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Social marketing how tool increasing the efficiency of consumer cooperative organizations: institutional aspect

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Abstract: The article examines theoretical approaches to improving the efficiency of consumer cooperative organizations based on the synthesis of the concept of social marketing, contract theory of the firm and group theory. Functioning of consumer cooperatives on market goods And services as systems social order, characteristics which perform cooperative values And principles, declaring honesty, concern for society, mutual assistance, justice And solidarity, determines the need to improve the theoretical basis for increasing the efficiency of consumer cooperative organizations through use wide spectrum marketing tools.

Keywords: social marketing, collective goods, cooperative ideology, social activity, consumer cooperation

1. Introduction

In the context of the development of marketing theory and practice, the concept of social marketing currently occupies an important position, the problem of definition of which is associated with determining the nature of the embeddedness of marketing in social reality.

By social marketing, in the context of this study, we mean the promotion of products and services produced organizations consumer-body cooperation with the help of a system of social actions. Concept social marketing, based on from Togo, What task organizations is establishment needs, needs and the interests of target markets and ensuring the desired satisfaction more efficient and more productive (than competitors) ways with simultaneous preservation and strengthening consumer welfare and society V in general, allows you to expand the range of problems that can be solved with help marketing approach to construction effective and sustainable development [1].

Social marketing is excellent How from advertising, because at its implementation Not affected consumer properties economic blessings, so and from charity, because pursues commercial goals. It follows note, what is social marketing organically fits in V system social activities organizations systems, V force associations its market and non-market functions. Like this in this way, implementing social activity organizations consumer cooperation, simultaneously are implementing inherent to them social function, a with another parties have a positive influence on the formation of consumer preferences. In our opinion, the justification of the functions social marketing, allowing consider his V system institutional analysis, performs study features production exclusive and inclusive collective goods in the consumer cooperative system.

2. Research methodology

The functioning of a cooperative for the production of an exclusive collective good does not ensure the optimal distribution of the good and the costs of obtaining it due to the underutilization of resources, and, in addition, leads to an increase in social differentiation of the population. At the

same time, the provision of an inclusive collective good also does not ensure economic optimality in the distribution of goods and costs due to the possibility of opportunistic behavior of individuals. Moreover, this nature of the provision of a collective good leads to a decrease in social differentiation through the "exploitation of the minority by the majority." This is ensured by two factors. Firstly, the costs of producing a collective good are borne by that part of the group that is most interested in it, or that has the opportunity to bear these costs, and the results of producing the good are available to all members of the group. Secondly, bearing the costs of obtaining a collective good reduces the disposable income of one part of the group, while increasing the disposable income of the other part by the amount of the collective good (the so-called income effect). In conditions of equal interest in obtaining a collective good, its production can be ensured only under the influence of cooperative ideology. Exactly she contributes socially fair distribution of benefits and the costs of obtaining them in groups of individuals by combining the production of inclusive and exclusive collective goods [2].

In this case, the production of inclusive goods is expressed in ensuring access of the served population to goods and services, while the dissemination of cooperative ideology through social marketing to the non-cooperative population results in the formation of an exclusive good. The essence of this good is expressed in satisfying the need for self-affirmation through the individual's commitment to cooperative values and principles, his consciously rational, socially responsible behavior. As G.V. Kalyagin rightly notes, the influence of cooperative ideology and the desire to benefit society are non-economic incentives for membership in a cooperative.

The magnitude of the collective good, defined as adherence to cooperative ideology, is nonlinear with respect to the level of cooperation. We explain this by the fact that the influence of cooperative ideology can be divided into two components – external and internal. The external influence of cooperative ideology is associated with information about the advantages of the cooperative form of management, available to group members. At the stage of the creation of consumer cooperation, the source of external ideology was

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the works of the creators of cooperation, the results of education and popularization of cooperatives. As cooperation occupied an ever-increasing role in the economy of various states, the external influence of cooperative ideology was manifested in the popularization among the population of the results of the activities of consumer societies, the disclosure of socially just principles of their activities. At present, external influence main way connected with activity of the mass media, including cooperative ones.

3. Results and discussions

The influence of cooperative ideology is manifested in the fact that What cooperative Part The population evaluates the external environment as more certain, compared to a non-cooperative one. As the level of cooperation increases, the difference in the level of uncertainty between these groups increases, which leads to an increase in incentives to move to a group with a lower level of uncertainty. Thus, we can say that the presence of a cooperative ideology allows for the transformation of exclusive collective goods into inclusive ones and ensures their combination. The role of cooperative ideology in creating collective wealth can also be substantiated from the perspective of game theory. Thus, the adoption of a cooperative ideology by all individuals in a group allows everyone individual with greater shares likely-be able to predict the strategy of another individual compared to a situation where the influence of ideology is absent. If the cooperative ideology is adopted by the entire group, the strategy of each individual will be participation in the cooperative, that is, Pareto optimality, which characterizes the economic and social efficiency of resource allocation, will be achieved [3].

In our opinion, the development of cooperative ideology in the current conditions should be ensured by the implementation systems events social marketing aimed at the population served and providing for the improvement of institutional agreements. In this case, the peculiarity of social marketing is the characteristic of the object of social activity, which is external in relation to a cooperative organization, environment and being a consumer of inclusive collective goods (Fig.). The social marketing system provides for the transformation of consumer behavior from exogenous, in relation to the organization, to endogenous, the result of which is the formation of stable consumer preferences that

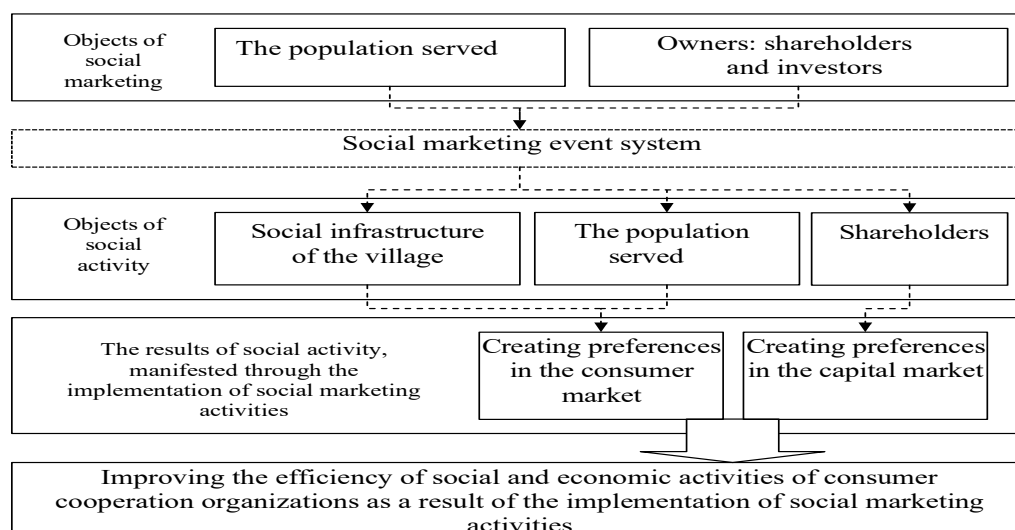
have a positive impact on the volume of the organization's activities in the market.

Effective implementation of social marketing activities is aimed at forming sustainable institutional relationships between cooperative organizations as producers of economic goods and the population served as their consumers. This will help overcome the impersonality of market exchange, in which the criteria for the emergence of relations between them are only the economic parameters of price and utility. In this case, the implementation of social activities is aimed at forming social capital, integrated into the social structure of society, which, in turn, is the consumer of its results.

At the same time, it is necessary to ensure the responsibility of cooperative organizations for the quality of economic goods, the formation of their fair social price, the participation of society in the distribution of income from the economic activities of consumer cooperatives, and the development of the social infrastructure of the territories served.

When forming the directions of social activity of consumer cooperatives, it is necessary to take into account the integration of the functions of social infrastructure, the costs of the formation of which determine both external and internal economic effects of its implementation. This situation is explained territorial specifics of the functioning of cooperative organizations. The area of activity of the majority from them are rural settlements, on a scale where a multiplicity of single-functional social infrastructure facilities is impossible, which necessitates ensuring unlimited access to them for all categories population (workers, consumers, shareholders). In this regard, the economic component of the functioning of infrastructure objects represents is a complex value that characterizes both the increase in the effectiveness of activities due to an increase in the return on labor resources, and due to preferences in consumer preferences [4].

The characteristic features of social activity inherent only to consumer cooperatives are manifested in the uncontested nature of the provision of both economic and social benefits to the population served. This is expressed in the fact that consumer cooperative organizations in rural areas are often the only suppliers of goods and services to the rural population [5].



4. Conclusion

At the same time, cooperative organizations carry out social activities on the scale of rural settlements also on a non-alternative basis, being the only non-governmental source of social assistance to the population and the formation of social infrastructure of the village. This situation determines special requirements for the nature of institutional ties between cooperatives and the population served, increasing the level of trust between them. Strengthening these institutional interactions is mediated by the content of the internal institutional environment of cooperative organizations, and specifically - the provisions of the norms, principles and values of the cooperative movement, which enshrine the social responsibility of cooperatives to society [6].

The implementation of social activities of consumer cooperatives aimed at the external environment should also contribute to the formation of preferences in the capital market. This is due to the formation of cooperative property by combining the share contributions of many individuals - shareholders, whose behavior is determined not only by the parameters of economic efficiency investments, But and social orientation of the investment object. In addition, the participation of the population in the formation of financial resources of cooperative organizations is largely determined by the nature of institutional agreements in the management of the cooperative on democratic principles, the social component of which can have a decisive impact on the choice of investment object. Participation of the population in the formation of financial resources of cooperative organizations is possible not only through share contributions, but also through lending to cooperatives by providing free funds on mutually beneficial terms. It is obvious that social activity organizations. Thus, the formation of a social marketing system will ensure the sustainability of institutional agreements between shareholders, cooperative organizations and the population served for the purpose of producing collective goods, thereby contributing to the expansion of the boundaries of their contracting and, as a consequence, the growth of economic performance.

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