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SPECIFIC FEATURES OF THE CONCEPTUAL FRAMEWORK OF SOCIAL MARKETING

Annotation: In this article, the specific features of social marketing, as well as the complexity of the object itself, that is, the interaction of commercial and non-commercial institutions in this field, determine some specific features in determining the concerted foundations of social marketing. Issues such as the analysis of the importance of the concept of social marketing in the social sphere and its main concerted principles in the spheres of its application were considered.

Keywords: marketing, social marketing, social framework, commercial activity, non-commercial marketing, social sphere, economic efficiency, manufacturer, marketing service, and marketing management.

Introduction. Marketing originated and took shape in the field of commercial activity. It can be defined as a management concept for doing business, focused on maximizing profit by taking into account and satisfying the needs and demands of consumers. Developing historically from business practices prior to the 1980s, marketing was considered strictly within the scope of entrepreneurial activity. But later, with the development of post-industrial society and the strengthening of the role of the service sectors of the economy, it became obvious that it could be used and in other areas due to the universality of the principle of focusing on the needs of an individual or a group. In addition, marketing was originally associated with the sale of physical products.

Today it is used in relation to all activities aimed at satisfying consumer needs. In particular, they talk about marketing of services, marketing of organizations, marketing of individuals, marketing of ideas, marketing of places and territories, etc.

More specifically, the following research questions will be addressed :

- What are the main models of organizing social networks?
- What are the current problems in the interaction of the public, commercial and non-commercial sectors in the social sphere?
- What are the main concepts of marketing management?
- How are the following concepts related and how do they differ: "marketing in the social sphere", "commercial marketing", "non-commercial marketing", "social marketing", "socially responsible marketing"?
- What is the fundamental difference between service marketing and physical product marketing?

Literature review. The general vector of changes in marketing thinking can be described as a movement from maximizing economic benefits to understanding the significance of the social consequences of commercial activities.

The development of the concept of marketing in the social sphere is, in fact, an adaptation of the classical principles of marketing based on an understanding of the uniqueness of the environment in which social organizations operate and the special mission they fulfill in society. Serious advantages for social professionals who adopt a marketing approach are the presence of a mature theoretical, methodological and instrumental-technological base of classical marketing and many years of experience in its application. The difficulty lies in the fact that it is not entirely correct to evaluate the final effectiveness of marketing in the social sphere only in terms of profit and profitability¹. Therefore, it is necessary to search for new criteria and indicators for evaluating such activities both for individual institutions and for the entire social sphere. An integral evaluation indicator can be the quality (level) of life in society.

Kotler and Zaltman (1971) first introduced the term social marketing in an article describing the use of principles and practices to shape social life experiences into reason or

¹ Абчук В. А. Менеджмент и маркетинг в социальной сфере : учеб. пособие / В. А. Абчук. СПб. : Книж. дом, 2003. 636 с. 138

behavior¹. Social communication has become obsolete as a system for achieving social change by intervening in economically defined ideas, such as statistical research, facility development², and branch placement (Fox & Kotler, 1980). Research shows that social marketing is similar to a management style and refers to the general principles of marketing and the marketing mix, taking into account some key elements such as the extension of marketing, the nature of social marketing as a social process, the concept of exchange. There are some definitions of social marketing that focus on promoting social causes or ideas (Tena, 1988)³. Lefebvre and Flora, (1988) state that social marketing is characterized by its emphasis on non-tangible products such as ideas, attitudes and lifestyle changes⁴. They argue that social marketing attempts to influence a specific audience through a medium, thus aligning them to a specific idea or practice, and is the result of a social change management strategy that translates scientific results⁵ into programs of action. (Ling et al., 1992).

Research Methodology. The understanding of marketing since the beginning of the twentieth century and to this day has been seriously transformed under the influence of economic, social, technological conditions of management. Initially, companies based their market decisions mainly on profit-making considerations, and then they began to realize the strategic importance of meeting customer needs, which resulted in the concept of marketing. At the present stage, when making decisions, many companies take into account the interests of society, that is, they are guided by the concept of socially responsible marketing.

Different social marketing efforts are assigned to basic social marketing principles to convey common benefits while maintaining the idea of sustainability. Since the early days of social marketing, related projects have focused on issues such as environmental cleanliness, thus promoting practices such as recycling. In addition, social marketing focuses on group-based campaigns to promote environmental education. Social marketing serves to regulate the world in which communities have the opportunity to develop support of any kind.

Analysis and results. Marketing originated and took shape in the field of commercial activity. It can be defined as a management concept for doing business, focused on maximizing profit by taking into account and satisfying the needs and demands of consumers. Developing historically from business practices prior to the 1980s, marketing was considered strictly within the scope of entrepreneurial activity. But later, with the development of post-industrial society and the strengthening of the role of the service sectors of the economy, it became obvious that it could be used and in other areas due to the universality of the principle of focusing on the needs of an individual or a group. In addition, marketing was originally associated with the sale of physical products.

Today it is used in the context of social marketing. To formulate the key principles of social marketing, let us turn to the evolution of classical marketing; since it is precisely from the historical shifts caused by socio-economic needs, it is possible to identify the logic of changing marketing thinking. In its development, marketing went through six evolutionary stages that determined conceptual foundations of marketing management⁶.

1. The production concept is based on the assertion that the consumer will give preference to goods that are widely available and affordable. This concept is focused on the situation when the demand for a product exceeds the supply or when the cost of a product is too high, and increasing productivity can reduce it. Therefore, marketing management should be aimed at improving production and reducing costs. The main goal of the company is to achieve economies

¹ Kotler, P. & Zaltman, G. (1971). Social marketing: an approach to planned social change. *Journal of Marketing*, 35 (July), 3-12.

² Kotler, P. & Armstrong, G. (2008). *Principles of Marketing*, 12th Edition. Upper Saddle River: Pearson Education Inc.

³ Tena, M.A.M. (1988). El marketing social: una aproximación teórica, *ICE Tribuna de Economía*, 774, November. Tobacco or health: a global status report. Geneva: World Health Organization.

⁴ Lefebvre, R.C. & Flora, J. A. (1988). Social marketing and public health intervention. *Health Education Quarterly*, 15(3), 299-315.

⁵ Ling, J.C., Franklin, B.A.K., Lindsteadt, J.F. & Gearion, S.A.N. (1992). Social marketing: its place in public health. *Annual Review of Public Health*, 13, 341-362.

⁶ Котлер Ф. Маркетинг от А до Я : 80 концепций, которые должен знать каждый менеджер / Ф. Котлер. М. : Альпина Паблишер, 2015. 211 с.

of scale through the production of a limited range at minimal cost. This historical stage can be described as the era of mass production and the seller's market.

2. The concept of product improvement is based on the hypothesis that the consumer will prefer the product with the best quality. Therefore, the main marketing efforts should be directed to the continuous improvement of product properties. The strength of this concept lies in the fact that product orientation ensures constant updating of technologies, the weakness is that technological superiority is considered as the only criterion for business success.

3. The concept of intensifying commercial efforts comes from the fact that consumers will not buy the product produced by the company unless special measures are taken to promote it to the market. Efforts in the field of production and technological improvement are recognized as insufficient, it is necessary to pay attention to the organization of sales and advertising. The weaknesses of sales orientation are that it is aimed solely at the process of selling already produced goods without taking into account the needs and requirements of the consumer. Creating long-term profitable relationships with customers is difficult due to the lack of desire to understand their needs. The main thing here is the fastest sale of goods.

4. The market concept is based on the assumption that a company's achievement of its goals depends on understanding the needs and demands of consumers and on meeting them more effectively than competitors. The main provisions of this concept were formulated in the mid-1950s. The main thing for the manufacturer of products is what the buyer thinks about it, in what he sees the specific value of the product for himself. The manufacturer can develop and offer only what the consumer desires. This orientation reflects the essence of classical marketing. It can be expressed in a short formula: “To produce what is sold, and not to sell what is produced. The assertion of market orientation contributes to the active development and implementation of consumer segmentation and product positioning strategies. The era of branding begins - consumer loyalty is maintained through the creation of brands that have both functional and emotional value.

5. The concept of socially oriented marketing recognizes the strategic value of three factors: making a profit by the producer, satisfying the needs of consumers and taking into account the interests of society. The key setting of marketing activities at the present stage is to satisfy consumer needs, to act with regard to the long-term good for the whole society. This concept is formed under the influence of public organizations and movements. Its prerequisites were global crises (energy, environmental, technological). In socially oriented marketing, the company, along with the study of the needs of potential and real customers, identifies public interests and strives to satisfy them. Consequently, marketing tools are also expanding: in addition to consumer research, it becomes necessary to study and forecast social, environmental consequences of production and consumption of goods.

6. The concept of partnerships involves the formation of long-term customer loyalty based on close interaction in the process of creating joint values. The emergence of this concept can be considered as the quintessence of the previous theoretical design and analysis of practical errors in the use of marketing tools for market management. Incentives for the emergence of the concept partnerships were, firstly, the development of new information technologies and interactive ways of interacting with consumers, and secondly, the creation of an infinite number of micro markets, increasing the importance of the service sector in the modern economy. The latter is especially important, since it is for the service sector that relationships, and not a one-time deal, are a key strategic resource. The service sector, due to its procedural nature, is focused on building a long-term system of relations, on preserving the existing consumer, and not on finding a new one. Relationship individualization and the postulate of “customer lifetime value” are now the key principles of “advanced marketing” for any sector of the economy, but for the service sector this is a mandatory postulate. Looking at marketing through the prism of satisfying human needs through exchange, the true goals of the marketing system reflect four possible options: achieving the highest level of consumption, achieving maximum consumer satisfaction, providing the widest possible choice, maximizing the quality of life. Maximizing the quality of life is the strategic goal of social marketing. From these positions, marketing activities in the social sphere should ensure not only the quantity, quality, variety and availability of services at affordable

prices, but also the quality of the cultural and physical environment of people's lives. The main evaluation indicator of marketing activity - efficiency - does not disappear, but acquires additional values. Economic efficiency, the criterion of which is profit, is complemented by social efficiency, the criterion of which is ensuring the reproduction of human capital and raising the standard of living by maximizing the satisfaction of personal, group and social needs.

According to this target setting and the general definition of marketing as a market management concept, we formulate the basic principles of marketing in the social sphere:

- orientation of activities to meet the socially significant needs of society and individuals;
- the use of technologies, methods and tools of classical marketing for the analysis of the main market participants, the formation and stimulation of consumer demand for services;
- inclusion of ethical (humanistic) values in the process of making marketing decisions;
- the priority of the social effect over the economic in assessing the effectiveness of marketing activities.

From the point of view of these principles, marketing is an effective tool for achieving socially significant goals based on meeting public and personal needs.

The ideal desired result is to achieve a balance of interests of business, the state and the population. Each general public has a multifaceted and adaptable structure. Thus, the review of social marketing should be focused on capturing mechanisms focused on the nature of people and around them. For this, a social structural system can be useful in an introductory institution. Since social structures are inherently complex, the results depend on many factors. From this point on, organized behavior change can be practiced by developing progressive demand. Subsequently, more than one approach is required to change people's behavior. As social marketing programs show, they should be focused on managing the complex, adaptable structure associated with money.

Recommendations. To sum up, the fact that social marketing is used in different frameworks in the social sphere is amazing. Some social marketing principles are still used to maintain the common advantages of maintaining a diverse social marketing idea. Since the emergence of the concept of social marketing, relevant decisions have been made to address issues such as environmental cleanliness, promote devices such as recycling, and maintain a green presence in society. In addition, social marketing focuses on campaigns to promote its use for education. Different types of social marketing go to preserve the common advantages of maintaining the idea of freedom. From social marketing processes to clean-up, clean-up work also refers to issues such as the environment, and thus promotion to work such as recycling. In addition, social marketing focuses on environmental and safety campaigns to promote education.

Although social marketing is a new field, there have been speculations about social marketing for many years, but there is little or no information about its application. The results of commercial marketing are related to social marketing. The fundamental focus of social marketing has shifted from behavior modification to target audience perspective learning. With the advent of social networks on the Internet, social marketing has entered a new phase. But there is a technological gap in today's world. Therefore, social marketing should focus on achieving a target result that lives outside the world through the computer to solve their social problems.

Social marketing is a growing field. For a long time, the theory is about the production, but little and little information is available about it. Marketing that follows commercial marketing works in social marketing. In social marketing, the focus has shifted from matching behavior to changing the way people are targeted. With the increase of mutual online communication, social marketing people have entered a new phase. Thus, social marketers should focus on a group of intriguers who help solve problems outside of the computer world in order to do their social problems.

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Sh. Turdiyeva	Ш. Турдиева
Ijtimoiy marketing konseptual asosining o'ziga xos xususiyatlari	Особенности концептуальных основ социального маркетинга
<p>Annotatsiya: Ushbu maqolada ijtimoiy marketing o'ziga xos xususiyatlari, shuningdek, ob'ektning o'zining murakkabligi, ya'ni ushbu sohadagi tijorat va notijorat institutlarining o'zaro ta'siri ijtimoiy marketingning kontseptual asoslarini belgilashda ba'zi o'ziga xos xususiyatlarni oldindan belgilab berishi, ijtimoiy sohadagi ijtimoiy marketing tushunchasi va uning qo'llanish sohalarida asosiy konseptual asoslarining ahamiyatini tahlil qilish kabi masalalar ko'rib chiqilgan.</p> <p>Kalit so'zlar: marketing, ijtimoiy marketing, ijtimoiy ramka, tijorat faoliyati, notijorat marketing, ijtimoiy srhrecam, ekonomika, tashqi siyosat, element.</p>	<p>Аннотация: в данной статье рассматриваются особенности концептуальной основы социального маркетинга, а также сложность самого объекта, то есть взаимодействия коммерческих и некоммерческих институтов в этой сфере, определяются некоторые особенности в определении согласованных основ социального маркетинга, рассмотрены такие вопросы, как анализ значения концепции социального маркетинга в социальной сфере и его основных согласованных принципов в сферах его применения</p> <p>Ключевые слова: маркетинг, социальный маркетинг, социальная структура, коммерческая деятельность, некоммерческий маркетинг, социальная сфера, экономическая эффективность, производитель, маркетинговый сервис, сервис.</p>

Diyor Haqberdiyevich Xolmamatov – SamlSI, dotsenti, PhD

ULGURJI SAVDODA SOTUVDAN KEYINGI SERVISNI RIVOJLANTIRISHNING MARKETING STRATEGIYASI

<p>Annotatsiya: maqolada ulgurji savdoda sotuvdan keyingi servisni rivojlantirish, sotuvdan keyingi servisning mazmuni, sotuvdan keyingi servisning turlari, sotuvdan keyingi servisning ulgurji savdodagi tavsifi ko'rib chiqilgan. Ulgurji savdo marketing faoliyati doirasida sotuvdan keyingi servis xizmat ko'rsatish sohasida differensiasiya va integrasiya strategiyalarini ishlab chiqish maqsadga muvofiqligi bo'yicha takliflar ishlab chiqilgan.</p> <p>Kalit so'zlar: servis, sotuvdan keyingi servis, sotuvdan oldingi servis, kafolat davri va kafolat davridan keyingi servis, differensiasiya strategiyasi, integrasiya strategiyasi.</p>
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