**PART III**

**Application**

**CHAPTER 7**

**Promoting socio-cultural change**

**MARKETING OF POST-DEVELOPED MARKET**

A developed market is always a challenge for experts of marketing. Development is low or absent. Today consumers are well informed and start to see products like commodities. Creative companies can change in these markets with an optimal service and experience of promotion. All this can contribute to market development for some time, but its products end by being commodities. Experts of marketing need to progress and promote change. Change last more time, but has a better result on life of people.

In developed markets, as those of USA and United Kingdom, more and more consumers prefer companies, whose activities have a social and cultural impact. Consider following facts, revealed by recent researches.

-In the last 15 years, researches of Cone have shown consistently that 85% of consumers in USA have positive opinion of companies that help social challenges. Even in difficult moments, more than half of consumers expect companies to support social challenges.

-Even in period of financial crisis, and recession, 38% of Americans compromised with jobs of social impact in 2009.

-The majority of consumers in United Kingdom (93%) wish that companies would be able to improve social impact of their products and services according to a research realized by Ipsos Mori.