

MODERN MARKETING BASIC PROBLEMS

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This paper considers the basic characteristics of modern marketing which badly influence the society social development and also marketing science development itself. The author is targeted at the identification of the necessity to develop marketing science from the point of view of social-and-ethical regulation.

The target of modern sciences is to develop moral, social and material sides of people's life and provide harmony between people and nature.

However, marketing science is developing too fast these days. In fact its development contains the number of essential contradictions and lacks which, finally, bring to our society only negative and destruction.

In 2007 the Russian Guild of Experts in marketing formulated one definition of marketing (from tens already existing ones) which more completely reflects its essence:

Marketing is a philosophy of business based on the systematic research of market (consumers' behavior, distribution channels, competition) targeted at developing and implementing effective strategies aimed at forecasting, creation and satisfaction of organization', households', physical persons', establishments' and public associations' needs.

Using usual words, marketing is a science about market which was developed and improved for the purpose of selling commodities (products/services) with the best profitability for producer and in maximum amount. Firstly, this science creates additional needs for people and then satisfies them.

Marketing becomes a tool for getting the maximum possible profit. Modern marketing can be characterized by the following negative features:

1. Excessive information attack on people consciousness which leads to heavy deficit of attention.
2. Initially overprice setting for famous brand commodities.
3. Excessive commodities' monotony in different packages.
4. Hard-sales.

5. Selling dangerous products.
6. Quick functional depreciation of commodities.
7. Focus on reach consumers, ignore poor and lower-income people.
8. Importance of non-material component, brands are more valuable than productions.
9. Consumer fraud.
10. Increase of the power of distributors, the rising prices for commodities.
11. Sale of illiquid commodities.
12. Stimulating purchasing in big amounts.
13. Excessive price for commodities because of marketing costs.
14. Playing with emotions.

The last thing and the most negative in modern marketing is playing with emotions. A modern company is ready to do everything possible for increasing their sales. This approach is based on neuro-linguistic programming.

All mentioned above leads to the following things in modern marketing:

- ◆ expanding people's needs;
- ◆ the amount of consuming the resources of our planet is growing unreasonably;
- ◆ increase the gap between the owners of capital goods and consumers;
- ◆ because of permanent battle for resources the social situation is getting worse;
- ◆ the number of starving people goes to one and a half billions.

However, businessmen are happy because they satisfy the maximum of their needs with minimum costs.

The most important thing that while increasing material consumption we have forgotten the fact that resources are limited and their unreasonable use can lead our world to destruction.

Modern marketing should be re-oriented from materialistic approach to social-and-spiritual

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approach and the last one has to be put into life not with the help of businessmen but with the help of the state. Where state is treated not only as a body issuing and controlling laws, but also as a subject of our life which participates in propaganda of social norms and having the main means of production providing enough amount of benefits for satisfying society needs.

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