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USING THE CONCEPT OF SOCIALLY RESPONSIBLE MARKETING IN UKRAINE AND ABROAD

Today the concept of social-responsible marketing is becoming more used, because of dissatisfaction with the higher level of needs by Maslow – needs of self-actualization. Using this concept in the business gives positive results. For example, official statistics says: the number of consumers who make their choice according the importance of solving social problems in the UK increased by 6 years from 10% to 32%, in France - up to 22%. Socially responsible marketing is beneficial for large companies, to some extent, justify their large profits. Corporations use this concept for the following main aspects: improve your reputation; use social responsibility as a competitive advantage in the market to stimulate the development of markets by social needs satisfaction [1].

Today, markets in first rate countries are rich because of stimulating development this markets with satisfaction the most important social problems. As the Ukrainian market now is developing, the role of socially responsible marketing concept is growing. However, the Ukrainian market, comparing with other countries, has a number of differences for using social responsibility: a broad framework for the development of social activities in relation to employees as "legacy" after the collapse of the Soviet Union (kindergartens, sanatoriums, etc.); free medicine; which used to Ukrainian; Ukraine's economy depends on labor- and energy-intensive industries (coal, steel, etc.); inefficient use of resources; technology and management; psychological differences between the generations; important role of national issues; narrowing the sphere of interests of the population to the level terrain of the region.

According to the analysis of secondary resources of market information, the ranking socially responsible companies in Ukraine is:

- the company "System Capital Management", which implements social and economic development projects in the regions of Ukraine, and last year spent on this activity of 50.4 mln.;

- Kyivstar J.S.M. focused on accountability for the quality of its products and services (action "Child safety in the mobile Internet", etc.);

- Group of Companies "NIKO" implements fund raising activities in the development of communities through the charitable foundation "Krona". In 2010,

this fund made a donation of \$ 3 million 640tys.hrn.;

- The company "MTS Ukraine" first started to use alternative energy in the provision of mobile communications;

- "Obolon", which resulted EBRD minimize energy consumption and production provided the second heat cycle use in brewing; next 5 companies in ranking are: Prykarpattiaoblenergo company, Kraft Foods Ukraine, the Group of companies "Foxtrot," SUN InBev Ukraine and Astelit. For comparison, Intel in the world spends about 100mln.dol. each year on social projects [2].

It is important to note, that the forms of social responsibility may be different, not just charitable. This could include and corporate governance; labor conditions; environmental protection; cooperation with local organizations; social investment and sponsorship. All these forms are part of the strategy "Sustainable Development", which is widely used in world practice, and means adjacent business development and market in which goods or services sold.

In Ukraine, helpfully would be to use the concept of “social business”, created by Nobel laureate Muhammad Yunus. According to this concept the government should be initiator in creation business, which profits are reinvested, and the investor does not receive more than the amount of invested capital. The consequences of its use in Ukraine are: to increase production, create jobs, increase in GDP, to stimulate popularity of TM software market should produce more. Development of this concept involved research bureau Grameen Creative Lab. Proponents of this concept have become such companies as Danone, Veolia, BASFA, Adidas Group [2].

Business responsibility is much wider. It provides a “healthy pragmatism”, that means formation of the company's image in process of concept’s realization. In these conditions companies have not only to advertise their "social responsibility", but also they have to take into account the views, values, expectations of consumers. This requires market research, new segmentation, choosing of a specific target audience, sensitive to this concept.

References:

1. Andrzej Limanski Basis for selecting strategies socially responsible business / Limanski A. / / Bulletin of Lviv National Polytechnic University: "Logistics".- 2010 .- № 690.- P.353-359.

2. Web-resource available from: [http:// www.management.com.ua](http://www.management.com.ua)

3. Web-resource available from: [http:// www.innovations.com.ua](http://www.innovations.com.ua)