

THE THEORETICAL BASES OF THE IMPLEMENTATION OF THE SOCIAL-ETHICAL MARKETING CONCEPTION IN THE VIEW OF THE ELEMENTS OF THE MARKETING MIX

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The difference between the social-ethical marketing and the other types of marketing is in the long-term society and customers' welfare consideration of an enterprise that satisfies the requirements and the needs of the customers. This certain sort of the enterprise image direction has to attract customers and act as the business and competitiveness factor of the enterprise among others. First of all, the transition to the social-ethical marketing concerns all the components of the marketing mix, moreover, both within classical 4Ps and its broadened version; the enterprise has to reconsider or to change its approach to the research and development, production, financial, and marketing practice.

All the complex elements are interrelated and the product valuation when choosing is effected according to all complex components. Every element includes an independent complex of actions, the realization of which forms an appropriate policy in the marketing complex. The relative magnitude of every marketing element taken separately depends on different factors such as: the type of the economic and organizing enterprise form, the sort of goods, the peculiar-

ities of the customers' conduct and other. But there is one invariable thing – all 4Ps are required. The enterprise transition to the social-ethical marketing demands complex actions and they cover all the crucial components of the marketing complex.

The employment of the marketing mix concept in the enterprise marketing activity allows forming a purpose-oriented complex program that fosters a systematic approach realization when accomplishing the customers and potential clients influence, as well as when planning and managing the process. One of the most important improvement directions is the development and application of the marketing tooling of the ethical component into each link of this system or the inclusion of the ethical component into the marketing tooling system as a particular separate link. And the social-ethical marketing is able to become this link on this stage of the marketing development. Only by taking into account the whole amount of the complex elements, which are offered in the article, it is possible to lead to the realization of the actual social-ethical marketing by the business entity.