

TRANSFORMATION OF MARKETING CONCEPT UNDER GLOBALIZATION

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The first marketing concept – a concept targeting production – is operated by a limited supply of goods. The concept of targeting a product originated in circumstances where the goods were offered more than demand. The concept of intensification of commercial efforts appeared when the company began to concentrate on the mass promotion of products to consumers. Instead the concept of intensification of commercial efforts, the concept of marketing came; an attention began to focus on the satisfaction of interests of manufacturer producers, customer's and social needs, in the second half of the twentieth century, the concept of social-ethical marketing formed.

According to the research, the changing of marketing concept in the context of globalization is considered. The marketing concept of sustainable development based on the assumption that companies have to meet the customers' needs that exist nowadays without compromising the ability to meet the needs of future generations, is substantiated. Thus, it is found that the marketing of sustainable development is the activity of the company aimed to fully meet the needs of consumers, manufacturers, and society with the active support of the state. The role of the state is to ensure the balance of interests between civil society and business in terms of marketing concept of sustainable development.