

Role of the Holistic Marketing Conception in the Regional Food Market Formation

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ABSTRACT

The article substantiates the need for the holistic marketing application in the regional food market management. The authors distinguish and describe in detail the principle constituents of the regional holistic marketing and substantiate introduction of the integral marketing conception in the regional food market formation.

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At the present stage of development of society, there was an urgent need to develop and implement methods of regional management that are adequate to market conditions of management. The growing need to update the theory and methodology of regional management is due to the rapid changes in the factors of the external and internal environment of the region. To solve it, it is necessary to use a combination of market management methods, including marketing.

The transformation of the modern marketing paradigm and the specifics of the formation of new sectors of the economy based on the innovative component necessitate the use of an integrated approach as the most promising in the formation of a conceptual model of marketing.

With regard to managing the development of regional food markets that are rapidly developing throughout the world, marketing must be considered in its most developed form - in the form of holistic marketing, due to the special social significance of meeting the basic needs of the population of the region.

The food market is one of the most important in the system of local markets, which largely determines the level of satisfaction of the most necessary vital (physiological) needs of the population, which, in turn, largely determine the social mood of the region. Providing the population of the region with food is of great strategic importance, since not only the food security of the region, but also the quality of life depends on their availability.

The development of the food products market is aimed at providing consumers with high-quality, safe products and involves solving the following main groups of problems: socio-economic, environmental, competitive, innovative, and territorial. This determines the functional features of marketing, determines a high level of state regulation of the market and implies an integrated approach to ensuring activities, which, in our opinion, can be most fully achieved on the basis of holistic marketing [1].

At present, the application of the concept of holistic marketing, which reflects the integrity of the process

of market research, development and implementation of programs based on the multi-level interaction of several multidirectional marketing concepts, taking into account the life cycle model, is becoming an urgent direction for the development of Russian regions due to the slow pace of formation of the food sector. Ensuring harmonious and effective integration of social and economic aspects of the development of society. The long-term experience of foreign countries clearly shows that the effective functioning of the food market can only be carried out on the basis of an integration approach as the most promising in the formation of a conceptual marketing model. The concept of holistic marketing is focused on taking into account and balancing the interests of all participants in market relations, increasing the competitiveness of the food sector of the economy, developing its resource and investment opportunities, and also provides the necessary feedback to consumers in the regional food market.

An integrated approach allows us to consider any market situation as an object for study with a wide range of internal and external causal relationships. So, the reason for changes in the food market can be, on the one hand, external processes, changes in the market for means of production, the financial market, and on the other hand, internal processes; changes in the development of markets for certain closely related products. In this case, these are some kind of aspects of the object (or situation) under study, following which one can determine strategic and tactical solutions for getting out of the situation [2].

In domestic and foreign literature, the theoretical and methodological base for the use of holistic marketing is just beginning to take shape and does not allow using its capabilities to the fullest at the moment, which determines the relevance of developments in this area, taking into account the innovative specifics of the development of the regional food market.

Holistic marketing is a relatively new concept; there is no generally accepted definition in the literature. Theoretically, the developments of various authors allow us to suggest that the theory of holistic marketing is not unambiguously interpretable and requires significant improvements.

The new "holistic" concept of marketing was named from the word "holism", which contains the idea that any object exists as a whole, while the integrity of the object implies the presence of qualities that cannot be detected if the object viewed simply as the sum of its individual components [3].

F. Kotler defines this term as "shifting the focus from the product to the buyer and from the sale of goods to satisfying the needs of the consumer" [4], as a step towards restructuring the entire structure of the company in order to cooperate with customers. F. Kotler names the most important new marketing trends, including the transition from "make and sell" marketing to "hear and respond" marketing, from vertical integration to virtual integration (outsourcing), from competitive struggle for market share to struggle for a certain consumer. F. Kotler talks about the need to monitor trends and develop scenarios for the possible development of events, thereby emphasizing the importance of strategic marketing planning [5].

But despite the indicated need to revise the development of marketing in this particular direction, noted in the works of F. Kotler, K.L. Keller, A. Ilyin, A. Kukharchuk, R. Ufimtsev and others, the concept of holistic marketing as the most progressive approach has not been sufficiently reflected in modern research and scientific publications.

The holistic concept of marketing is based on the planning, development and implementation of marketing programs, processes and activities, taking into account their breadth and interdependence. Holistic marketing recognizes that everything matters in marketing and that an extended, integrated approach is often needed. Thus, holistic marketing is an approach in which an attempt is made to recognize and balance the various competencies and complexities of marketing activity [7].

The dilatability of the theory of holistic marketing, the problems of dynamic interaction of multidirectional marketing concepts as components of holistic marketing have indicated the relevance of developments in this direction.

Holistic marketing at the firm level includes four components: relationship marketing, integrated marketing, intra-company marketing and socially responsible marketing [8]. When projecting onto a region, it is necessary to revise the key elements of holistic marketing (Figure 1).



Figure 1 - The structure of holistic marketing in regional government

In the structure of holistic regional marketing, as the analysis of scientific research on the problems of regional marketing shows, it is advisable to include the following key elements: territory marketing, which integrates image marketing, and region attractiveness marketing, infrastructure marketing, innovation marketing and socially responsible marketing.

Let us now consider the role of each of the structural components of the holistic concept of marketing in the formation of the regional food market.

Territory marketing is the most important volumetric component of holistic regional marketing. In its composition, elements can be distinguished inside that are aimed at increasing the attractiveness of the regional market: image marketing and attractiveness marketing.

Within the framework of communications, holistic marketing occupies the highest level, not limiting the content of communications either to individual details and characteristics of goods, or to any complexes of ideas. The content of communications is aimed at the entire regional market, including the entire community of consumers of regional products and the personalities of business leaders. The holistic approach is aimed not at individual human needs and values, but at the single personality of the consumer of the regional product market.

Image marketing allows you to achieve the creation, development, dissemination and public recognition of a positive image of the territory. It does not require high costs - the level of costs and efficiency depend on the already established image and the actual state of affairs in the region. Image marketing focuses on promoting the region's existing attractions.

The main arguments for the functioning of the regions include tax incentives, the possibility of using the previously created advantages of the region. The leading image marketing tools are communication activities that demonstrate the openness of the region for contacts and allow external actors to get to know it better, to make sure that its advantages are significant.

Among the types of the region's image (positive image, weak image, overly traditional image, controversial image, mixed image, negative image, overly attractive image), in our opinion, the strategy of a weak image can be attributed to the Orenburg region. The region is more or less famous in the country in connection with the extraction of gas, oil and the production of downy shawls. The main reasons are: undeveloped competitive advantages, lack of promotion, poorly developed social and industrial infrastructure.

Specific tools can be used in territory marketing: exhibitions, fairs, decades, months of culture and art, hotel business and tourism, conferences, transport, communications, banking system, tax policy, educational, cultural, health and recreation institutions, sports.

Attractiveness marketing is aimed at increasing the attractiveness of the region for consumers from

outside. Most regions would not refuse to develop special features that guarantee competitive advantages in the rivalry of regions. To ensure the investment attractiveness of the region and its development, we propose an integrated approach to the management of the region, which will allow using all the possibilities of holistic marketing of the region and will require the formation of a development program for the region as a whole.

Infrastructure marketing requires a lot of work to ensure the effective functioning and development of the entire region. The success of the region is ensured by the degree of civilization of market relations in the region. It should be convenient to live and work in the region, and for this it is necessary to develop the infrastructure of residential areas, industrial facilities, market infrastructure in general. Among the prospective arguments can be named: the emergence of new and the development of old industries, the dynamics of industrial and market infrastructure, communications, the level of employment, the level of well-being, the dynamics of investment, the development of higher and postgraduate education.

The main goal of socially oriented marketing is, first of all, to improve the quality of life of the population of the region, which includes, among other things, ensuring the safety of the inhabitants of the region, including food security and such characteristics as, for example, the protection of the population of the region from the consumption of low-quality products.

The population marketing strategy is chosen by the region depending on the state of affairs and the need in the field of activity. A region with a low level of employment and cheap labor can put forward this as an argument for attracting entrepreneurs in order to create new jobs. If labor resources are scarce and jobs are plentiful, then the region is touting good housing opportunities and growth prospects. Population marketing is aimed at increasing the attractiveness of the region for the consumer.

Innovation marketing is the most relevant part of the region's holistic marketing. The stabilization trends in the development of the world economy testify to the growing influence of scientific, technical and innovative activities on the rates of economic growth of the territory. The formation of favorable conditions for the implementation of innovative projects is becoming the main tool for the modernization and development of the economic complex of the region.

The use of a holistic concept of marketing in the management of the region will promote mutually beneficial trade and cooperation between small and medium-sized enterprises in Russia, the Orenburg region, other regions and abroad, as well as attracting investments, equipment and technologies in order to create joint ventures based on the use of local resources. Holistic marketing, reflecting the integrity of the process of market research, development and implementation of programs based on the multi-level interaction of several multidirectional marketing concepts, will generally contribute to solving the problem of forming a regional food market.

Thus, a modern approach to the development of managerial decisions, taking into account the principles of holistic marketing, creates the basis for making effective decisions and developing marketing programs both at the state and corporate levels for the formation and sustainable development of the regional food market. It is the conceptual and integration approach, and, in particular, dedicated holistic marketing, that makes it possible to fully use the meaning and technologies of the established concepts and marketing tools as elements of a holistic structure when creating an innovative mechanism that regulates the interaction system of all subjects of the food market - the state, organizations, partners, consumers. This approach is based on the principles of marketing, reflecting the solution of social and economic problems, and takes into account the industry specifics of the food sector of the economy.

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