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**КОНЦЕПЦІЯ МАРКЕТИНГУ НА ЗАСАДАХ СТАЛОГО РОЗВИТКУ АГРАРНИХ ПІДПРИЄМСТВ  
В УМОВАХ ГЛОБАЛІЗАЦІЇ**  
**MARKETING CONCEPT BASED ON SUSTAINABLE DEVELOPMENT OF AGRICULTURAL  
ENTERPRISES IN GLOBALIZATION**

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маркетингу на засадах сталого розвитку  
аграрних підприємств в умовах глобалізації.  
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*Стаття присвячена визначенню та обґрунтуванню концептуальних засад маркетингову в контексті забезпечення сталого розвитку аграрних підприємств в умовах глобалізації. Визначено етапи маркетингового комплексу в умовах глобалізації, які згруповано у чотири етапи: аналіз локальних потреб в окремій країні, глобалізація локальної товарної концепції, кастомізація товару до кожного локального середовища, реалізація обраної стратегії за допомогою операційного маркетингу. Здійснено порівняльну характеристику маркетингу 1.0, 2.0, 3.0. за наступними характеристиками: мета, рушійні сили розвитку маркетингу, сприяння ринку підприємствами, основна маркетингова концепція, принципи маркетингу, споживча вартість (цінність), засади створення пропозиції, відносини з клієнтами. Охарактеризовано сутність маркетингу 3.0, встановлено, що його засади повністю відповідають концепції сталого розвитку компаній, які реалізують довгострокову стратегію дій, у тому числі соціальну відповідальність та повагу до прав та уподобань клієнтів. Встановлено, що створення позитивного іміджу компанії має базуватися на сильному бренді продукту, лідерстві в обраній сфері, повазі до робочого середовища, соціальній відповідальності та стимулюванні інновацій, спрямованих на потреби та проблеми споживача, що набуває особливого значення для аграрних підприємств. Визначено, що маркетинг повинен сприяти розвитку культури якості, а при виборі інструментів впливу на споживача – керуватися принципами екологічності та довгострокового накопиченого екологічного ефекту.*

**Ключові слова:** глобалізація, маркетингу 3.0, сталий розвиток, сільське господарство, соціальна відповідальність.

*The article is devoted to the definition and justification of the conceptual foundations of marketing in the context of ensuring the sustainable development of agricultural enterprises in the conditions of globalization. The stages of the marketing complex in the conditions of globalization are defined and grouped into four stages: analysis of local needs in a separate country, globalization of the local product concept, customization of the product to each local environment, implementation of the chosen strategy with the help of operational marketing. A comparative characterization of 1.0, 2.0, and 3.0 marketing was carried out. According to the following characteristics: purpose, driving forces of marketing development, market promotion by enterprises, basic marketing concept, marketing principles, consumer value (value), principles of creating an offer, and customer relations. The essence of marketing 3.0 is characterized by its principles fully corresponding to the concept of sustainable development of companies that implement a long-term strategy of actions, including social responsibility and respect for the rights and preferences of customers. It was established that the creation of a positive image of the company should be based on a solid product brand, leadership in the chosen field, respect for the working environment, social responsibility, and stimulation of innovations aimed at the needs and problems of the consumer, which acquires particular importance for agricultural enterprises. It was determined that marketing should contribute to developing a culture of quality. When choosing tools to influence the consumer, it should be guided by eco-rationality principles and long-term accumulated environmental effects.*

**Keywords:** globalization, marketing 3.0, sustainable development, agriculture, social responsibility.

### Statement of the problem

The development of Ukrainian society in the direction of sustainability in modern times is a problem of primary importance, and the means of its provision are recognized as no less urgent. The marketing complex, carefully developed, taking into account modern trends and implemented at the national and regional levels, aims to increase the competitiveness of enterprises, which in turn should contribute to developing the country's economy to a qualitatively new level. Recent changes in Ukraine and worldwide are aimed primarily at achieving sustainable economic and social progress. To ensure this in the complex global challenges, it is necessary to make reasonable, systematic management decisions considering the existing risks. The complexity of this process is explained by different levels

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of management that interact with each other, as well as cause-and-effect relationships and other factors that slow down further progress.

The development of a methodological base for management at various levels (national, regional, and level of economic entities) based on a systematic approach to management using marketing tools in the face of global challenges is a highly relevant scientific direction since the research data are of an applied nature and are necessary for further application, in particular at agro-industrial enterprises, since the agrarian complex plays one of the leading roles in the formation of the economic policy of the state. A balanced, correctly planned marketing complex, which will ensure the competitiveness of Ukrainian products on the international market, should be developed at the state and regional levels, which should become a reference point for forming further marketing strategies for agricultural enterprises.

Analysis of recent research and publications. Scientific works of such scientists as Dovhan' Yu., Serednyts'ka L., Krykavs'kyj V., Savina N., Krykavs'kyj V.S., Savina N., Lopatyns' are devoted to the problems of using marketing tools in the management of sustainable development in the conditions of globalization kyj Yu., Todoriuk S.I., Kravchuk Y., Chyhryn O., Khomenko L., Kalitaj H., Kotler F., Yerankin O. and others [1-8]. However, specific questions regarding the system of marketing tools in the modern conditions of orientation toward the sustainable development of humanity and globalization still need to be solved.

### **The purpose of the research**

The article's purpose is to form the conceptual foundations of marketing in the context of ensuring the sustainable development of agricultural enterprises in the conditions of globalization.

### **Presentation of the main research material**

Globalization has become one of the critical factors affecting the further development of human society. Under its influence, the world market is gradually turning into a single economic space where capital, goods, and services move freely and spread ideas and their carriers. This process causes the creation and development of modern world institutions and mechanisms of their interaction. In particular, well-known international organizations such as the International Monetary Fund (IMF), the World Bank, and the World Trade Organization (WTO) began to play an active role in the new global arena.

The significance of global marketing is growing every day, as the rapid internationalization of all processes characterizes the modern economy. This process becomes an independent force with a pronounced tendency to constant growth. The internationalization of production and sales is gaining momentum due to various factors, including economic, political, technological, socio-demographic, psychological, etc. From an economic point of view, the internationalization of production leads to a better division of labor, an increase in productivity, an expansion of the sphere of capital investment, and the development of technology and calculation methods. Most economic factors are closely related to political ones.

In recent times, more and more international political institutions, corporations, and associations have appeared that can operate without obstacles in the global market.

So, in the 1950s, the world was divided into 120 or so national markets. Japan was only trying to restore its pre-war status, and the economy of the "Asian tigers," which declared itself in the 1990s, was still in the development stage. Eastern Europe, the USSR, China, and the countries of Indochina were isolated from the rest of the world. Today, the situation has changed significantly. Technological breakthroughs in information processing and transmission broke down the territorial boundaries of companies and markets. The world, where money and information have already become global, is one global market.

The advantage of globalization of operations is the ability to use resources on a global scale, where they are of higher quality, cheaper, and more accessible. The company can use labor resources in one part of the world, raw materials and materials in another, and information technologies in a third.

Globalization of markets (business operations and consumer preferences) is facilitated by global communication networks - mass media (mass media) and social media.

For example, the British BBC's audience is more than 140 million people who speak 45 languages. The use of global mass media networks makes it easier for specialists to create global brands—one advertising theme passes through several countries.

In comparison with the multi-regional approach, where the peculiarities of each region are taken into account with the further study of consumer needs for the successful functioning of the company in this market, the global approach has three main differences:

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1) the global approach aims to identify similar features of different markets. With the multi-regional approach, on the contrary, standard features are not taken into account;

2) the global approach involves an active search for homogeneity of goods, images, and advertising appeals;

3) with a global approach, you should first determine whether the product suits the world market. The multi-regional approach considers local features; the task of product unification needs to be set.

Globalization requires internal changes in the enterprise, such as more centralized decision-making. The global comp strategy has recently become famous: "Think globally, act locally." When faced with the internationalization of markets, a multinational or global firm must consider a global approach in developing strategic marketing and act locally in operational marketing.

Global marketing is a two-step process. In the first stage, global thinking involves the search for transnational segments of consumers in a broad geographic market, where these segments may be of different sizes. On a regional or international scale, they can be large enough to provide a large-scale effect. In this context, globalization applies mainly to the product concept and not necessarily to other marketing tools, such as communication, pricing, and distribution, as these tools are adapted to local conditions. So, the adaptation process is the second stage of global marketing.

Some researchers and experts are critical of this interpretation of transnational marketing. They believe the principle "think globally, act locally" allows the development of new products without analyzing local needs and their forced introduction worldwide through all possible communication channels. In this regard, some companies believe that product development should co-occur locally and globally. In this case, the development of the marketing complex includes four stages:

- analysis of local needs in each country;
- globalization of the local product concept;
- product adaptation to each local environment;
- implementation of the selected strategy through operational marketing.

From the point of view of marketing management, the most significant consequence of globalization is that any company should consider the Triad countries as a reference market. In addition, it is necessary to apply active or defensive strategic measures that consider the new interdependence of markets.

The rule of the «Triad» in global marketing is as follows: if goods (services) are in demand in the markets of North America, Western Europe, and Japan, then they will be in demand worldwide.

- The «Triad» rule has the following features:
- Availability of «global nature» goods;
- the need for rapid dissemination of technical and technological inventions due to the high level of competition within the «Triad»;
- the economic necessity of internationalization of activities because the cost of developing some types of equipment is so high that it is possible to achieve payback only at the global level;
- The critical specific weight of the «Triad» in the world economy is 70-80% of the production and consumption of many goods and services carried out in the territory of the «Triad» countries.

It is essential to realize that global marketing applies to large international organizations and to all companies in general. Small and medium-sized businesses operating in the international market must also consider the process of internationalization and use appropriate strategies for competitive struggle. In this regard, it is difficult for agricultural enterprises to enter the global market for several reasons. First, in food products, each country has its unique requirements regarding quality standards for specific categories of goods, which complicates the international exit of agricultural enterprises. Even in EU countries, where the standards may be somewhat unified, there are their requirements for exported goods, making entering the global market difficult.

Several companies operating in Ukraine currently provide comprehensive support services for foreign trade enterprises, such as "Export-UA," where you can get analytical information, legal advice, and other helpful services when entering the global market. Establishing communication with potential partners is the first and crucial step for the company to enter the international arena.

Consequently, the importance of global marketing and communications is increasing as manufacturers of multinational brands begin to understand the need to expand into markets outside their traditional geographic areas of influence. The development of mass media infrastructure and new communication technologies allows brands to be produced, sold, and promoted globally.

Enterprises' use of marketing 3.0 concepts is closely related to social responsibility. The desire to individualize the offer, taking into account the expectations of specific customers along with

sustainable development and care for the environment, requires changes in the thinking and development of marketing activities of agricultural enterprises in the direction of marketing 3.0. This approach involves compliance with specific quality standards of manufactured products, social and ethical values, including corporate values, and most importantly, the development of relations with the client at the level of perceiving him, first of all, as an individual who has his values and preferences.

Marketing is constantly evolving, and in many sectors of the economy, it has acquired an even more developed form—marketing 3.0. This approach considers the client's human aspirations, values, and spirituality. The company perceives the consumer as an individual with his own needs, aspirations, and values. On the other hand, the concept of marketing 3.0 focuses on ensuring a balance between the enterprise's profitability and corporate responsibility for the environment.

Marketing 3.0 ideas fully correspond to the concept of sustainable development of companies that implement a long-term action strategy, including social responsibility and respect for the rights and preferences of customers. This strategy is considered a modern business concept that allows companies to adapt to constant changes in the environment successfully. F. Kotler and G. Zaltman, more than 40 years ago, defined social marketing as "the development, implementation, and control of programs designed to influence the level of perception of certain social ideas related to product planning, pricing, customer communications, distribution and marketing research" [8]. Selected characteristic features, which trace the evolution of marketing at various stages of development, are presented in the table. 1.

**Table 1. Comparative characteristics of marketing 1.0, 2.0, 3.0.**

Main characteristics	Marketing 1.0 - focus on the product	Marketing 2.0 - focus on the client	Marketing 3.0 - focus on values
Goal	Maximization of production and sales volumes	Satisfying customer needs, gaining customer loyalty, maintaining relationships, building brand loyalty	Coordination of the goals of the client, the enterprise, and society
Driving forces of marketing development	Industrial revolution	Development of information technologies	Communication with consumers based on information technologies of the new wave
Promotion of the market by enterprises	Consumers are only interested in the physical characteristics of the product.	Both rational, psychological, and emotional factors influence the choice of a product.	Customers are perceived as individuals for whom their own needs are essential and social good.
Basic marketing concept	Product development	Differentiation of goods on the market	Formation of higher-order values
Principles of Marketing	Emphasis on product specification	Positioning of the enterprise and the product on the market	Formation of mission, vision, and corporate values
Consumer value (value)	Functional	Functional and emotional	Functional, emotional, and spiritual
Principles of proposal creation	Rationality	Rationality and emotionality	Rationality, emotionality, and spirituality
Customer relations	One-way transaction: one to many	Two-way relationship, personalized: one for each other	Many-to-many cooperation at different levels (vertical and horizontal cooperation)

Source: improved according to [7; 8]

Yes, integrated marketing is no longer just about maximizing profits and acquiring and retaining loyal customers. Now, only common goals for the client, the enterprise, and society can guarantee the effectiveness and success of the marketing strategy.

Today, marketing is not only driven by information technology. Marketing becomes meaningless without constant interaction with consumers, and the channels of this interaction can change depending on consumers' preferences. Here, marketing should meet the consumer, not the other way around.

For enterprises, more is needed to consider the market as a place to sell goods, where the product's characteristics speak for themselves. Without creating an emotional connection with the customer, even a quality product can be displaced by a competitor. Suppose a competing company can create such a relationship in which each client feels important and unique and demonstrates that it works with the client for the good of society. In that case, the consumer will choose loyalty to a socially responsible and caring company and company environment.

For a long time, the main marketing concept was to promote the product with its unique characteristics and recognize that the product is a step towards creating higher values. Only in this case can the marketing strategy be effective.

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However, regarding the principles of marketing, it must be emphasized that a simple emphasis on the specifics of the product and the company's achievements is not enough. It is important to formulate a mission, vision, and corporate values that correspond to modern society. Thanks to consumer loyalty, this will contribute to faster company integration into the market.

Today, the consumer value of a product is determined not only by its functionality and emotional impact but also by its spiritual content. Therefore, for a successful product offer, it is essential to consider rational and emotional aspects.

As already mentioned, the basis of customer relations, according to the Marketing 3.0 concept, is cooperation at all levels with constant feedback.

The marketing complex, developed on the above principles, will ensure the sustainable development of agricultural enterprises, regardless of the type of products they produce.

It is also worth noting that the development of marketing is greatly influenced by such factors as the development of IT technologies, the obligations of enterprises to the demands of society, which require the formation and observance of environmental and social standards, changes that occur in the consciousness and aspirations of consumers.

Despite new technical capabilities and access to advanced technologies, the modern agro-industry in Ukraine is far from being ahead of other industries. The development of the agricultural industry, which will make it possible to bring it closer to other developed industries, involves the implementation of the concept of an open system, which makes it possible for the client to receive a product that is based on the use of modern technologies, ecological materials, specific standards in production, that is, everything that convinces and motivates the consumer to use the products of one or another manufacturer.

An essential area of Marketing 3.0 is activity related to socially responsible investments, briefly called SRI (sustainable and responsible investments). This activity can be characterized as follows:

- investments made based on detailed ethical reviews by the principles of general responsibility management;
- measures that apply the demarketing policy, for example, limiting the purchase of shares of companies that carry out unethical projects and cause potential or actual harm to society and nature;
- involvement of companies in various programs in the field of corporate social responsibility (English: CRM – corporate social responsibility).

The company's activities in the field of CRM are based on implementing various initiatives aimed at protecting the environment and integrating social aspects into its work. These initiatives do not directly bring profit but affect the enterprise's success through an indirect effect. Agricultural enterprises that consider economic, social, and ethical aspects in their interactions with interested parties increase the effectiveness of communication policy and develop the function of public relations. For such enterprises, using "green" or social marketing is becoming a popular and necessary means of management, which corresponds to the principles of CRM and is aimed at preserving the ecological balance. Other solutions in the field of CRM, such as the implementation of ethics programs for employees and corporate control over the production process at agricultural enterprises, although they do not have an immediate financial benefit, in the short-term perspective, increase the competitiveness of the company by increasing the level of customer loyalty.

### **Conclusions and prospects for further research**

Therefore, in order for marketing as a systemic function of the enterprise to give preference and stimulate behavior aimed at sustainable development, it must first abandon the doctrine of aggressive behaviorism, in which the customer is only the addressee, from pressure on him, which means returning to the classical Kotler's concepts of finding constant values for the customer in the market. Maximizing these values (for the customer and enterprises) should lead to violating the value dictates for the manufacturer in the short term. The creation of a positive image of the company should be based on a solid product/service brand, leadership in the chosen field, respect for the working environment, social responsibility, and stimulation of innovations aimed at the needs and problems of the consumer, which acquires particular importance for agricultural enterprises. Marketing should contribute to developing a culture of quality. When choosing tools to influence the consumer, it should be guided by eco-rationality principles and long-term accumulated environmental effects.

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