

Section 2. Marketing

<https://doi.org/10.29013/EJEMS-23-2-6-9>

*Ziyaeva Mukhtasar Mansurdjanovna,
DSc, Associate Professor
Tashkent state university of economics*

INTEGRAL MARKETING: FOUNDATIONS AND DEFINITIONS

Abstract. This scientific article analyzes the essence of integral marketing, aspects related to economics and psychology. Also, directions for using integral marketing in influencing consumers are studied.

Keywords: integral marketing, culture creatives, marketing system, digital marketing, business.

Introduction

Marketing as a scientific discipline and as a business tool has several stages both in its development and within the management system. In the most general terms, integral marketing is nothing more than a new stage of marketing – a holistic system of interaction between the internal and external aspects of individuals, aimed at accelerating integrative processes and achieving greater “resonance”, or collaboration. Psychology, micro- and macroeconomics are presented in integral marketing as an inseparable whole. In this regard, its categories and the entire conceptual framework bears a tinge of holism, a rational transformation of interdependent marketing processes and internal perspectives of social groups, the business team.

Since the psychological moments of any activity have common features with individual development, it is possible to identify three stages in the development of marketing: pre-rational (non-legal), rational (legal), post-rational (transdisciplinary). It is usually customary to consider only the rational stage of marketing development. However, marketing has gone from being a vague economic leverage reminiscent of PR to a precise and relevant tool. Since the 30s of the XX century, marketing has been increasingly deep-

ening into the specifics of demand – into the target audience – personalizing demand, creating a system of relationships with the client, seeking to strengthen the role of socio-cultural definitions in business, in making strategic decisions [1].

Literature review

In the history of the development of civilization, there were various periods of the presence of spirituality in economic life. But it is only in our day that the practice of spiritual life becomes an economic life. Integral movement and integral management in particular is a great confirmation of this. Integral marketing as a system that determines a holistic vision of the prospects of business processes, along with integral business, serves as a coordinate plane in which the main matrixes of interaction between the target audience, partners, culture, ideas and goals in the market system are accurately viewed. We can talk about integral marketing and as a practice for the composition of top managers to see and adjust the goals of business processes in accordance with higher levels of perception of reality and support the sustainable development of integral leaders in society.

This basic philosophical idea is reflected in the noospheric theory of the development of civilization

(here we can rely on V. I. Vernadsky, P. T. de Chardin, N. N. Moiseev, etc.) [2]. The noosphere as a stage in the development of civilization, at which sustainable co-development of the “Society-Nature” system (E. V. Girusov) [4], or co-evolution, is formed in a multifunctional and complex ecosystem, which in turn is a product of the evolution of the Cosmos. This stage takes place in a natural “market” environment – the environment of energy exchange. This determines the position that integral marketing can be compared with the process of noospherogenesis, in which the forces of Reason are in harmony with the world and new spiritual incarnations of society.

Analysis and results

Today, creative design and its features express the main features (internal perspectives) of business strategy and business philosophy in general. The latter, in turn, is built on the basis of trends in socio-economic processes, cultural values, and cultural codes. All this is natural and necessary for the correct operation of all the main elements of the business in a single way, namely: corporate culture, brand and product / service as a key value in the existing market. Analytics constantly reflects the market situation, confirming or refuting tactical actions in business, adjusting the strategic perspective.

A holistic view of the business and the target audience, as components of a single business process, sets the coordinate trajectory for the development of the company. Ideas, cultural codes (Keys), proposals or key values (Works), analytical data (Analysis) predetermine the image of the development vector, the nature of relationships. The internal perspective, whose resonating force drives social groups, finds the “right address” for investment.

An ideal expression of the interaction of images and values of social groups is art, the basis of which is a certain internal intention-idea. Art, capable of expressing guidelines for social development, determines value resonances, and the dynamics of its development sometimes predetermines economic trends. The potential and the intentional are even-

tually embodied in the actual and systemic, revealing more deeply the essence of the interconnections of ideas and things. Marketing always sets itself the task of finding the actual future need and emerging demand. In this connection, art for marketing becomes a kind of “top” cut of intentional perspectives to determine the necessary ideofoms for business.

Marketing is transformed like any activity from potency to relevance. Philosophical analogy is appropriate here only because in management philosophy plays the role of a conceptual framework, a business program. The strategic vision of everything is a certain philosophy, the ideology of creative marketing. At the very beginning of building a business idea, there is always a certain “echo” of the idea, partially reflecting the actual task of the business, which determines to a greater extent the aura of the business ideology.

At the micro level, in the closest approximation to the individual perspectives of marketing as a creative procedure or actualization process, 4 stages can be distinguished: Attention, Fixation, Distinction, Integration.

Each of the stages of actualization clearly reflects the psychological features of the process of interaction of the individual with the surrounding objects of reality. Actualization is completed at the stage of integration or recognition of all business definitions at the “present moment in the history of its development”. The state of seeing the idea is transformed into the state of knowing the idea.

At the macro level, there are 3 important stages that we noted above:

Pre-rational (non-legal); Rational (legal); Post-rational (transdisciplinary).

At the pre-rational stage of the development of marketing as an activity in history, symbolic interactions of social groups are observed. These are status, categorical, temporal relationships.

The emergence of the working class, the working process, and systemic mechanisms revealed the economic process in clear social guidelines. The liberalization of economic life within the framework

of the new economic process brings marketing to an instrumental value. And in the future, already in modern business systems, transdisciplinary marketing shifts are observed towards the creative embodiment of market prospects that resonate with socio-cultural trends. Today, marketing is reflected in all types of activities, including spiritual ones, so the post-rational stage in economic life is a new integral embodiment of marketing as a tool for social development. The emergence of a new cultural layer “culture creatives” creates new perspectives for defining marketing as a tool for creative management, a new tool for making business decisions [4].

The qualitative transformation of internal intentions into an object of systemic interactions is the most important task in the matter of synergy of systemic tendencies and ideas. Branding and the philosophy of business that accompanies it procedurally reflects cultural codes that predetermine the picture of interactions with a clearly defined target group. The consumer segment itself is increasingly becoming the basis for a coordinated analytical apparatus in the areas of the economy. Therefore, the discovery of needs and their properties, the comparison of consumer preferences in historical conditions as a whole creates the prerequisites for determining the core of economic development. External perspectives are inextricably linked with individual internal intentions, therefore, analytical data reveal images or features characteristic of ideas-intentions that correspond not only to cultural codes, but also to developing individual characteristics, properties of perception of cultural objects and economic relations. Thus, the integration of the entire system of marketing operations (marketing system) with internal intentions (keys) creates conditions for harmonious co-development. The “business-target audience” model in integral marketing in external perspectives is nothing but a work flow, clearly expressed in macro socio-economic processes.

Borders = rhythm

Style-forming factors or the boundaries of the image of ideas-intentions are in constant dynamics.

This dynamic, in turn, is not devoid of a conservative quality. In any situation, as in historical perspectives (which happens naturally: moment = history), the essential factor was the point of attraction of values, around which the entire set of matrices was built that formed the era, business, or individual preferences. The rejection of such a fractal transfer of the properties of social interactions leads the entire system of knowledge to uncertainty, a radical position. In connection with the acceptance of existing being as objective and recognizable, we have the condition of “rhythmization” of data, which are constantly compared with the economic, socio-cultural situation, time series and individual intentions, to determine the correspondence. In other words, everything develops with everything, and the understanding of what exactly needs to be changed creates a rhythm within the business.

Digital marketing [5], or internet marketing, pays more and more attention to relationships with social groups, the target audience, which is always in a state of “actual interaction” in the Internet environment, that is, in a state of free self-expression. Availability of goods/services, including information for learning, development, communication, personal growth – all these are characteristics of the modern multimedia content basis of the Internet. The main trend in the new economic conditions is the creation of a virtual image. The presence of social business groups in the online life is a live participation in the world of innovative information flow. Content management today receives an interactive vector: a vector aimed at the co-presence of business development, its life and the audience that identifies their value orientations with it. Actualization of interactive interaction is not only high-quality branding, usability, content relevance, but also self-disclosure of the business in the eyes of its new followers.

Conclusion

In the history of the development of civilization, there were various periods of the presence of spirituality in economic life. But it is only in our day that the

practice of spiritual life becomes an economic life. Integral movement and integral management in particular is a great confirmation of this. Integral marketing as a system that determines a holistic vision of the prospects of business processes, along with integral business, serves as a coordinate plane in which the main matrixes of interaction between the target audi-

ence, partners, culture, ideas and goals in the market system are accurately viewed. We can talk about integral marketing and as a practice for the composition of top managers to see and adjust the goals of business processes in accordance with higher levels of perception of reality and support the sustainable development of integral leaders in society.

References:

1. URL: <https://dictionary.cambridge.org/dictionary/english/integrated-marketing>
2. URL: <https://eroskosmos.org/integral-marketing/>
3. Tarasov Pavel Stepanovich, Smirnova Diana Shamasovna. Integral indicators for evaluating the effectiveness of territorial marketing // Vestnik ASTU. Series: Economy. 2012. № 2. URL: <https://cyberleninka.ru/article/n/integralnye-pokazateli-otsenki-effektivnosti-territorialnogo-marketinga/> (date of access: 02/28/2023).
4. Why Integrated Marketing is the Future/ <https://www.forbes.com/sites/shamahyder/2018/11/29/why-integrated-marketing-is-the-future/?sh=65b211b11736>
5. Desai Vaibhava. Digital Marketing: A Review. International Journal of Trend in Scientific Research and Development. Special Issue. (2019). – P. 196–200. 10.31142/ijtsrd23100.