

ECONOMY AND ENTERPRISE MANAGEMENT

DEVELOPMENT OF SOCIAL MARKETING IN MODERN CONDITIONS OF ENTERPRISE ACTIVITIES

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The present dictates new principles and conditions of entrepreneurship, where the use of social marketing and social responsibility as a determinant character becomes some of the aspects of competitiveness.

The urgency of the research expressed that the phenomenon of social marketing – a relatively new trend that can not only strengthen the position of marketing in today's world but also expand the range of problems that can be solved by using the marketing approach to building a balanced and sustainable development.

The modern concept of social marketing is the most important, fundamentally new, creative approach to the regulation of social change and social processes in a democratic, informational society.

Analysing the activities of many enterprises, we can conclude that social principles promote business development, and vice versa, their avoidance limits the opportunities for enterprises to succeed.

Social marketing can be considered as a social institution, which is represented by a set of formal and informal rules, principles, norms governing the innovative and social sphere of human activity, and organizes them in the system of roles and statuses, which defines purposeful means of solving practical problems in innovation

development and innovative satisfaction of social needs of people and society as a whole.

Professional importance for the social marketing has an understanding of the social importance of respondents' behaviour, including consumer behavioural risk responses, social compromises; active adoption by the authorities of humanitarian recommendations, promotion of socially beneficial proposals; public authorities' support for social marketing agencies.

No one will be able to deal with the problems of all members of society without exception. No matter how big and secure it was, it still has limited human and material resources. Social marketing allows you to focus and provide effective assistance to specific groups of the population, so through the implementation of programs aimed at meeting the needs of specific people, the organization becomes more sustainable and effective.

Social-ethical marketing is useful not only in terms of social effect but also in terms of profitability. Measures to apply the concept of social and ethical marketing require significant costs, for example, for improving technology, conducting charitable actions, etc. But these costs are strategically important and promote economic growth.