

## ЕКОНОМІКА ТА УПРАВЛІННЯ ПІДПРИЄМСТВАМИ

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**Development of social marketing in modern conditions of enterprise activities****Bezugla L.S.**PhD Governance, Associate Professor,  
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The main aspects of social marketing in today's business environment and the problems of using the concept of social and ethical marketing business, tendencies, and orientations of social marketing that will lead to the formation of social competitive advantage, grounded problems that raise the efficiency of social marketing are considered in the article.

**Keywords:** social marketing, concept of social and ethical marketing, entrepreneurial activity, social responsibility, competitiveness.

Безугла Л.С. РОЗВИТОК СОЦІАЛЬНОГО МАРКЕТИНГУ В СУЧАСНИХ УМОВАХ ПІДПРИЄМНИЦЬКОЇ ДІЯЛЬНОСТІ

У статті розглянуто головні аспекти соціального маркетингу в сучасних умовах ведення бізнесу та проблематику використання концепції соціально-етичного маркетингу в підприємницькій діяльності, виявлено тенденції та орієнтири розвитку соціального маркетингу, що призведуть до формування соціальних конкурентних переваг підприємства, обґрунтовано проблеми, які сприяють підвищенню ефективності функціонування соціального маркетингу.

**Ключові слова:** соціальний маркетинг, концепція соціально-етичного маркетингу, підприємницька діяльність, соціальна відповідальність, конкурентоспроможність.

Безуглая Л.С. РАЗВИТИЕ СОЦИАЛЬНОГО МАРКЕТИНГА В СОВРЕМЕННЫХ УСЛОВИЯХ ПРЕДПРИНИМАТЕЛЬСКОЙ ДЕЯТЕЛЬНОСТИ

В статье рассмотрены основные аспекты социального маркетинга в современных условиях ведения бизнеса и проблематику использования концепции социально-этичного маркетинга в предпринимательской деятельности, выявлены тенденции и ориентиры развития социального маркетинга, которые приведут к формированию социальных конкурентных преимуществ предприятия, обоснованно проблемы, которые способствуют повышению эффективности функционирования социального маркетинга.

**Ключевые слова:** социальный маркетинг, концепция социально-этичного маркетинга, предпринимательская деятельность, социальная ответственность, конкурентоспособность.

**Formulation of the problem in general.**

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 [2].

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, crea-

tive approach to the regulation of social change and social processes in a democratic, informational society.

Recently, more and more companies are beginning to deal with the problems of society. The days, when it was possible to succeed by satisfying the demand of consumers, had gone. To have good public image businesses are forced to solve the problems of society [3].

Social marketing penetrates into various areas where social harmony and social recovery are a top priority.

**Analysis of recent research and publications.** In 1970 the idea of using marketing was emerging in order to help people acquire good habits that would generally benefit consumers

and society. The new marketing application was called social marketing [3].

The modern scientific literature contains contradictory definitions of the «social marketing» category. Some experts believe that it is the use of marketing tools in the social sphere, others believe that refers to «market research and marketing activities in the context of an integrated social system».

The best way the main causes and circumstances of social marketing theory to explain are the words of P. Kotler, the classic of marketing, who the first introduced into scientific use the Social Marketing concept: «When I started working, all were convinced that marketing is the selling soups, beans, and other food. I started to say that marketing concerns any sale: you can invite tourists to your city, and this is the marketing of the locality; you can try to warn people of smoking – and this is a marketing of a certain way of life. I decided to call it social marketing» [4].

O. Holmes states that social marketing involves the delivery of goods, services, programs or information to the public, and its purpose is to solve an existing social problem [5].

In most publications, social and ethical marketing is identified with environmental marketing. For example, Ivanova O.A. notes that «social and ethical marketing under the influence of environmental management in the 90s changed and became the environmental marketing.» It is important to clarify this issue because ecology is only one facet of social-ethical marketing and not fully disclose its merits.

**Formulating the goals of the article (statement of the task).** The purpose of the article is to substantiate the need for the development of social marketing and to identify the specifics of the practical use of the concept of social and ethical marketing in the activities of enterprises. The task of this work is to consider entrepreneurship within the concept of social and ethical marketing.

**Presentation of the main research material.** Changing social and economic relations is a further development of the concept of marketing, the guideline of which is a person. Thus, the evolution of marketing led to the emergence of its latest concept – social marketing.

Despite the interest in the concept of social marketing, the level of its theoretical development is now far from the desired. So far, it is a set of totally weakly interrelated theoretical models and practical technologies. Among them, first of all, are outstanding developments devoted to

problems of non-commercial marketing, political marketing, and public marketing.

Some works are directly related to the use of marketing mechanisms in the fields of education, health care, sports, culture, ecology, etc. [3].

Social Marketing is development, implementation, and monitoring of social programs aimed at improving the perception of the target audience of social ideas, movements or practical social actions to promote the improvement of life of the individual and society as a whole.

Social marketing uses methods and principles of general marketing to optimize existing social measures and transform them into effective programs with a more developed communicative component that more closely responds to the needs of the target audience.

Social marketing covers practically all areas of the company. Many researchers confuse social marketing with charity. The task of social marketing is to strengthen the brand in the eyes of consumers [7].

In most cases, the goal of social marketing is to solve an existing social problem, to promote the life of an individual and society as a whole.

The main subjects of social marketing are:

- the state (various bodies of state power and local self-government);
- non-profit and non-governmental organizations;
- representatives and participants of entrepreneurial activity;
- people.

The objects of social marketing are:

- society;
- population groups;
- each individual individually.

The main tools of social marketing are:

- fundraising (for non-profit organizations);
- sales promotion (for the commercial sector)
- organizing special promotions of brand-sponsors (joint actions of civic organizations and commercial companies).

The main features of social marketing include:

- implementation of a systematic process of planning and making managerial decisions based on analysis of different situations and the formulation of social goals;
- implementation of a set of actions and measures aimed at solving social problems, among which the main one is meeting the social needs of specific groups of the population;
- organization of the functioning of social marketing subjects of the authorities (state and municipal) – in all social spheres; Business

community – in the social and labor sphere; Nonprofit organizations in the political, religious and cultural spheres [5].

Consider the more basic types of social marketing [1]:

- political marketing;
- public marketing;
- territorial marketing.

Political marketing is the most developed type of social marketing. The relevance of the problem of political marketing is determined by its connection with the organization of election campaigns in the conditions of the implementation of democratic principles in the life of modern society.

Political marketing is a special theory, the concept of regulation of the political market, based on a marketing approach to politics, the essence of which is using a complex of various methods, tools, technologies, aimed at researching the market of power and accumulation of information about it; political and engineering activities in designing and regulating the impacts on the public consciousness of the planning and implementation of a system of specially developed marketing activities in order to achieve the goals set in the process of political activity.

There are many opinions regarding the use of public marketing. Some experts argue that the state does not need to use social marketing, some say the opposite. But one must take into account the fact that the state, while protecting the interests of society as a whole, sometimes has to perform «repressive» functions.

Consequently, it can be argued that the concept of state marketing is currently under development.

Thus, state marketing is a special concept of market regulation of relations between the subjects of state administration and its various objects, which determines the interrelations between them on the basis of exchange relations.

Territorial marketing involves the development of the marketing concept of the territories, along with the theory of marketing of goods and services. The main factors of the attractiveness of the either region or territory for investors and the population are the real level of development and prosperity of the region, its image and reputation.

So, when choosing a region and population, investors consider the level of urbanization of the territory; migration, labor and social mobility of the population; demographic problems; development of agriculture; functioning of the housing market; regional peculiarities of the development

of education and medicine; problems of transport infrastructure development etc.

Thus, territorial marketing can be defined as the concept of social market regulation of interactions within a specific territory in order to stimulate the activity of internal and external actors in the interests of this territory, and above all – attracting economic, social and other investments for maximum development of the region.

Thus, 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 organize 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.

Social marketing is closely linked to effective corporate governance. Compliance with the principles of social and ethical marketing at all economic levels (macro-, meso-, microeconomic level) that will allow for effective management both at the level of an individual enterprise or economy, and at the state level, and will provide economic, scientific, technical, social and cultural development.

The onset of the information technology era brings its changes to the specifics of doing business. In previous periods, the main goal of the producers was to obtain maximum profits, sometimes even regardless of the rules of law and morals. But at this stage, the entrepreneur realizes that it is necessary to satisfy not only their needs and needs of the consumer but also to satisfy the whole society, which is not a direct consumer of the given product [1].

This tendency is due to the fact that companies have become more dependent on society, various public organizations and the state. Therefore, they are forced to take into account the public and act for the benefit of society as a whole. This concept of business, as opposed to «corporate selfishness», is called socio-ethical marketing.

This concept is widely used in developed countries. Transnational corporations have promoted the spread of social and ethical marketing in Ukraine. But the concept of social and ethical marketing is not often practiced by domestic firms, which does not contribute to the development of a market economy in Ukraine.

According to the public needs, the following classification of types of socio-ethical marketing is proposed.

1. Ecological. This type of socio-ethical marketing is manifested in the creation of environmentally friendly packaging, the use of resource-saving technologies, etc.

2. The cultural direction of socio-ethical marketing consists in organizing cultural events and influencing the development of education and art.

3. The medical direction of socio-ethical marketing appears in the support of national medicine, the purchase of equipment, the creation of funds for the assistance of sick people.

4. Behavioral type of socio-ethical marketing – is the fight against alcoholism, drug addiction, smoking, as well as other socially unacceptable phenomena in society [3].

The economic effect of applying socio-ethical marketing is substantial. Using socio-ethical marketing, the company provides its prosperity for the long term, as relations with clients and society as a whole are improving, and at the same time the image of the company.

Social and ethical marketing should be based on social responsibility. But at this stage of the Ukrainian economy's development, the number of enterprises that are fully socially responsible is insignificant.

**Conclusions from this study.** Analyzing 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 uses methods and principles of general marketing to optimize existing social measures and transform them into effective programs with a more developed commu-

nicative component that more closely responds to the needs of the target audience.

Professional importance for social marketing has an understanding of the social importance of respondents' behavior, including consumer behavioral risk responses, social compromises; active adoption by the authorities of humanitarian recommendations, promotion of socially beneficial proposals; public authorities' support for social marketing agencies [2].

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 [6].

The broader the range of people whose needs meet the organization, the greater the authority and respect it has.

Thus, social marketing is a process of developing and implementing programs (activities) aimed at creating and developing relations with representatives of target audiences in order to meet their needs.

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.

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