutions, consisting of officials of the food industry in small and medium enterprises in (State of Algeria, Blida, Oran, Chlef). We selected these states because statistics indicate that small and medium enterprises are concentrated in 12 states With a concentration of more than 53%, with a strong concentration in the North compared to South of the country, a high percentage of small and medium enterprises in the middle .

The study was limited to the food industry because statistics indicate that the largest number of small and medium enterprises in the food industry was registered in the industry sector. (Data from the Ministry of Industrial Development and Promotion of Investment,

¹: Ahmed Hassan Elham Fakhri, Marketing Relations, Arab World Forum II (Marketing in the Arab World: Opportunities and challenges), League of Arab States, Qatar, 6-8 October 2003, pp. 405-406.

Bulletin of Statistical Information for Small and Medium Enterprises, First semester, 2014).

Due to the large size of the study society, we relied on the sampling method. It was decided that the size of the sample should be proportional to the size of the society, which ensures total representation and the size of the society. The random sampling method was chosen. The number of institutions that participated with us is 30 institutions.

*** Presentation and analysis of the study results on the practice of modern marketing activities in the institutions under study:**

We will identify the practice or non-practice of the institutions under study for recent marketing activities (Market orientation, market segmentation, Marketing research, Relationship Marketing), from the point of view of officials, where we calculate the weighted average Mentioned below, as follows:

1. The presentation and analysis the results of the exercise of market orientation in institutions (from the point of view of officials):

Table (1)
Attitudes of officials towards the practice of market orientation in their organization

Number	Phrases	Trend	Trend
1	We are interested in identifying the needs and desires of the consumer and adapting products to satisfy those needs	4.19	Agree
2	From our experience, we know what consumers need and that we do not need to do marketing studies.	3.47	Agree
3	We are interested in developing products that provide the consumer with greater value than those in the market	4.34	strongly agree

Source: The results of the statistical processing of the inquisitors' answers to the questions of the survey list.

The results of Table (1) show that the weighted average of consumers' opinions on paragraphs (2.1) is in the fourth class on the Lycart scale (3.41 to 4.20), which indicates the "agree" option, and the weighted average of consumer's opinions on expression (3) falls within the fifth class on the Lycart scale, which indicates a "strongly agree".

- Through the previous analysis we note that the institutions of the subject (under study) are interested in adapting and developing their products in order to meet the needs and desires of the consumer, as confirmed by their consent to the (1.3). However, we conclude that the concept of market orientation is not practiced in these institutions, as the main foundation on which this concept is based, which is the study of the needs and desires of the consumer, is not applied in the institutions. This is confirmed by their consent to the (2), where they believe that from their experience they know what consumers need and accordingly they do not need to do marketing studies.

2. The presentation and analysis the results of the exercise of market segmentation in institutions (from the point of view of officials):

Table (2)
Attitudes of officials towards the practice of market segmentation in their organization

Number	Phrases	Trend	Trend
4	We are interested in dividing the market into sectors, and take into account the differences in consumer characteristics, in order to meet his needs and desires.	2.53	not agree
5	The division of the large market into sub-markets, where each branch contains consumers with the same desires, needs and motivations to buy, costs the corporation a huge budget that is indispensable.	3.47	Agree

Source: The results of the statistical processing of the inquisitors' answers to the questions of the survey list.

The results of Table (2) show that the weighted average of consumers' opinions on paragraph (4) is in the second class on the Lycart scale (1.81to 2.60), which indicates the "not agree" option, and the weighted average of consumers' opinions on paragraph (5) falls within the fourth class of the fifth Lycart scale, which indicates an agree" option.

Through the previous analysis we conclude that the institutions under research do not care to divide the market into sectors, This is confirmed by their disagreement with paragraph (4). They also believe that a large market segmentation into sub-markets will cost the organization a huge budget that is indispensable, and this is stated in paragraph (5).

3. The presentation and analysis the results of the exercise of marketing research in institutions (from the point of view of officials):

Table (3)

Attitudes of officials towards the practice of marketing research in their organization

Number	Phrases	Trend	Trend
6	We conduct marketing researches on consumers, competitors, distribution outlets, and the other marketing variables.	2.50	not agree
7	We have a desire to conduct marketing researches on the desires and needs of the consumer, but not determining a budget for that prevents this.	3.41	Agree
8	It is difficult to conduct marketing studies because there are no specialists in the field of marketing researches (distribution outlets, the competitor and the other marketing variables).	3.72	Agree

Source: The results of the statistical processing of the inquisitors' answers to the questions of the survey list.

The results of Table (3) show that the weighted average of consumers' opinions on paragraphs (7,8) is in the fourth class on the Lycart scale (3.41 to 4.20), which indicates the "agree", and the weighted average of consumers' opinions on paragraph (6) is in the second class on the Lycart scale (1.81to 2.60), which indicates the "not agree" where we conclude that the institutions in question do not engage in marketing researches activity.

4. The presentation and analysis the results of the exercise relationship marketing in institutions (from the point of view of officials):

Table (4)

Attitudes of officials towards the practice of relationship marketing in their organization

Number	Phrases	Trend	Trend
9	Our goal is to create the consumer's loyalty to our brand.	3.94	Agree
10	We give incentives to consumers who repeat purchases, or who buy in bulk.	3.62	Agree
11	Building a database that contains personal	3.66	Agree

	information about the most profitable and loyal consumers to the organization is an additional cost to the organization's budget.			
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Source: The results of the statistical processing of the inquisitors' answers to the questions of the survey list.

The results of Table (4) show that the weighted average of consumers' opinions on paragraphs (9,10,11) is in the fourth class on the Lycart scale (3.41 to 4.20), which indicates the "agree". We conclude that the institutions in question are intended to create consumer loyalty to their own brand, and they give incentives to consumers who repeat purchases. However it does not have a database containing personal information about the most profitable and loyal consumers of the organization which enables it to create a close relationship with its customers. From this we conclude that the institutions in question do not apply the concept of relationship marketing.

From the above we conclude:

Most of the Algerian enterprises do not engage in modern marketing activities such as market orientation, market segmentation, marketing research, customer relationship management. Officials believe from their experience that they know what the consumer needs and do not need to do marketing studies. This is not compatible with the basic rule on which the concept of market orientation is based, and the production of the product from the point of view of the consumer. The same applies to other activities.

Conclusion:

In the era of globalization, the intense competition between enterprises, the continuous development of products, and the emergence of many innovations have contributed to the improvement of the consumer standard of living. Many institutions have realized that the secret of their prosperity, development and survival in the market is the application of modern economic concepts in general and the concepts of marketing in particular (Market orientation, Market research, market segmentation, Relationship Marketing). In order to maintain these institutions and their market share, and to face the difficulty of marketing their products of goods and services commensurate with the needs and desires of consumers, it is necessary to apply the concepts modern marketing.

Survey list for the study

The question: The following is a set of phrases about marketing activities, Please indicate the extent of your approval by placing a (x) mark in the box expressing your opinion accurately.

Phrases	Strongly not agree	not agree	neutral	Agree	Strongly Agree
We are interested in identifying the needs and desires of the consumer and adapting products to satisfy those needs.					
From our experience, we know what consumers need and that we do not need to					

do marketing studies					
We are interested in developing products that provide the consumer with greater value than those in the market					
We are interested in dividing the market into sectors, and take into account the differences in consumer characteristics, in order to meet his needs and desires					
The division of the large market into sub-markets, where each branch contains consumers with the same desires, needs and motivations to buy, costs the corporation a huge budget that is indispensable.					
We conduct marketing researches on consumers, competitors, distribution outlets, and the other marketing variables.					
We have a desire to conduct marketing researches on the desires and needs of the consumer, but not determining a budget for that prevents this.					
It is difficult to conduct marketing studies because there are no specialists in the field of marketing researches (distribution outlets, the competitor and the other marketing variables).					
Our goal is to create the consumer's loyalty to our brand.					
We give incentives to consumers who repeat purchases, or who buy in bulk.					
Building a database that contains personal information about the most profitable and loyal consumers to the organization is an additional cost to the organization's budget.					

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