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BASES OF FORMATION OF THE CONCEPT OF INTEGRATED MARKETING

Tolpezhnikova Tetyana, Balashov Maksim, Lavrentiev Andriy. Bases of Formation of the Concept of Integrated Marketing. The principles of forming the strategy of the business entity are changing in line with the growth of the requirements of the environment. The author's approaches to the disclosure of the content of industrial marketing were summarize in the article, where it is determined that marketing activities in the management system of an industrial enterprise should be considered as a resource for the development of the aggregate potential of a business entity that provides the function of forecasting, implementing, maintaining, and monitoring optimal management decisions. On this basis, the marketing activity of an industrial enterprise is a resource integrated into the system activity of the enterprise, which not only determines the possibility of coordinating activities within the enterprise in accordance with the external environment but creates the ability of the enterprise to form an environment based on integrated marketing.

Key words: marketing, strategy, integrated marketing, proactive management, management system, industrial enterprise.

Толпежнікова Т.Г., Балашов М.І., Лаврентьєв А.А. Засади формування концепції інтегрованого маркетингу. Засади формування стратегії діяльності господарюючого суб'єкту змінюються відповідно до зростання вимог оточуючого середовища. У статті узагальненні авторські підходи щодо розкриття змісту промислового маркетингу, де визначається, що маркетингова діяльність в системі управління промисловим підприємством слід розглядати як ресурс розвитку сукупного потенціалу суб'єкту господарської діяльності, який забезпечує функцію прогнозування, реалізації, забезпечення та контролю оптимальних управлінських рішень. Розробка стратегії промислового маркетингу розпочинається з вивчення промислового покупця (реального або потенційного) і його специфічних потреб в області діяльності промислового підприємства. Саме задоволення потреб споживача стає у центрі концепції інтегрованого маркетингу. Маркетингова діяльність промислового підприємства є інтегрованим у системну діяльність підприємства ресурсом, який не тільки визначає можливість координації діяльності всередині підприємства у відповідності до зовнішнього середовища, а формує здатність підприємства формувати оточення на засадах інтегрованого маркетингу. Концепція ґрунтується на маркетинговій діяльності, яка тісно пов'язана з переходом до нової управлінської парадигми, під якою розуміється система поглядів, що складається у відході від первісного уявлення про те, що

успіх підприємства визначається лише раціональними маркетинговими зусиллями виробника. Відмінною ознакою процесу реалізації (виконання) стратегії є те, що він має дуалістичний характер: з одного боку це безпосередня реалізація, а з іншого створення базису для реалізації стратегії та досягнення господарюючим суб'єктом визначених цілей. Основою даної стратегії повинно бути проактивний механізм формування інтегрованого маркетингу – процес розробки та практичної реалізації комплексних заходів спрямованих на досягнення результату при взаємодії партнерів. Нова управлінська стратегія розглядає підприємство як відкриту систему, орієнтовану на зовнішнє середовище. Успішна господарська діяльність підприємства у вирішальній мірі залежить від здатності враховувати можливість клієнта, що виникають у його зовнішньому середовищі, і використовувати їх з максимальним ефектом.

Ключові слова: маркетинг, стратегія, інтегральний маркетинг, проактивне управління, система менеджменту, промислове підприємство.

Толпежникова Т.Г., Балашов М.И., Лаврентьев А.А. Принципы формирования концепции интегрированного маркетинга. Принципы формирования стратегии деятельности хозяйствующего субъекта изменяются в соответствии с ростом требований окружающей среды. В статье обобщены авторские подходы к раскрытию содержания промышленного маркетинга, где определяется, что маркетинговая деятельность в системе управления промышленным предприятием следует рассматривать как ресурс развития совокупного потенциала субъекта хозяйственной деятельности, который обеспечивает функцию прогнозирования, реализации, обеспечения и контроля оптимальных управленческих решений. Исходя из этого, маркетинговая деятельность промышленного предприятия является интегрированным в системную деятельность предприятия ресурсом, который не только определяет возможность координации деятельности внутри предприятия в соответствии с внешней средой, а создает способность предприятия формировать окружение на основе интегрированного маркетинга.

Ключевые слова: маркетинг, стратегия, интегральный маркетинг, проактивное управление, система менеджмента, промышленное предприятие.

Problem statement. Modern conditions for the functioning of industrial enterprises are increasingly in need of new approaches to the use and manage available resources, both internal and external. Management processes of business entities are becoming more relevant to achieve maximum efficiency of operation and strategic activity, and current business processes of the present time are inextricably linked with the marketing activities of the enterprise, its tactics and strategy. Marketing activity is not sufficiently involved in the activity of modern industrial enterprises, which does not allow fully using all reserves of the industry.

Analysis of recent research and publications. A significant contribution to the development of the paradigm of the strategy for enterprises is the systematic research of domestic and foreign scientists – T. Ambler, M. Belopol'skii, P. Kotler, R. Fatkhutdinova, and others. The systematic studies of functional marketing are devoted to the works of O. Azaryan, I. Ansoff, M. Portera, D. Lehmann [1; 2; 3; 5-8].

The aim of the article. Explore the formation of the concept of integrated marketing in the activity of the industrial enterprise in order to improve the development strategy.

Presentation of the main research material. Formation of the mechanism of the marketing strategy of an industrial enterprise requires the formation of a more thorough concept of integrated marketing with the definition of components of this concept, which will enable to approach the goal of the study systematically and in a comprehensive substantiate the theoretical and methodological principles of the formation of the conceptual approach of integrated marketing strategy.

The basis of most modern marketing concepts is the understanding of market demand and its dynamics at all levels of production. Moreover, one of the goals of marketing is to identify unsatisfied customer queries to target production to meet these queries. The marketing complex submits all production processes to meet the needs of enterprises-consumers in the required volume, both quantitative and qualitative. At the current stage, marketing orientation

towards modern market trends and norms is very relevant, which in its turn should not contradict the effective development and operation of the business entity.

The development of an industrial marketing strategy begins with the study of the industrial buyer (real or potential) and its specific needs in the field of the industrial enterprise [7].

Marketing concepts are the main approaches, definitions, goals, principles, and methods of marketing-oriented, market-oriented [3; 7]. Thus, there are five main approaches to organizing marketing activities that reflect the various stages of marketing development. The structure of the concept of marketing establishes its main components and allows you to conduct a comparative analysis of each of the concepts considered on the following elements: a hypothesis about the behaviour of customers in a specific target market; conditions for the success of entrepreneurial activity; conclusions for the organization of entrepreneurial activity; sources of danger or risk [4; 5]. Accordingly, general marketing concepts are distinguished (Fig. 1).

The focus of the concept of improving production is the production process itself. As for the behaviour of buyers, they prefer a cheap or easily accessible product. However, there is a risk that is associated with the risk of serious sales problems with a steady increase in production rates if the same strategy is followed by major competitors. A serious risk factor should be considered the limited marketing approach itself, the feasibility of which can be justified in a fairly narrow range of economic services [3; 4; 8].

Thus, this concept is effective only when the market is saturated, and then it becomes irrelevant and in the absence of a shortage by the presence of goods on sale, you will not be surprised by the consumer, therefore, another concept comes in place, and the buyer is already beginning to worry about the product itself, its quality, its form and content.

The concept of product improvement – argues that consumers will be inclined to products that have the highest

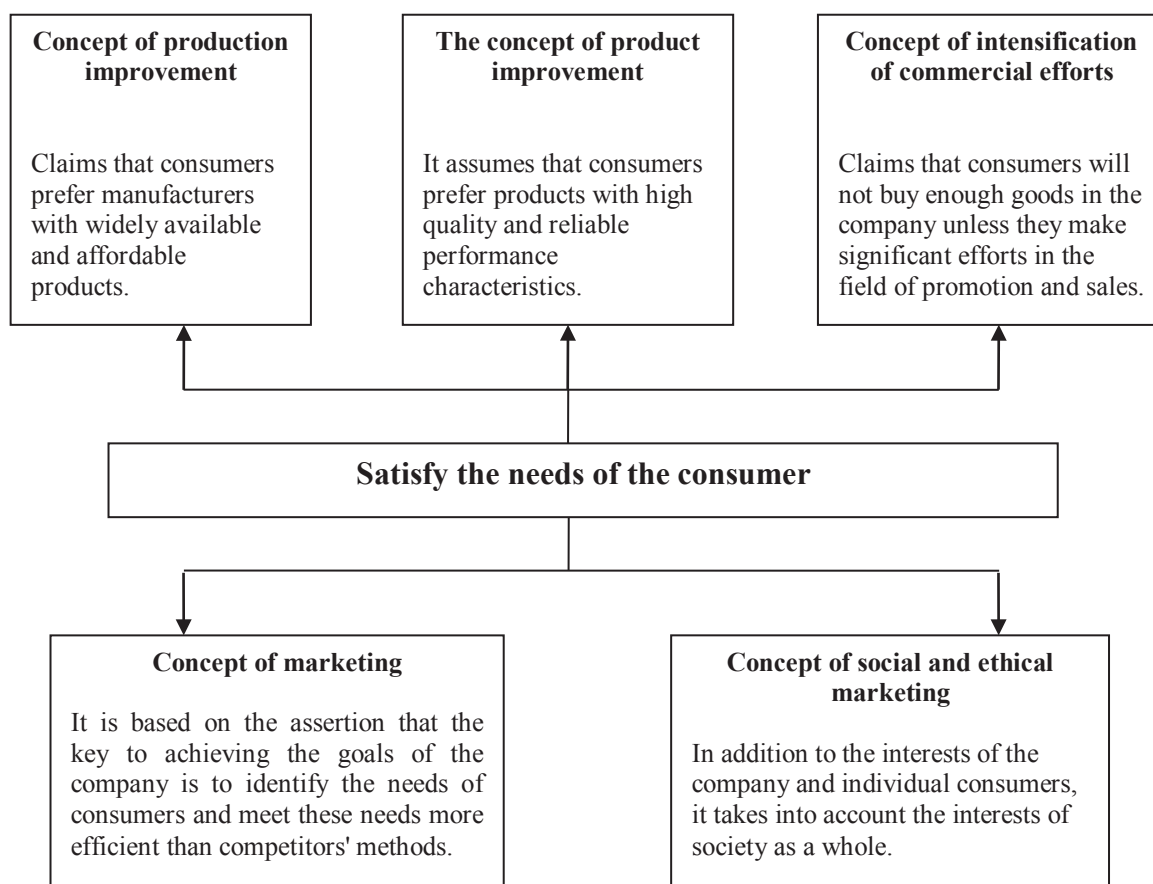


Fig. 1. Marketing Concepts

Source: [6, p. 81]

quality, best performance, specifications, and functionality. The company should focus its efforts on the continuous improvement of the product. Based on the above, we can conclude that the centre of analysis and attention of market participants and manufacturers is the product. With regard to the characteristics of the behaviour of consumers, they prefer products with increased quality, better performance properties and characteristics; the buyer makes his choice by the ratio of quality and price of the goods and comparison of these parameters with similar products of the competitor companies; the price is not a limiting and paramount factor in the purchase. The main conditions for the success of this concept are that consumers have information about consumer properties of the product, are oriented towards the quality, and are ready to pay for it. But at the same time, the manufacturer must revise the product in terms of quality and operational-functional capabilities, without stopping on the results achieved and constantly improve it [2; 7].

The concept of the intensification of commercial efforts (the concept of sales) – is based on the fact that consumers will not buy enough goods if the company does not make significant efforts in the field of sales and promotion. The focus is on the sales process. The formation and development of this concept in marketing activities take the view that in order to ensure effective production and marketing activities, it is necessary to carry out appropriate work to raise consumer awareness of the product because he himself refers to him passively. Thus, the key to success is to increase the level of professionalism and pro-

fessionalism of the sales staff. However, aggressive sales policies can cause a negative reaction from consumers or public organizations whose purpose is to protect consumers' rights. Thus, this concept is effective only at a specific moment, and then it begins to operate against itself and against the manufacturer [2; 8].

The concept of pure marketing is the key to achieving the goals of the company to identify the needs of target markets and to provide the desired satisfaction more efficient and productive than a competitor, a tool [2]. In the centre of attention and analysis is the consumer with his problems, needs, and desires. In these conditions, the buyer has the opportunity to choose a product with the aim of obtaining the maximum useful satisfaction from its consumption. Thus, the main goal of an enterprise that works in accordance with the principles of the concept of clean marketing is to better meet the different needs of each individual consumer group individually, which increases the requirements for the procedure and methods for conducting integrated marketing research. When an enterprise operates under such conditions, it is necessary to remember that positive results will be manifested through the appearance of repeated purchases and the provision of market expansion. However, this concept is not ideal, its application significantly increases the amount of information that is needed to develop and adopt effective management decisions, which increases the complexity of the decision-making process itself and increases the risk and size of the damage caused by actions due to incorrect interpretation of incoming data [1; 7; 8].

The concept of social and ethical marketing – argues that the task of the company is to meet the needs and interests of target markets and provide the desired satisfaction of a more efficient and productive means than competitors [2]. The concept of social and ethical marketing is a consequence of the development of the concept of clean marketing. In the centre of attention and analysis is the consumer, which simultaneously expresses the interests of society as a whole. All activity of the company is based on the balance of three factors: profit of the enterprise; needs of real and potential consumers; satisfaction of the interests of society as a whole. The focus of this concept over the long term extends the composition of the criteria for assessing the enterprise. Such additional criteria may include support for the desired authority of the enterprise, increased popularity of brand credibility, participation in the implementation of the most important public and state programs, and the expansion of foreign economic relations.

The concept is based on marketing activities, which is closely linked to the transition to a new management paradigm, which refers to the system of views, which is in the departure of the initial idea that the success of an enterprise is determined only by the rational marketing efforts of the manufacturer [4; 5; 7].

The basis of this strategy should be a proactive mechanism for the formation of integrated marketing – the process of development and practical implementation of comprehensive measures aimed at achieving results with the interaction of partners.

The new management strategy considers an enterprise as an open system oriented to the external environment. Successful business activity of the company depends crucially on the ability to take into account the client's opportunities arising in its external environment and to use them with maximum effect [3; 8].

The main idea of this strategy is the mutual agreement and achievement of the goals and interests of partner companies, which can lead to increase its competitive advantages and increase the efficiency in their activities.

This, in the first place, is due to the fact that, in modern conditions, the cooperation of efforts will lead to the differentiation of marketing activities of an industrial enterprise, and thus, it has the following advantages: the enterprise-consumers, when acquiring goods or services, make a rational decision, which is based on the desire to obtain the maximum benefit from the fact that on the basis of the partnership relations of individual business entities, the buyer receives a finished project for the implementation of their marketing product in which the manufacturing enterprise is involved. It allows minimizing marketing expenses of the buyer-company, which only produces finished products with higher added value, increases the level of income from sales for the enterprise of the producer (due to higher prices for the sale of these products), the establishment in the market for industrial products of additional guarantees for the end-user, as it is guaranteed not only by the manufacturer but also by the supplier of the manufacturer. All this allows us to be sure of the high standards of the product, as losing the consumer is unacceptable for several business entities.

The implementation of such a conceptual approach is not possible without recognition of partnership; therefore, the policy of integrated marketing management should be carried out in accordance with the chosen strategy, which provides:

- integrated marketing management policy is based on a generalized integrated marketing strategy b-2-b-2-b;
- the policy of managing the market of consumer sales is based on a proactive strategic marketing strategy;
- the policy of managing the traditional marketing market is based on the reactive tactical marketing strategy.

To find an integrated partner, you need to use proactive search tools and task-solving tools. In turn, to carry out marketing efforts in traditional markets, it is enough to improve traditional approaches, thus saving resources. At the stage of implementing the strategy, the key is the moment of taking into account and preparing the conditions for a successful implementation of the strategy. That is, in other words, implementation of the strategy is a complex of actions aimed at creating such conditions (internal and external) at the enterprise when the business entity is ready for the strategy implementation.

A distinctive feature of the process of implementation of the strategy is that it has a dualistic character: on the one hand, it is a direct implementation, and on the other hand, the creation of a basis for the implementation of the strategy and achievement by the business entity of the stated goals. A necessary and logical step is the assessment and control of strategy implementation conducted under strategic marketing management. Implementation of this process provides an opportunity to receive feedback on marketing activities in relation to the process of achieving the goals and objectives of the enterprise. The main tasks of any control are as follows: the definition of what and what indicators to check; assessment of the condition of the controlled object in accordance with accepted standards, norms or other benchmarks;

In the case of controlling the implementation of strategies, these tasks have certain specificity, due to the fact that strategic control is focused on clarifying whether it is possible to further implement the adopted strategy and whether it will lead to its achievement. Adaptation to the effects of strategic control can affect both the strategy being implemented and the goals of the enterprise [6; 8].

Conclusion. The approach to the formation of a management system for the marketing activity of an industrial enterprise, which involves the integration of elements of complex marketing into the management functions of the components of the industrial enterprise system on the basis of integration and proactive management, and also forms the conditions for the effective implementation of decisions and actions that are formed within the marketing activities of the industrial enterprises, is proposed in the article.

It is determined that the purpose of the subject of system economic activity is to create a favourable environment, which ensures its systematic development and functioning in conditions of uncertainty of the environment and limited resources, and the integrated marketing activity of the enterprise contributes to the achievement of this goal.

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