

Этика маркетинга в России

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Аннотация. В данной статье рассматриваются главные тенденции, методы и особенности этики современного маркетинга в России и историческое влияние на ее развитие, а также приводится анализ проблем социального маркетинга в отечественных компаниях.

Ключевые слова. Маркетинг, этика маркетинга, концепция маркетинга, корпоративная этика.

The Ethics of Marketing in Russia

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Abstract. The article considers the main trends, methods and features of ethics of modern marketing in Russia, and the influence of history on its development. Also, the analysis of problems of ethical marketing in the domestic companies is carried out.

Keywords. Marketing, marketing ethics, marketing concept, corporate ethics.

In the modern world there are significant changes in business and marketing, which require a revision of views on the management of the organization, including

the concepts of marketing. Since some time, the concept of marketing ethics has been an integral part of doing business. Ethical marketing is one of the concepts of marketing, which is now based on the interests of society and attentive orientation to the customer in order not only to satisfy them, but also to achieve the well-being of society as a whole. In Russia the development of ethical entrepreneurship is a specific phenomenon due to the historical path and the popularity of the term is only beginning to gain momentum.

Marketing is a widely used term that is required to describe the ways of communication between a certain company and a consumer audience. Today, marketing is actively developing in all countries. The newest trend is considered to be ethical marketing. The concept of ethical marketing was developed by Philip Kotler, one of the founders of marketing. Ethical marketing can be explained as an innovative marketing strategy that stems from a particular focus on the individual, their values and mores. Companies seek to increase customer loyalty and enter into a long-term "relationship", through honesty, integrity, and special influence to each customer individually.

In Russia, marketing itself and even more so marketing ethics began to develop much later than in other countries. Development of ethics of marketing in the Russian Federation has the special aspects that are explained by the specific historical period of our country. The distinctive feature of Russia was that the way of development of marketing Russia passed separately from other countries. The socialistic period in country history has a special influence. When the political system changed, Russia faced the question of whether to adopt ready-made business models or build its own. Because of the lack of economic consciousness of the population and the disorganization of the market led to stagnation in marketing, which dragged on for many years, there are still several concepts of marketing in Russia and now the ethics of marketing is only beginning to gain momentum in our country.

Four ethical aspects of marketing activities can be distinguished:

1. The marketing aspect - customer satisfaction is the highest goal. Provision of high quality goods, which not only does not harm, but also increases the level of health of the buyer.

2. The ethics of marketing in advertising campaigns- responsibility, integrity, truthfulness of information, corporate ethics, improving the quality of life of the customer.

Ethics of marketing research - everything must be strictly confidential, respect for personal data.

4. Eco-friendliness of marketing - the company's activities should not harm the environment. For this purpose recyclable and renewable natural resources are used.

Some Russian companies do not aspire to observe ethics of marketing though there are laws supporting this strategy. The main problems in marketing ethics in Russia are: fraud in different aspects, misleading and violation of confidentiality of personal data. One of these problems is price discrimination. The price can change depending on the term, event, time of day, etc.

Another manifestation of unethical marketing in Russia is the promotion of products harmful to life, such as alcohol and cigarettes and inappropriate advertising. Harmful products do not correspond to the idea of a healthy lifestyle, which goes against the concept of ethical marketing, but nevertheless it continues to exist in Russian companies. Also, we can say that Internet advertising is also not very ethical, because this advertising can be seen by a child with an unformed psychological consciousness, which is also unethical from the point of view of morality. Examples of unethical attitude to customers can be found in many places, but at present Russian companies are striving to eradicate unethical qualities, to improve the quality of their products, to establish long-term cooperation with customers and to follow the concept of social and ethical marketing.

According to figure 1, this concept includes three factors: company profit, customer demand and society's interests.

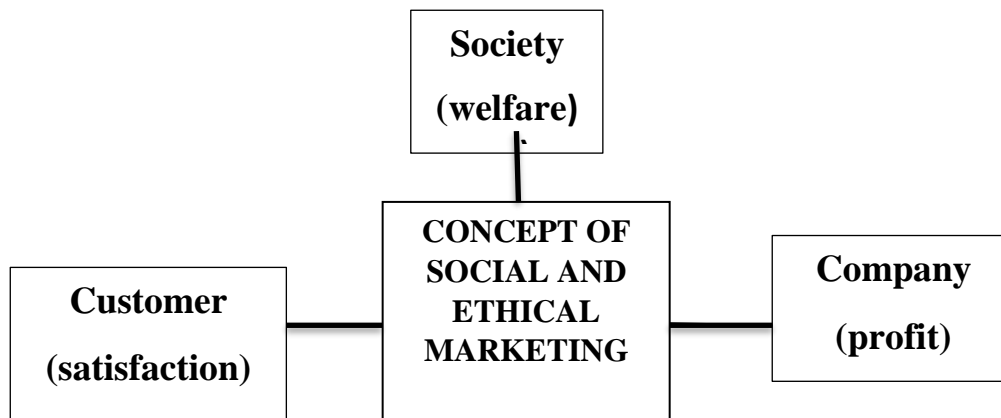


Figure 1. The concept of social and ethical marketing

This is a universal formula that let companies analyse, form, satisfy the needs Of the market, develop, realise and control different social programmes. The main aim of the concept is improving the quality of the target audience life. The concept of social and ethical marketing shifts the focus from the brand and product itself to public benefit, ethics and customer satisfaction without forgetting about company’s own interest, since the commercial component is in any marketing strategy.

In modern Russia there are good examples of trading and marketing.

One of the most prominent examples is Eldorado Ltd environmental initiatives. By drawing attention to the issue of ecology, the brand has got a lot of loyal customers and company products have become more demanded in the market through marketing tools. When buying a product in Eldorado, customers who hand in their old appliances for recycling receive a discount as a reward for their care. We need to highlight the fact that all appliances that are turned in for recycling will be recycled, not sent to the landfill. The company also gives an additional motivation to clean up the junk, because they have a special offer for the convenience of removing large household appliances from customers' homes. As a result, a customer is satisfied and the company is satisfied, too. Unfortunately, you can’t hand over the old equipment for recycling without buying something from the retailer. It’s a negative side of the project and a marketing tool that boosts company sales, but doesn’t help the environment.

Cosmetic brand Chistaya Liniya can be called a “green” company because it packs its products into jars made of recycled plastic and uses biodegradable cardboard for packaging. The company also applies waste disposal in production.

The Magnet retail store chain uses electronic document management and has reduced paper consumption by 1.5 times in one year.

Despite the fact that Russia passed the way of development of relations, where generally accepted rules of business conduct are observed, independently, our country was able to absorb the key aspects of marketing ethics. At the moment, modern Russia has all the trends of the world standards, which helps the country to take a leading position in business and receive loyalty from customers and other business participants. Today's situation has largely led to positive results due to the intervention of the state, namely the introduction of new laws in relation to businesses, support for charitable and social projects. It shows the interest of all parties in improving the competitiveness of firms in Russia with the help of marketing.

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