

8. Concepts of marketing values and social-ethical marketing: origin and modern fundamentals

Abstract. The key aspects of the development of marketing research of cultural values in today's conditions are proposed for consideration. The definition of value as a political-economic category and the marketing of cultural heritage values are analyzed. The place of the value marketing concept among other marketing models has been established. The grounds and factors of the materialization of the effect of historical and cultural heritage in the process of the Marketing of Values are investigated in detail. Of the Marketing of Values and socio-ethical marketing become an attribute of the development of intellectual, social, human capital, business philosophy and at the same time the most important tool for improving the image of the company and the country as a whole on the world stage. It has been proven that the Marketing of Values is gradually ceasing to be just one of the company's activities, becoming a fundamentally new type of service, and its development has a significant impact on the socio-economic potential of business entities on national and global markets.

Key words: value, of the Marketing of Values, socio-ethical marketing, development, human capital

Formulation of the problem. Of the Marketing of Values in the conditions of a market economy becomes the philosophy and ideology of life activities of the population, business, and the state. At the same time, it is the most important tool that allows you to take into account historical and cultural heritage, national values and monitor changes in the external environment, adjusting the strategy and tactics of business entities on this basis. Without the past, there is no future. Accordingly, of the marketing of values acquires special importance in the study of the most static valuable elements of national and world significance based on historical-archaeological research, excavations, artifacts, cultural heritage, in the actualization of the importance

of culture in the formation of the basis for the materialization of the effect of historical-cultural heritage.

Analysis of recent research and publications. Important aspects of the key trends in the modern development of the Marketing of Values were considered in scientific works by outstanding foreign and domestic researchers in the field of marketing: F. Kotler, H. Kartajaya , I. Setiawan (essence, development trends, marketing strategy 3.0., environmental responsibility, principles of marketing 3.0.), K. Асплунд, I. Рейн, D. Haider (local marketing), L. Nagoeva., O. Nugaeva, Y. Kryvodonova (essence, correlation of the concepts of "value" and "value orientations"), V. Neganova (category of value in relationship marketing), V. Sedelnikov (classification of approaches to the definition of the concept of value), S. Yelyshev, L. Kapustina.

Highlighting previously unresolved parts of the overall problem. Of the Marketing of Values as a component of the analytical function of management should determine the ways of updating knowledge about cultural assets and their distribution to the world cultural space. The issues of consideration of the current state of the theory and analysis of approaches to conveying valuable achievements in the context of cultural and marketing directions of scientific research remain unresolved. This actualizes the issue of marketing research of intellectual, social, entrepreneurial aspects of national and global development of human capital and substantiation of the grounds for the materialization of the effect of historical and cultural heritage.

Formulation of research objectives. The purpose of the study is a theoretical and analytical review of definitions, the formation of the component composition and the history of the formation of the Marketing of Values and socio-ethical marketing/

8.1 Theoretical and methodological foundations of the formation of the Marketing of Values

Market requirements for the competitiveness of goods are changing the strategies and traditional business processes of business entities. Gradually, the development of IT technologies and communication systems, the fundamental

transformation of business and the nature of companies intensified the search for new ways of developing the concept of market marketing management and management technologies.

In the traditional concept of the 4P marketing mix with the elements "product", "price", "place", "promotion", one more element with signs of human capital was added - "people" - sellers and buyers of goods, which characterize marketing relations. Thus, the concept of 5P appeared as a direction of marketing activity, which in practice is implemented in the structure of functional marketing. It includes the development of the company's personnel policy, the selection and training of personnel focused on the client and its development goals. Of the Marketing of Values, social and ethical marketing is emerging. Supplementing with new elements of humanization marketing, such as "Process", "People" and "Tensibility", formed a 7P marketing complex more typical for the service market, B2B (business to business).

In the context of the above, the evolution of the concept of marketing-mix is taking place on the basis of creating a complex system of using existing values, taking into account historical and cultural features as a result of purposeful innovative interaction between the consumer, consumer communities, companies, regions and the state. Issues of human capital development with the basis of the functioning of physiological capital on the basis of the formation of a quality system of institutionalization, environmentalization, socialization and food security, social security and health care are updated.

Accordingly, consideration of the issue requires a combinatorial and innovative approach of the Marketing of Values and social-ethical marketing, to their structuring and the relationship of individual directions.

Today, the degree of compliance of Ukraine's human capital development with the world level according to the rating of innovative changes [221] is "weak" and is estimated by the overall indicator at the level of 39.96%, by institutional development — 32.45%, by environmentalization — 22.3%, by socialization development — 39.3%; "moderate" according to national protection — 55.03%; "noticeable" in terms of innovative development — 50.73%.

The assessment of the conformity of Ukraine's human capital to the world level is: 55 % according to the Human Development Index; 81,5 % according to the Human Capital Index; 31,7 % according to the rating regarding the level of health; 29,9 % for GNI per capita; 12,7 % according to the quality of life rating (from Numbeo); 50 % according to the International Happiness Index; 11,5 % according to the World Happiness Report; 27,5 % according to the Quality of Life Index of the Elderly; 33,8 % for inclusive development; 24,8 % according to the World Prosperity Index; 70,7 % according to the Global Slavery Index.

The Ukrainian level of global environmental development is 22,27 % justified: 39,4 % according to the index of ecological efficiency; 14,7 % according to the World Happiness Index (The Happy Planet Index); 12,7 % according to the Environmental Pollution Index (IEP). Low positions of Ukraine in the rating related to the formation of human capital, according to O. Vasylieva and A. Rybka [222], are caused by insufficient technological readiness, which is 3,45 points compared to 4,6-6,42 points in the of the European Union. At the same time, Ukraine is approaching the level of the of the European Union countries according to the indices of the efficiency of the labor market and higher education and professional training.

Given the above, of the Marketing of Values and socio-ethical marketing occupy a special place in the system of marketing development, especially in agromarketing (agricultural marketing). The latter represents a share of food marketing with certain specific characteristics, which is due to the peculiarities of the functioning of agricultural markets. American economists R. Coles and J. Uhl defined food marketing as "a set of all types of activities included in the process of promoting food products and services, starting with agricultural production and until they reach the hands of the consumer" [223].

Food marketing as an objective system of connections and relations between food producers and consumers is formed under the influence of socio-economic, technological and institutional factors. It must be seen as a process of adding utility at the stages of form, value, place, time and possession. It is based on a system of making complex management decisions, namely: how much, to whom, how and what kind of

products should be produced; through which channels it is more effective to sell it to the final consumer; what purchase price to choose, what costs to spend on advertising, packaging, development of a new product.

Food marketing requires the establishment of a relationship between agricultural producers and intermediaries. The main tasks of agricultural marketing are: first, the selection of goods for the market and determination of its consumer characteristics; secondly, establishing quality production parameters in accordance with the value system and monitoring compliance with requirements (environmental, medical, etc.), thirdly, substantiation of production volumes and terms of sale of agricultural products, fourthly, selection of sales channels and intermediaries; fifth, development of packaging, advertising, transportation logistics; sixth, substantiating the need to attract additional financial resources for marketing activities; seventh, development of a marketing plan and its evaluation.

Value analysis has always been combinatorial, synergistic and relevant. Historically, A. Smith, D. Ricardo, and K. Marks laid the value analysis in the basis of political, social, and economic research. Questions about values - according to M.I. Bukharin, - "was and is the main issue of political economy, starting from its very beginning and until recent times" [224].

O. Bem-Bawerk noted that "the doctrine of value stands, so to speak, in the center of the entire political and economic doctrine." It "was and remained one of the most obscure, most confusing and least developed sections of economic science." [225, p. 13].

At the present time, there is no ambiguity in the interpretation of the definition of "value". The variety of a significant number of content meanings of the definition of "value" contradicts each other.

As a positive or negative sign of the subject's vital activity, the definition of "value" was reflected in the works of V. Vasylenko, O. Drobnyskyi, M. Kagan, and V. Kemerov. Value in the context of a positive form of significance is defined by V. Tugarinov [226], A. Guliga [227], I. Popov, Yu. Granin, I. Ogienko [228, p. 2].

According to A. Gulyg, "there is no value with a minus sign" [227, p. 64]. Only positive values ensure the development of people and business entities. V. Tugarinov classifies values into material, socio-political and spiritual values [226, p. 261]. "Value" as a philosophical category is defined as appropriate and desirable, as opposed to real and valid and refers to a mental object, its source is desire, interests, feelings, attitudes [229].

The very recognition of a specific "value" turns it into a criterion for determining the activity of a natural or legal entity. Values determine the goals of development and the means of achieving them [230, p. 220]. They are seen as an ideal; as a norm; as the significance of something for a person, social group or society.

According to A. Zdravomyslov, values in a broad sense represent culture and are the sphere of a person's spiritual activity, his moral consciousness, attachment to assessments of the measure of the spiritual wealth of an individual [231, p. 127]. "Spiritual values as specific meaning-making sources of human existence and the core of the self-organization mechanism of a certain system are socially significant guidelines for development, become an important factor of social stability and open broad prospects for successful transformations, become leading criteria for sustainable development" [232].

It is the awareness of spiritual values that allows an individual, company, region, and state to understand the purpose and content of activities when solving various tasks. This is reflected in the concept of the Marketing of Values.

Value in the context of the theory of value, especially cultural, is determined by the degree of satisfaction of certain interests or human needs.

Of the Marketing of Values reflects the dialectical unity of the utility of a thing for the consumer, company, region and society - and the value as socially necessary costs of production for the personified producer.

Methodological aspects and factors of value marketing formation are presented in figure 1.

Philosophical aspects of the mentioned concept are reflected by S. Covey's point of view. In his opinion, a complete person is formed by the components of the physical

body, the mind with independent thinking and analysis, the heart for feeling emotions, and the spirit - our soul and philosophical center [233].

Neganova V., Sedelnikova V. believe that "the combination of the philosophy of economic theory. socio-cultural, psychological, political and marketing foundations reflected various aspects of the concept of "value" [234].

Haxever K., Chaganti R., Cook R. considered value as the ability of goods and activities to satisfy a need, provide certain advantages to a person, organization, society [235].

Taking into account that today the existing forms of marketing are gradually exhausting themselves - innovations in the value parameters of products and services, updating the motivation of the feeling and perception of the consumer, combining individual and public interests in the creation, modification and sale of goods on the national and world markets are becoming relevant. According to statistics, only 17% of marketing strategies today reflect the customer value proposition. At the same time, 58% of transactions do not end with the sale of the product, and thus customer value remains unconfirmed.

The era of marketing gave birth to a variety of models, the development of which was determined by target orientation, perception of the consumer and his requirements, driving forces, information technology influences and communications. Yes, traditional marketing 1.0. focused on the maximum increase of the product and defined the consumer as a "wallet with money". Its driving force was the industrial revolution with the marketing concept of product development features and "one-of-many" interaction with consumers.

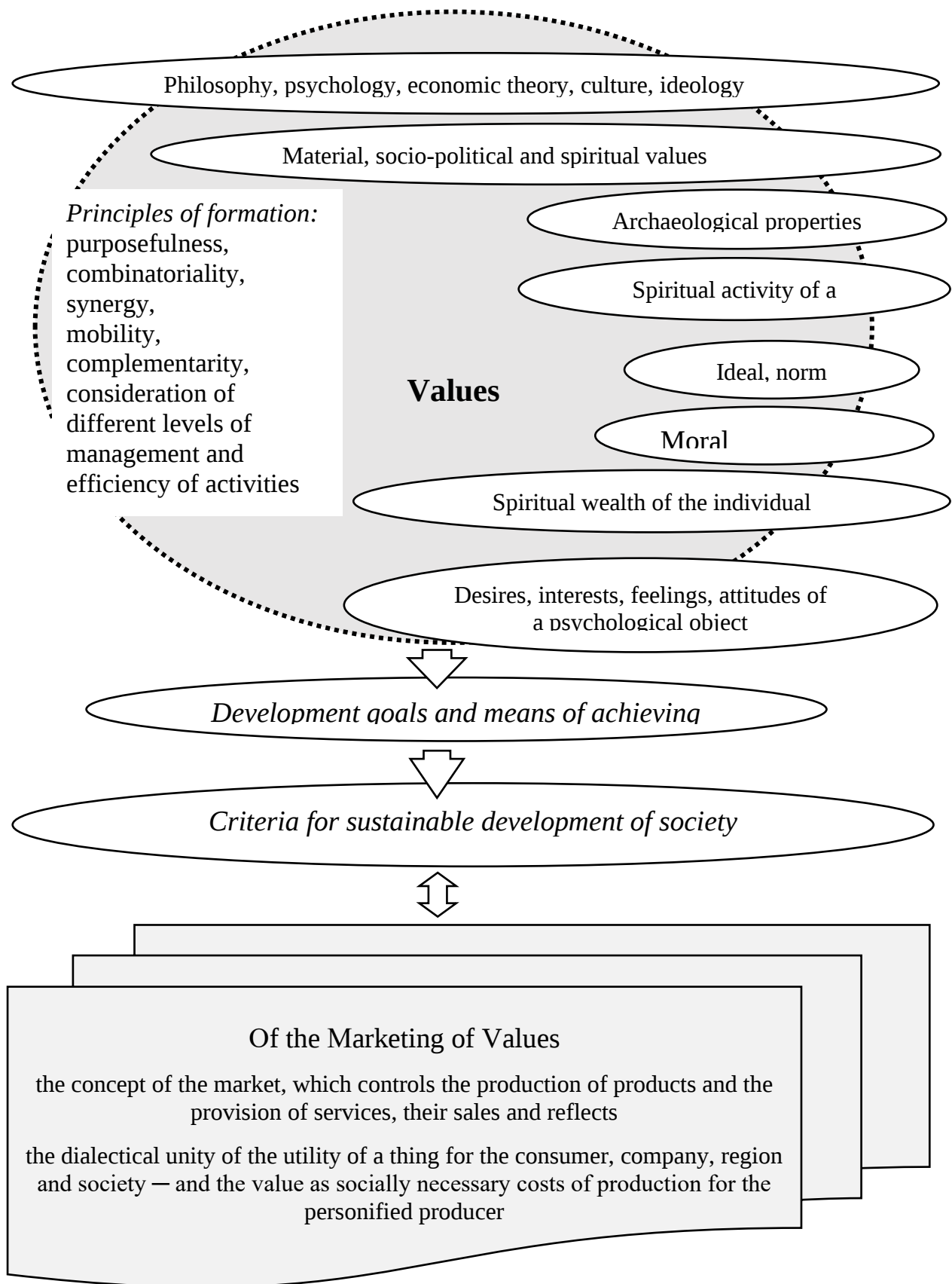


Fig. 1. Methodological aspects of the formation of value marketing

Marketing 2.0. was defined as marketing "with a human face", which is focused on satisfying material needs while preserving the consumer. The driving force for marketing 2.0. became information technologies with a marketing concept of differentiation and "one-on-one" communication with consumers.

Marketing 3.0 for the first time comprehensively considered the consumer, emphasized the material, moral and spiritual aspects of a person, highlighting the social significance of events. It is marketing 3.0 that was defined by luminaries of economic science as marketing of values. Taking into account globalization factors, he considered the consumer as a "full-fledged human being, endowed with thoughts, emotions, soul", who, in order to improve the modern globalized world, seeks to satisfy not only individual, but also public needs based on the improvement of the public, economic, ecological, and social spheres.

Of the Marketing of Values defined the technology of participation and co-creation of value. Its driving force became new wave technologies with a marketing concept of value and communication of interaction with consumers based on the principle of "cooperation of many with many".

Similar to marketing 2.0, marketing 3.0 today satisfies consumer demands, but solves societal problems while achieving a mission, vision, and values that are important to the world at large. Thus, marketing 3.0 has raised the concept of marketing to the level of human aspirations, values and spirit.

So, under the influence of time, depending on the field of application, in the context of marketing research and management, the term "value" has acquired new shades and diversity.

The outstanding Ukrainian scientist M.Tugan-Baranovsky back at the beginning of the 20th century, in 1918–1919, when analyzing the influence of the ideas of economic sciences on the development of natural science and philosophy, gave an example when "the category of value, which was first understood and developed by economic science, received primacy for general philosophy". Similarly, due to the development of the theory and practice of research in the field of innovation, ecology, socialization, ethical, aesthetic norms of activity in the field of marketing

developments, new marketing studies become a specific impetus for the innovations of philosophers, economists and sociologists of today.

8.2 Of the Marketing of Values as a system combination of different directions of marketing

When forming the system of marketing values of the company, taking into account the conditions of Russian aggression on the territory of Ukraine, marketing appeals to the historical and cultural heritage, the combination of the cultural heritage of the past and the modern national-historical wealth, the revival of the memory of national and epistemological achievements become necessary and relevant.

Cultural values become social assessments, goals, projects with a representation of the historical past and the purpose of a person, from the interpretation of positive and negative phenomena for society. The basis of values is knowledge of history, the dialectics of development and consumption, which determine the formation of national human capital. The signs of cultural values are the objective-subjective essentiality and mandatory existence of methods of their reproduction.

A person develops throughout his life in real conditions based on certain objective values that subjectively shape his views, abilities, experience and possessions, well-being. However, value does not imply the existence of utility. Historical and cultural memory, playing on human emotions, increases the value of goods and becomes the basis for developing marketing and investment strategies.

Modern of the Marketing of Values is interpreted as received advantages that are translated into benefits. The theoretical basis of value marketing was the points of view of F. Kotler, H. Kartajaya and A. Setiawan: in the conditions of a creative society, technology, paradoxes, and globalization changed consumers, who became more spiritual and open to cooperation [237].

Gradually, the traditional concept of marketing is changing. The modern concept of marketing in the context of the revival of history and national dignity has been updated by marketing 3.0. and competes for the consumer's consciousness, appeals to his heart and mind to satisfy his needs and achieve the company's competitiveness.

Positioning, differentiation and a brand with an identity in the mind of the consumer have become the basis of value marketing. The factors of its development today are image, individuality, self-improvement, spirituality and creativity.

The uniqueness and value of the brand when oriented to the rational needs of the consumer were reflected in the trademark, competitiveness and image. Appeals to the consumer's emotional needs went beyond the functional, physical, and useful features of the product and became the formation and realization of its value.

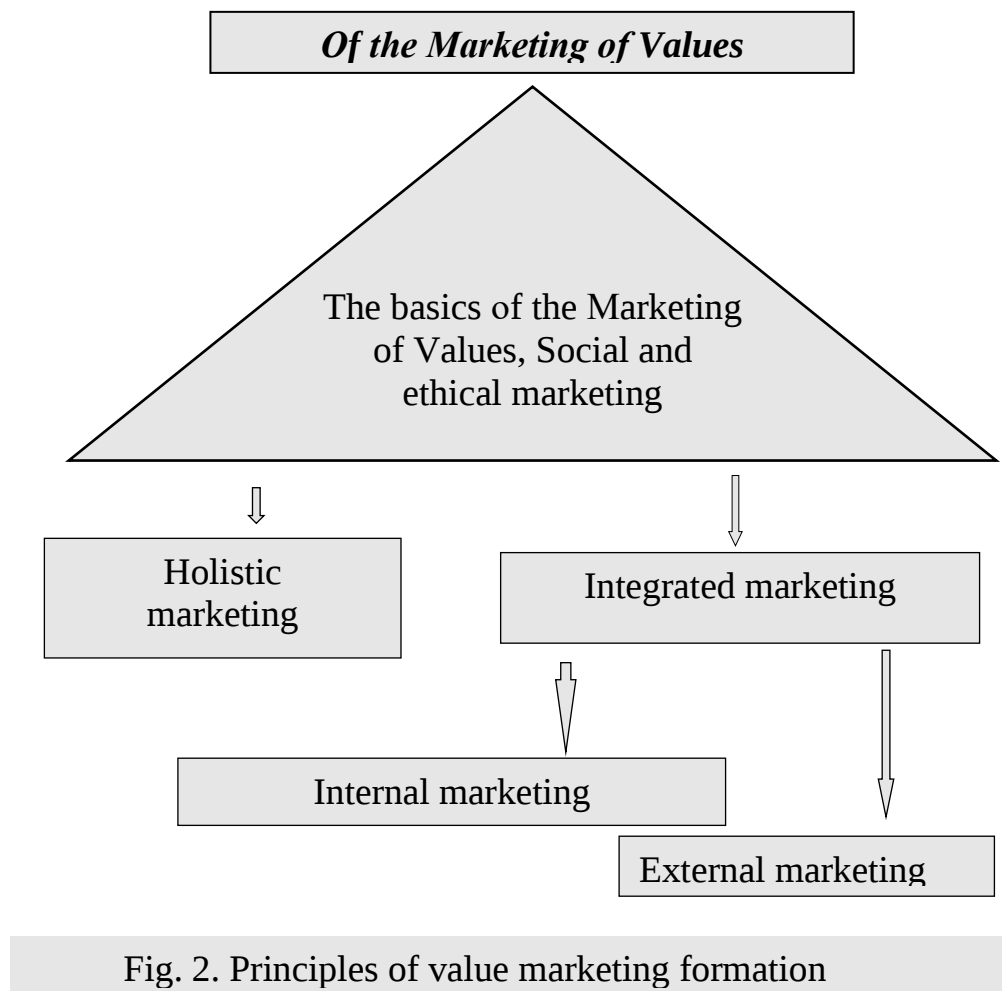
However, consumers perceive the value of the same product individually and determine the value of the product differently before and after its purchase. The formation and use of the Marketing of Values system is considered at different levels of management in the context of national and regional historical, cultural, logistical, and tourist criteria, which becomes the basis for improving the concept and strategy of state management of the development of human capital in Ukraine.

Accordingly, the Marketing of Values should function on the basis of the principles of combinatorial and systemic purposefulness, mobility, complementarity, consideration of different levels of management and efficiency of activities. It is expedient to implement the above by combining individual marketing elemental directions, namely, innovative, ecological, aesthetic, socio-ethical and integrated marketing.

The principles of the Marketing of Values and socio-ethical marketing are presented in figure 2.

The component composition of the Marketing of Values as part of innovative, ecological, aesthetic, socio-ethical and integrated marketing is presented in figure 3.

The basis of development and modification of the Marketing of Values is holistic marketing.



It is focused on the development and implementation of multi-level comprehensive programs with an orientation not so much on product promotion as on studying and meeting the needs of consumers, partners, employees and society as a whole.

Internal marketing is responsible for corporate intellectual capital and refers to the creation of a personnel-marketing base - a purposeful qualified team that is united by a special atmosphere and corporate culture. The principle of operation of internal marketing is to consider a specific employee as an independent client of the company, while his activity in the company becomes a proposed product that the company will purchase on the market.

The basis of a person's value criteria is the requirement to support ecology, well-being and the formation of innovations.

STRATEGIC DIRECTIONS OF MARKETING ACTIVITIES OF AGRICULTURAL ORGANIZATIONS

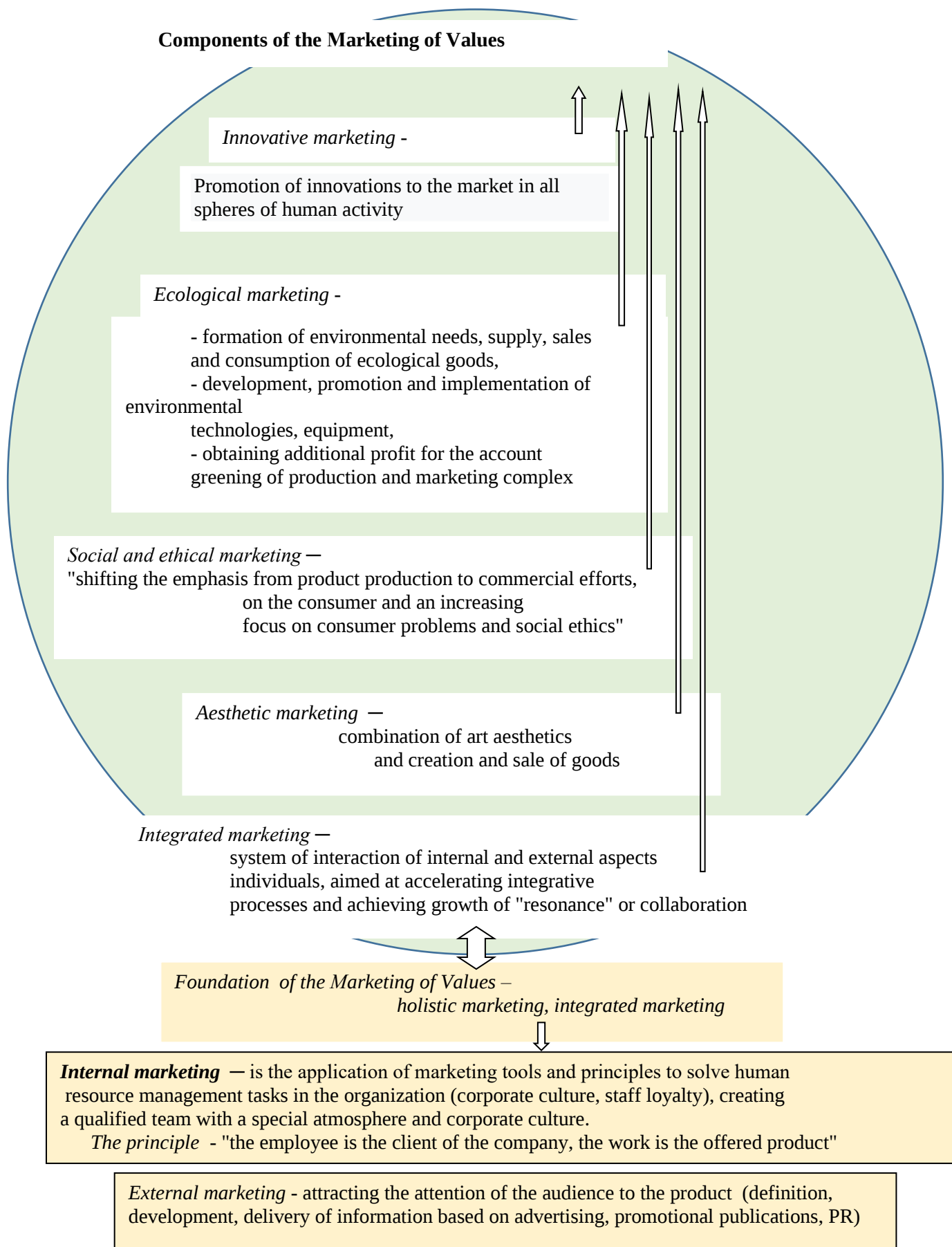


Fig. 3. Formation of the Marketing of Values

They are fixed in the institutional foundations of sustainable development. Based on the "4P" complex, of the Marketing of Values is a basic reflection of human needs and at the same time projects the development of human capital on the basis of improving the national legislative framework and existing institutions of environmentalization, innovation and socialization.

Innovative marketing as an element of value marketing uses innovative tools, digital, technologies, measures and marketing techniques, promotes the promotion of innovations to the market in all spheres of human life.

Innovative marketing consists in winning over consumers based on the formation of a new value offer that was not offered to them before [238].

Marketing of innovations focuses attention on innovations in the marketing complex and their combination (figure 4).

Ecological marketing determines the viability of a person, but historically the entrepreneur was only interested in profit. Environmental protection was updated in the 1970s, before that it was considered only for certain sectors of industry. The need to solve the problems of air and water pollution in lakes and rivers led to the introduction of environmental protection technologies at enterprises of the chemical and energy industries. Subsequently, the environmental policy of companies became one of the main factors of corporate reputation and trust.

However, in the future, commercial structures perceived environmental protection as an imposed obligation. What they didn't realize was that environmental commitments to the customer could actually be a source of competitive advantage.

Today, the company's effective environmental marketing management, PR of environmental ecology, creation and promotion of innovative ecological products, introduction of waste-free and safe production methods and environmental protection system became means of growing a positive corporate image, creating client loyalty and tools for ensuring business profitability.

The American Marketing Association (AMA) has defined "environmental marketing", firstly, at the retail level as the promotion and sale of goods that are expected to be safe for the environment; secondly, from the point of view of social

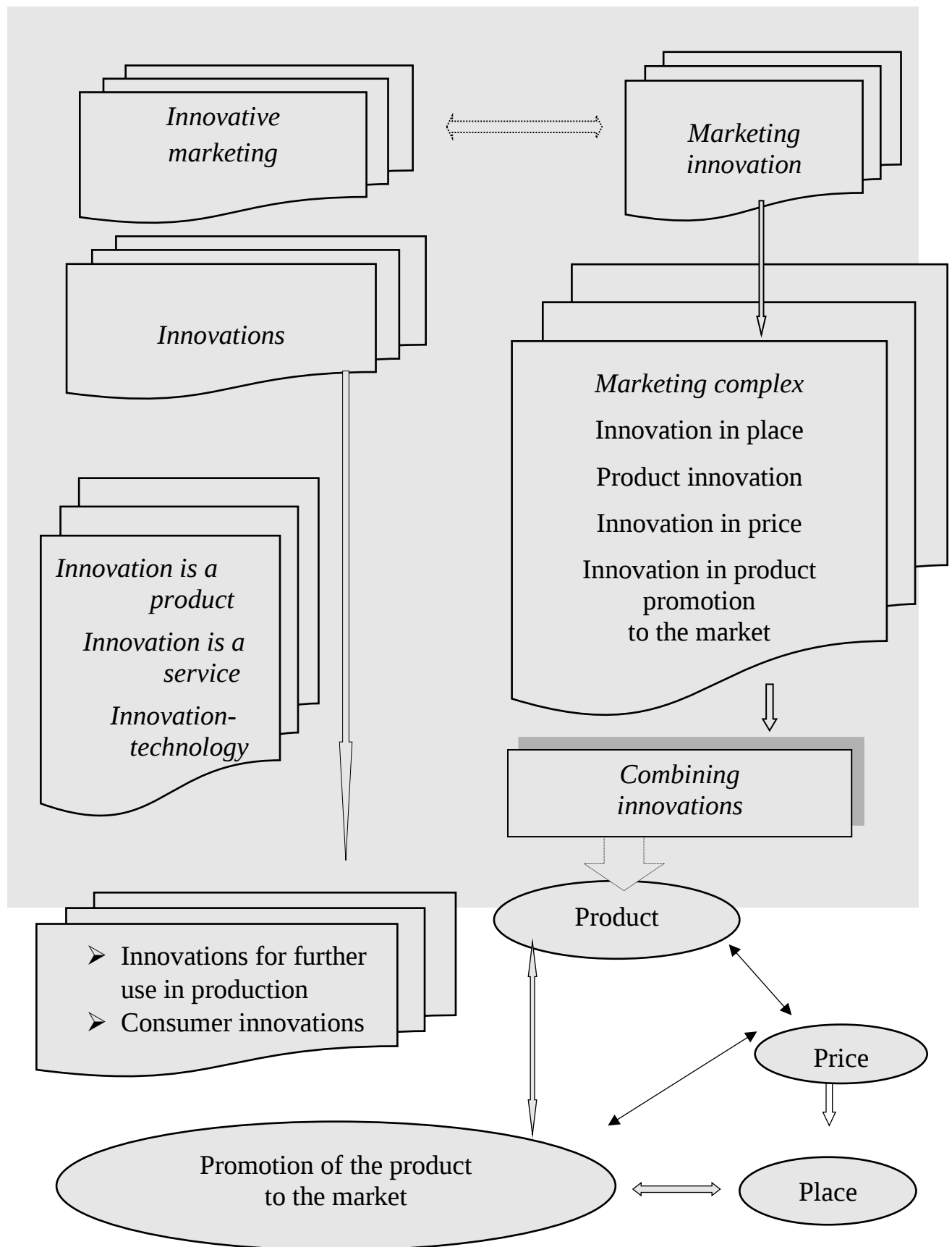


Fig. 4. Features of innovative marketing and innovation marketing

marketing as the development and promotion and sale of goods created to minimize the negative effect on the natural environment or to improve its quality; third, from an environmental perspective as organizations' efforts to produce, promote, package and dispose of goods in a manner that is sensitive to or readily responsive to environmental issues [239].

Thus, ecological marketing as an element of the marketing of the company's values actualizes the importance of ecological products and services and focuses on obtaining additional profit due to the environmentalization of production. It forms ecological needs, development, promotion and implementation of ecological technologies and equipment, forms a greening-oriented marketing complex, socially responsible ecological supply and consumption, production, intensifies the sale of ecological goods.

The concept of socio-ethical marketing was put forward as a result of negative reactions of consumers and the mass media to the real harm of the company's products to the environment and public health.

The concept of socio-ethical marketing formulated by F. Kotler is one of the concepts of marketing, according to which "the emphasis was shifted from the production of goods to commercial efforts, to the consumer, and an increasing focus on the problems of the consumer and social ethics." "When building an advertising campaign, the emphasis shifts from the product itself and its production to satisfying the needs of the consumer, ethics and social benefit." [240]. Accordingly, "the activity of the enterprise should be aimed at meeting the needs of the client or society and improving its well-being. Socio-ethical marketing or "civilized marketing" is focused on current problems of society and offers appropriate solutions" [241].

The concept of socio-ethical marketing considers the balance of three factors: the company's profit, the needs of buyers and the interests of society. The resolution of these contradictions can "stimulate the development of society and increase trust in the company's products" [242].

According to this concept, companies receive a larger budget for researching

the requirements of the clientele, which allows to increase the effectiveness of advertising, otherwise the health of consumers may be harmed.

The role of aesthetics in business and of the Marketing of Values is determined by the fact that every person strives for beauty.

A.F. Losev noted that practically every branch of social life can become a source of aesthetics, which absorbs and concentrates the specificity of any socio-historical specifics [243].

Aesthetic marketing combined art and the creation and sale of goods, forms of impressions from the feeling of beauty embodied in the quality of goods, positive emotions and satisfaction, communication, unification of process participants in the process of development, production, gives a new experience of buying an aesthetic product. Accordingly, aesthetic marketing becomes a valuable sign of direct receipt by the consumer of the product he needs [244].

Interactivity, values and innovations of life were vividly reflected by integrated marketing as a holistic system of interaction of internal and external aspects of individuals, aimed at accelerating integrative processes and achieving the growth of "resonance" or collaboration (for example, a system of free calls, credit cards).

Collaboration (of French origin, "co" - the prefix means "together") is the joint activity of two or more people on a commercial or charitable project with the pooling of efforts and resources.

The purpose of the collaboration is:

- product creation or redesign,
- expanding the audience of brands,
- increasing interest based on the limitation of the product collection,
- optimization of costs (minimization of costs when combining resources at an increased price of exclusive goods), expanding sales channels, increasing sales, improving image and reputation (demonstrating brand values, building loyalty, increasing profits and social utility (a percentage of the purchase is directed to the treatment of sick children).

For the success of collaboration, it is necessary to reasonably choose a partner and define the goals of cooperation. Prerequisites for the success of cooperation are: similar values, interests, crossing of audiences (up to 99%), desire to work on the project, reputation risk, uniqueness of the marketing complex, advertising company analysis and consumer impressions [245].

Collaboration is a method of achieving a goal. Collaboration exists in the following ways: firstly, collaboration of several companies — "brand + brand"; secondly, the project of the company and an outstanding person — "brand + personality"; the project of several famous people — "personality + personality". Collaboration takes place in science, in fashion design, in education, when the main goal is not to make a profit. However, a technology or product created on the basis of collaboration will eventually bring profit.

Thus, even today, of the Marketing of Values is in its development stage, acquiring diversity in terms of content, structure, and elemental directions when introducing innovations to improve the quality of the product and its socialization, to increase the level of consumer satisfaction based on the introduction of social values.

8.3 Social and ethical marketing: concept, principles, structure

The concept of socio-ethical marketing aims to harmonize the interests of the consumer, producer and society. This is implemented on the basis of an analytical study of the interests and needs of consumers for their best satisfaction in comparison with competitors while simultaneously increasing the welfare of society.

So, socio-ethical marketing is one of the concepts of marketing management, the essence of which is to achieve the goals of the business entity by satisfying the needs of consumers who are concerned and who care about the problems of society, which, together with individual needs, satisfy the social needs of large social communities and/or society as a whole.

Socio-ethical marketing, similar to value marketing, is based on the principles of combinatorial and systemic purposefulness, mobility, complementarity, efficiency of management levels, interaction of a commercial organization with clients,

counterparties, and various public institutions while recognizing the crucial role of social responsibility.

Socio-ethical marketing combines separate marketing element directions, namely, innovation marketing, relationship marketing, socially responsible marketing, social marketing and ethical marketing.

According to its theoretical and methodological essence, socio-ethical marketing determines, firstly, the satisfaction of consumer interests, which is based on customized marketing and involves monitoring individual and social needs; secondly, the organization of the economic and social management system, which should be implemented on the basis of a socially responsible marketing corporate culture; thirdly, the real social responsibility of the business entity, which constantly evolves in accordance with the increasing demands of society.

Innovation marketing as an element of socio-ethical marketing is focused on the creation of innovations and their introduction into the marketing complex.

Another component of socio-ethical marketing — relationship marketing from the point of view of F. Kotler is based on long-term mutually beneficial, privileged relations of the company with its key and interested partners when contacting in the market to form a unique asset of the company — a marketing system of interaction with a determined amount of transaction costs to ensure competition not so much to the manufacturers' companies as to the interaction system as a whole [246].

Socially responsible marketing as an element of socially ethical marketing is based on the social responsibility of business, i.e. the company's participation in improving the environment and society.

F. Kotler defined socially-responsible marketing as "a marketing philosophy that involves involvement in the basic elements of the marketing concept, which are consumer satisfaction and profitable activity, factors of society's well-being in the short and long term" [247, p. 49].

Corporate social responsibility (CSR) remains relevant for the global community. A. Peccei, president of the Club of Rome, in his work "Human Qualities" (1970) emphasized that without increasing the social responsibility of business, the

chances of humanity's survival are greatly reduced.

Despite the many definitions of social responsibility of business, all definitions can be combined into two main groups.

The first approach uses the principle of the "triple bottom line" of the author D. Elkington (90 years of the 20th century, the work "Cannibals with forks: the triple bottom line of business activity of the XXI century"). According to him, the social responsibility of business is the management of the economic, environmental and social indicators of the enterprise.

The second approach is based on strengthening the role of "stakeholders" (groups of influence) in corporate management by the author E. Freeman (1984, work "Strategic management: a view from the position of groups of influence"). Among the various influence groups, E. Freeman singles out the most influential participants, the "big five", which includes shareholders, company employees, suppliers, consumers, and territorial communities within which the company operates.

The interpretation of the social responsibility of business by the Green Book of the European Commission (2001) unites these approaches: social responsibility of business is a concept that allows integrating social and environmental aspects into the daily activities of commercial enterprises, as well as taking them into account in the process of voluntary interaction with interested parties. As practice shows, this concept is used in Ukraine by large companies operating on international markets, adapting the progressive world experience to the Ukrainian reality.

The directions of corporate social responsibility according to the formulation of Haminich S., Lichter A. are represented by "economic responsibility" (profit based on satisfaction of consumer needs), "legal responsibility" (observance of laws and compliance of commercial activity with society's expectations according to legal norms), "ethical responsibility" (compliance with moral standards) and "philanthropic responsibility" (voluntary support and development of the welfare of society through participation in the implementation of social programs) [248].

Social and ethical marketing is an integral part of brand-oriented management of both the company, the region, and the state. Social marketing activities of the

business entity create a valuable socially oriented image for consumers, employees, partners and society, guaranteeing affordable, high-quality and safe products.

The classics of marketing F. Kotler, M. Brun and J. Tilmes considered the task of social marketing to determine the needs and interests of the target markets and ensure the desired satisfaction in more effective ways than those of competitors, while simultaneously preserving or strengthening the well-being of the consumer and society as a whole. More important than the formal characteristics of the organization is its readiness to solve social tasks, the ability of the organization to initiate activities in the field of social marketing.

Social marketing as an element of socio-ethical marketing is traditionally defined in two ways, which opens up space for the development and use of the mechanism of action and the tools of the latter. First, social marketing is considered as responsibility to society and consumers for the consequences of the company's marketing activities. Secondly, social marketing is defined as a type of marketing of non-profit organizations.

Bohma M., Haminich S. interpret social marketing as a complex of socio-ethical marketing — the concept of enterprise marketing to meet the needs of the target market taking into account the welfare of potential consumers and society as a whole, and as socially responsible marketing of the company's activities aimed at the implementation of social programs, assistance to socially vulnerable sections of the population, support of various socially oriented movements [8, c, 20-25].

The ethical component of socio-ethical marketing deserves special attention, reflecting as a litmus paper the spiritual and cultural state of society and the activity of the region, the company, which is confirmed by the following definitions.

According to the new philosophical dictionary, "ethics, firstly, at the level of self-determination, is a theory of morality that sees its goal in justifying a model of a dignified life; secondly, "practically - throughout history - the justification of one or another moral system, grounded interpretations of universal culture, which refers to the subject series" [249, p. 124].

In the interpretation of the "Philosophical Encyclopedic Dictionary" edited by

V. Shinkaruk: "ethics is, first of all, a philosophical discipline, the objective definition of which is morality, morality; secondly, a system of moral norms and values that is characteristic of a certain cultural or religious community, social or professional group of people" [250, p. 204].

The relevance of the ethical direction of marketing activity is due to the multitude of interpersonal, intergroup, interinstitutional and public mutual contacts inherent in its organization.

Contact interaction is regulated by national laws and by-laws, prohibitive and permissive norms, rules, traditions, etc. and is an integral component of the formation of transaction costs and synergistic effects.

Ethical norms occupy a special place in organizing and regulating relations between participants in marketing activities. Participants of market activity have certain life motives, national mentality and psychological characteristics, represent a specific culture with the appropriate level of education and upbringing, various tastes, prejudices, archetypes of social consciousness, different views on moral values, have individual ethical standards.

Ethics determines in what form it is customary to relate to each other and how to interact in society or in a separate area of it. The subject of ethics is the person himself - as he should be from the point of view of the moral law. Accordingly, the marketer should be based on moral principles to independently assess the moral component of a specific situation and provide an answer where there is an ethical limit to his actions in professional activities to achieve business goals.

U. Smith believes that marketing ethics examines the right and wrong actions in marketing from the point of view of ethics. First, it systematically studies marketing actions and methods from an ethical point of view. Secondly, marketing ethics are standards, norms used in marketing activity during its ethical assessment. So, marketing ethics considers the ethical problems of marketers. "The scope of its consideration includes ethical issues related to product safety, the truthfulness of advertising, and the fairness of pricing. It is an integral part of making marketing decisions" [251, p. 902, 252].

L.Z. Kinza defines "marketing ethics as a set of moral principles and values that influence the actions and decisions of subjects of marketing activity" [253].

T.G. Ablizova notes that "marketing ethics is the observance of decency in relation to those with whom the company cooperates, starting with buyers, ending with sales channels and suppliers" [253, p. 102].

V.M. Melikhovsky when considering marketing in the social sphere, Melikhovsky draws parallels between the concept of social marketing and the concept of economic sociology. Social marketing and economic sociology investigate the influence of economic factors on various forms of social behavior of people, small and large social groups, which is common between these concepts. The difference between them is that for social marketing, the needs of people are of primary importance compared to the needs of production [254, 281].

According to F. Kotler's point of view, "there are two approaches to determining what is possible and what is not possible in marketing activities.

The first approach is based on the fact that everything is possible that is not prohibited by law and is allowed by the rules of the free market.

The second approach, which is adopted by civilized companies, is that the responsibility for marketing lies not with the system, but with specific companies and marketers. Every company and every marketer must develop principles of social responsibility and ethical behavior. Considering that civilized marketing seeks to work for the good of society as a whole, marketing managers should focus not only on what is legal and accepted, but also develop standards of personal decency, corporate responsibility and consciousness, and constantly strive to improve the welfare of consumers [255, 279]. Since the traditions and standards of business practice in different countries are different, ethical issues are especially acute for marketers of multinational corporations.

Today, most marketers are inclined to the fact that it is necessary to agree and develop a single standard of moral principles that would be valid in all countries of the world" [256].

Marketing ethics is compared to business ethics. However, the concept of

"business ethics" is broader. "Ethics of Marketing" examines the ethical problems that arise when making marketing decisions. Business ethics is interpreted as "a component of the ethics of business relations, which examines the peculiarities of the functioning and development of morality in the field of entrepreneurial and commercial activity and formulates appropriate recommendations for this field" [257].

A. Mazaraki, E. Romat defined "marketing ethics" as an applied philosophical concept, as an independent direction of economic ethics, the subject of which is the formation of requirements for moral qualities and professional culture of marketers, which defines a set of generally accepted moral principles, rules and recognized norms of professional behavior of people, working in the field of marketing, and are implemented by them in professional communication and making marketing decisions [258].

E.P. Golubkov believes that the organization should not only more fully and effectively satisfy the identified requests of consumers than its competitors, but also support and improve the well-being of individual consumers and society as a whole [259].

H. Voye, U. Jacobson emphasize the social and ecological aspect of marketing [260], the combination of interests of consumers, producers and society as a whole in marketing. They interpret socio-ethical marketing from the standpoint of reaching consensus and unifying the interests of the producer and consumer for the long-term benefit of nature and society.

A. Asaul, V. Pavlov, F. Beskier, O. Myshko defined socio-ethical marketing as a perspective-oriented type of marketing activity, with the main principle of decision-making taking into account consumer requests, organizational needs and long-term interests of society [261].

The American Association of Marketers (AMA) developed and implemented a moral code called "Ethical Norms and Values for Marketers" (Ethical Norms and Values for Marketers) [262], which stipulates: the basic rule of professional ethics is to do no harm; strict compliance with laws and regulations; reliability of information about education, professional training, practical work experience; active support,

practical observance and promotion of the code of ethical conduct, honesty and decency.

Marketing employees must be honest in serving buyers, suppliers, wholesalers, society; not to participate in conflicts of interest without notifying all involved parties in advance; make fair price lists of rewards, including payment, receipt of compensation for marketing agreements. The participants of the marketing agreement have the right to expect that, firstly, the offered goods are safe and suitable for use; secondly, true information about the offered goods; thirdly, the conscientious performance of obligations by the parties; fourth, the fairness of consideration of complaints regarding trade agreements [262].

The European Society for Opinion and Marketing Research (ESOMAR) is a global organization that has united marketers from Europe, America, Asia, and Africa, and is the developer of ethical codes:

ICC/ESOMAR International Code of Practice for Marketing and Social Research; ICC/ESOMAR International Procedural Code of Marketing and Social Research; ESOMAR/WAPOR directive on opinion polls; observing the distinctions between marketing research and direct marketing; study of customer satisfaction; about conducting research; conducting surveys among children and youth; "Mystery shopping"; audio and video recording and client observation of interviews and group discussions. ESOMAR standards are the basis of the Code of Ethics of the Ukrainian Marketing Association (UAM) [263].

The UAM Code, similar to the ESOMAR standard, regulates ethical issues only in the field of marketing communications. In Ukraine, the largest public professional organizations of marketing professionals are the Ukrainian Marketing Association, the International Association of Marketing Initiatives (MAMI) and a number of associations in the field of marketing communications. Taking into account the above, ethical marketing can be defined as a marketing activity carried out in accordance with the condition of actual compliance with the current moral norms of society.

Thus, the use of a combinatorial-systemic approach in the formation of a

social-ethical marketing system allows you to make it flexible, comprehensive, with the possibility of adding elemental directions, and, accordingly, maximally applicable for use in practice by national companies in the conditions of a changing market.

8.4 Trypil culture as an object of the Marketing of Values

The application of the Marketing of Values based on the activation of the use of historical and cultural heritage is objectively determined by the example of the Trypil cultural heritage. The materialization of the effect of historical and cultural heritage on the basis of value marketing in the formation and development of human capital in the context of actualizing the importance of the history and culture of the Ukrainian people as world heritage is presented in figure 5.

In this case, of the Marketing of Values is based on obtaining historically existing three structured effects, namely - the effect of the Colosseum, the effect of the Egyptian pyramids and the effect of the development of human capital. The combinatorial combination of synergistic effects leads to the development and increase of the latter. At the same time, from the point of view of business activity, of the Marketing of Values is widely used in the organization of tourism, in the hotel business, in advertising and promotion of the national cultural heritage and its place in the context of world history and culture.

Each of the combinatorial historical and cultural effects has its own national grounds and consequences of manifestation.

"Effect of the Coliseum" is based on the formation and development of the historical, archaeological and cultural heritage of international, worldwide significance, which, on the basis of state regulation and international advertising, turns into the cultural heritage of the peoples of the world.

The "Egyptian Pyramids Effect" has worldwide significance in human development and the formation of civilization. It consists in the fact that the Egyptian pyramids were built by an unknown people (perhaps aliens), who have nothing to do with modern Egyptians, and they are the ones who receive the return on investment over the centuries. The development of human capital is based on the specified

STRATEGIC DIRECTIONS OF MARKETING ACTIVITIES OF AGRICULTURAL ORGANIZATIONS

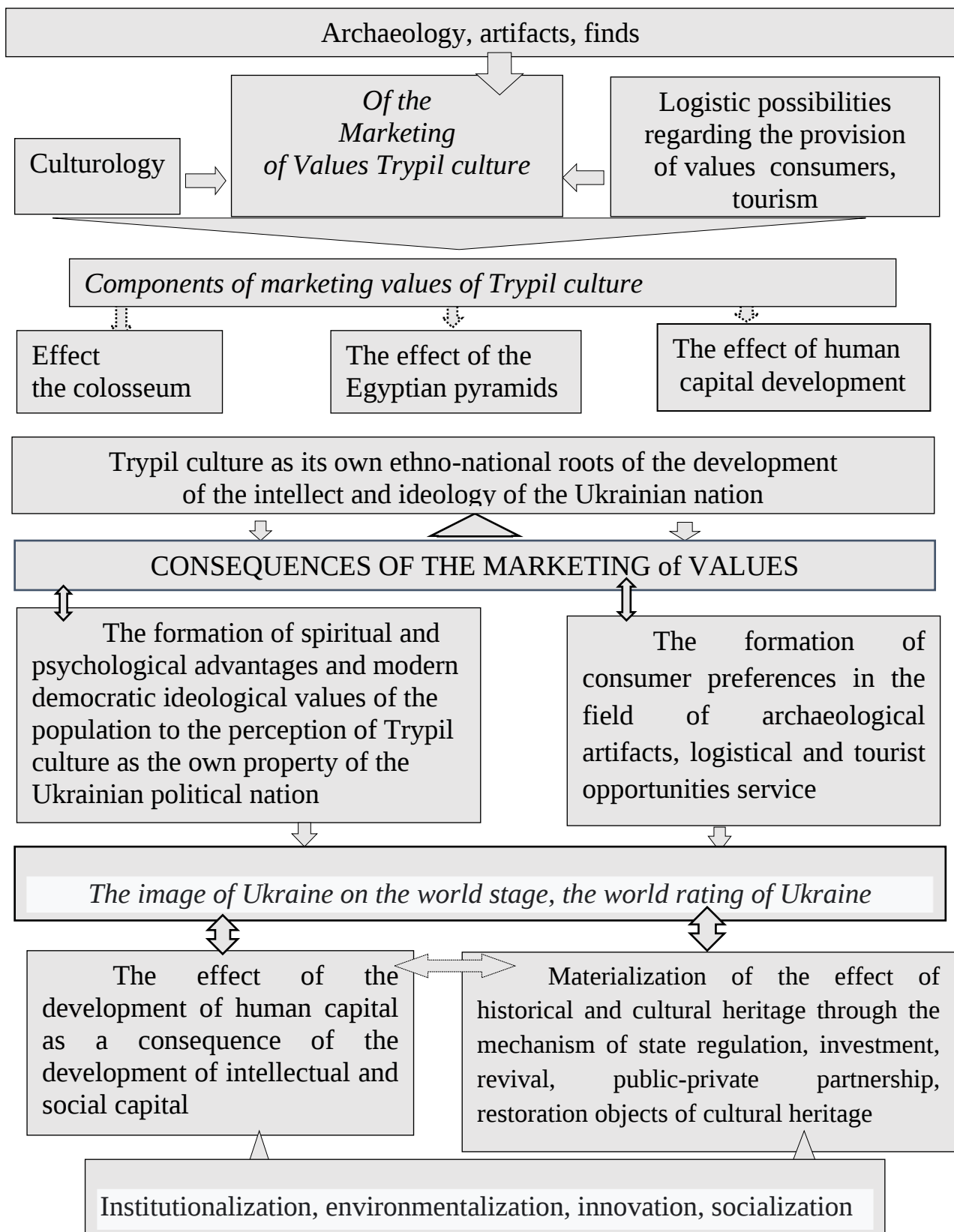


Fig. 5. Marketing of values and materialization of the effect of historical and cultural heritage

Note. *Developed by O.H. Golovnina

effects when applying a special type of marketing — of the Marketing of Values — and consists in increasing intellectual capital and, as a result, social capital.

Of the Marketing of Values in Ukraine is the basis and tool for justifying the creation of the Ukrainian Coliseum and the Egyptian pyramids on the basis of the historical and cultural heritage of the ancient Trypil culture as an archaeological heritage of the Neolithic and early Eneolithic times, which arose six thousand years before our era and became the epistemological basis of modern Ukrainian culture and a unique phenomenon in human history. In particular, it makes sense to remember the synergistic effects that contribute to increasing the value of the general multifaceted system of historical and cultural heritage.

V. Khvoyko, the pioneer of the Trypil culture in the village of Trypillia on Kyiv region, considered it autochthonous. "It was inherited by us from the ancestors of the Slavs - Aryan tribes, who became the first farmers on the territory of the Middle Dnieper region, lived on these lands for thousands of years, having survived numerous migrations of Asian and European tribes, did not assimilate, but received "the lands of their ancestors before today" [265].

The purpose of the use and development of the Marketing of Values of Trypil culture is the formation of consumer preferences for the implementation and publication of archaeological finds, the development of historical and cultural heritage, the succession of generations, the use of the property of the Ukrainian people and logistical opportunities for the implementation of projects on the basis of state support with the aim of forming psychological and consumer advantages in the field of archaeological artefacts, logistical and tourist opportunities regarding the perception of the Trypil culture as its own ethno-national roots of the development of intelligence, ideology, its own heritage of the Ukrainian nation.

According to V. Scherbakivskyi, "the history of Ukraine begins with the Paleolithic, all successive great cultures in Ukraine represent stages, stages of the formation and development of the Ukrainian people up to the present time. The study of the entire history as a whole, in the complex of geographical, economic and episodic conditions, gives a true understanding of the past, and at the same time indicates the

future path of the Ukrainian people" [265]. The people of Trypil stood at the origins of the many thousand-year ethnogenesis of the formation of the Ukrainian nation. According to various estimates, from 400,000 to two million Trypilians lived on the territory of Ukraine at different times [266, 283].

The phasing of the formation of the Trypil culture is based on the technological features of life, settlements and housing [267, 268]. In 4000-3600 BC, at the early stage of the development of the Trypil culture, settlements were small with a "clearly" defined or arbitrary layout. 10–15 houses with a size of 12 - 150 square meters. m with a population of 40-60 people were built along the slope of the stream in rows for ground and semi-ground housing on floodplain terraces (figure 6).

Historical and archaeological artifacts of Trypil culture

Early stage 4000-3600 BC.



Middle stage 3600-3150 BC..



Late stage 3150-2350 BC.

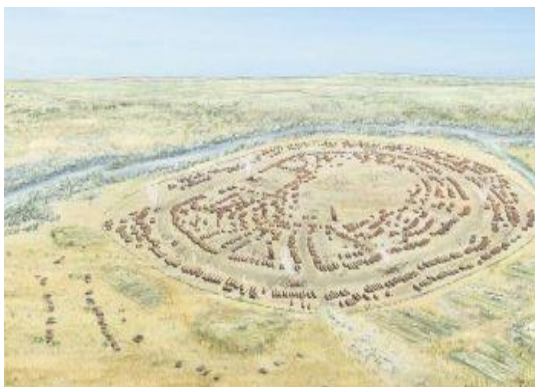


Fig. 6. Aspects of the stages of development of Trypil culture

Note. *Formed on the basis of [265, 266, 267, 268]

The Ukrainian village emerged from the Trypil culture and later became the main part of the agricultural sector.

The "middle stage" of the creation of the Trypil settlement in 3600-3150 BC is characterized as convenient for landscape, circular, radial structure of buildings with multi-family and single-family one- and two-story houses. Circular passages ran between the buildings arranged in the form of several circles, and the entrances to the buildings were oriented to the geometric center of the settlement. The central square of the settlement performed a ritual-symbolic, unifying function [268].

In the years 3150-2350 BC, the late stage of the flowering of Trypilian culture is highlighted: the number and area of settlements increase, giant proto-cities appear as a characteristic feature of Trypilian culture with a size of more than 100 hectares. They, in contrast to the previous stage, have a developed system of fortifications and a radial shape close to an ideal circle with a diameter of more than one kilometer or to the shape of an ellipse.

Archaeological excavations in Ukraine have revealed the unique largest settlements of the Trypil people in Cherkasy region near the villages: Talyanka with an area of 450 hectares (four times the area of the Sumerian capital Babylon) with 3,000 buildings and a simultaneous residence of 14,000 people; Maidanetske with an area of 200 hectares; Dobrovody - 250 hectares with the placement of buildings in 9-10 rings and a population of about 10-20 thousand people; Nebelivka - 300 hectares and others.

Archaeological excavations have confirmed the spatial boundaries of the Trypil culture: from Chernihiv Oblast and Polissia to the Black Sea and the Balkan Peninsula, from the Carpathians to the Dnipro, which corresponds to the territory of modern Ukraine, Romania and Moldova, with a spread of more than 350,000 km² in 15 regions of Ukraine. This is the city of Kukuten in Romania, painted ceramics in Galicia and Bukovina, Podillia, Cherkasy and Kyiv regions of Ukraine [269].

The structure of the proto-cities of the Trypil culture is reflected in the ideal radial geometric beauty of the star cities of Europe, included in the UNESCO World Heritage list, in Great Britain, the Netherlands (Naarden, Brielle, Heusden, Willemstad,

Burtange), Italy (Palmanova, Peschiera del Garda) , Portugal (Almeida, Elvy), France (Neuf-Bryasch), Spain, Poland (Zamostia), Croatia (Karlovac), Czech Republic (Terezin) (figure 7) [270].

According to anthropologist S. Szeged, "the populous Trypil tribes played an important role in the formation of the gene pool of the ancestors of the Ukrainian people - the autochthonous ethnos of the South of Eastern Europe, whose prominent features began to form long before the appearance of Slavs on the historical arena" [271].

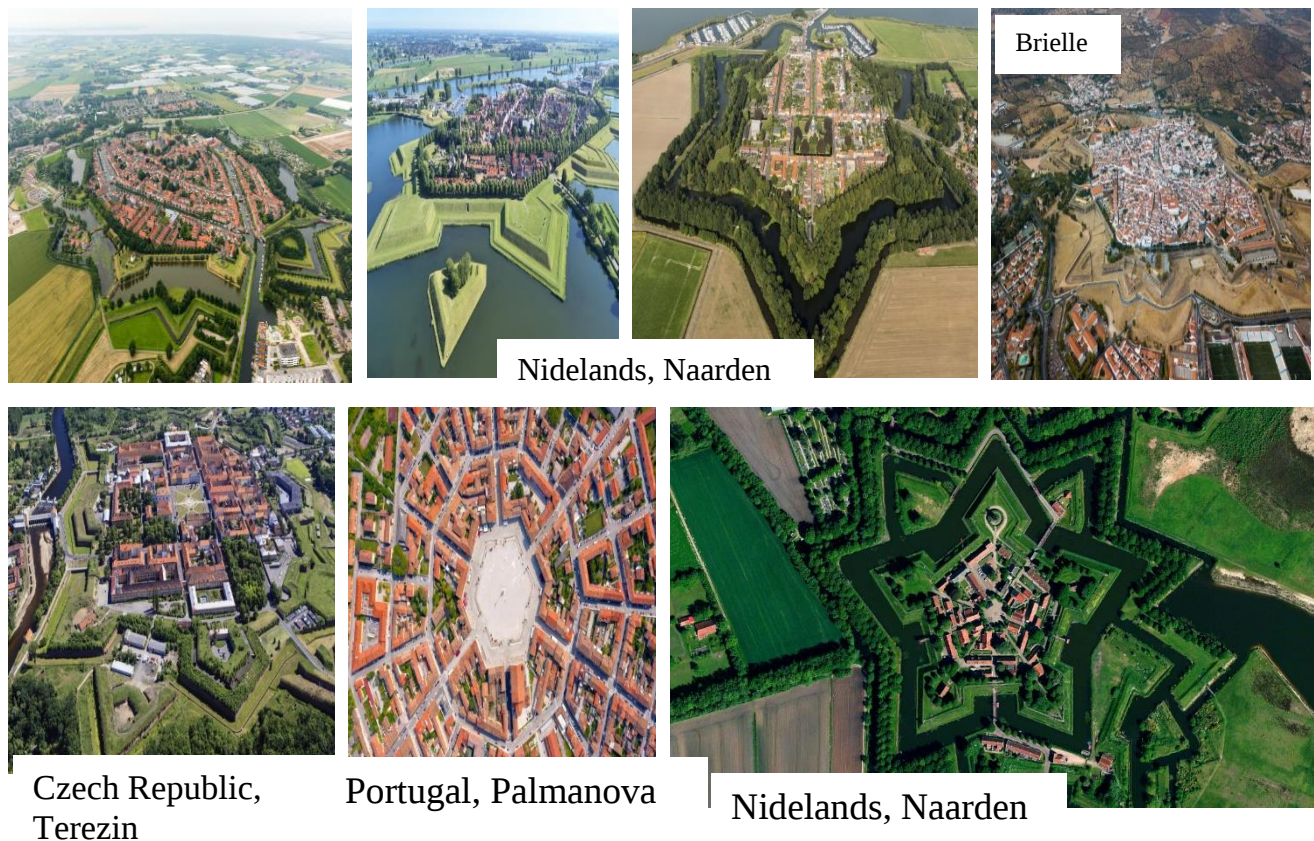


Fig. 7. "Star cities" of Europe*

Note. * Formed by O.H. Golovnina. according to the source [269]

The people of Trypil were progressive intellectual innovators. Their innovations in various spheres of life have become widespread in various countries of the world. The authors of the pottery kiln and furnace for firing ceramics, the creation of various in shape, purpose and ornaments from clay, kitchen, household and cult products (jugs, mugs, bowls, bowls, female figurines, toys, binocular vessels) belong to the people of Trypil [272].

The potter's horn was first excavated in 2015 in the village of Dobrovody in Cherkasy region. Archaeologists divide the pottery of Trypilians into "rather rough and simple" and "made of beautifully made clay, with thin walls, well fired and of impressive perfection." Ceramics were painted with black, red, white, and yellow paint with a complex ornament that "reflected the Tripoli world - the solar, heavenly, spiritual, and cosmogonic views of the people of Tripoli. symbols of fertility, life, the Sun, the Great Mother Goddess" [273].

The Trypil culture, as one of the main agrarian ancient agricultural cultures of the Stone and Copper Age, laid down the secrets of metal processing and metallurgy, copper and bronze smelting, and the manufacture of work tools and jewelry. About two dozen bronze workshops and hundreds of stone and clay matrices, a 6.5 thousand-year-old copper fishing hook were found [269, 280].

The people of Trypil founded weaving and created a loom, dressed in fabrics made on it and crocheted. "Pryasla (modern spindles) - rounded flywheels for a wooden spindle, 3 to 8 cm in diameter, 0.7-2 cm thick, with a small hole in the center. Thread was spun with such a spindle in different historical times and among different peoples, including in the 20th century" [273]

Trypil residents are the founders of modern ecological housing construction, authors adobe, rectangular one- and two-story buildings with wooden walls on stupas with round-shaped windows, plastered on both sides with multi-layered clay, whitewashed from the outside and inside, painted with dark red paint, decorated in every way. 600-700 people lived in the village, represented by several dozen houses. Original home-made clothing was decorated with embroidery (embroidery) and jewelry [274, 275].

In agriculture, the people of Trypil became the first farmers in Europe. They singled out farming, farming and cattle breeding in agriculture [276]. They achieved success in hunting, fishing and gathering. They established crop rotation to ensure rotation of agricultural crops to increase their productivity and sowed wheat, barley, millet, rye, peas, oats, hemp.

The people of Tripoli were the first to use the wheel. They are the authors of the double harness and plow.

The people of Tripil were the first to harness oxen for farming, and the harness and plow were used for tilling the land. The land was worked with hoes (made of deer horn, stone, bone, then of bronze and digging sticks with pointed ends), plows, the harvest was harvested with sickles with flint inserts, and the grain was ground with stone threshers. In animal husbandry, advantages belonged to large cattle, bulls were used as a draft force.

The household had pigs, sheep, goats, poultry, produced milk, cheese, sour cream, and butter.

In the spiritual world of Trypilians, the cosmos is presented as a single and indivisible one, and in the paintings it is three-dimensional with the Great Goddess, the Mother of the World and the Sun, in the center. the Tryplian image of a woman is unique and passes through all religions of the world [277, 278]. It is represented by the Great Mother Goddess as the female beginning of fertility, a symbol of the Mother of God in the pose of Oranta and a mother with a child at her breast, which became the main symbol in Christianity. It was among the people of Trypil on the territory of Ukraine that the Trypil cult of the Sun and the symbol of the Sun in the form of the solar sign svarga first appeared and became widespread (figure 8).

Anthropologist V. Petrov believes that "there is no doubt that already in the Trypil period, Ukraine acquires a certain amount of characteristic features that remain a characteristic feature of the ethnographic culture of the Ukrainian people in our time" [279].

Thus, the objects of the Marketing the values of Trypil culture can be defined as: territories and regions of Trypil heritage, foundations of town planning, objects and technologies of ecological housing construction, agriculture and metallurgy, pottery, ceramics, anthropomorphic plastic, weaving and loom, ideology and objects cults of the Sun and the Mother. It is expedient to classify them as objects according

Trypil housing

Household

Image of Trypiltsi,
Tryplian clothing

based on the materials of ceramic dishes and anthropomorphic plastic, artist-ethnographer Z. Vasina



"Culture of painted ceramics"

Pottery



Binocular vessel

The spiritual world of Trypil people

Our Lady of Clay

Solar sign quarrel

Spinning and weaving



Fig. 8. The uniqueness of Trypil culture*

Note.*: formed by Golovnina E.G. based on [263 - 269]

to innovative achievements in the region, firstly, territories and countries, secondly, according to technical and technological achievements and their modernity, thirdly, according to ideological and cultural heritage.

Taking into account the above, in the context of marketing the values of consumer entities in relation to Trypil culture as an object of cultural heritage, it is possible to classify them according to the following criteria-interests.

First, a group of "artifactist" consumer subjects who are interested in the location of archaeological excavations, artifacts, technological processes of artifact production and the possibilities of their restoration (utilitarian level).

Secondly, a group of subjects-consumers-"culturologists" who show an interest in the cultural section, that is, an interest in the fact that today it is possible to use in clothes, shoes, jewelry, Easter eggs, in bats, those artifacts that can be transferred from history for today, which can be shown and distributed (distribution of copies of artifacts, formation of cultural bases for the use of these copies). This is the stage of preparation for the market: see what is needed, grasp the idea and copy.

Thirdly, a group of subjects-consumers-"ideologues" who are interested in the formation of value characteristics for the of the Marketing of Values based on the ideology of values, namely, what is mentioned are the achievements of the Motherland, historiography, respect for what is on its territory, respect for the past, history, the desire to create something, introduce it into the national symbolism, produce, distribute and show it with pride to the citizens of one's country and the international community.

Thus, the unique Trypil culture with epistemological and archeological roots of Ukraine became the highest cultural manifestation of Europe in the VI-II millennium BC and played an extremely large role in laying the foundations of spiritual, socio-political, industrial and cultural life, which were later adopted by the inhabitants of other regions of the planet.

It is extremely necessary to spread the achievements of the Tryplian culture of Ukraine through modern scientific knowledge based on the application of the Marketing of Values to improve the culture and quality of life of people, the development of intellectual, social, and human capital. Ukraine, as the rightful

successor of Tripoli culture, must approve it as its business card in the world. In the paradoxical world of globalization, typical wishes of consumers are to make their country and the world as a whole a more perfect and ideal place to live.

Trypil Ukraine is reviving the history and cultural succession of generations with the aim of improving the quality of life and calling for compliance with the emotional, spiritual, and material needs and desires of modern Ukrainians.