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SOCIALETHIC MARKETING AS EFFECTIVE INSTRUMENT OF DEVELOPMENT IN THE GLOBALIZED WORLD

Lately the problem of solving social problems attracts more and more attention of the researchers, leaders and publicmen, becomes a theme of international debates and wide discussions. Through social character of consequences of globalization processes and the states disability to control the process of decision of social questions agiotage around these problems grows more and more.

It's worth making business to be interested in the involving of social aspects of life. It is explained by the growing role of business-association and further strengthening of competition between transnational companies for a right of prevailing on world markets and require considerable efforts, in direction of searching new ways of influence on consciousness of consumers, and also strengthening of company's social aspiration functions. Under such circumstances, the concept of the social marketing streamly apreading as effective and mutually beneficial instrument on the way of fruitful co-operation of business and societies [1].

It's worth emphasizing that the social marketing appeared in the context of economic activity : society, by satisfying the basic necessities (In foodstuffs, clothing, accommodation), starts creating the organizations of noncommercial character, called to control the further increase of necessities, settle different social problems [2].

Socialethic conception of marketing prewise determination the necessities of customers and satisfaction of them more effective than competitors, taking into account common to all mankind public interests. An enterprise in its marketing activity must execute three tasks: to take into account public interests, satisfy the necessities of customers and increase the income. Satisfaction of individual necessities and desires of clients are accompanied by the necessity of saving to save and improving the standard of society life. In fact, influencing on the society today, a company gets valuable and able to pay consumer tomorrow. Consumer that does not yield to the toxic action of muddy environment through the ecologically-oriented production; consumer, that does not spend the last on medicine, as conducts the healthy way of life; consumer, that is well-informed, form and literate [3].

Further more deepening in determination of concept of the social marketing, it is possible to mark four its substantial and, in addition, unique features. Firstly, the social marketing is used, to attain voluntarily changes, desire to behave itself in another way, in fact this type of marketing prewise avoidance of any pressure and force. Secondly, specialists from the social marketing try to emplement changes, using the principle of original exchange : a consumer, what making sure in the new system of values, must get profit from the change of own behavior, and when a producer-businessman comes forward as a teacher - gets a benefit as a positive image. Thirdly, the social marketing operates traditional marketing technicians: research of advantages of consumers, analysis of target groups, market, questionnaire segmentation and others like that.

Fourthly, permanent description of the social marketing always was activity, directed on the change of social behavior with the aim of achievement of prosperity of target audience. And, finally, another key description of the social marketing is the balanced position both in relation to society and in relation to an individual. It forms ability of the social marketing not only to influence on the change of behavior of representatives of target group but also change a relation or positions of specialists, organizations, politicians [1].

Most theorists and practical workers from marketing think, that nowadays socialetic conception of marketing must prevail among other conceptions of market economy. Its application is more humane and sent to expediency of the firm functioning. For this purpose it is necessary to offer more quality, from the market and social points of view, variants of satisfaction of necessities of consumers and to search the methods of increasing the man's life standard [3].

Social problems are very difficult and interdependent, and that is why their decision must come true in close intercommunication with the specific of socio-economic, historical, religious, cultural features of consumers. At dividing of society it is necessary to specify into segments, which groups are the most vulnerable and less socially protected in order to begin to realize social measures, and first of all for these groups of population [2].

References:

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