



POSSIBILITIES OF APPLICATION OF THE CONCEPT OF HOLISTIC MARKETING IN ENTERPRISES

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Annotation

In our country, the desire of enterprises to win the competition on the basis of cooperation, the establishment of long-term strong relationships with consumers remain insufficiently studied due to the predominance of a functional approach to competition and marketing. Today, the widespread use and capabilities of information technology allow the company to conduct joint production with end customers, conduct marketing research, introduce a quality management system and involve all employees in quality improvement.

Keywords: Marketing, marketing concept, objective marketing, objective marketing concept, competition, consumer, marketing research, internal marketing, relationship marketing, integrated marketing, socio-ethical marketing.

Introduction

In the conditions of modern market relations, enterprises should not always be mutual rivals or enemies, business entities should establish interdependent economic relations. From this, the establishment of mutual cooperation of enterprises creates conditions not only for the final result of their activities, but also for positive competition, which involves cooperation in order to create new value [1].

Especially in modern concepts of marketing, this idea serves as the main goal. One such area of marketing is neutral marketing.

Analysis of the Relevant Literature

The concept of neutral marketing focuses on the development of a broad-based marketing program. It is important that all factors are taken into account and integrated when developing a concept marketing program [2].

An analysis of the existing scientific literature shows that the desire of enterprises in our country to win the competition on the basis of cooperation, the establishment of long-term strong relationships with consumers remains insufficiently studied due to the predominance of a functional approach to competition and marketing. Today, the widespread use and capabilities of information technology, CRM system based on new technologies allows the company to conduct joint production with end customers, conduct marketing research, introduce quality management system and involve all employees in quality improvement, customer demand, behavior, order formation and allows you to



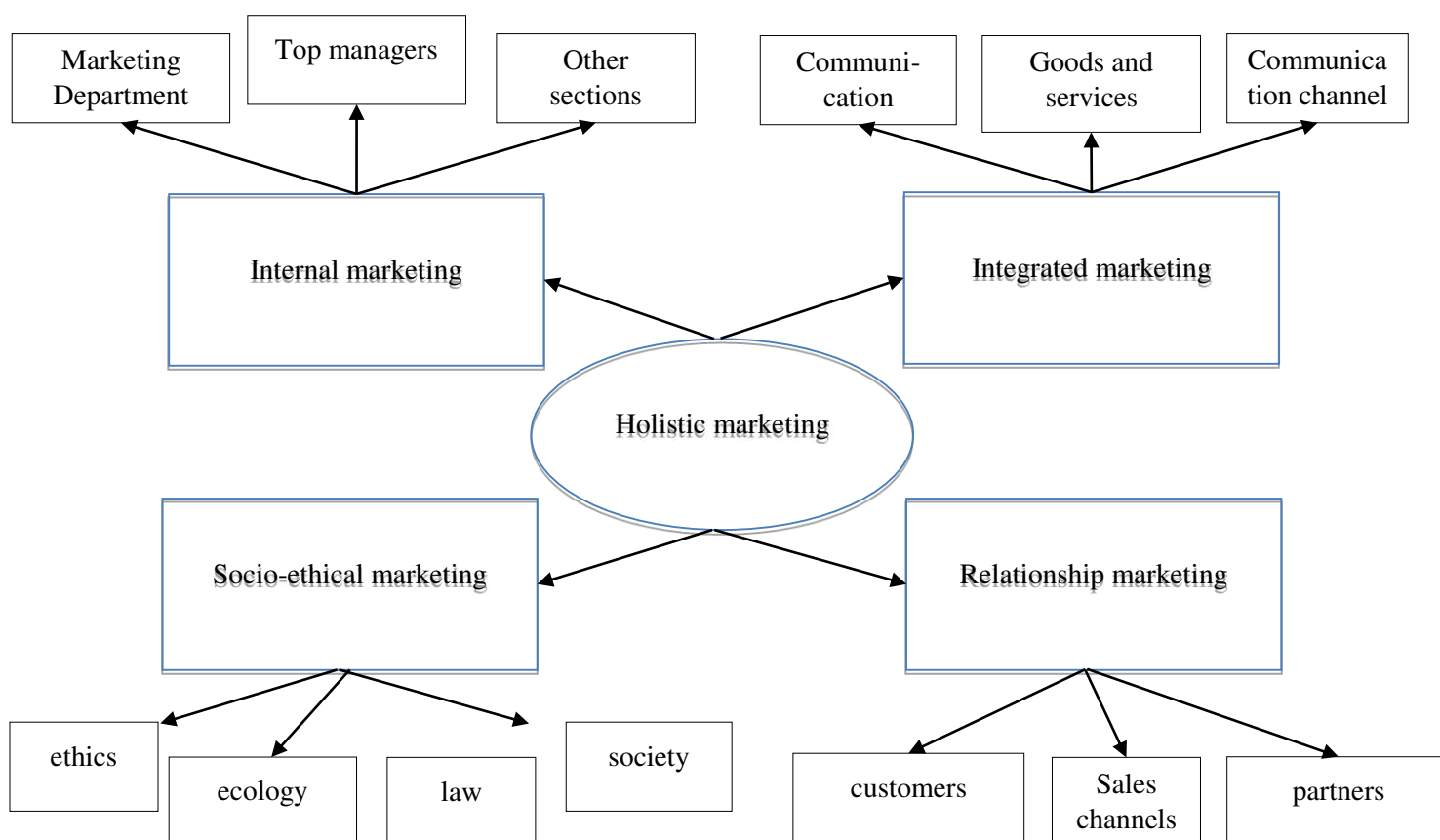
manage your thoughts about products in real time through web pages, blogs, virtual community, SMS notifications [3]. Today, the emphasis on achieving synergistic efficiency through strategic partnerships, public and customer relations requires the development and implementation of objective marketing principles in the activities of enterprises [4].

Research Methodology

In writing the article, an attempt was made to clarify the problem using methods such as scientific observation, abstract-logical thinking, analysis, synthesis, and inquiry. The information required for the study was obtained mainly from foreign literature, statistical and regulatory data.

Analysis and Results

The concept of holistic marketing is a dynamic concept based on interactive and electronic communication between companies, consumers or other stakeholders (suppliers, communication audiences, intermediaries, etc.) and generalizes long-term cooperation as a holistic system that is mutually beneficial for the development of key players (Picture 1).



Picture 1. The structure of holistic marketing.



Holistic marketing has four components: relationship marketing, integrated marketing, internal marketing, and social marketing.

It should be noted that CRM (Customer Relationship Marketing / Management) is the formation of a business strategy for sustainable business development based on the principle of customer orientation. In our opinion, a CRM system that involves objective marketing and collaboration is not the same thing. The CRM system consists of specialized tools and software that technically collect all the information about the company's customers, process them and ensure that the data is updated promptly. The main task of this system is to support marketing activities, sales of goods (services) and customer service, as well as to increase the efficiency of the activities carried out.

CRM-system is an information system of holistic marketing, which provides:

- interest in dealing with customers in order to fully meet their needs and earn a certain income on this basis;
- to make a reasonable offer at the right time in order to have complete information about customers and on this basis to fully meet their needs;
- extensive use of all channels of communication with customers (phone calls, emails, meetings, website, advertisements, corporate web chats, various messengers, etc.).

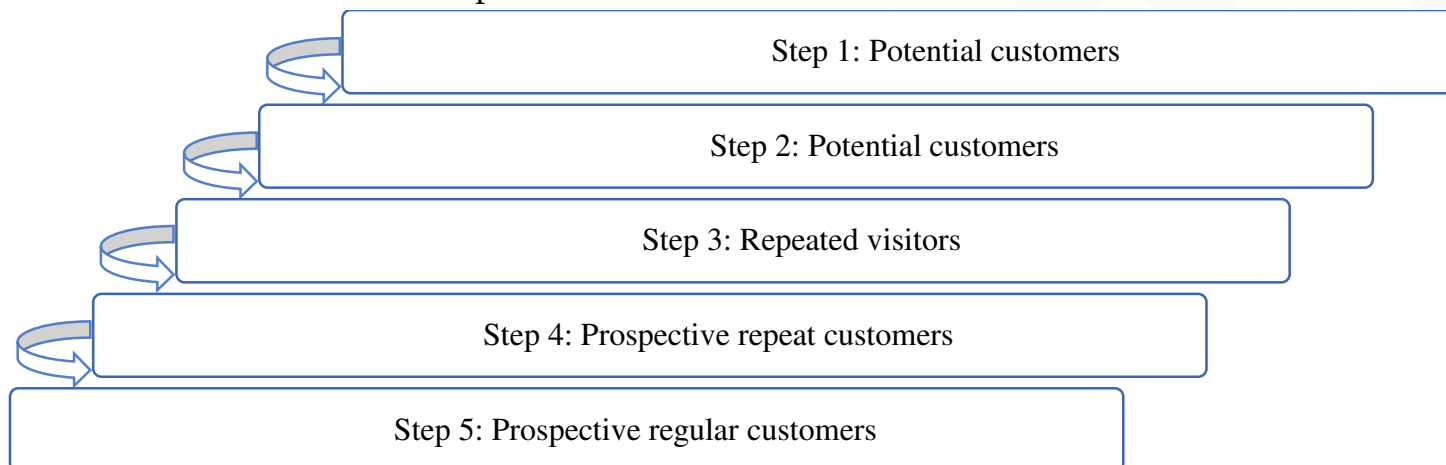
In the concept of objective marketing, the main focus of the business is on customers, and the main purpose of the activity is to establish, develop and maintain long-term cooperation with customers [10]. One of the key concepts of the holistic marketing concept is the marketing network. A marketing network is a system that brings together businesses, customers, suppliers, intermediaries, business partners, banks, business consultants and other stakeholders. Today, relationship marketing is also increasingly used as an alternative to marketing networking. Relationship marketing involves the formation of a relationship system of marketing. This system includes consumers, employees, suppliers, intermediaries, commercial representatives, advertising agencies, educational institutions and other business relationships. It should be noted that today the competition is taking place not only between enterprises and industries, but also within the marketing network. This means that not only enterprises, suppliers, intermediaries, commercial representatives, advertising agencies, educational institutions and other stakeholders, but also the relationships in the system are competing with each other [5]. Therefore, the formation of an objective marketing system that reflects the perfect form of the marketing network is a topical issue.

In the introduction of the principles of objective marketing, the company introduces the concept of "customer life cycle", which is radically different from the traditional marketing approach. In this case, customers are divided into 10 categories (suppliers, service providers, direct competitors, indirect competitors, non-profit organizations, end users, corporate consumers, senior managers of enterprises, mid-level managers of enterprises, strategic business units) [6].

Each category is evaluated for usefulness, ease of communication or other relationships over a lifetime, and additional benefits of working with these clients (reputation, experience, connections, public relations, image enhancement, scale effectiveness).



“Client life cycle” is also a reflection of their relationship with the company, which means that they will rise in a specific “career ladder” in the company (Picture 2). In this process, the formation of consumer behavior of customers also takes place.



Picture 2. Customer “career ladder” in a holistic marketing system.

Potential customers are customers who are interested in cooperating with the company and purchasing its goods, but in this case are unaware of the benefits of the company. Potential customers are customers who are familiar with the marketing activities of the company, who need the company’s products and are ready to participate in cooperation with it [7].

Repeated customers are customers who are familiar with the marketing activities of the company, who need the company’s products and have established cooperation with it. Prospective repeat customers are repeat visitors and customers interested in an objective marketing system. Prospective regular customers are customers who are fully adapted to the company’s objective marketing system, have established long-term cooperation, have a high level of loyalty and benefit from the cooperation [8].

Conclusions and suggestions

The concept of objective marketing involves creating a holistic system by elevating customers along a specific “career ladder”, bringing them to the level of the most loyal customer, and ultimately building relationships with a large number of customers.

In short, the application of the concept of objective marketing in modern conditions results in the formation of "customer-enterprise" relations, reflecting the "marketing poles" and ensuring long-term mutually beneficial cooperation between the parties. Classification of market participants on the basis of a behavioral approach based on the concept of objective marketing allows the company to develop marketing strategies to invest more in the most loyal and highly profitable customers, further strengthen cooperation, attract and retain new customers [9].

We have developed the following proposals and recommendations for the use of neutral marketing in enterprises:



1. The main reason for the weakness of some enterprises is the lack of qualified specialists who know the secrets of modern technology, the use of ICT and the Internet in management, the lack of branding and exports. In order for Uzbekistan to gain a foothold in the international furniture market, it must apply competitive strategies at the enterprise, industry and national levels. Within this enterprise, it is necessary for producers to exchange resources with information, to be able to skillfully use new technologies, to carry out training, research and technology transfer in the field.

2. New information technologies have the potential to radically change production and marketing in enterprises, accelerating the globalization of markets. Let's say they can transfer the dominance of producers in world markets to consumers. Therefore, the tasks of marketing management should be carefully defined. In particular, it is necessary to develop marketing strategies and plans, deepen marketing knowledge, strengthen relationships with consumers, create strong brands, improve market offerings, offer value to the consumer, value as established, ensure the sustainability of the company.

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