

## Marketing as a tool for Managing Economic and Environmental Safety of the Consumer Market

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**ABSTRACT** : Today, there are prerequisites for considering the specifics of the development and evaluation of the consumer goods market, taking into account environmental factors. The article will use the approach of the modern theory of technological change or technical progress that helps to build based on the study of relationships management model of economic-environmental safety of consumer products in accordance with the amendment of the most important factor incomes. The marketing approach to the problem of managing the economic and environmental safety of the consumer market of goods involves a certain sequence of analytical work, research of factors of formation of effective demand (demographic factors, income levels, prices, consumer behavior, etc.), structural features of the goods market, analysis of the formation of the supply of consumer goods, changes in quantitative and qualitative aspects of consumption of goods.

**KEYWORDS** : consumer goods, marketing principles of market management, management of economic and environmental safety, consumer goods market, quantitative and qualitative aspects of product consumption, marketing, satisfaction of needs, demand management, marketing effectiveness.

In modern conditions, the production of consumer goods is becoming more flexible, focused on individual market segments and even on individual consumer requests, and therefore, in the activities of enterprises that produce consumer goods, emphasis is placed on the production of competitive products provided with effective demand. All this makes it necessary to study the formation and development of the consumer goods market using methodological approaches based on marketing principles of market management.

When studying the impact of economic and environmental safety of goods on the formation and development of the consumer market of goods, in our opinion, it is necessary to rely on the evolutionary theory of economic development (proponents of the evolutionary approach are J.St.Mill, J.Schumpeter, Nelson, and others.). According to this approach, the consumer market of goods should be considered as a developing organism that is exposed to the external environment and economic laws, paying attention to each of its elements as a factor that affects the state of the entire organism as a whole.

In this regard, the consumer market of goods will be considered by us in dynamics,

with the implementation of the study of all elements of a single system that change under the influence of the external environment and due to the conditions of reproduction.

The evolutionary approach to economic development is based on the idea of survival of viable subjects in changing environmental conditions, which contributes to the formation of certain qualities and properties in them. As applied to producers of goods, these properties include the ability to produce goods of the required quality and in the required quantity, provided with economic and environmental safety. Consumers of goods, in accordance with the main goal – human development, demand the most satisfying products in terms of price and quality, constantly increasing the level of requirements in accordance with the change and development of needs.

Along with the evolutionary approach, our study will also be used approach of the modern theory of technological change or technical progress that helps to build based on the study of relationships management model of economic-environmental safety of consumer products in accordance with the amendment of the most important factor incomes.

In the process of forming a market economy, sales systems, the legal framework, the financial and banking systems, the pricing system, and information support are being transformed, and the needs of the population are changing. This is evidence that the consumer market of goods in particular can use the main forms and methods of marketing management that underlie the management of the formation and development of the consumer market of goods.

This concept assumes that the most important condition for effective management of the development of the consumer goods market is the study of market conditions and, in particular, the conditions for managing the economic and environmental safety of consumer goods. At the same time, marketing performs its most important function-analysis and forecasting of market development.

The marketing approach to the problem of managing the economic and environmental safety of the consumer goods market involves a certain sequence of analytical work, research of factors of formation of effective demand (demographic factors, income levels, prices, consumer behavior, etc.), structural features of the goods market, analysis of the formation of the supply of consumer goods, changes in the quantitative and qualitative aspects of consumption of goods.

Consumer market of goods under consideration from the position of evolutionary development, will be considered as a complex socio-economic system that has such properties as integrity (the presence of system properties that are not inherent in its individual elements) and the irreducibility of the system properties to the sum of the properties possessed by its individual elements. In this regard, the management of economic and environmental safety of the consumer goods market involves achieving the main goals of market development, taking into account the goals inherent in its subjects.

When developing a science-based concept for managing the economic and environmental safety of the consumer market of goods, it is necessary to study the factors that affect the management of economic and environmental safety of the consumer market, which meets such requirements as consistency and complexity.

Systematic research of the consumer goods market involves studying it as a single large system consisting of individual components. The complexity of the research involves

considering all aspects of the functioning of this market, taking into account the results of analysis and forecasting its development in the context of integration.

Thus, the methodology of research on the consumer market of goods involves the use of various scientific approaches: system, complex, marketing, dynamic, technological, as well as conducting versatile research, such as situational analysis, factor analysis, consumer behavior research, cluster analysis, market and forecast research, and the development of an effective management mechanism aimed at managing the economic and environmental safety of the consumer market.

The logic of the process of developing the concept of marketing market management involves, first of all, determining the essence of marketing and choosing from the evolutionary directions of its development what will most effectively meet the needs and interests of all market participants.

Any methodology should be based on a clear definition of the main concepts and categories, which meets the requirements of a General scientific approach to the study of all phenomena and processes, including marketing. Therefore, it is necessary, first of all, to determine the essence of marketing and consider it in the system of economic laws and economic categories.

As an economic category, marketing should be considered in the system of economic relations, defining all its main components: objects, subjects, and contradictions in relationships.

The subjects of economic relations in marketing are, first of all, producers and consumers who have conflicting interests, which are brought to agreement by means of marketing, which identifies the interests of consumers and, by taking into account their demand, tastes and preferences, which affects production. The interests of both consumers and producers can be represented by intermediaries who are also included in the system of marketing relations and have a significant influence on it.

Objects of marketing relations can be any objects that are affected by subjects in the process of market interaction.

Appearing in each of the phases of the reproduction process, marketing as a product of development and interdependence of production and consumption, serves the task of meeting the needs of both the consumer and the producer.

As economic relations developed, the very concept of marketing and its essence changed and clarified, reflecting different approaches to its understanding and role in the development of market processes.

Marketing theorist F. Kotler on the issue of marketing development noted that marketing "meant different things and consisted of different tasks - as society moved from one stage of development to another» [1, p.23]. Defining the essence and goals of marketing that change with the development of society, he also writes: "As the challenges facing humanity become more complex and its capabilities increase, the theory and practice of marketing increasingly attracts the attention of firms, cultural and educational organizations, and entire countries. Marketing has evolved from the way it used to distribute and sell products to a vast system of relationships between organizations and markets» [2, p.16].

Initially, marketing was considered from the point of view of sales activity, which is reflected in the definition of marketing given by the American marketing Association (AMA)

in 1948, where marketing is characterized as «an economic activity consisting in the promotion of goods and services from the manufacturer to the consumer or user» [3, p.209].

The sales component as the main component of marketing is also shown in the definition of the German scientist H.Schwalbe. He's writing: "Marketing is the sum of all actions within the framework of the turnover policy in order to create, maintain and expand the market» [4, p.8].

As the functions and content of marketing expand, the main thing in its definition is the consumer. Accordingly, the AMA revised its definition and established that marketing is the process of planning and implementing a plan, pricing, promoting and implementing ideas, goods and services through exchange that meets the goals of individuals and organizations [5].

This definition covers various marketing functions and considers the possibility of applying marketing in various industries.

French specialists A.Olivier, A.Dayani, and R.Urse demonstrate an approach to marketing from the standpoint of effective business management by winning the mass consumer. According to their theory, marketing is a system of activities and a set of technical techniques that allow an enterprise to win and subsequently maintain a profitable clientele by constantly monitoring the market in order to influence its development or, in the worst case, adapt to it [6].

In our opinion, this definition does not reflect one of the main goals of marketing - satisfaction of needs, although it includes constant monitoring of the market and implies, through influence on it, demand management.

With changes in the level of income of the population, the approach to marketing from the point of view of distribution (sales approach) is changing. Products designed for mass consumers are increasingly difficult to sell, and there is a need to focus production on individual consumers, requiring a deep study of their needs, requests and assessments.

Emphasizing the importance of studying and satisfying the consumer, T.Levitt defines marketing as an activity aimed at getting the firm information about the needs of the buyer in order to organize the production of such goods that can be sold on the market, influencing the consumer, arousing his interest in the product and the desire to make a purchase, and one of the most authoritative American marketers John B.Makkiterickbelieves that marketing is the process of studying and forming consumer requests and ratings, using all the resources and means of the company to meet them in order to make a profit and especially benefit the consumer [7, pp. 71-80].

A broader view of marketing as a business aimed at achieving the final result through customer satisfaction is expressed by P.Drucker, pointing out that marketing is «not only a broader concept than selling, it is not a specialized activity at all. Marketing includes the entire business. This is a business considered from the point of view of the final result, that is, from the point of view of the buyer. Responsibility for marketing, therefore, should permeate all areas of entrepreneurship» [8].

In modern literature, marketing is widely interpreted as a system for managing the production and sales activities of organizations aimed at obtaining an acceptable amount of profit by taking into account and actively influencing market conditions [9, p.7].

We share the approach to marketing as a management system, but note that this

definition gives a somewhat one-sided understanding of its essence, since the management system is «a set of objects whose interaction causes the appearance of new, integrated qualities that are not peculiar to the components that make up the system» [10, p.19]. This gives reason to consider marketing more broadly, as a system for managing the entire market activity of enterprises or organizations, or market activity in general.

The approach to marketing as a management system can be seen in the definitions of many foreign scientists (P.Drucker, F.Kotler, T.Levitt, A.S.Bazdnikov, V.D.Sekerin, P.P.Sorokin, etc. [11, 12, 13]).

Thus, V.A.Bespalov notes that marketing is a comprehensive and systematic approach that covers all stages of product movement—from studying the needs, needs and requests of consumers, developing plans (programs) for production and providing services to meet them, up to after-sales service [14].

This definition, in our opinion, although it characterizes marketing as a management system, still considers not so much the goal and essence, but rather the marketing tools.

Marketing is studied from the point of view of management, as a function of administration, which is part of management. Well-known specialist in the field of marketing D.I.Barkan, pointing to a dual nature of marketing notes that, on the one hand, marketing acts as a pure management function that involves, for example, research and market analysis, developing business and functional strategies, and on the other hand, as an area of special knowledge, skills, e.g., ability to organize the sales process and service, as well as the implementation of other specific operations and activities [15, p.13].

This position is supported by the British Institute of marketing, which defines marketing as «a creative function of management» and «a rewarding process of management responsible for identifying, anticipating and satisfying customer requests» [16, p.98].

The following definition also focuses on the coordinating role of marketing in the management process: «marketing is the main function of the company's administration, which consists in organizing and managing the entire range of activities related to identifying and converting the consumer's purchasing power into real demand for a particular product or service, as well as promoting this product or service to the end user in order to ensure that the company's intended profits or other goals are achieved» [17, p.108].

There is also no unity among modern approaches to defining the essence of marketing, since different researchers hold different points of view about the nature and extent of marketing impact (table 1).

Table 1  
 Approaches to defining the essence of marketing

Author	Definition
Americanmarketingassociation[18]	Marketing – «the process of planning and practical implementation of the development of ideas, goods, services, pricing them, stimulating their sale and distribution for the implementation of an exchange that

Bagiev G. L., Tarasevich V. M., Ann H. [19]	«Marketing activities can act as an independent type of business activity and as a function of integrating the efforts of all parts of business and production activities in order to achieve the goals set (meet demand and make a
Boon L. [20]	Marketing is «the process of planning and implementing the concept, pricing, promotion and distribution of ideas, products and services, organizations and events, carried out in order to form and maintain relationships that would meet both individual and organizational goals».
Danko T. P. [21]	Marketing is «the activity of a firm to form its positional and activity behavior in the market, based on expert-analytical (reflective) tracking of the processes of promotion and circulation of goods within the framework of a specific pricing policy under the influence of <u>external and internal factors to achieve the maximum</u>
Kotler F. [22]	Marketing is «making a profit from customer
Solovyov B.A. [23]	Marketing is «the philosophy and technology of modern business aimed at forming and retaining the market for the company («market making») by using resources to create value for consumers (better than competitors do) in order to generate profit and increase the company's
Evans J. R., Berman B. [24]	Marketing is «the study of market conditions, a comprehensive account of the processes taking place in

We fully share the point of view of those researchers who, taking into account the specifics of the current state of the market, consider marketing from the point of view of the need to implement in market activities not so much measures that allow achieving a short-term effect, but from the point of view of their focus on long-term relationships.

Thus, the most important goal of marketing is to meet the constantly changing needs of the population by focusing market participants on long-term interaction and maintaining and developing the value system that has developed as a result of their interaction.

Having defined the essence of marketing and analyzed various approaches to its definition, we can consider marketing as an integrative function of management, when there is an active process of involving the consumer in the marketing system, contributing to the expansion of the market scale and determining the motivation of the manufacturer's behavior, revealing the possibility of forming the interaction of market participants.

Based on the above, marketing in the consumer market of goods is a system of management decisions aimed at meeting the needs of the population in high-quality and affordable goods, through the management of economic and environmental safety and the formation of a value chain for the consumer as a result of the implementation of long-term relationships.

The activation of consumers, their constantly increasing awareness, and their focus on improving the consumer properties of goods dictate the need for more extensive use of the

interaction marketing concept in managing the consumer goods market, which makes it possible to increase the speed of reaction to changes in the environment, reduce the risks of uncertainty, and increase the synergistic effect of joint activities.

Interaction marketing, as defined by the AMA, is «marketing with the conscious goal of developing and managing long-term and/or trusting relationships with customers, wholesalers, retailers, suppliers, or other organizations in the marketing environment» [25].

Marketing of the consumer goods market can be represented as a system characterized by the ordering of phenomena and based on the relationship and interdependence of all its components (Fig. 1).

System ordering (input - transformation process-output) forms the integrity of the system, due to the joint performance of certain functions.

Marketing of the consumer market, as the control system (in the process of management is purposeful influence of the subject of management on object of management in order to maintain the equilibrium state or moving it (the object) to another state) is a set of interrelated components that provide the functioning of the consumer market.

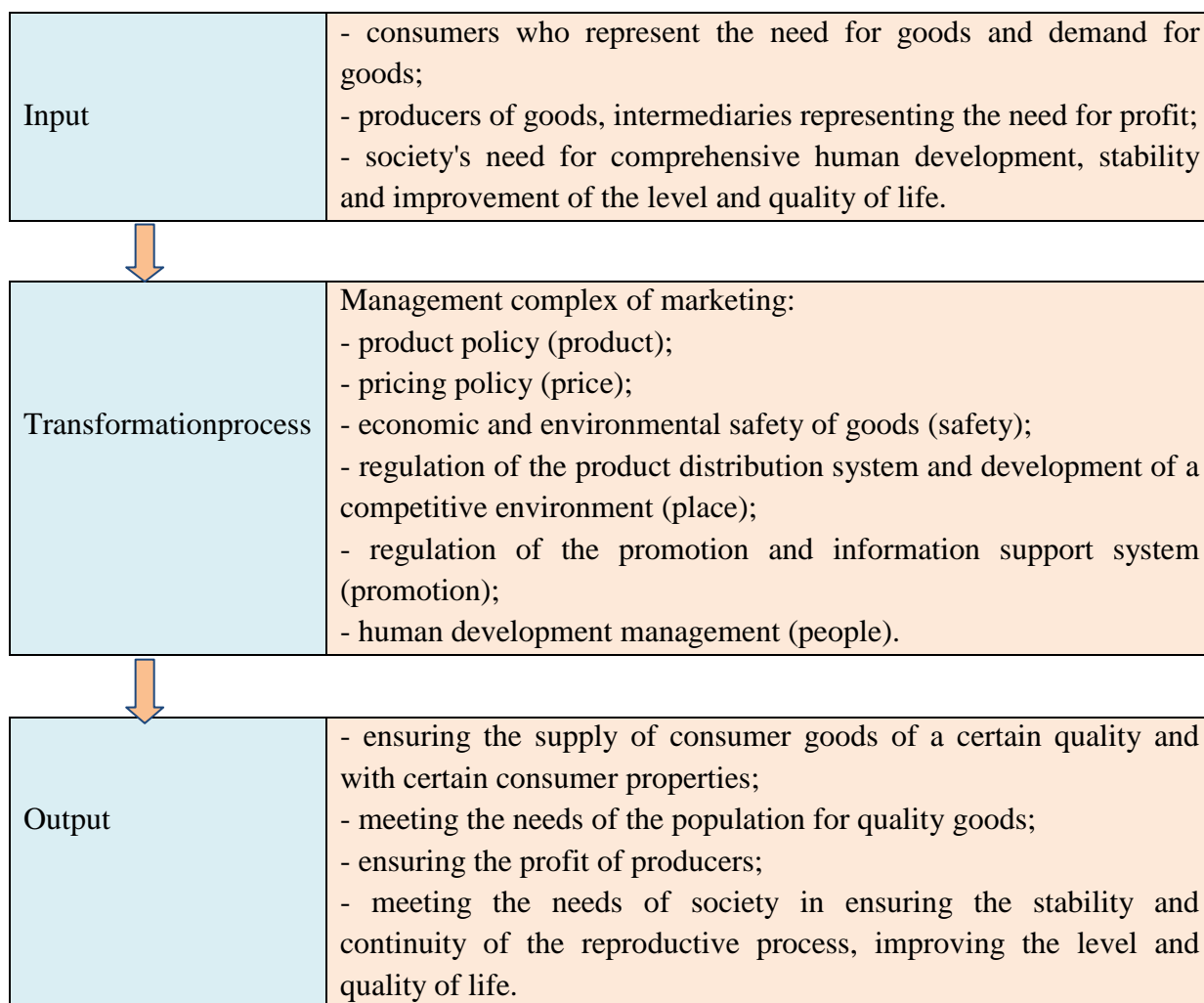


Figure 1. Marketing as a consumer product marketmanagement system

The considered components characterize the essence of marketing as a system for

managing the consumer market of goods, which is a complex of stable relationships and relationships that determine the main properties and trends of the system.

Let's take a closer look on the economic nature of marketing, which is defined by its content, that is, the totality of the economic aspects of their functioning such as changes in the demand for commodities, matching offers in the consumer goods, market demand, marketing management in the consumer goods market and economic-ecological product safety.

All components of the management system are closely interrelated and interdependent and have an impact on the effectiveness of marketing as a management system for the consumer market of goods.

Analysis of the effectiveness of marketing impact is carried out by comparing the ratio between the criteria at the entrance to the system and at the exit from it.

The most important condition for the effectiveness of marketing as a management system is the integrated use of all its components, that is, the greatest effect is provided by implementing all its functions, through which marketing activities are carried out. Functions define the essence of marketing, its socio-economic significance and are characterized as separate types of specific activities.

There is currently no consensus in the economic literature on the issue of determining the marketing functions of the consumer goods market.

Thus, American marketers J.R.Evans and B.Berman [26] distinguish eight main functions of marketing:

- environmental analysis and market research;
- analysis of consumers;
- planning of goods (services);
- sales planning;
- planning the promotion of products;
- price planning;
- ensuring social responsibility;
- marketing management.

In addition to the main functions, the authors also highlight a number of private functions, such as warehousing, transportation, packaging of goods, brand creation, wholesale and retail trade, advertising, sales personnel management, public relations, and service.

We believe that with this approach, there is a fragmentation of functions into smaller ones, which is not always advisable when organizing marketing. For example, the analysis of consumers and the environment can be combined into one function - market research, and marketing management and social responsibility, firstly, are inextricably linked, and secondly, marketing, as a management system, performs its managerial function, not separating it into a separate type, but implementing it in parallel with each of the system's functions.

In this case, in our opinion, the function of marketing research could include research on the product and its development, as well as market information. At the same time, the authors do not distinguish the function of pricing and product distribution among the general ones. Specific functions characterize the main stages of processing agricultural products and



their movement to the consumer, but do not distinguish, for example, such stages as planning and control.

Some economists believe that the essence of marketing as a management system is manifested in three main functions: a comprehensive analysis of market demand; maximum adaptation of products to market demand; and targeted formation of market demand.

We believe that this approach is generally acceptable, since the main purpose of marketing is aimed at the market demand and its formation, however, given the characteristics of the consumer market, it is still necessary to consider in more detail the process of adjustment of production to market demand, highlighting the elements of pricing and product distribution, as a socially significant consumer goods market data elements of the marketing mix have a significant impact on quality satisfaction of the needs of the population.

So, we will consider as part of the marketing complex as a tool for influencing the consumer market of goods its elements included in the marketing complex.

The use of marketing management in the consumer goods market is caused by a high degree of uncertainty in the marketing environment, including such factors as prices and revenues that have the strongest impact on the level of demand, as well as awareness of the feasibility of using this type of management as one of the most effective and efficient in modern conditions of market and society development.

There is no consensus in defining the essence of marketing management, as well as in relation to marketing. While scientists agree in most cases on the term «management», when filling it with a marketing component, they take significantly different positions.

Thus, F.Kotler considers marketing management as a process of planning and implementing pricing policies, promoting and distributing ideas, products and services, aimed at implementing exchanges that satisfy both individuals and organizations [27].

More legitimate in this regard is the definition proposed Melnichenko L.N., which states that marketing management «comes from the fact that the management of the market is based, firstly, on the principles of strategic planning; second, on the principles of portfolio management, where every activity of the entity or business unit has its own profit potential, is taken as the basis of resource allocation subject; and, third, on the principles of marketing itself, which allows you to assess the prospects for implementing decisions made on the basis of the first two principles, and directly plan, organize, and control their implementation using system marketing tools» [28].

We believe that marketing management should be based on the following main components:

- determination of the development goal of the managed object and development of a system of measures aimed at effective implementation of the set goals;
- selection of marketing tools and technologies to optimize the management process and achieve more significant results;
- development of innovative projects and development directions;
- creating an organizational structure that performs marketing management of the object;
- organization of the motivational mechanism for effective work of the management structure;

- monitoring the activities of the management structure and evaluating the effectiveness of marketing management.

Based on the above, we understand marketing management as a set of interrelated activities based on a comprehensive analysis of environmental factors and aimed at achieving the set goal of development of the management object by stimulating relations of interaction with other economic entities and meeting their needs.

In modern conditions, due to changes in the level of economic and environmental safety of the majority of the population, there is an objective need to develop a modern concept for managing the economic and environmental safety of the consumer market.

Let's consider the conceptual foundations of marketing management of the consumer goods market from the standpoint of a systematic approach.

Based on the fact that every self-managed system consists of two subsystems: the control object and the control subject (Fig.2), it is necessary to determine the purpose of interaction between the control subject and the controlled subsystem (object).

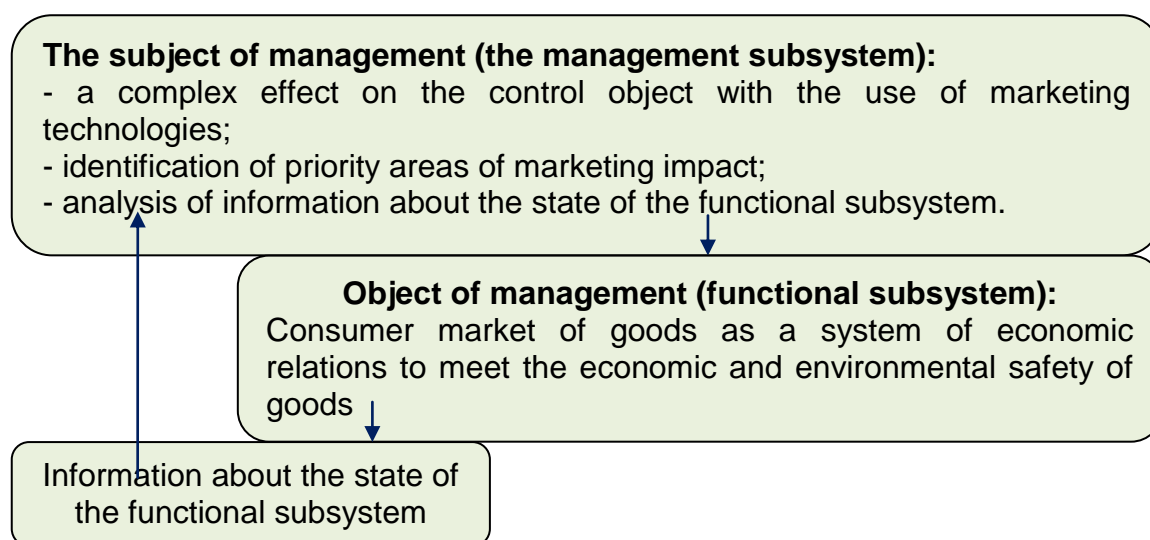


Figure 2. Marketing management scheme for the consumer goods market

The object of management is the consumer market of food and non-food products.

The subject of management is the management bodies that influence the object in order to obtain a certain result.

The concept of marketing management of the system of economic relations regarding the satisfaction of economic and environmental safety involves the implementation of the impact of the control subsystem on the managed one through the implementation of marketing technologies implemented using marketing tools.

A systematic approach to the creation of the concept of marketing management of market goods implies the implementation of a number of fundamental principles such as the principle of the integrity of the system, the principle of science, the principle of conformity, principle of effectiveness and the principle of orientation to needs (table 2).

Table 2.  
 Principles of a systematic approach to marketing management of the  
 consumergoodsmarket

<b>Principles</b>	<b>Meaningoftheprinciple</b>
The principle of the integrity of the system	Whether the system has properties that are not inherent in its individual elements and whether the system's properties are irreducible to the sum of the properties that its individual elements possess.
Thescientificprinciple	The applied methods and approaches to system management should be scientifically justified and provide for the need to apply theoretical research in practice.
Correspondenceprinciple	The system, its elements and relationships must correspond to the goals and objectives for which it (the system) is created.
Theprincipleofefficiency	Achievement of set goals with minimal expenditure of limited resources, management effectiveness, as the transition of the system from the existing state to the desired one.
The principle of orientation to needs	It involves assessing the degree of satisfaction of the needs of market participants at all levels.

The aim of the development concept of marketing management of consumer goods market is to determine the combination of marketing tools and technologies and their application to influence on the economic and environmental security taking into account features of production and consumption of goods.

Marketing management of the consumer goods market is a set of interrelated processes that function in order to solve the main task-to ensure the achievement of the set goal, namely, to ensure the economic and environmental safety of goods.

The marketing management algorithm (Fig.3) includes defining management goals, forming a system of evaluation indicators, monitoring the market and analyzing the system of market performance indicators, evaluating them, developing indicators for the development of the consumer market of goods, forecasting the economic and environmental safety of goods, determining the directions of marketing impact and its implementation, analyzing evaluation indicators, and analyzing the effectiveness of managing the consumer market of goods.

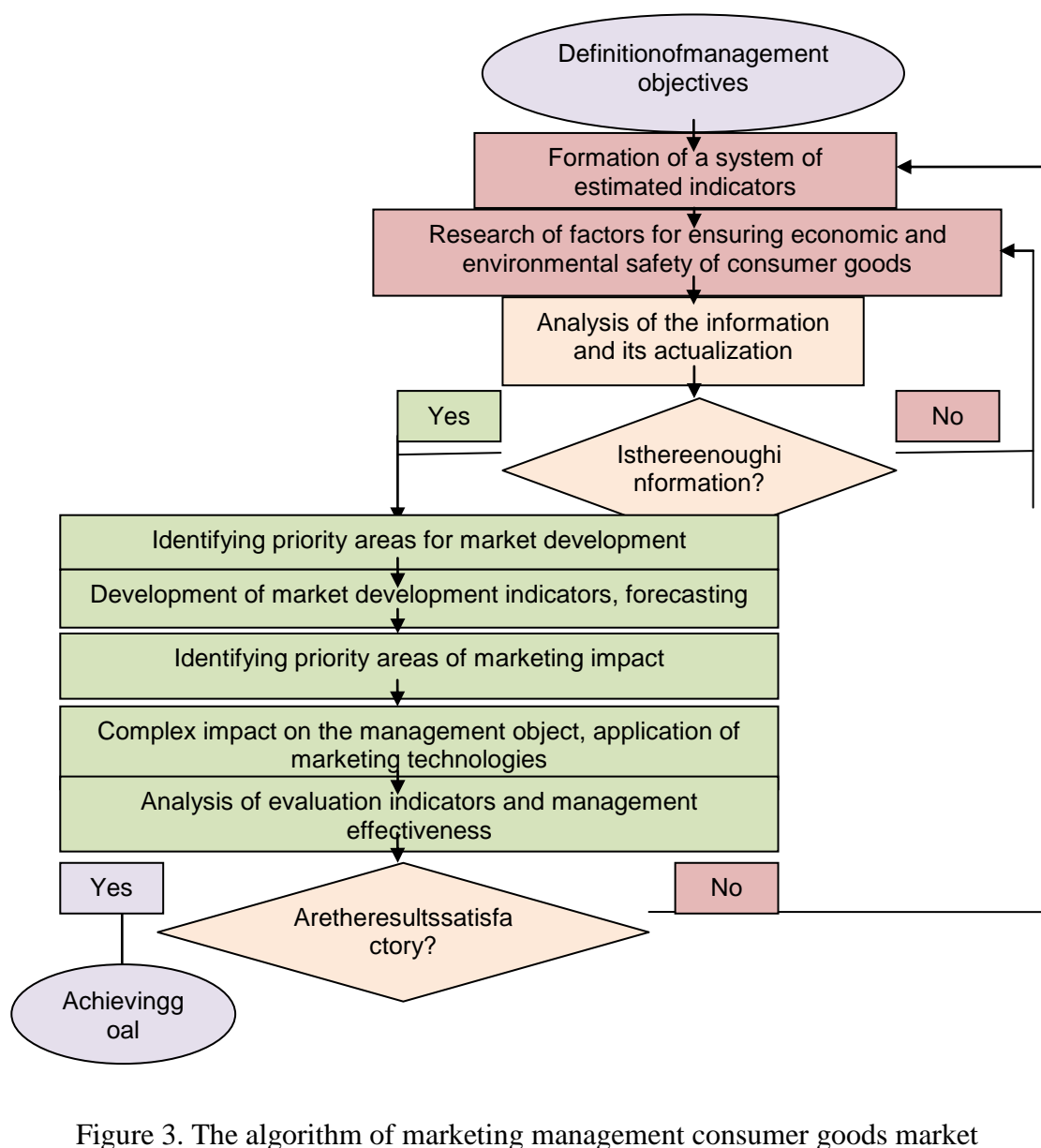


Figure 3. The algorithm of marketing management consumer goods market

In order to justify the use of marketing technologies, a forecast of economic and environmental safety of consumer goods is developed using a mathematical model. Marketing forecasting of economic and environmental safety is the basis for solving many problems in the consumer market of goods, since demand is a general form of manifestation of the needs of the population. The degree of satisfaction of demand in a certain way acts as a measure of the effectiveness of managing the consumer market of goods, and the results of the assessment are the basis for determining the goals and objectives of market development within the indicative plan.

To solve this problem, when analyzing economic and environmental safety, it is necessary to calculate the degree of consumer satisfaction with the quality of goods. For this purpose, we propose a method for calculating the integral indicator-the product quality coefficient, which takes into account the quantitative and qualitative parameters of consumption.

One of the prerequisites for an effective combination of the plan and the market is the

social orientation of marketing and public administration. The social orientation of the regional consumer market of food products determines the choice of public priorities and purposeful stimulation of certain areas and areas of activity. The concept of marketing management involves the development of an economic mechanism for implementing a socially oriented model of marketing management of the consumer goods market.

A systematic approach to marketing management of the consumer goods market allows, based on market analysis, to determine the most effective methods of influencing it through integrated marketing, and, as a result of the transformative process, during which general management functions are implemented, to obtain a higher degree of satisfaction of needs.

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