

RESPONSIBLE MARKETING IN SYSTEM OF A COMPANY'S CORPORATE SOCIAL RESPONSIBILITY

The essence of responsible marketing and its role in the system of corporate social responsibility. The basic principles and components of socially responsible marketing. Analyzed the understanding of the importance of responsible marketing Ukrainian enterprises in the context of ensuring their competitiveness. Highlighted the benefits of the introduction of responsible marketing enterprises. The main competitive advantages of the receiving enterprises by the introduction of responsible marketing. Identified the possibility of extending and improving the effectiveness of the introduction of responsible marketing in Ukraine.

Keywords: corporate social responsibility, responsible marketing, competitiveness, strategic responsibility.

Formulation of the problem. In today's context, increasing the importance of corporate social responsibility, which focuses on a combination of social, economic and environmental priorities of development, the basis for ensuring the competitiveness of enterprises is the conduct of socially responsible business. Proceeding from the special significance of the issues of socially responsible management of enterprises, it is important to study the problems of development of corporate social responsibility at domestic enterprises. Globalization of the world economy creates problems in adapting economic relations in various fields of industrial activity in Ukraine, which is formalized in science as a problem of identifying a modern marketing paradigm. One of the directions of the new marketing paradigm is socially responsible marketing.

Analysis of recent research. The disclosure of the essence of corporate social responsibility and the evolution of approaches to its understanding was reflected in the works of such domestic and foreign scholars as D.Bayura, S. Litovchenko, Y.Panchenko, A.Kredisov, P. Drucker, K. Davis, M.Mescon and other. Research of the theoretical foundations of formation and development of responsible marketing is carried out by both domestic and foreign scientists, in particular F. Kotler, K. Keller, J.-J. Lamben, Ye. Savelyev. Practical aspects of the formation of responsible marketing at Ukrainian enterprises are investigated by I. Akimov, Yu. Saenko, L. Petrashko, A. Khamidova and others [1, 2, 3, 4, 5, 9]

Unresolved issues. The globalization of economic processes objectively predetermines the need for further study of the issue of developing a system of corporate social responsibility as a component of increasing competitiveness and responsibility to the society of enterprises, in particular the study of the problems of their implementation of responsible marketing practices.

The purpose of the article is to study the essence and benefits of implementing responsible marketing in Ukrainian enterprises as a way of ensuring their competitiveness.

Research results. The concept of responsible marketing emerged in the third quarter of the twentieth century. In the majority of cases, the principles of responsible marketing are more actively implemented in a market where there is a lot of competition, and the marketing efforts of different companies are on the same level. Therefore, the company receives a competitive advantage, the offer of which best suits the needs of the consumer, takes into account and satisfies its interests.

Responsible marketing is seen as a concept for reconciling and combining the interests of the organization, consumers and society. It is precisely this definition F. Kotler gives the term "socio-ethical marketing". S. Zakharova uses the term "social marketing". Some authors use other variants of the name of this concept, namely: V.E. Gordin, V.V. Ivanov, E.P. Golubkov use the term "social and ethical marketing"; I. Berezin uses "ethical and social marketing"; A. Teta - "socially oriented social marketing"; AP Pankrukhin - "social-oriented marketing"; M. Simanovska - "socially responsible marketing"; VI Martynova - "social marketing" [6].

Despite the large number of approaches to interpretation, the essence of this concept is to identify and meet the needs of consumers, taking into account the needs of society as a whole. F. Kotler, J. Bowen, J. Meikens, point out that "the social concept of marketing is the latest achievement of the business philosophy. She argues that an enterprise should identify needs, desires and interests of its target market and meet them more effectively than competitors, and in such a way as to maintain or enhance the welfare of the consumer and society as a whole "[3].

Conducting a responsible marketing policy involves complex activities aimed at meeting the needs of the target market while at the same time taking into account the social and ethical needs of the society, whose purpose is to preserve human, material, energy and other resources, as well as environmental protection. The introduction of responsible marketing practices becomes particularly relevant in times of crisis, when enterprises try to use any means of ensuring competitiveness, including unfair competition.

Among the principles of responsible marketing, particular attention should be paid to prohibiting the direct promotion of their own products or services to young children. So, Sweden, Norway and Germany are prohibited from targeting advertisements for children under 12 years of age. This is especially true for such industries as breweries and tobacco. It is also important to adhere to the principle of non-discrimination based on the origin of a

person, his social and property status, race and nationality, gender, education, political views, attitudes towards religion, language characteristics, the nature and nature of occupations and place of residence.

Having analyzed the approach to responsible marketing of Patrick Baer, you can distinguish the following key principles: strategic responsibility, information responsibility, social responsibility, responsibility for the process of advertising, responsibility for casting, environmental responsibility, investment responsibility.

Strategic responsibility involves the development of a marketing strategy of the company in accordance with the requirements of the current legislation and the requirements of responsible marketing, which saves resources and time. Information responsibility requires confidentiality and avoiding overload advertising. Under social responsibility it should be understood that marketing not only sells goods but also has an impact on every aspect of society's life. Responsibility for casting - is the confidence of the staff and external members of the marketing activities. Environmental liability involves the use of the maximum amount of environmental products. Investment responsibility ensures the return of investment resources.

The main components of socially responsible marketing are advertising, internal documents of the enterprise, qualified training of employees involved in marketing activities (special trainings and seminars for employees of the marketing department for the purpose of familiarization with the company's policy in the field of responsible marketing) and familiarization with the principles of responsible marketing of consumers (international standard From the social responsibility, ISO 26000 emphasizes the mandatory provision of product information and the ambassador gi in a form understandable to the consumer).

According to the results of the research on the development of responsible marketing in Ukraine conducted by the Center for Development of Corporate Social Responsibility, only 18 companies out of 40 respondents (the largest companies of Ukraine) provided data on the use of responsible marketing practices. Anstels were provided by the following companies: Astelit Ltd., MacDonald Ukraine, Platium Bank, Samsung Electronics Ukraine, Amrita Ukraine, Metro Cash & Carry Ukraine, Tetra Pak Ukraine, Avon, Carlsberg Ukraine, BDO in Ukraine, VIDI Group, Prykarpattyaoblenergo, Dream, Yurliga, San InBev Ukraine, MTS [3].

For most surveyed companies, responsible marketing is responsible for marketing activities to the public. At the same time, the answer is "marketing activity that involves strict compliance with the law" - the first level at which responsibility can appear to society - selected only one respondent.

When asked about the principles of responsible marketing, typical for the company, the majority of respondents mentioned the observance of the legislation on marketing and advertising [3]. No one mentioned the need for: adherence to the principle of non-discrimination on grounds of sex; the prohibition to directly advertise their products or services

to young children; promotion of responsible consumption of products; avoiding the association of products with professional or personal success.

Companies that implement responsible marketing have identified some of the benefits that they receive compared to other businesses, including:

- improvement of company reputation among consumers and partners;
- increase consumer confidence and loyalty.
- however, none of the companies noted such benefits as:
- improvement of the quality of products and services of the company through fair information;
- improvement of financial performance of the company;
- increase sales;
- the possibility of entering international markets.

It is positive that more than half of respondents stated that responsible marketing practices were prescribed in company documents. Almost half of them said that there was a separate document on responsible marketing, others noted the existence of ethical codes. The structure of responses to the question "How does the company develop the principles of responsible marketing?" is presented in Fig. 1

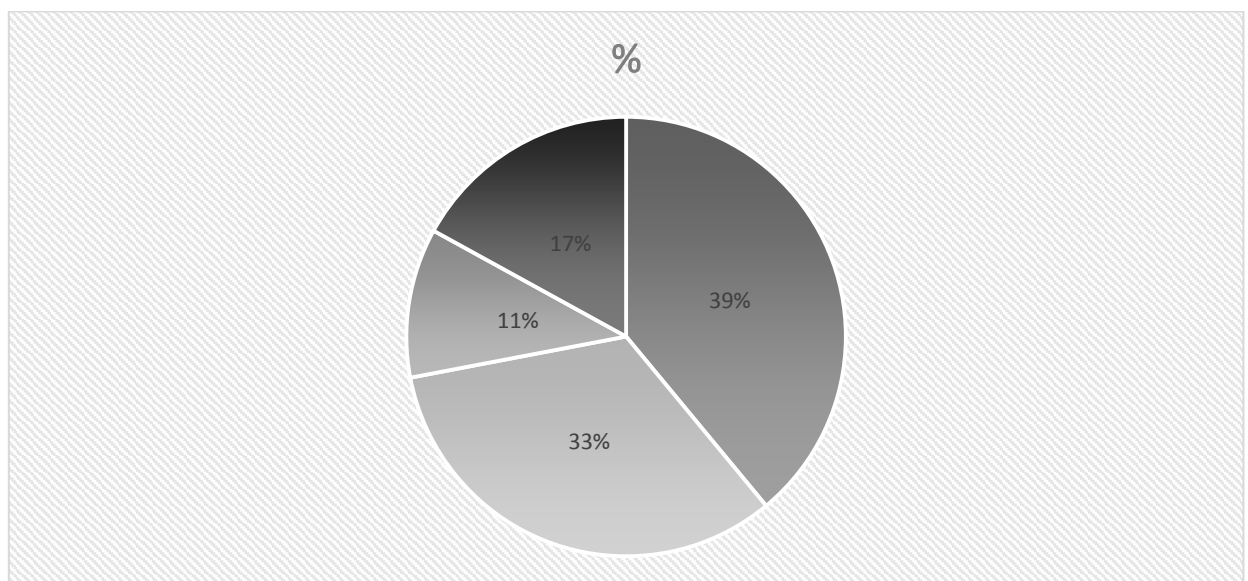


Fig. 1. Development of principles of responsible marketing at domestic enterprises

Source: developed by the author on the basis of [2]

To the question "What factors prompted the company to introduce responsible marketing?" Most respondents replied: "internal principles, mission and values of the enterprise", some mentioned the need to comply with the law. None of the respondents selected: requirements of partners or customers; relevant activities by competitors; requirements of consumer organizations [2].

This allows us to conclude that companies try to implement the principles of responsible marketing not under the influence of the stakeholders (only one reply mentioned the requirement of the parent company), but mainly on its own initiative. This is also evidence of the weakness of consumer protection rights organizations and the low prevalence of the application of the principles of responsible marketing.

As the survey shows, most Ukrainian enterprises do not implement responsible marketing practices simply because they do not understand its benefits. The results of the implementation of responsible marketing can only be evaluated in the strategic (long-term) perspective, and domestic enterprises are accustomed to obtain the result immediately. This is the main problem of increasing the competitiveness of Ukrainian enterprises. Strategic planning and implementation of corporate social responsibility practices is a prerequisite for ensuring the competitiveness of enterprises in Ukraine.

Representatives of the British company Kingfisher highlight the following benefits of implementing responsible marketing:

- increasing the potential of attracting new customers and encouraging the selection of goods and services of the company;
- improvement of reputation through positive feedback from stakeholders, NGOs, and other stakeholder groups;
- growth of potential investment opportunities, which leads to an increase in the value of shares;
- the possibility of entering new markets and strengthening the brand through the introduction of new, sustainable consumer goods developed on the market;
- joint teamwork of employees, development of their skills and capacity building as a result of joint work;
- harmonization of marketing activities with the corporate social responsibility policy of companies.

Determining the impact of these benefits on the competitiveness of enterprises will ensure the spread of responsible marketing practices at domestic enterprises. Competitiveness of the enterprise is determined by a higher ratio of the combination of qualitative and cost characteristics in comparison with the goods-competitors in their correspondence to market requirements, which, in turn, ensures maximum satisfaction of the needs of consumers and creates an advantage in a competitive environment. The main direction of ensuring the competitiveness of the enterprise is the formation of competitive advantages. The main competitive advantages that an enterprise creates as a result of the introduction of responsible marketing practices can be summarized as follows (Figure 2). As can be seen from Fig. The two main competitive advantages of introducing responsible marketing are the sustainable development of the enterprise; compliance with safety, environmental and product quality standards; cooperation with local suppliers, the nomination of ethical

requirements; safety of technologies of supply of goods, satisfaction of needs of end users; formation of a positive attitude to the activity of the enterprise, consumer loyalty; protection, occupational health, professional development and others.

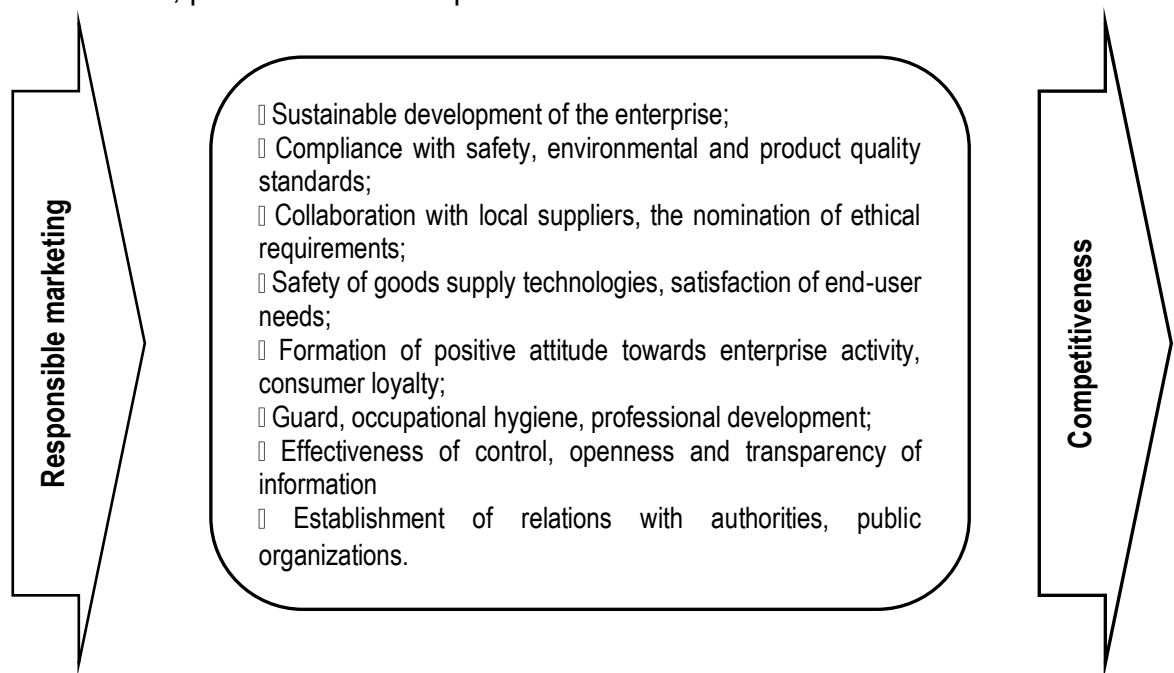


Fig. 2. Influence of implementation of responsible marketing on the competitiveness of enterprises

Source: compiled by the author

Thus, the introduction and dissemination of responsible marketing practices in Ukraine will be promoted by raising awareness of companies about responsible marketing practices, raising awareness among companies about the need to introduce into today's responsible marketing practices, raising awareness of enterprises about the results of implementing responsible marketing and its impact on enterprise competitiveness .

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ВІДПОВІДАЛЬНИЙ МАРКЕТИНГ ЯК НАПРЯМ ПІДВИЩЕННЯ КОНКУРЕНТОСПРОМОЖНОСТІ ВІТЧИЗНЯНИХ ПІДПРИЄМСТВ

Розкрито сутність відповідального маркетингу та його місце в системі корпоративної соціальної відповідальності. Визначено основні принципи та компоненти соціально відповідального маркетингу. Проаналізовано розуміння значення відповідального маркетингу українськими підприємствами у розрізі забезпечення їх конкурентоспроможності. Виокремлено переваги впровадження відповідального маркетингу на вітчизняних підприємствах. Визначено можливості поширення та підвищення ефективності практики впровадження відповідального маркетингу в Україні.

Ключові слова: корпоративна соціальна відповідальність, відповідальний маркетинг, конкурентоспроможність, стратегічна відповідальність.

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ОТВЕТСТВЕННЫЙ МАРКЕТИНГ В СИСТЕМЕ КОРПОРАТИВНОЙ СОЦИАЛЬНОЙ ОТВЕТСТВЕННОСТИ ПРЕДПРИЯТИЯ

Раскрыта сущность ответственного маркетинга и его место в системе корпоративной социальной ответственности. Определены основные принципы и компоненты социально ответственного маркетинга. Проанализировано понимание значения ответственного

маркетинга украинскими предприятиями в разрезе обеспечения их конкурентоспособности. Выделены преимущества внедрения ответственного маркетинга на предприятиях. Определены возможности распространения и повышения эффективности практики внедрения ответственного маркетинга в Украине.

Ключевые слова: корпоративная социальная ответственность, ответственный маркетинг, конкурентоспособность, стратегическая ответственность.