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## **ЕВОЛЮЦІЯ МАРКЕТИНГОВИХ КОНЦЕПЦІЙ ТА ЇЇ СУЧАСНИЙ СТАН**

## **ЕВОЛЮЦИЯ МАРКЕТИНГОВЫХ КОНЦЕПЦИЙ И ЕЁ СОВРЕМЕННОЕ СОСТОЯНИЕ**

## **EVOLUTION OF MARKETING CONCEPTS AND ITS CURRENT STATE**

Since its mass introduction in the early 20th century and to this day marketing activities play a crucial role in the management, organization, planning and control of any enterprise. During this period of time, along with the gradual change of socio-economic realities, marketing concepts experienced evolutionary transformations.

Today, the problem of efficient operation and development of the enterprise in the context of globalization of the world economy and the associated intensification of competition is more relevant than ever. In these conditions, the main basis for the successful operation of the enterprise is the active implementation of modern marketing tools. Therefore, the analysis of marketing concepts and their practical application in the enterprise becomes relevant. The biggest challenge is to identify and implement the most effective concepts today and in the near future. As a result, there is an urgent need to study modern approaches to defining the marketing concept and its promising areas of development.

To date, there are a huge number of approaches to defining the concept of marketing concept. For example, P. Kotler defines it as a certain approach to marketing management, ie to perform a number of tasks to achieve the desired level of sales in different markets [1, p. 30].

G. L. Bagiev considers the marketing concept as a system of views, ideas, strategies, tools and goals, which represent a concrete idea for the organization of the firm in the market [2, p. 44].

Summarizing these approaches, we can conclude that the concept of marketing is a philosophy of doing business that involves the use of certain strategies, views, ideas and appropriate marketing tools to achieve a certain goal of market activity of the enterprise.

This approach to defining the marketing concept involves its continuous improvement and modernization to the pressing realities of the market. That is, it is in the process of constant evolution, and has changed many times in the past. The general

features of the evolutionary process of marketing concepts and its current stage were summarized by us in the table form (table 1).

Table 1 - Evolution of marketing concepts

Prevalence period	Name	Specifics
Late 19 <sup>th</sup> - early 20 <sup>th</sup> century	<b>Improving production</b>	The focus of the main efforts of enterprises to increase the efficiency of production activities in order to reduce the cost of production.
Mid-1920s – Late 1930s	<b>Product improvement</b>	Concentration of enterprises on qualitative aspects of own production and its operational characteristics, as well as constant activity on modification and improvement of goods.
Late 1930s - 1950s	<b>Intensification of commercial efforts</b>	Sales through the active use of sales efforts and aggressive marketing policy.
1960s - 1980s	<b>Classical marketing</b>	Focused on studying and meeting the needs of consumers in a better way than competitors.
1990s – early 2000s	<b>Socio-ethical marketing</b>	Expansion of the concept of classical marketing, which provides a focus on meeting both the needs of the individual consumer and public needs.
The beginning of the 21 <sup>st</sup> century	<b>HOLISTIC MARKETING</b>	<b>Relationship marketing</b> Creating a partner marketing network between the company and its main partners (consumers, employees, intermediaries, etc.).
		<b>Integrated marketing</b> Ensuring the interconnectedness and interdependence of all elements of the marketing complex in the development and implementation of the marketing program of the firm.
		<b>Internal marketing</b> The activity aimed at the internal environment of the enterprise in order to develop corporate culture, increase the level of competencies and skills of employees, motivate them and ensure loyalty.
		<b>Results marketing</b> Ensures compliance with legal, environmental and ethical norms in the process of the company's activities in order to meet the needs of the firm, the consumer and society as a whole.

Source: [3]

In addition to these stages of the evolution of marketing concepts of the enterprise, which are considered classic, we can also point to the existence of other views on certain stages of marketing development. Thus, N.V. Demyanenko and P. P. Kapustina in their work give in addition to the above concepts also the following:

- Relationship marketing concept. It is based on long-term relationships between the firm and its important market players.
- International marketing concept. Consists of identifying and meeting the needs of international clients of the firm.
- Brand management concept. Manifests itself through influencing the client by maximizing the potential of the brand [4].

In our opinion, the selection of these stages of marketing concepts is not entirely appropriate, because these concepts are not complex, but relate only to certain aspects of marketing activities of the organization.

It is safe to say that the process of evolutionary development of marketing concepts will continue in the future. Characteristic features of future concepts will be an objective reaction to trends and changes in the external and internal environment of firms and organizations.

Therefore, the marketing concept is a set of thoughts, ideas, views and marketing tools that ensure the effectiveness of the enterprise in the market.

Throughout its existence, the marketing concept has gone through many stages, constantly expanding and evolving depending on the objective realities of the market environment.

The modern marketing concept has developed due to the experience of previous stages of its existence, which she organically combined and developed into a new integrated system that was able to combine all elements of marketing activities for the most effective activities in the global economic system and its innovative development.

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