Decision Making Under the Multicriteria Approach to Identify Marketing Mix Strategies

Clara Judith Brito Carillo
Universidad de la Guajira, Riohacha-Colombia

Hugo G. Hernández P.
Universidad del Atlántico, Barranquilla-Colombia

Remedios Pitre Redondo
Universidad de la Guajira, Riohacha-Colombia

Abstract
In the present article, it aims at exposing the present-day focus that is itself giving in the entrepreneurial world, in front of the lead-in situation of decisions, like tool for problem solving and the foresight of alternatives of marketing that offer guidelines to determine those strategies of marketing mix that for their own nature different dimensions (product, plaza, promotion and price ) that they enable designing the best-suited strategies to increase the participation and the company positioning in their target market involve. Three of the methods more used come into question and they describe their methods, their stages that should ensue to put them into practice and the application in the context of marketing. The used methodology became of documentary revision and he compiled the main asides of related investigations. Final results leave glimpsing the suchlike position of dynamicses and entrepreneurial tools for motivation and advance in themes promotion and of marketing in the global era.

Keywords: Decision making, Marketing, Strategy, Multi-opinion, Positioning

1 Introduction
Focus multicriteria makes it easy to know the right thing to do [1], (in marketing)
according to the used judgments (corporate values), causing the objective phase of the analysis (attaining the target market) [2]. Between the benefits that can describe themselves for the application of these theories in the use of the quoted models, the following can expose themselves [3]: Getting courage, preferences and to make them evident. (Corporate image); Constituting data of objectives with preferences and values (attributes and benefits); Stimulating the communication to tall levels and to affect her with the decision between the interested parties. (Internal marketing); Facilitating that the process of decision is obvious and consistent. (Ethics and good corporate government); Updating previous decisions, when new information is available (intelligent system of market).

2 Methodology

A qualitative analysis of descriptive characteristics was defined in order to achieve the objective. This orientation allows us to deepen the concepts related to an area or field of interest and also facilitates the identification of those aspects or attributes that allow us to characterize a reality [4]. Thus, by means of a detailed review of recent research, the most outstanding results were compiled at a theoretical and conceptual level and the most relevant results were then presented in an organized manner, with the support of illustrations.

3 Results

In the context of a situation where he should choose among available decisions, in which we have to take into account relevant factors like time, the resourceful availability and the existence or scarcities of means, he generates a commitment on behalf of the executive of organization [5] or in his defect of the government employee or person entrusted to contribute possible solutions to a problem, contemplating several possibilities and electing the one that is considered more viable, consequently methods multi-opinion, they consider the integration of the following concepts [5]: Decision maker: Individual or group of actors participants and persons in charge of carrying out the analysis of a decision, the one that one finds themselves warring (stakeholder); Photo of decisions: Series of steps that give as a result the decision maker's reflection. In this process they identify the following stages: Informational anthology, the design, the selection and the revision. (formal and logical process); Analyst: Person in charge of modeling the scenario where the object of study is developed, in order to make the necessary recommendations for the final selection. (analysis of the macro and micro environment); Set of election: Option series to which the decision maker with particularities as to be different, excuses are confronted and exhaustive; Attributes: They correspond to the peculiarities, qualities or conditions that has each alternative; Criteria: This concept defines the inclinations that the decision maker toward an attribute can have in particular.
The invention and the development of new markets are not chances neither coincidences [6] but they result from the job of creative people, but that at the same time these processes realize efforts in projections anticipated, with the temper of getting ahead to the events, in order to avoid stopping to solve the difficulties that disappear presenting like incidentals and then for such end, they characterize themselves to follow some stages, that even if they everyone not always keep themselves, neither it is this order strict, almost always they are present [7].

According to [8], can identify him two types of techniques multi-opinion in relation to the number of alternatives: Techniques multi-opinion continuous: Which aim at the solution of problems with an infinite number of possible alternatives, highlighting the programming multi-objective and the programming for goals [9]; Techniques multi-opinion discreet: They correspond to the techniques channeled to solve problems with a finite or minor number of alternatives, highlighting the following methods: The benefit multi-attribute, the relations of over-classification and the hierarchic analysis [10]. Once the proposed documentary review is completed, the methods most closely related to commercial and marketing projections are presented and are currently reviewed by various authors both nationally and internationally.

- **Linear Pondering (Scoring)**

It is a simple and direct method once knowledge was based on and the capacity that the decision maker to evaluate alternatives has granting a valuable function or an utility function that it enables quantifying slopes or preferences on the criteria. For such reason the method can catalog itself like a compensatory method because you keep dependence with the proportion determined for each factor or with the scale of measure categorized for the evaluations [11]. The method of linear pondering the weight of every attribute uses the proportion to estimate opinion simplicity to the process that facilitates its application, for which is heavily-used and considerate of a lot of benefit for its easy handling mainly in areas like marketing. For the hierarchic organization of the analytical process order the elements of descending way, entailing each one on the immediately previous level [12]. In the Figure 1 observe the necessary steps for the development of the method themselves.
The method seeks to formulate the inclinations of the decision maker on an accumulation of attributes or criteria, having like main shaft the benefit or contribution that this delimited within the decision theory in conditions of uncertainty delivers each attribute, everything [13]. Theoretically in this method he goes through a differentiation between the descriptive theory and the prescriptive theory, where the first gets along well like a proposition that expresses the different and possible relations that can work out between objects or classes in a defined surroundings, everything under the perspective of the decision maker; While the prescriptive theory tries to nourish the decision maker with models that help it upon deciding in front of the attributes objects of evaluation, and for it, the prescriptive theory is based on the following steps to follow according to [14]: Construction of the model for the decision maker, suiting someone's purposes like guide in development and depuration of the likes and dislikes and beliefs; Equivalent demonstration to the individual of what a rational decision maker makes at the moment of facing a situation or similar circumstance.

The method comes true principally through the assessment that the decision maker on the criteria or attributes of individual way establishes, using a valuable function, where the model has like reference a decision maker that is qualified for to quantify their preferences and the fact that you will always choose the solution that generates bigger benefit. This being the case, the steps to carry out the MAUT are determined, which can be clearly seen in Figure 2.
Method PROMETHÉE

This methodology is one of the most recent identified like focus of overqualification, where the hierarchization of alternatives takes a relevant importance, through a partial organizing or total of stocks, according to the inclinations of the decision maker. The development of the methods PROMETHÉE depends on the availability of the following elements [14]: Group or set of alternatives and criteria objects of appreciation; Contentive womb of performance for the alternatives according to each opinion; Vector of relative importance (GOING) on criteria, acquaintance also like information inter-criteria; Information intra criteria, modelers of the degree of preferences between alternatives. At the present time two versions for the method find PROMETHEE: PROMETHEE I: Which produces a pre-partial ordering; PROMETHEE II: For the obtaining of a pre-total ordering.

Application of the multi-opinion to PYMES

It is important to highlight the benefit than the different methods studied with their respective versions, the same they can offer the PYMES specially for the promotion of commerce, according to their organizational nature, the attainment and use of the resources and the decision making best-suited, of objective, fast way and the most important thing, lifting the degree of assertiveness, according to the variables that affect them and are found in the surroundings of marketing [15]. Nevertheless, in order that companies succeed in attaining the objectives with these tools, it is necessary from the Colombian State a surroundings or adequate scene for them to promote where the PYMES can become unwrapped. This being the case, the Law
According to numbers delivered by the National Administrative Department of Statistics (DANE), there are the closedown of 2016 in the whole country, a total of 2,518,181 active license plates for PYMES, the ones that 1,561,733 reciprocate native born people and 979,220 of societies, which demonstrates the relevance of the PYMES in global economy, where only they, they generate 67 % of the job and they contribute (GDP) the 28 % to the Gross National Product.

The PYMES in Colombia share certain characteristics, that you make them out possessors of certain singularity in the decision-making processes [16], of the ones that some are mentioned from now on: They are supremely important for the economy of every country, with approximately 98 % of the entrepreneurial system; They do not require a high capital investment; They have very fluctuating periods of life with high birth rates and mortality; Generally he finds participation of proprietors, associates and members of the family in the companies; Decision making is centralized; Proprietors and companies keep a pretty narrow relation; There are no differences between it financial and countable, the natural person of the juridical; Bookkeeping does not many times reflect the reality of business; The direct deal of the human capital and handheld utilization of non-qualified work; Not much investment in the technological factor; Decrease competition for international markets; Englishman's level underneath the standards in the businessmen; Fat chance to agree to credits of financing; Dependence of Workers, Suppliers or Customers; Deficiencies in the physical installations.

The just described characteristics are the origin of many of the multiple problems that should confront this type of companies and the fact that you circumvent arguments affects the directrix like [2]: Lack of planning and strategy of marketing; This is an inconvenience very stressed in organizations, because in the main they are created to the inside of the families like a way of combatting unemployment and for this reason the preparation of the businessmen is not enough and in occasions void, flowing in business with scarce organizational structure and based in the experiences of life of those who they direct them; Deficiencies in the operation and production; There are deficiencies in production and operations of the PYMES, what subtracts their competitiveness, most of all in the international market; Financial deficiencies; Due to the scarce formation of their businessmen, these institutions suffer from a countable information and exact financier, originating inconveniences in access that way to credits; Deficiencies in vision and development of the corporate company image; The PYMES look affected by the informality applied by their executives, causing confusion and stagnation in the companies, to not to have clarity in their objectives and goals. The fond absence of plans of business and marketing his vision and provoke shipwrecks in the economic entities when ignoring your advantages and opportunities on the market; Lack of an intelligent system of market; in the country there is still a lot of informality in
the handling of the PYMES and many of the necessary processes for their correct and legal functioning are circumvented by ignorance of the same.

4 Conclusions

The different requests that the companies for their development need, can establish themselves departing of the methodologies of multi-opinion, because every evaluation of cost-reducing model is susceptible to adapt to anyone of focuses previously analyzed. Thinking on the market and the invention, as well as decision making multicriteria in business starts with a deep diagnosis, where the identification of the problem is studied, of the criteria and of the alternatives, these last with their respective assessment and best-suited selection; at a later time strategies and action plans that they take to attain the objective of renewal become elaborate, achieving the integration of the methodology multi-opinion with the models of entrepreneurial improvement.

References


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