

**Ministry of Education
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**MARKETING AND ITS ROLE IN
ECONOMIC DEVELOPMENT**

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ABSTRACT

Marketing is a phenomenon of the 20th century. His origin is due to economic science. Marketing developed as a form of applied economy. Today's world is a world of dynamics and speed. To survive in it, it is necessary to change with him and constantly acquire new knowledge, skills and abilities. As consumers, the knowledge of marketing allows us to behave more intelligently. Marketing is one of the fundamental disciplines for professional marketers, such as retailers, advertising workers, marketing researchers, managers of new and branded goods production, and the like. The purpose of the course work is to reveal the concept of globalization as a modern trend of economic development and its impact on the world economy, international marketing and society.

Key words: Marketing, Economy, Development

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INTRODUCTION

Marketing is a phenomenon of the 20th century. His origin is due to economic science. Marketing developed as a form of applied economy.

Today's world is a world of dynamics and speed. To survive in it, it is necessary to change with him and constantly acquire new knowledge, skills and abilities. As consumers, the knowledge of marketing allows us to behave more intelligently. Marketing is one of the fundamental disciplines for professional marketers, such as retailers, advertising workers, marketing researchers, managers of new and branded goods production, and the like. They need to know how to describe the market and break it into segments; how to assess the needs, demands and preferences of consumers within the target market; how to design and test the goods with the consumer properties necessary for this market; how to convey the idea of the value of the goods to the consumer through the price; how to choose skilled intermediaries so that the product is widely available and well represented; how to advertise and promote the product, so that consumers know it and would like to purchase it.

The process of globalization has an objective character, being the inevitable result of the development of the world economy, the strengthening of world economic ties. However, various alternative models of globalization are possible. The latter, in turn, are closely related to the geopolitical structure of the world. The transition to the imperialist stage of the development of capitalism in Western countries was accompanied by an ever greater subordination of the state primarily to the interests of the monopoly capital of these countries, including supporting the expansion of the latter in the world market. As the world

market, the world capitalist system and the domination of transnational corporations in it, representatives and ideologists of TNCs put forward the concept of the "withering away" of national states as participants in the economic process, full freedom for the market, private entrepreneurship, TNCs on a global scale. This concept of globalization, dooms the underdeveloped countries to perpetuate their backwardness and the role of dependent agrarian and raw material appendages of the developed capitalist countries. On the one hand, cooperation between the socialist and developing countries facilitated the implementation of internal models of socio-economic development associated with the active role of the state in the economy. On the other hand, this cooperation created favorable conditions for the struggle for more democratic, humanistic and equitable models of globalization.

The purpose of the course work is to reveal the concept of globalization as a modern trend of economic development and its impact on the world economy, international marketing and society.

The purpose of the course work is to study the theoretical bases of marketing.

- In this course work the following tasks are considered:
 - history of the origin and marketing school;
 - essence and functions of marketing;
 - modern marketing concepts;
 - history of marketing development

The main goal of ongoing social and economic reforms is to build an open market economy in the country. For the successful development of such an economy, it is necessary that the main focus of production

and sales of goods is the needs and demand of specific groups of consumers.

Two alternative approaches to traditional marketing have emerged in the West in the 1970s and specifically in Northern Europe. These are: Nordic School of Services and IMP (International Marketing & Purchasing) Group. The common denominator of these two schools of thought is the assumption that marketing is an element of management rather than a function, and that managerial marketing is based on building relationships rather than transactions. "Relationship building" and "managing" form the understanding of these two schools. The concept of relational marketing was first used by Berry in the US in 1983. Berry (1983) defines relational marketing as "increasing, maintaining and attracting customer relationships in various service organizations".

Changes in marketing have evolved due to globalization, the development of technology, and the increasing level of education and communication of the consumer. In this process, definition of marketing, marketing mix, role and organizational structure of the business have also changed. In the process of change, relationship marketing has developed, the focus of the customer, the operator has been focused, the concepts of value generation and value transfer have developed and the market orientation has become essential.

CHAPTER I.

THEORETICAL BASES OF MARKETING IN ECONOMY

1.1. The essence of marketing and its role in the modern economy

The word "marketing" comes from the merger of two English words "market" and "getting", conditionally translated as the conquest of the market. It is believed that it first appeared in the 1930s in the United States among farmers who, faced with the economic crisis, faced the problem of marketing their products. The economic crisis prompted the transition from commodity orientation to sales, then under the influence of other factors - to the market, and the information era - to marketing management, or management through marketing, when the owner of the situation is the consumer.

Marketing begins with the analysis of consumer demand in order to translate the desire of the consumer into a specific type of product, to which after production is to draw attention in various ways, that is, place the goods on the market so that the buyer can easily purchase it. Thus, marketing is a kind of human activity aimed at meeting needs and needs through exchange (Справочник для экономистов, URL: <http://www.catback.ru/articles/theory/market/research.htm> , 2017).

A commodity is all that can satisfy a need or need and is offered to the market in order to attract attention, purchase, use or consumption. Suppose a woman feels the need to look beautiful. All goods that can meet this need, we call the product range of choice. This range includes cosmetics, new clothes, spa tanning, cosmetic services, plastic surgery, etc. Not all these goods are desirable to the same extent. Most likely, in

the first place will be purchased goods and services, more affordable and cheaper. The more fully the product corresponds to the wishes of the consumer, the more successful the producer will achieve. Therefore, manufacturers must find the consumers they want to sell, find out their needs, and then create the product that best meets these needs. The concept of "goods" is not limited to physical objects. It can be services, personalities, places, organizations, activities and ideas.

Marketing takes place in those cases when people decide to satisfy their needs and requests through exchange. Exchange - the act of obtaining from someone the desired object with a proposal for something in return. Exchange is one of four ways by which individuals can obtain the desired object. For example, a hungry person can obtain food in the following ways: to provide oneself with food by hunting, fishing or gathering fruits (self-sufficiency), stealing someone's food (weaning), begging (begging), and finally offering for giving he is eating a means of reimbursement, say, money, another commodity or some kind of service (exchange).

If the exchange is the basic concept of marketing as a scientific discipline, then the main unit of measurement in the sphere of marketing is a transaction. The deal is the commercial exchange of valuables in the market between the two parties. The transaction should be distinguished from a simple transfer (gifts, subsidies, charitable actions, etc.). (Стровский Л.Е. Внешнеэкономическая деятельность, 2016; <http://www.bibliofond.ru/view.aspx?id=555276>)

The concept of "transaction" - directly brings us to the notion of "market". Market - a set of existing and potential buyers of the goods. The market can be formed into a certain product, service or other object of value significance. For example, the labor market consists of people who want to offer their labor in exchange for wages or goods. To

facilitate the functioning of the labor market, various offices and employment consultancy firms are developing around it. The money market is another important market, it allows you to borrow, buy and sell financial assets. Distinguish market seller - a market where sellers have more power and where the most active "market leaders" have to be customers; and the buyer's market is a market where consumers have more power and where the most active "market players" have to be sellers.

If an enterprise is engaged in marketing activities, it seeks to meet the needs of the buyer with the benefit for themselves. This is directly contrary to the orientation towards the production process, when the enterprise pays attention only to manufacturing products that should be sold.

Table 1. Schematically, the differences between the "production" and "market" approaches (Zhang, 2005: 3)

"Industrial" thinking	"Market" thinking
Orientation	
goods, products	consumers, market segments
Facilities	
sale, promotion to the market of goods	coordinated marketing activities, development of an activity strategy
Goals	
profit by increasing sales	making a profit by satisfying customers' requests

Marketing is a concept of management of the company's production, marketing and scientific and technical activities aimed at a

comprehensive study of the market and its situation, specific customer needs and focused on them in the production of goods and services.

The two main aspects of marketing activities are market research and implementation of marketing strategies, which act on the one hand as stages of the process, and on the other, as species. They not only follow each other, but also take place simultaneously. In other words, the company pursues a strategy based on previous research, and at the same time continues to conduct market research to find new solutions based on alternative options.

It should be borne in mind that in the practice of management there is no universal formula for the organization of value-added activities based on the principles and methods of marketing. Everything depends on the features of the products, its purpose and market, so there can not be standard approaches to the management of production and sales for all groups of goods and services. The marketing approach requires each employee, regardless of position and specialty, to compare work with market requirements and seeks to contribute to the profitability of joint activities. In fact, this is "market" thinking, when marketing allows you to implement the targeted orientation and complexity of the actions of all segments of production and marketing.

Complexity means that individual marketing activities (market analysis, product research, pricing, sales network organization, advertising activities, forecasting, etc.), taken by themselves, do not provide the desired effect. Known attempts to concentrate efforts only on the marketing problem. They, as a rule, lead to short-term commercial success. Therefore, the marketing concept should be subordinated to all activities, and primarily the collection and processing of market information. (Wu Xiaoling and others, 2004: 10)

The essence of marketing is defined by the formula: "To produce something that unconditionally finds a sale, and not try to impose products on the buyer." Any enterprise is a chain consisting of many links, breaking one of them leads to collapse or bankruptcy. The market situation changes daily, and to be one step ahead of others is a method of mastering the situation known in practice. In fact, all marketing efforts are aimed at obtaining reliable information that is needed to analyze any problem, make a clear idea about it and make the right decision.

The concept of marketing considers production and marketing as a whole. At the forefront - market analysis, and production is guided by the results of this analysis. As the main goal of any kind of activity along with profit is the satisfaction of consumer demand.

In their development, marketing systems have gone through several stages. Thus, at the first stage, conditionally divided into three stages (raw materials production - handicraft processing - the consumer), there was a transition from the so-called barter economy to the first industrial stage. This period in the economic literature is most often called "commodity orientation" - the production of goods and services is carried out without special consideration for individual needs and is aimed at increasing production volumes.

The second stage, called "marketing orientation" or the commodity-market system, went down in history as a "seller's market". At this stage, the success of the production and distribution system depends to a large extent on the mass and scale of the sale of goods, although some methods and methods of influencing buyers are used (Sinyayeva,2010: 762).

At the third stage a more complex type of the sales system is formed: the product - the promotion of sales, including advertising, - the market. It was called "market orientation". During this period, the

"seller's market" is completely transformed into a "buyer's market", that is, take into account the preferences, desires, tastes, and requests of the buyer. A situation is created when the assortment of the required goods of both domestic and imported production is constantly available in the form of a proposal. The task of the seller includes the ability to sell goods, which contributes to an increase in sales. A system of measures is being created to interest the buyer and encourage him to buy goods: advertising, bright packaging, a system of discounts, etc. In addition, work is constantly being done to analyze the activities of competitors to improve the competitiveness of the goods.

1.2. Types of marketing, its subjects and objects

Today's marketing is an economic science, and information marketing, therefore, is regarded as its subsidiary discipline. Every scientific discipline has an object, an object and a method. The concepts of the object and object in everyday speech almost completely coincide, a completely different picture we see in the philosophy and methodology of science. Here the object and object are concepts, only partially overlapping. The object of science as a term encompasses a wider area than the subject of science.

Thus, the object of information marketing is the information field of the business environment in the chosen system of the economy (world or national economy). The subject of information marketing should be called types of information (political, economic, social, etc.) and their properties, predetermining the possibility of using each specific type to promote goods, works, services. In other words, the subject (typical for

economic sectors) is closely related to the information relations formed in the channels of marketing communications.

The method of scientific discipline should be called the totality of methods of cognition, the study of the subject and subject of this discipline. The method of information marketing is reduced to: (a) monitoring the market in particular, (b) monitoring the business environment in general, (c) establishing and maintaining feedback through the channels of marketing communications.

The method of science is always complex and multifaceted, it includes a great variety of approaches, some of which are traditional, that is, the most convenient and customary for a given field of activity (relations). The approaches of information marketing, which make up his method, can be conveniently divided into the following varieties [13]:

1) management of information for the purpose of marketing (information is needed for the very existence of the company as a trading entity);

2) management of information for sales (information is needed to support the implementation process);

3) information management for the purpose of intensification of sales (information is needed for the sake of sales growth).

In this case, equality is true: information management = sales management. And this is correct, because the method of science can not appear and exist before and / or outside its goals. When the goal of science is not formulated, there is no way to talk about the method, since the latter reveals the way forward to achieve the goal.

Different approaches are used at different stages of the company's business cycle, which is quite natural. Every business begins with approach No. 1, namely: the legal provision of marketing activities (no matter what is being realized - goods, services, work). But

hereinafter approaches are applied in seeming disorder, although in fact there is a complex use of different methods of collecting, analyzing information and managing it. These techniques are devoted to individual chapters of this book, in which the method of information marketing is disclosed in accordance with the business cycle phase.

Subjects of marketing: producers of goods and services, trade, insurance, wholesale and retail, and marketing specialists, consumers.

Objects of marketing: objects of exchange, i.e. goods, services, securities, capital construction projects, technology, labor.

Objects: markets, goods, services (Sinyayeva, 2010, 763)

Subjects: individuals and legal entities:

1. Specialists in marketing (marketers).
2. Manufacturers of goods and services.
3. Wholesale.
4. Retail trade.
5. The end user.
6. Enterprises that use products to produce their own products.

Each subject of marketing plays a dual role: the consumer and the producer.

Marketing Functions

The main types, directions of marketing activities, isolated as a result of its specialization are marketing functions. Based on the principle methodology of marketing as a market management and marketing concept, we will try to find a universal approach to the definition and description of marketing functions, to bring them into a logically consistent system. This approach consists in the allocation of four blocks of complex functions and a number of sub functions in each of them.

Structurally they look like this (Stglitz, 1999, 23)

- Analytic function
- The study of the market as such.
- Study of consumers.
- Studying the company structure.
- Study of goods (commodity structure)
- Analysis of the internal environment of the enterprise
- Production function

Organization of production of new products, development of new technologies.

Organization of material and technical supply.

Quality management and competitiveness of finished products.

Sales function (sales function)

Organization of the system of commodity circulation.

Organization of the service

Organization of the system of demand formation and sales promotion

Conducting a targeted product policy.

Conducting a targeted price policy.

Control and monitoring function

Organization of strategic and operational planning at the enterprise.

Information support of marketing management.

Communicative sub function of marketing (organization of the communication system in the enterprise).

Organization of marketing control (feedback, situational analysis)

With reference to a particular enterprise-firm, these functions can be concretized as follows.

Marketing functions are a set of activities related to the study of the market, the development of the range, the formation of channels of commodity circulation to the market, advertising and promotion, as well as management and control. .

The functions of marketing can be divided into four groups (Stglitz, 1999, 24):

- Analytical - studying of the market, consumers, commodity structure, competitors;
- Production - organization of production and logistics, introduction of new technologies, ensuring high quality and competitiveness of products;
- Distributive - marketing - organization of distribution channels, transportation and storage systems, commodity and price policy, advertising;
- Management - planning at the tactical and strategic levels, information support of marketing, control.

The whole economic system of society functions on the basis of understanding what the market wants and how it reacts to the emergence of a particular product.

Market research is conducted on the following criteria (Grossman, 2006, 4):

- geographical position;
- capacity;
- specification;
- number of competitors;
- The state of supply-demand for a product that
- the enterprise intends to produce and offer for sale.

Study of consumers. In any market there are many consumers who may be interested in the products of the enterprise. And here the main thing is to determine their own group among them, that is, to segment the market.

Each enterprise has its own methods of marketing research in this area, but it is common to study the structure and requests of consumers.

The structure of consumers is studied by:

- Quantity, if these are individual buyers;
- The value, if it is a firm;
- Age and sex;
- Educational qualification;
- Social status.
- Consumer inquiries are investigated in the following areas:
 - Procurement volume;
 - Reaction to the appearance of new products and to price changes.

The study of the commodity structure of the market is carried out in order to determine the existing assortment and to reveal whether there is a product similar to that which the enterprise intends to offer, as well as what are the standards, norms, and quality requirements in the market.

The study of competing companies includes the following items (Guo, 2001):

- Product offer and demand for their products
- Sales system
- Forecast for the future in terms of product competition.

The production functions of marketing are aimed at such an organization of the production and technological process, in which the enterprise would produce products of precisely the range and quality that will satisfy the needs of consumers.

Here it is necessary to consider (Dahlman, 2001):

- Production resources;
- financial opportunities;
- Qualification of staff, etc.

As a result of the comparison of production capacities and market requirements,

1. adaptation of the assortment to individual market segments;
2. planning the development of new products;
3. determination of profitability and cost of production

Within the framework of the realization of the production functions of marketing, two major tasks that are closely interrelated are being solved:

- Introduction of scientific and technical achievements;
- Increasing the competitiveness of the product.

The general concept of competitiveness is revealed through such indicators as the quality of the product (compliance with certain standards) and its utility for consumers, on the one hand, and the total costs of the consumer (the price of the product and the cost of its operation during the service life), on the other.

These marketing functions cover everything that happens to the product after its production, in other words, its promotion to the market.

The impact on the market, which is one of the fundamental principles of marketing, aims to promote the successful sale of goods.

To do this, you need to organize your own channel for the distribution of goods - a set of individuals and legal entities that assume ownership of goods (services) at the stage of their promotion from the producer to the consumer. Channels are divided into direct and not direct

Direct channels are associated with the promotion of goods (services) without intermediaries, that is, directly - through the sales department of the enterprise or the sales branch directly to the consumer.

Indirect channels are organized through trade (shops, tents) or an intermediary.

When marketing marketing functions, special attention is paid to transportation, which refers to the physical movement of the product from the place of production to the consumer IFC (International Finance Cooperation). (2000)..

To meet customer requests in a timely manner, the product must be stored where it is readily available, and an order for its delivery can be quickly executed.

The storage system must meet three requirements:

- security;
- Reliability;
- Economy.

Premises where products are stored must have special equipment.

Sales marketing functions also include the sorting of goods and the establishment of norms (standards). Many products are purchased simply by standards or by a common system for their identification.

It is important that the market has a system for determining norms and varieties (product quality).

The implementation of the commodity policy presupposes certain actions for the effective formation of an assortment of goods that meet the standards accepted in the market, with a minimum of production costs. Its development should be based, first, on thorough knowledge of the market, and secondly, on the optimal account of the capabilities of the enterprise itself. Such information can only be obtained through the performance of analytical marketing functions (Naughton, 2002: 10)

In a market economy, pricing is a complex process for any enterprise. The choice of the general direction of the price policy, i.e., the determination of prices for new and already produced goods and the increase in the profitability of production, is an important component of the marketing marketing functions, and its role is increasingly growing.

On the market, price is one of the defining factors of the consumer's actions. When forming a pricing policy, the management of an enterprise should understand the influence of the competitive market structure and set such prices on its product in order to master the planned market share, ensure survival and get the planned profit.

The company's advertising company aims to create a complete picture of its products (services) from the potential consumer, including their full range, quality, cost.

A marketing specialist should know all the techniques and methods of organizing an advertising campaign, and most importantly - correctly use the means of advertising in his activity, the main ones of which are (Stglitz, 1999: 3):

- Advertising in the press (newspapers, magazines);
- Printed advertising (prospectuses, catalogs, reference books, leaflets, etc.);
- Advertising in broadcasting media (radio and television);
- Outdoor advertising (posters, newspaper installations);
- Advertising in places of sale (shop windows, signs, packaging, labels).

Management marketing functions assume, first of all, the organization of planning of economic activity of the enterprise and production management.

In the process of this activity, the overall strategy of the enterprise is defined and tactical (operational) tasks are formulated.

In operational planning, action programs and budgets are prepared for the near future, taking into account the current objectives of the enterprise. They are a reference point for all its units and provide for planning (Stglitz, 1999: 3):

1) product accot - determining the demand for goods and groups of potential consumers, assessing competitiveness, updating the range and modifying the goods, developing packaging;

2) sales and distribution - selection of distribution channels, assessment of transportation and storage needs, firm trade, turnover, stock sizes, after-sales service;

3) financial indicators - marketing costs, price (demand, costs, competitors), revenues from marketing activities;

4) staffing - placement of management personnel and specialists, training and retraining of personnel, engaging consultants, studying the experience of other enterprises.

With strategic planning, such tasks as (Berman and Evans , 2008: 384):

1) providing a given level of profit and profitability in the long term;

2) effective development of production capacities;

3) development of plans to improve the range;

4) finding new markets;

5) access to the world market, etc.

Here, whenever possible, the latest tools and technologies (controlling, reengineering) are used.

CHAPTER II.

MARKETING AS A CONDITION FOR THE DEVELOPMENT OF MARKET RELATIONS

2.1. Marketing as an economic category

Initially, marketing arose as a function designed to manage the marketing processes of products. This function on an equal basis with others (management of production, finances and personnel) was carried out as a necessary element of the management process.

However, as the company developed in a market economy, there was a natural need to give this function more and more attention. The scope of work on marketing has increased. Problems of successful activity of the company moved to the field of marketing, the results depended on how the management of product promotion in the market was organized. This puts the function of marketing first in the first place, and then it becomes a central control function, that is, a function that is not simply paid much attention, but which is in the management system integrating for all other functions. (Справочник для экономистов, URL: <http://www.catback.ru/articles/theory/market/research.htm> , 2017)

Features of marketing activities, its specialization is one of the forms of division of labor that manifests itself in the construction of the structure of the organization, which is a logical relationship between the levels of management and functional areas constructed in such a form that allows most effectively from the point of view of the ratio of the result and costs to achieve the enterprise goal .

Marketing is a functional area that largely determines the functioning of other areas. This is explained by the fact that in the

organization of the enterprise's activity the marketing function determines the strategy of the enterprise's functioning.

Figure 1. Evolution of marketing and its role in the economy

PHASE	ORIGIN	FUNCTION	MAJOR PRODUCT	SOURCE MARKET	DESTINATION MARKET
Phase I	Before mid 1960 (From independence to Green revolution)	Agricultural marketing	Agricultural produce	Rural	Urban
Phase II	Mid sixties (Green revolution to Pre-liberalization period)	Marketing of agricultural inputs	Agricultural inputs	Urban	Rural
Phase III	Mid nineties (Post-liberalization period in 20th century)	Rural marketing	Consumables and durables for consumption and production	Urban and rural	Rural
Phase IV	21 st century	Development of marketing	All products and services	Urban and rural	Urban and rural

Source: <https://www.slideshare.net/rajlakshmi2611/rural-marketing-ppt-15774354>

Marketing activity coordinates and directs the functioning of other areas: production, personnel and financial areas. In the light of this, marketing management becomes particularly important. The process of marketing management is to implement a number of its functions, each of which is a set of analytical and evaluation tasks, strategic and operational planning tasks, as well as completed tasks.

It is from this moment on that marketing becomes the concept by which the entire management system is built. Marketing becomes a kind of management. This leaves an imprint on all management

characteristics: structure, information support, development of solutions, work with personnel, investment, planning, control system, etc. Everything becomes subordinate to the firm's behavior in the market, which is carefully designed. The main management problems are the study of demand and demand, the search for competitive advantages, the planning of the range and volume of products, pricing and price policy, the distribution of products in the markets, and the promotion of their sale.

As marketing develops, the tendencies of the consumer's influence on the management of the firm, the fulfillment of its controlling function, are strengthened. Marketing, among other things, becomes an integrator of external and internal management.

F. Kotler in the book "Fundamentals of Marketing" considered five basic approaches on the basis of which organizations conduct their marketing activities: the concept of improving production, improving the product, intensifying commercial efforts, marketing and social and ethical marketing (Guo, 2001).

These concepts embody different periods in the history of the economy and the main social, economic and political changes in the last 50-60 years. The general trend of development is shifting the emphasis from production and goods to commercial efforts, to the consumer and increasingly focusing on consumer problems and social ethics. In order to better trace this trend, we will consider all existing concepts (Бруданина, Бусарина, 2014)

The concept of improving production asserts that consumers will be supportive of goods that are widely distributed and affordable, and therefore the company's management should focus its efforts on improving production and increasing the efficiency of the distribution system.

In accordance with the concept of product improvement, it is considered that consumers will be supportive of the goods offering the highest quality, the best operational characteristics and characteristics, and therefore the organization must concentrate its energy on the continuous improvement of the goods.

The concept of intensification of commercial efforts asserts that consumers will not buy goods of the organization in sufficient quantities if it does not make significant efforts in the sphere of sales and stimulation.

As part of the marketing concept, it is argued that the key to achieving the organization's goals is to identify the needs and needs of target markets and to provide the desired satisfaction with more efficient and more productive ways than competitors.

The concept of social and ethical marketing determines that the task of the organization is to identify the needs, needs and interests of target markets and provide the desired satisfaction with more effective and more productive (than competitors) ways while maintaining or strengthening the welfare of the consumer and society as a whole.

Any enterprise operates under conditions of a complex, volatile marketing environment. If it wants to survive, it needs to produce and offer something of value value to consumers.

In today's rapidly changing market conditions, when competition is becoming increasingly rigid, but not at the expense of price factor, and as a result of the emergence of more sophisticated, subtle methods and forms of firms' competition in the market, the main precept of enterprise managers can no longer consist only in the desire to reduce production costs . The survival of an enterprise is most often due to the action of factors of a longer-term order, rather than simply saving on any kinds of direct or overhead costs.

It is necessary to clearly understand what exactly are the advantages of the enterprise in the competitive struggle. This can only be done by relying on modern marketing, knowing, understanding and using modern methods of studying the market, consumers, products, competitors that rotate in the same or near-market market orbit (Blanchard, 2000: 1).

But before proceeding to their description, consider the place of information marketing in the structure of the maternal discipline - marketing in general. And here we are faced with a certain problem. The point is that in the broad sense of the word marketing is understood as a kind of activity aimed at meeting the needs and needs in the exchange process (as defined by F. Kotler, formerly the coryphaeus of American economic science). With this approach, one can argue about the emergence of early forms of protomarketing in a primitive society, that is, simultaneously with the exchange and information marketing in the Ancient Ebla (about 5000 years ago) [2]. This theoretical generalization, as a rule, is justified, it is justified as an abstraction with cognitive value (Berman and Evans, 2008: 385).

But the assertion of classical political economy also has the same cognitive value that under capitalism, any object of the material and non-material world is a commodity (including conscience, dignity, freedom of thought, etc.). It is clear that some generalizations that are extremely useful within the framework of the theory are in practice completely unacceptable, since they lead to the rejection of universal human values that guarantee the survival and sustainable development of mankind.

The statement of Kotler is highly abstract. It absolutizes the commercialization of exchange in general, which is unacceptable for a civilized society, for exchange in the broad sense means the exchange of positive emotions, pleasant communication, mutual assistance, moral

support, etc., that is, those manifestations of interpersonal interaction, commercialization of which is in principle unacceptable. Further: the Kotler formula does not provide a clear definition of needs and needs, which corresponds to the Western tradition of artificial marketing for goods that are not in demand, but convenient for production and storage. Avoiding unequivocally calling the needs and needs, Kotler silently admits, after other American "coryphaeuses," that human needs are immeasurable, which means that merchants have the right, by imposing their goods, to create more and more types of needs or to increase the volume of existing ones.

This position was relevant in 1970-1980, when the construction of the "consumer society" was considered a means of realizing the "American dream", widely exported to the countries of Europe, and especially - Asia. However, the fall of communist regimes in a number of countries, including the USSR, at the turn of 1990-1992, as well as environmental problems, forced progressive-minded marketers to abandon their previous doctrines.

American marketers unequivocally recognized that one of the factors discrediting Soviet socialism was a sales crisis that arose around 1980 and subsequently progressed, and especially intensively in the years of perestroika. What the buyer wanted was not produced by the industry of the Union, and what was received on the shelves was not in great demand (Dahlman and Jean-Eric, 2001).

(Although, of course, the collapse of the socialist camp and the USSR was not due to this phenomenon: the sales crisis only served as a consequence of the economic policy pursued by the authorities and at the same time a catalyst for the growth of popular discontent. (Grossman, 2004: 6).

2.2. Conditions for the development and improvement of marketing

The main and most difficult problem in the management of industrial enterprises is to ensure their effective functioning and development. First of all, this concerns marketing services. As practice shows, in the conditions of development of the domestic economy and its "implantation" in the market, marketing is often the most "bottleneck" in industrial enterprises.

The use of marketing tools in the planning and promotion of goods on the market in the modern economic world is universally recognized. In countries with developed market economies, a great deal of attention is paid to the marketing sphere, since the company's inefficient marketing system can lead not only to lost profit, but also to direct losses. On the development of this area of the enterprise management system, significant financial and personnel resources are invested. First of all, this is due to the fact that enterprises of all countries have to act on the market, in conditions of a volatile external environment, where they are confronted by many negative factors. Therefore, they are forced to monitor the external environment, primarily the markets for products and services. Very important in this case is the availability of full-fledged information, its efficient processing, analysis of the current situation in the markets, forecasting and planning activities at all levels.

At many industrial enterprises private information tasks and corresponding marketing activities and research are being successfully implemented. However, along with this, there is often no adequate understanding of marketing as a complete subsystem of company management. The objective reasons for this are related to the fact that

marketing touches and intersects with various aspects of the firm's activities, but at the same time does not duplicate them. As an organizational subsystem, the marketing system interacts with many departments and services of the firm, ensuring their coordination.

The very concept of marketing is complex and ambiguous, in specific situations it requires clarification and detailing. There are various structure-forming factors of marketing. In particular, they distinguish between consumer, sales, commodity, production, supply, management and other concepts.

Traditionally, marketing is usually associated with information and advertising tasks and marketing of finished products or services of the firm. The other side of it are information retrieval tasks related to supply, purchases, orders, study of competitors. Many tasks are informational and analytical, they are related to the assessment and analysis of the current state (diagnosis) and forecasting (planning) of the company's future state. Such tasks can be complex and affect various aspects of the firm's activities. So, the important role is played by marketing tasks aimed at maximizing profits, minimizing costs, making the best use of resources and opportunities, optimizing various kinds of risks - financial, political, environmental, technogenic, etc.

In a broad sense, marketing is a system for implementing the following principles: customer orientation; economic efficiency as the basis of the firm's activities; coordination of efforts of all services and units to achieve their goals.

Marketing is deservedly considered today the most productive type of entrepreneurial activity. By its content, it is significantly different from the simple sale of goods. The goal of the sale is to force the customer to buy the goods in the company's warehouse. In contrast, marketing takes care of the company producing and delivering the goods

that the customer needs. At the same time, the needs and requirements of the buyer are taken as a basis, design and production of goods are guided by them, prices are determined on the basis of them, an advertising campaign is being conducted and a distribution network is being formed.

Taking into account the wishes of the customer and his purchasing power, the demand for products (products, services) offered by the producer is formed. Customer needs are met through exchange through money. All this is realized in the market, where the bids are compared with the demand. The direct link between marketing and the market facilitates an exchange to meet human needs. The process of exchange requires some preparation. The seller must seek and find buyers, identify their needs, offer them quality goods, organize their advertising, set the price of goods and ensure their delivery to consumers (Guo, 2001) .

Marketing, along with management, is the basis of the activity of any firm. In general, various types of management (and marketing) are realized in the firm, reflecting different objects of its application (personnel, finance, insurance, trade, production, construction, investments, innovations, projects, information, knowledge, etc.), as well as its various concepts that reflect the technological aspects of management (and marketing) as a method of management (methodological, organizational, instrumental, regulatory, legal, information, etc.). In addition, in a broad sense, marketing can be considered as an ideology or philosophy of an enterprise, defining its strategic directions of activity and development.

Today, more and more the development of the marketing system of industrial enterprises is largely due to the development, implementation and use of technological controls, which are a composition of diverse tools - methodological, organizational and

instrumental, focused on information marketing tasks. Many technological controls are in the form of information, computer or communication technologies.

Organizationally, marketing is understood as the totality of all actions aimed at supporting and developing the core business of a firm. This determines its technological structure: implementation, collection and evaluation of necessary information; justification and adoption of optimal management decisions; coordinating impact on various aspects of the firm's activities.

A similar marketing structure can be effectively implemented within a class of systems, such as decision support systems. As a subsystem, databases and knowledge, spreadsheets, expert systems, problem-oriented systems, etc. are widely used.

Information system of marketing. At the end of XX century. Information plays a crucial role in the activities of the marketing manager. The existence of the company depends on it. The experience of prosperous companies convinces that their success is due to the existence of a well-functioning information system.

Information about market participants - suppliers, customers and competitors - is used by enterprises in various ways. Even in the absence of a marketing unit, a negative attitude towards marketing, the enterprise is somehow compelled to collect information for its functioning. The most popular is information about competitors and suppliers. Less often, information about customers is collected and analyzed. A complete system of marketing information includes information about the enterprise, the microenvironment (the market itself), the macro environment (economy, culture, politics, resources, technology in areas of interest to the enterprise) (Grossman, 2004: 7)

According to F. Kotler, the information system consists of people, equipment and procedures for collecting, evaluating and distributing timely and accurate information necessary for making marketing decisions. Marketing information systems are created taking into account the specific needs of enterprises and therefore each enterprise has its own system. Any industrial enterprise has a number of specific features of both internal character (products, price, distribution network, communications) and external (market, competition, customers, etc.) that influence decision-making processes. In the literature, the information requirements of each marketing element are usually given as the minimum requirement for a marketing information system.

To optimize the organizational structure the most important information about customers. Information about buyers is collected and structured at industrial enterprises in the sales department. A certain piece of information that is significant in the opinion of the seller is transmitted above, where the manager filters it and discards it unneeded. Further, the changed information flow reaches the sales management, where information that is not competent to use is also eliminated. As a result, the management of the enterprise receives a small part of the initial information, from which it is impossible to benefit. This information system is called vertical and it was widely used in industrial enterprises of our country.

The preparation of information on the state of procurement and consumption of goods now requires the use of a multidimensional supplementary tool, which has significant advantages over previous methods that were unilateral in nature, characterized by great complexity and length of data transmission.

The possibility of active interaction with the client, the use of various areas of access to information, the combination of information

and commercial transaction functions and the transfer of data in real time - all radically changed the information environment. Now a wide range of modern tools are used to provide access and dissemination of information, including magnetic cards, voice servers, optical readers, audiometric, television, telecopying and other devices up to the Internet system.

Among the many characteristics, the diversity of access points to information deserves attention. It can be an apartment, a workplace, a public institution. The consumer has a full initiative in using these options.

First of all it is necessary to note audiometric TV equipment as a purely information tool (more than a transaction one). It is specifically designed to collect data, and with it you can accurately determine which of the consumers in what needs, at what time and in what time frame, and also group them by request (Stglitz, 1999: 3) .

Such data, together with information obtained using individual clients or optical readers in their apartments, used to record current purchases of magnetic cards in their apartments, allow us to better understand the relationship between advertisements and the buyer's behavior.

Such a technique is widely used by research institutes and highly appreciated by specialists due to the possibility of obtaining a vast array of data. At present, however, it seems somewhat limited due to the emergence of means of mutual communication (such as the Internet system), as well as in connection with new forms of commodity exchange (product reservation, rent-sale, customer service, etc.).

2.3. Informatization of society and marketing

Traditionally, marketing information systems (MIS) are considered as systems that support marketing decisions. The first definition of IIAs was given in Cox D.F. and Good R.E., according to which the IIA can be considered as a set of procedures and methods for routine planning and information for decision making (Lardy, 2003: 10). Further investigation of this issue was related to the search for a universal definition of IIAs based on the common tasks facing the marketing service. The disadvantage of this approach is a significant simplification and formalization of information processes. In this regard, it is important to determine the main functions of IIAs, taking into account the structure of the marketing management cycle in the enterprise.

The functions of IIAs in the structure of the enterprise can be represented in the form of a marketing decision support system (MDSS), which is the initial and final element of information processes.

It should be noted that the structure and functional capabilities of IIAs should largely depend on the specifics and scale of the enterprise's activities. F. Kotler identifies four main blocks in the structure of IIAs: the subsystem of internal reporting, the subsystem of marketing supervision, the subsystem of marketing analysis and marketing research (Blanchard, 2000: 2).

The objectives of such information systems are the collection, sorting, analysis, evaluation and distribution of timely and accurate information for making marketing decisions, as well as improving the planning and control system. Schmidt K. P. identified the IIA as a dynamic combination of marketing information, computer technology and the company's continuously evolving management consciousness.

According to the researchers, the use of IIA resources can be a decisive factor for the success of the organization, and should become an integral part of the strategic planning process (IFC (International Finance Cooperation, 2000)).

Over the last 10 years, the authors (Dibb, McDonald, Li, Burns and Bush, Kotler, Ritchie and Brindley, etc.) presented a variety of IIA models.

Models MIS are divided into 6 groups on the basis of their primary use: collection, data analysis, marketing planning, marketing decisions, marketing activities, control. In this case, you can distinguish between external control (behind the marketing environment) and internal control (for the efficiency of the enterprise, personnel, for the implementation of the plan).

In the most general form, IIAs can be divided into 2 groups based on the type of use and user status: managerial IIAs (management and decision-making systems) and operational IIAs (systems of operations, sales and marketing activities). Users of management systems and decision-making - managers, managers, experts, analysts. The second group includes operational systems of current sales and marketing activities, which are necessary for daily marketing activities (Hayek, 2001: 539).

MIS can be divided into the following groups based on their priority use: data collection, data analysis, marketing planning, marketing decisions, marketing activities, monitoring, incl. external and internal (Guo, 2001: 7).

Some researchers believe that achieving the maximum effectiveness of a particular activity can contribute to improving the performance in general. This is not always the case - overall efficiency may also decrease. So, the marketing information system (MIS) can be

defined as a set of personnel, equipment, procedures and methods designed to collect, process, analyze and distribute timely and reliable information necessary for preparing and making marketing decisions (Berman and Evans, 2008: 386).

The main task of the IIA is to transform the available information about the state of the marketing object, as well as the processes taking place in the marketing environment, into a form necessary and perceived by the manager, which allows him to assess the state of the marketing object, assess the development of the situation, and simulate its change (Dahlman and Jean-Eric, 2001).

The last and most important component of IIAs are data processing tools: software tools, expert systems and decision support tools, and various integrated management systems that allow standardizing the decision-making process in the field of marketing.

Among the software tools are used for document processing and spreadsheets. Of these, database management systems have evolved. These tools allow you to work with simple and unambiguous data that are processed using an algorithm and used to implement individual marketing functions and local tasks.

The main factor in increasing the effectiveness of marketing activities is its ability to integrate into the overall mechanism of organizational management. In foreign practice, there is a tendency to reduce the size of formal, traditional marketing departments (Grossman, 2004: 7).

Marketing is distributed throughout the organization.

Marketing blocks are provided in most integrated enterprise management systems, which are common in the market. However, compared with other functional units, such as finance and accounting,

production, personnel, they are poorly developed and not sufficiently integrated into the overall management system. According to the assessment of integrated system providers, marketing blocks are the least demanded, and most installations are made without them. In many ways, this is due to the fact that most marketing problems are of a qualitative nature, and the corresponding information can not be processed algorithmically. To solve these problems, software built on the heuristic rules system is necessary, which is associated with the introduction of expert systems.

Modern trends in working with marketing information systems can be called: introduction of new methods of data collection and analysis: CATI (device for computerized telephone interviews), CAPI (device for computerized personal interviews), Peplemeters (device for evaluating the popularity of various television programs), etc. ; the formation of new approaches to market analysis through the use of micromarketing and database marketing. Modern databases represent not only the address list of buyers, but also complete information about each buyer and his consumer behavior for a long period of time; application of innovations in the field of available marketing data related to the concept of knowledge management. Marketing knowledge represents the accumulated intellectual capital of the company, contributing to the adoption of effective marketing solutions.

As a rule, organizations come to the realization of the introduction of information systems in a variety of ways. This need can be identified when solving a problem, when restructuring the process of the enterprise, or even when analyzing the activities of competitors. In any case, the goals and tasks that must be solved with the introduction of the system must be formulated. Prior to the introduction of the system, it is important to identify the expected benefits, then they are compared

with the costs that the enterprise will incur when implementing the system. Thus, the argument is made for the decision to introduce information systems.

The costs associated with developing a specific information system are relatively easy to measure, at least direct. They can usually be measured during a technical analysis of the use of the system. Indirect costs arising from delays in the implementation of information systems or in the resistance of an organization to changes are virtually impossible to assess. However, when comparing, it is much more difficult to obtain clear evidence of the expected benefits than the expected costs.

Often, managers of the organization find it difficult to correctly determine what will be the key functions of the information system being developed, how much the company will cost to install and operate such a system, and, most importantly, how to assess the benefits that the system is called upon to make to the organization. Projects on the development and operation of information systems can be very expensive, and it is not always obvious whether this will benefit the organization, and if so, how to quantify this contribution.

Let's consider the main reasons that the profit brought by information systems is very difficult to estimate: the benefits are realized for a long time interval; the nature of the benefits is intangible; strategic and competitive benefits are difficult to quantify; the results from the introduction of information technologies are indirect and therefore indistinguishable from the results of other factors introduced; existing theories and techniques are not suitable for explaining the value of information systems.

An approach to the evaluation of benefits from the introduction of IIAs, described in Giaglis G., Mylonopoulos N. and Doukidis G. (Kotler, 1024).

deserves attention. The authors of the methodology offer all the benefits of implementing MIS divided into direct (hard) and indirect (soft).

Direct benefits are direct results of innovation that can be easily evaluated. Direct benefits are usually associated with a reduction in costs, for example, a reduction in the work on data entry due to the electronic order system, a reduction in the amount of paper work.

The indirect results of the introduction of information technology into the business process, ultimately, include intangible, indirect, and strategic benefits. It is with three indirect (soft) benefits that the problem of assessing the usefulness of information systems is mainly connected.

Consider three groups of indirect benefits. Intangible benefits can be attributed to specific areas of application of information systems, but still it is not easy to express them in quantitative form. The benefits arise with the introduction, for example, of a Decision Support System (DSS) of a computer information system that helps in making decisions and improves the user's work structure.

Indirect benefits are theoretically easier to measure, but it is difficult to attribute this benefit to a particular innovation. They can be calculated only as a result of further investments based on the implementation of the new system. For example, the introduction of a local network in an enterprise (LAN) contributes to the development of internal infrastructure, which will be the basis for various modifications of information systems and programs.

The use of the information system in marketing at the moment is mostly aimed at routine and tactical work, including database management, sales tracking and order acceptance. In fact, the use of an information system to perform marketing functions is still rather

fragmentary, which is explained by its recent implementation in the work of organizations.

Thus, the use of IIAs is a prerequisite for increasing the flexibility and efficiency of the enterprise management system, since the main task of the IIA is to transform the available information about the state of the marketing object, as well as the processes occurring in the marketing environment, into a form that allows the manager to assess the state of the marketing object. At the same time, the creation of a marketing information system is constrained by various barriers, among which are "technological", "organizational", "personal" and others.

Environmental problems, analyzed at the historic world conference in Rio de Janeiro in 1992, forced scientists to recognize the incompatibility of the "consumer society" with economic prosperity and sustainable development (Guo, 2001: 12).

For this reason, any marketing policy that relies on the manipulation of needs, the artificial creation of demand, is an activity aimed at depleting the resources of nature and society, contrary to the principles of sustainable development. Summarizing, let's say that modern science has proved the harmfulness of marketing manipulation.

Consequently, the Kotler formula is suitable only for historical research and theoretical models that allow one to trace the genesis of marketing practices in everyday human activity, which is associated with exchange. The adherence of other marketers to outdated templates, whose impracticality is proved by life, is completely unjustified and inexplicable.

For practical marketing needs, another formula is more acceptable, which gives an interpretation of the concept in question in a narrow, strictly scientific sense. Marketing is a kind of activity that involves studying the demands of the market, orienting production and

marketing to their full satisfaction, as well as delivering information about it to consumers. This formula is exhaustive, and at the same time it points to the place of information marketing in relation to maternal science. Including from this formulation it is clear that the needs and needs in question are not artificial: they exist realistically and can be identified in the course of scientific research (Hayek, 2001: 539).

"Pure marketing" takes 1/3 of the importance in this formula, which is the orientation (including planning) of production and marketing for the full satisfaction of the identified needs. Information marketing also takes about 1/3 of its importance and includes mainly the study of market demands. But also information marketing is deeply, probably, by 50%, is being introduced into the field of information delivery to consumers (traditionally allocated to the power of advertising, PR and similar technologies), since it ensures the functioning of marketing communications channels, including through direct channels, and feedback.

Thus, in terms of its importance, information marketing occupies within its maternal discipline an area of influence of the order of 50% ($1/3 + 1/6 = 1/2$). The underdevelopment of information marketing or the replacement of it with various surrogates, such as Kotler's theories, entails an unstable position of the firm in the market and a microcrisis of sales, which leads to the ruin of the short-sighted company.

CHAPTER III.
PRACTICAL APPLICATION OF MARKETING
3.1. The role of marketing in improving the
effectiveness of economic relations

In the modern world, the opening of one's own business requires the presence of ideas that would be successful, and not just a large amount of money. On this basis, marketing is a system of views or a specific worldview associated with making a profit by meeting the needs of people. Marketing activities include the development of a marketing concept, as well as pricing, product promotion to the market and its marketing.

The first step in planning marketing activities is the development of a marketing strategy, which is a general plan of activity for any product. In the first stage of strategy development, it is necessary to identify groups of consumers whose requests the company will be guided in its activities. The second step is to decide on a combination of elements that are important to use in the marketing program in order to achieve maximum efficiency.

Relying on a lot of marketing research, companies can vary their activities. Such studies are conducted with the purpose of analyzing the interests of consumers to improve products on the market. It is also possible to conduct market research in order to find out competitors in person and their successes in the market.

The transition to a market economy has necessitated a reorientation of production and the sale of goods to meet the needs and demands of consumers (Blanchard and Shleifer 2000: 2)

Foreign experience shows that an effective tool for solving this problem is marketing, the skillful use of which ensures not only the

effective production of products and services needed by consumers, but also the success of the enterprise in the competitive struggle. Organizations achieve market leadership if they are able to understand the needs of the consumer and find ways to meet them that will provide the highest value, quality and service. Enterprises that do not know the methods of marketing are doomed to failure. The main goal of developing a marketing mix is to ensure the company's stable competitive advantages and gain strong market positions (Berman and Evans, 2008: 380).

The demand and supply on the furniture market today is affected by: the current situation on the world market; the general level of technology for the production of similar products in the world and in the republic; level of income of consumers; consumer habits, customs; state general economic and sectoral programs; state customs regulation and in the countries-

importers of Belarusian furniture. A characteristic feature of the Belarusian furniture market in recent years, experts call the stable growth of offers from private factories. According to the Ministry of Statistics and Analysis of the Republic of Belarus, non-departmental enterprises produce twice as much furniture as the concern's organizations. So, the enterprises of the concern annually increase production volumes by 8-9%, and private ones - by 20-30%, while being able to penetrate abroad (Dahlman and Jean-Eric, 2001).

Today there are more than 350 registered furniture enterprises, another 100 production sites - so-called "garage workers", working in the informal sector and not having the status of legal entities.

Of course, the Belarusian market does not dispense with the supply of imported furniture. The main importers are Russia, Italy, Germany and Poland. Foreign companies work on the niche of furniture

for dining rooms and living rooms, supply goods from exotic materials (reeds, rattan, bamboo) and metal. However, due to the rather high cost of imported furniture has a relatively narrow range of buyers.

In terms of sales in the domestic market, Belarusian furniture has only one competitor - products of Polish manufacturers. Our Western neighbors adequately embraced the offensive of capitalism and learned from it the necessary lessons. In Poland, there were many different enterprises for the production of furniture and components.

Furniture from Sweden, Finland, Germany and other European countries, as well as products from the US, is represented in our market much more modestly. On the one hand, this is due to the geographical location of the Republic, and on the other - the obvious advantage of Italians over competitors as an elitism and range of products offered.

Traditional advantages of furniture from Germany, Sweden and Finland - reliability, durability and functionality. However, neither the boldness of modern outlines, nor the luxury of baroque forms, nor the style diversity pragmatic Germans and cool Scandinavians offer. At the same time, the prices for their products are high enough that finally discourages the domestic consumer and forces him to switch to Italian and Belarusian furniture.

As for products from the Baltic countries, they are delivered to our market in limited quantities. Much more supplies from these states of components for the production of furniture.

The export group of goods, as a rule, is formed by 10-20 Belarusian state enterprises (Grossman, 2004: 6)

The rest are working to somehow make ends meet. For example, associations such as Mozyrdrev and Rechitsadrev are in a pre-bankruptcy state. Yes, and the concern Bellesbumprom reported on the results of its work for the first half year on the excess of last year's

volume of output only by 1%. If the situation does not change, European and Russian manufacturers will soon significantly undermine our positions in the foreign market. In particular, one of the few trump cards of Belarusian furniture is cheap - it is gradually coming to naught. At the same time, Chinese furniture is entering the market. Despite the high transportation costs, at a price it is quite acceptable, and the quality is not much inferior to Italian or German furniture.

The economic crisis forces suppliers of imported furniture to take a wait-and-see attitude: currency rate hikes have added headaches to both firms and their customers. Domestic producers have certain advantages in the domestic market due to stable prices. However, in order to survive, such enterprises have to bet on the export of their products.

Now domestic producers, as never before, need a competent marketing policy and cooperation. By the way, Russian enterprises have been successfully operating along this path for several years. For example, there has long been no one working for the warehouse, but only for a specific customer. Naturally, this requires deep market research on market preferences, flexible supply proposals, rapid response to changing demand, and, of course, a competitive price.

K.Grenroos describes the tasks of relationship marketing in the following way: "to identify and establish, maintain and strengthen, and if necessary, to terminate, relationships with clients and other stakeholders (with a circle of persons interested in working in the company) at a profit - so that the goals of all involved in them; and to do so through the mutual exchange of promises and their fulfillment (Berman and Evans, 2008: 385).

Transition to relationship marketing gives the opportunity to gain benefits as a buyer due to lower costs for finding a new seller, for studying product information, reducing risk, and for the seller - by reducing the cost of finding and attracting new customers.

F. Raichel proved that the cost of attracting a new client is five times higher than the cost of retaining an existing client of the company, and with an increase in the percentage of retained customers by 5%, the company's profit grows by 50 100%. In addition, when working with regular customers, the company does not spend money to attract them.

Already existing customers increase the volume of purchases over time, relationships with regular customers become more productive over time, regular customers recommend the company to their friends and friends (Grossman, 2004: 6).

. E. Gambeson considers it justified that the marketing of relationships encourages primarily the retention of customers, and the second - their involvement (Dahlman and Jean-Eric, 2001).

P. Doyle also writes that the basis for increasing the value of the company is a large number of regular customers (Guo, 2001).

The realities of the modern market - high competition, declining advertising efficiency, lack of market growth - confirm the higher attractiveness of regular customers compared to new ones.

The object of marketing relationships can be defined as a mutually beneficial relationship of the company with partners.

The result of marketing relationships should be the formation of a unique marketing system of interaction, which leads to increased profitability of the company. The marketing system of interaction is made up of employees, customers, suppliers, intermediaries, in other words, all with whom mutually beneficial relations are established. The

longer the given relationship, the higher the contribution to the profitability of the company.

The purpose of our research is to study the factors that influence the duration of interaction between employees with regular customers and, accordingly, the company's profitability in the B2B market. The key features of B2B markets - a limited number of consumers and suppliers, dependence on geographical location, a significant volume of purchases, high competence of consumers - increase the importance of the marketing system of interaction. According to the Pareto principle, 20% of consumers in the B2B market bring 80% of profit, which determines the importance of special treatment to such customers.

As an object of research, we chose a manufacturing company that produces a profile of PVC for the manufacture of plastic window and door structures. The sample was 50 people. - employees who directly contact customers with customers. The analysis tool is discriminant analysis - the data analysis method for deciding which variables discriminate (discriminate) two (or more) arising sets (groups).

Internet technology is used in business networks that serve relationship marketing. The concept of the latter, contrary to the transaction-based approach ("4P"), attaches particular importance to customer orientation.

Transactional marketing involves exchange transactions between buyers and sellers and is characterized by limited communications and weak ties between the parties. Its main goal is to seduce the buyer with a low price, packing, promotion or accompanying the purchase of amenities. Many organizations, however, are trying to take a new approach to creating long-term relationships with customers.

Transactional marketing involves a relationship between the buyer and the seller, which can worsen due to the weakness of social ties. Marketing relations, on the contrary, creates an increased level of social interaction between the seller and the buyer. He goes beyond the obvious obligations that buyers expect.

Many companies turn to potential consumers using external marketing, which includes advertising and sales promotion. External marketing assumes unconditional submission to internal installations, for example, the need to increase the financial stability of the company so that it would be beneficial for both employees and consumers.

Relationship marketing has a three-level structure (Table 2) and four dimensions - long-term obligations (guarantees), responsiveness, reciprocity, trust.

Obligations: two or more parties must guarantee each other the development of long-term contacts, mutual interests must coincide.

Responsiveness: the ability to see the situation from the side.

Reciprocity: any long-term relationship between the parties implies some part of concessions, favor to others in exchange for the same arrangement.

Trust: reflects the degree of confidence of one party in the honesty and decency of another; is ultimately a binding element in relationships for many years to come.

One of the key issues is the evaluation of relations. Marketing and communication investments can be considered as capital investments. The cost of attracting a new buyer is 5 times higher than the cost of retaining the existing one. If the retirement of customers is reduced by 25%, corporate profits can be increased by 25-85%

3.2. International marketing in foreign economic activity

When entering the foreign market, the enterprise falls into the conditions of severe international competition. In these conditions it is possible to work successfully only by applying modern management methods, including marketing. Marketing is understood as a system of internal management aimed at studying and taking into account market demand, requirements and requirements of specific consumers to the product for a more justified orientation of the firm's scientific, technical and value-added activities to produce competitive products in order to ensure maximum profit. The concept of marketing is that all the activities of the enterprise, including programs of scientific and technical research, production, investment, current financing, use of labor, sales, maintenance, etc., are based on research of the current state of consumer demand and forecasting its changes in perspective. There are no fundamental differences between marketing for internal (domestic activities) and external markets. However, the marketing of foreign economic activity has a number of features.

1. External markets place higher demands on the goods offered on them, their packaging, service, advertising, etc. This is due to the sharp competition between firms - producers of goods and the predominance of the "buyer's market", i.e. a noticeable excess of supply over demand.

2. Studying foreign markets, their capabilities is more labor-intensive and difficult, requires studying a large amount of special information from various sources.

3. Effective work on the external market is impossible without the creative and flexible use of a set of marketing methods: selection of

channels and marketing methods, control of the work of trade intermediaries, promotion of sales, advertising, etc.

4. For effective work, it is necessary to take into account the requirements of the external marketing environment: the peculiarity of the current legislation, international rules, socio-cultural environment, customs, rules of monetary and financial settlements, politics,

Thus, international marketing as an independent field of activity when an enterprise enters the external markets is a system for planning, implementing, monitoring and analyzing measures to influence the market environment and adjusting to its conditions for a firm that operates in more than one country.

In international marketing, at all stages of developing a strategy for entering an external market and implementing it, information about world markets and market conditions acquires special importance, an assessment of their own potential from these positions; methods and forms of international cooperation; unified customs, rules and norms of international cooperation.

Marketing in the foreign economic activity of an enterprise can be interpreted:

- Firstly, as the principle of the company's behavior in foreign markets, which consists in the sequential direction of all market-related decisions in the conditions and needs of buyers and consumers abroad;
- secondly, as efforts to obtain advantages from foreign consumers in comparison with competitors with the help of a set of special market measures;
- Third, as a systematic search for solutions based on modern tools.

Let's consider the methods acceptable for the company in the implementation of this function, which assume the following step-by-step actions (Figure 1).

The main function of marketing is to justify the target positions for managing the activity of an enterprise on the world market. (Lambert, J.-J., 2006: 389).

In international marketing, information about world markets and market conditions acquires special importance at all stages of developing a strategy for entering the foreign markets and implementing it. methods and forms of international cooperation; own potential of the enterprise; unified customs, rules and norms of international cooperation. (Berman and Evans, 2008: 385)

Figure 2- Scheme of the main decisions in international marketing.

International Marketing Decisions



Mrs. Charu Rastogi, Asst. Prof.

Source: <https://www.slideshare.net/charurastogi/6-international-marketing-market-selection-modes-of-entry-in-international-markets>

Data collection in the framework of the implementation of the first stage of marketing - the study of the state of the environment - begins with a study:

- political factors - the legal state concept, the correspondence of protectionism and liberalism in the state, the system of business cooperation with foreign countries;
- economic factors;

- factors of competition, described by the four determinants of competitive advantages (Figure 3);

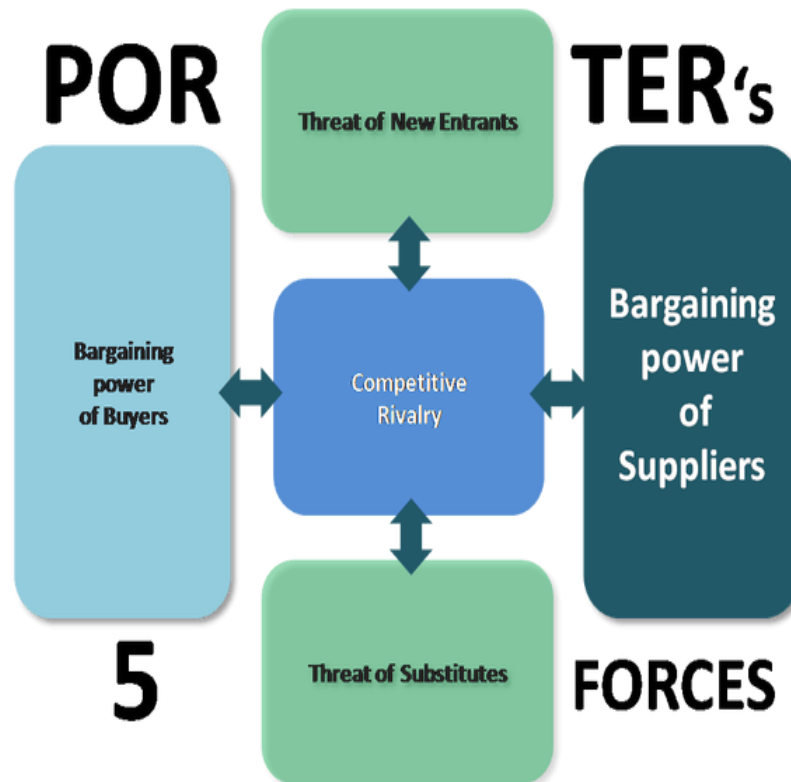
- the distribution structure, which is determined by the number of channels available to suppliers and buyers, the quantity, size and nature of the property of firms operating in the market;

- the level of technical development that gives information on the prospects for the formation of the market, its innovation and labor potential, the level of urbanization, the formation of "industrial values" among residents;

- geography and infrastructure that require knowledge of a company that performs on the market of a foreign country, its weather, natural, topographical features, power supply, gas supply and water supply modes, road routes, telecommunications regimes;

- cultural sphere and cross-cultural aspects of doing business. Culture is such a difficult idea, containing language, knowledge, religion, morality, laws, art and all sorts of other abilities and attachments received by a person as a member of the community. Cross-cultural aspects of international business involve studying different business cultures, researching the specifics of business ethics and etiquette, and, in addition, communication differences between people.

Figure 3 - Types of competing forces operating in international markets (according to M. Porter)



Source: <https://www.cleverism.com/bargaining-power-of-suppliers-porters-five-forces/>

The second stage - the choice of the market - is based on conducting marketing studies, market segmentation, targeted marketing, product positioning.

Marketing studies involve the systematic collection, recording, analysis and interpretation of information affecting sales of products (services) in external markets and marketing organizations. Consider the marketing research in Figure 3. Conducted marketing studies and acquired, analyzed and systematized marketing information become the basis for market segmentation, which can be viewed as a strategy, with the assistance of which the market is divided into components with the help of which the market is divided into components that are likely to be characterized by the same reaction to the events of the marketing mix. to

the events of the marketing mix. The task is to penetrate the most important segments of the market, ensuring a steady increase in sales and company revenues.

We know that market segmentation is the process of aggregating buyers according to their preferences (demand homogeneity) or according to the similarity of their reaction to the seller's efforts.

Separation of homogeneous market segments can be carried out on the basis of:

- socio-demographic characteristics of consumers;
- the benefits that consumers are looking for in the product;
- lifestyle, interests and preferences;
- Features of the behavior when buying.

At the third stage, after final decision-making on the choice of the target segment, the enterprise-participant in foreign economic activities chooses the way to enter the foreign market: directly by exporting goods, services, licenses, various forms of foreign investment or through intermediaries, and then, at the fourth stage, goods to the selected market on the basis of the development of a marketing complex aimed at ensuring the competitiveness of the product and producer on the market through goods, i. creating conditions for the buyer to perceive the features of the proposed product in comparison with the products of competitors. (Naughton, 2002)

At the same time, when entering foreign markets, there arises a feature that can not be controlled by a company that participates in foreign economic activity, but calls for compulsory accounting and supervision in its activities. Thus, the specificity of marketing in the foreign economic activity of the enterprise is:

- taking into account the impact of national governments through the use of various (both economic and administrative) instruments to influence a foreign element on its own territory;

- in a variety of market conditions, organization and dynamics of markets: for the same product, market conditions in different states can differ significantly according to the conditions of availability of analogues, demand, purchasing power of the inhabitants, the type of market for this product, etc .;

- in the diversity of the socio-cultural context of consumer and consumer habits. (Grossman, 2004: 6).

Marketing activity abroad covers not only the implementation, but also almost all the multifunctional fields of activity: supply, research and development, production, money. In fact, this is a market-oriented management of an enterprise in foreign conditions.

The highest configuration of international marketing is multinational marketing - the implementation of marketing activities on the scale of the world economy as a whole. The latter type of marketing operations is inherent in transnational corporations (TNCs).

If in international marketing situations companies are identified in one or more foreign markets, they manufacture products in their own country, then sell them abroad, in which case TNCs operate in different countries and use foreign production and sales offices that function in the world market in whole.

Thus - international marketing is the totality of the company's events in selling products and services outside the borders of its state.

And consequently, international marketing is a phenomenon of the most complex order, since it requires the manufacturer to adapt to a foreign buyer, making an auxiliary effort in studying foreign markets.

International marketing should take into account the different economic, cultural, legal environment of each national market. Finally, international marketing is more complicated than domestic, due to the most diverse risks associated with settlements in foreign currency, with price, transport risk, in case of non-payment or non-observance of conditions for the delivery of goods. The difficulties connected with customs formalities and other factors acting in world trade are not excluded. (Wu, 1999:14)

According to the information we examined on the causes of miscalculations and failures in international business, 53% of cases of such failures accounted for marketing, 35% were associated with management, and 12% - with legal, production and financial miscalculations.

Thus, international marketing increases the profitability of operations due to a reduction in the level of risk and uncertainty in world markets, which is significantly higher than in national markets.

CONCLUSION

Modern economic development has a number of clearly defined trends, including globalization and regionalization. Globalization leads to the elimination of state borders in economic interactions, to an increase in the mobility of the labor and capital market, to the development of uniform standards and norms and, consequently, the unification of regions. At the same time, the tendency of regionalization is growing, which is expressed in increasing the autonomy of the regions, the desire to preserve its uniqueness and to increase the role of the region in the national and world economy.

The emergence of a region as a subject of competitive relations at the national and world level means the formation in the economic system, called the region, of new properties and quality standards of this system. Such a new property is competitiveness reflecting the need to preserve and develop the region as an economic entity operating in a competitive environment. In the new economy, the region's competitiveness becomes one of the priority factors of its social and economic development.

In the light of current trends in economic development, the issue of studying the essence of the region's competitiveness as an economic category of the modern economy is acute.

One of the main resources of the region, providing competitive advantages on the basis of differentiation, uniqueness, the article includes consumers of the territory. Human resources are a dynamic component of the social and economic system of any region. To effectively implement the functions of human resources in such a system, as well as their transformation into human capital, the concept of marketing, in particular marketing of territories, is in demand.

According to the methodological approach, according to F. Kotler, marketing is an instrument of strategic development of the territory and the most complex solution of its problems, and under the marketing of the territory it is proposed to understand everything that provides the most comprehensive assessment of the problems of the territory in order to choose the original path of its development.

With certainty, it can be stated that in order to increase the competitiveness of the region, the primary measure is the use of various marketing tools, especially in the task of forming its positive image, which means creating favorable conditions for the effective use of natural, financial, material, labor, social and other resources, as well as the possibility of their reproduction.

Many of the traditional marketing concepts have begun to be questioned again. Since the goal is to maximize the purpose, operations and profits of traditional marketing understanding, it is not important to pay attention to the customer's information and purchasing history, and it is not considered important to establish a link between the customer's behavior in one situation and its behavior in another. According to traditional marketing concept, while the aim of businesses is to sell more only, according to the new marketing concept, the operator is to satisfy the customer before and after sales.

What is needed for the continuation of the relationship is that the customer is always satisfied. Today, as almost all marketers agree, influencing a new customer is more costly than influencing the current customer. For this reason, it is more important to lose the current customer than to attract the attention of the new customer. The key to not losing a customer is customer satisfaction. According to Kotler and Turner, a satisfied customer is buying again, telling good things about

the business, paying less attention to competitor products and advertisements, and buying from other products of the business.

In traditional marketing understanding performance measurement is based on market share. In the new marketing concept, success is measured by taking the customer's share of each customer individually. In the new marketing sense, a business aims to provide more products and services for its current customers while the traditional marketing manager aims to find more customers for the purpose, products or services.

In other words, the main purpose of the new marketing approach is to increase the share of their budget by dealing with existing and loyal customers instead of constantly finding new customers and increasing their market share in this way. Confidence, reliability and confidentiality are becoming more important in new marketing approaches, although they are also important in traditional marketing approach.

Moreover, traditional marketing activities are more expensive than the methods developed by the new marketing approach.

In addition, the cost of finding customers is at least as expensive as the activities. Therefore, in today's competitive conditions, it is abandoned by businesses to find customers through traditional marketing and to increase profitability in this way.

As a result, technology has also changed in parallel with the level of education and communication of consumers. Marketing has evolved from a production period in which no sales efforts have been made to a marketing understanding that aims to understand the needs of the target group and provides them with appropriate products, adds value to the customer, and selects customer satisfaction as a target. The new marketing mentality does not mean one thing: it has brought many new marketing approaches in the time frame from traditional marketing to

modern and post modern marketing. These new approaches have been implemented and are still being applied in time, circumstances and circumstances.

Evolving technology and the widespread use of the internet have made production easier and higher quality from one side and facilitated the access of producers to all world markets from the other side. There is now a global market. Consumers have been able to buy whatever products they want when they want from anywhere the world wants them. As the level of knowledge of consumers has increased, the expectation and needs have changed. Satisfaction ratings have risen. It has become compulsory for all business employees to take the needs and desires of their customers by developing appropriate products, by putting the customer at the focal point of the whole organization, in order to satisfy the customers and to sustain their profit by making them profitable. Businesses must act in the light of this information. All these efforts will ensure that the products that the enterprises produce for a certain profit can be obtained from the best, the best quality, the most suitable fiyat, the most suitable market, and the increasing satisfaction level compared to the old one. Achieving and retaining customers for businesses will become increasingly more difficult than in the past, and competition will increase in retaining more customers.

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