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Areas of customer loyalty of development in the socially responsible marketing system

The thesis is devoted to solving the actual scientific and practical task of deepening the theoretical principles of managing loyalty of airline clients on the basis of socially responsible marketing.

In today's conditions of increasing market competition, the problem of improving the company's relationship with the customer is central to the theory and practice of marketing. Recently, this issue is largely due to the problem of company liability to consumers and society as a whole. Modern consumers continue to put increasingly serious demands on the activities of companies, such as environmental pollution, the gradual exacerbation of social problems in society, and so on.

So, today consumers are not enough to be satisfied with the product or service itself. Today, as a rule, the process of making a purchase decision affects a complicated marketing complex, which concerns not only the properties of the product, but also the declared values and reputation of the company. Taking into account the dynamics of increasing consumer requirements for corporate responsibility, marketing, as a practical and scientific activity, evolved through the "several" stages of transformation.

Our research allowed us to state the following:

1. The concept of responsible marketing for its purposes to a greater extent coincides with the concept of marketing relations.

2. Most authors demonstrate the affinity of concepts of "responsible marketing" and "social and ethical" marketing.

3. There is a key difference between social marketing and socially responsible marketing. The first involves marketing goal-oriented targeting with the focus on the consumer, but also taking into account the social effects of this process. The second method requires the enterprise of active social initiative, and, as a consequence, the need to consider the consumer is not atomistic position, as a representative of society, the presence of his social needs.

So, as a rule, the marketing of relationships has the following tasks:

- establishing relationships with the most significant target groups;
- maintenance of established relationships and care for them;
- quantitative evaluation of the effectiveness of the relationship.

A comparative analysis of socio-ethical marketing and socially responsible marketing is presented in Table 1.

Table 1

Comparative analysis of social, socio-ethical and socially responsible marketing

Criterion	Social marketing	Social and ethical marketing	Socially responsible marketing
1	2	3	4
Priority goal	Welfare of consumers in the long run, not just satisfying their short-term needs	Receiving profits for the organization only by lawful means and methods	The welfare of the organization in the long-term due to solving socio-economic problems of all target groups
Place in the policy of social responsibility of business	Leading towards society	Secondary on social marketing	Primary to business
Motivation of activity	Solving the problems of society	Solving partner problems	Solving their problems before society
Initiative	External	Internal	Internal
Selection of recipients of social assistance	Public preferences	Own preferences, social preference	Social preference, own preferences
Relationship with the main activity	Indirect	Direct	Direct and indirect
Management structure	Public or legal institutes	Legal and private institutes	Public, legal, private, mixed institutions
Recourses	External and internal	Internal	Internal
Frequency of implementation	Permanently	Based on the situation	Permanently
Sources of financing	Governmental and private	private	private
Company benefits	Permanent	Temporary	Permanent
Socially meaningful result	Welfare of the country	Welfare of partners	Welfare of territories of activity

According to O.V. Firsanova and MS Potepkin, according to their systematization of research publications devoted to this problem, one can distinguish the following main features of corporate social responsibility:

- production of commodity goods;
- informing about possible harmful influence of the product;
- protection of health and safety;
- quality of service to people;
- protection of the environment.

In the context of the ever-increasing social demand of consumers for companies, the fulfillment of such consumer expectations ensures the formation of a positive perceived by consumers of a socially responsible image of an organization that can be represented using formula 1.

$$\text{SRI} = F(\text{CL}, \text{IC}) \quad (1)$$

SRI (socially responsible image) - a socially responsible image of the company;

Lc - (loyal consumer) - consumer loyalty;

IP (consumer engagement) - consumer engagement.

The role of social responsibility of the enterprise, which is perceived by consumers, is important because the construction of long-term relationships with consumers of corporate social responsibility significantly affects the factors that shape the truth of loyalty.

At the same time, it is appropriate to emphasize that:

1. The policy of social responsibility, forming a positive image of the company in the perception of the whole audience, promotes the building of trust between the interacting parties in a market environment.

2. The determining factor in the development of trust is the company's business reputation.

3. Social responsibility of the business is the most effective element of the company's image, which provides the trust of stakeholders and, above all, consumers.

Conclusions: Thus, the analysis made allows us to establish that the content of the program of customer loyalty depends on the concept of marketing at the enterprise, which determines the content quality and complexity of the breadth of the spectrum of the constituent needs of consumers, to form a type of loyalty from false to true.

Thus, in our opinion, it is necessary to supplement the previously investigated classification of types of loyalty by including in it the following type of concepts:

- "loyalty to the principles of marketing relations";
- "loyalty on the principles of social marketing";
- "loyalty on the basis of socially responsible marketing".

References

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