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EVOLUTION OF THE MARKETING THEORY: GENESIS, CONCEPTION, PERIODIZATION

The article deals with evolution of the marketing theory in its genesis context, modern conception, periodization. Mercantilism, classical and neoclassical political economy, marginalism, institutionalism are distinguished as scientific sources of marketing. One defines that modern marketing conception is a socially responsible marketing form, based on mass individualization, the highest customer value supply, consumer's problems effective solving. The marketing theory periodization is suggested, which includes three stages: classical marketing conception forming stage, based on consumer orientation; social and ethic marketing conception forming stage; the social and ethic marketing conception forming stage, based on mass individualization, the highest customer value supply, consumer's problems effective solving.

Keywords: marketing conception, marketing theory genesis, marketing theory periodization, production technological method, history of economic thought.

Problem statement. Marketing theory appeared at the industrial stage of the human evolution during the tension period of the problem concerning commercial exchanges conducting and buyer's market forming. During XX century classical marketing theory postulates – conception, categorical apparatus, range of tools, were formed. Marketing theory developed under influence of the scientific and technical progress, which provides product offering variety, high rates of the product line renewal.

Key courses of the technological mode modern evolution are informatics and electronics, new materials and biotechnology, machine intelligence and robotechnics, gene engineering and superconductivity, flexible computer-aided production – form new technological way of production. The core of production becomes social informatisation in all its life sides and labor activity, based on telecommunications, informational and communicative technologies. New virtual world and virtual reality appear. Internet gains great power, stimulating marketing conceptual bases transformation. Besides, globalization processes, erasing barriers between states, and modern technologies, which let information about goods and prices be spread fast, destroy monopolistic sectors. Enterprises can produce great amounts of production at the modern stage in the global economy as a result of technological shifts. Therefore more often supply surpasses demand.

As a result, in XXI century during the postindustrial economy period about 90% of product innovations will not have features of proprietary and consumer proprietary, are not developed into the product. On the surface of economic life it is shown in the fact that products of labour are not realized. Most scientists understand that fast-changing realities in economy cause moral aging of the marketing theoretical ground, because marketing activity efficiency depends on sufficiency degree of its production relations character forms. Marketing science is developed and its development stages have to be connected to the way of material values

producing. New informational stage of the postindustrial economy requires classical marketing theory postulates modernization. First of all it concerns understanding of genetic origin, conception, and marketing periodization.

Analysis of the recent research and publications. Kotler F. suggested conception of integral marketing, which includes four well-known conceptions: internal marketing; integrated marketing; socially responsible marketing; partnership relations marketing.

Pavlenko A.F., Voychak A.V. defined that "...due to modern (strategic) conception the whole work of the enterprise... has be obligatory based on concrete knowing of consumers' needs at the target market, and thus, on estimation and consideration of all production and sales conditions in the near future and for perspective" [1, p. 14]. Modern conception of the marketing Pavlenko A.F., Voychak A.V. is called strategic conception.

Authors headed by Pavlenko A.F. pointed out: "It is the time to understand that acting (traditional) marketing conception requires new realizing, orienteer and using... At the modern stage of the marketing conception development entrepreneurial activity is based on the system of ideas about sides conduct, which participate in the exchange processes... Partnership relations marketing is a process to determine and to satisfy consumers' needs better than their competitors do" [2, p. 108-111]. The modern marketing conception is understood by authors, headed by Pavlenko A.F., as partnership relations marketing conception.

Shafalyuk O.K. proposed modern marketing conception, called humanistic. He confirms: "The modern marketing aims are not limited with local optimizations of human interconnection parameters, particularly exchanges, provide focus on humanistic oriented organization of changes in the global over-system in "environment" [3, p. 185]. Humanistic conception develops the social and ethic marketing conception.

Kotler F., Caaslione J.A. mention that globalization, caused interconnection, means risks growing for producers. They distinguish the following factors, which increase risks in business [4, p.33]: technical progress and informational revolution; destructive technologies and innovations; "fast increase of other"; hyper-competition; state investment funds; environment; increase of the buyers' and partners' competence.

Scientists' investigations to search new marketing conception are preconditioned by the fact that amid postindustrial economy in XXI century supply greatly exceeds demand, marketing activity starts to demonstrate low ends, thus, require to modernize traditional marketing approaches.

Logic of the marketing theory evolution defines several periods distinguishing, which let to follow its qualitative changes and cause-and-effect tie between the theory essence and environment state.

Kotler F. Distinguishes five-staged periodization [5, p. 59-60]: 1) improvement of producing; 2) improvement of the product; 3) commercial efforts intensification; 4) marketing; 5) social and ethic marketing.

Later Kotler F. proposed another periodization, which essentially differs from its previous point of view [6, p. 114]: 1) 1950-s – transactional marketing; 2) 1980-s – partnership relations marketing; 3) after 2000 – general marketing.

There are four stages of marketing development in Ukrainian adapted edition of American book "Marketing" [7, p. 42]: 1) production age – 1860-1930; 2) sales age – 1920-1960; 3) marketing conception age – 1960-1990; 4) market orientation age – since 1990.

It is seen that the existing periodizations are developed on the bases of one or several features. All periodizations use the following features variety: pre-marketing conception of producing organization; marketing conception; marketing thought essence degree.

Distinguish of the unsolved questions. Development of the marketing theory takes place in a spiral. In this process it is improved, adapting to changes of production conditions. Coming to new “spiral turn”, marketing theory concerns public tendencies, adding new qualitative features to the canonic regulations. Some scientists suppose that marketing theory is an empiric phenomenon and consists of applied recommendations. Others think that marketing as every economic science has profound theoretical component. Thus, it is reasonably to study problems of genesis, conception evolution and marketing theory periodization.

The object of an article is to study marketing genesis in the context of economic though history, its theoretical sources distinguishing and place in the economic sciences system, improvement of the marketing theory existing periodization and modern conception forming.

Main material of the research. Marketing as a science appeared in XIX-XX centuries. In 1902 the first courses on marketing were given at USA universities: University of Michigan by Johnson E., Berkley University in California by Littman S., Illinois University by Fisk J.M.

Kotler F. considers marketing an American science, which includes different periods in the history of American economy and main social, economic and political changes [5, p. 59-60]. It is real fact that marketing theory appeared in the United States of America and first lectures on marketing were given by lecturers at the American universities. Bartels R. points out that “economic theory influenced the marketing thought development more, than another public discipline” [8]. I.e., according to the idea of Bartels R., marketing genetic origin is reasonably to search not in the history of American economy, but in European schools of economic theory.

After the World War the Second the marketing theory is developed in the USA more deeply. That’s why during 1950-1970 the marketing theory is divided into several marketing schools.

At the end of 1950s and at the beginning of 1960s the most prestigious marketing-management school appeared, based on the model of three ages: “production”, “sales”, “marketing”, suggested by Kit R. [8]. The American marketing-management school takes a leading place in creation of the marketing theory and is considered to be classical. It is connected with two key approaches: “marketing-mix” and “marketing management”.

Borden N. used the term “marketing-mix” (“marketing complex”) in president’s addressing to AMA in 1953 for the first time. He borrowed that idea from the Kaplton’s J. work, where marketer was presented as a specialist, who combines various market tools of impact on the economic processes. Borden N. considered the marketing complex to be the following twelve elements: product policy, pricing policy, branding, distribution policy, personal sales, advertising policy, stocks on sales stimulation, packing, product demonstration, service, transport and stocking operations, analytical activity [9].

McCarthy E.J. suggested complex “4P” in the work “Marketing” in 1960, based on Borden’s N. idea [10].

In 1970s the marketing service theory appeared simultaneously in the USA and Europe as a reaction on service part growth in GDP. Northern school, French school and American school became the main scientific schools of service marketing.

In 1993 French professor Marion J. published his article “Marketing management: what have been changed since 1960s?” He writes: “...in spite of the fact that American marketing-management theory had useful impact on development of the management theory and practice, nothing new have been appeared since 1960 or even since the earliest period” [8]. This work became one of the first understandings of the fact that it is necessary to modernize

classical scientific approaches, because marketing activity efficiency began to be decreased.

In 1993 a representative from Scandinavian marketing school, Finnish scientist Gummesson E. gave more definite explanation, than his French colleague: "...traditional books do not adequately represent the reality" [8].

At the end of XX century representatives from American and Northern schools suggested several conceptions: marketing of relations; marketing of service, based on complex "7P"; internal marketing.

We think that although marketing theory was formed in XIX-XX century, it is a logical continuation of different economic theory schools development. The marketing genetic origin reaches early stages of capitalism origin, goods and money relationship activation, initial capital formation period.

The first theoretical source of marketing is reasonably to consider mercantilism. Mercantilists confirmed that the society wealth source was intensification of commercial efforts, exchange, trade. The capitalism appearing is impossible without turnover sphere, commercial capital, which subordinates industrial capital, because the trading profit that time was the base for national wealth growth. Mercantilists drew the wealth source out of inequivalent commercial exchange.

The second theoretical marketing source was classical political economy and its neoclassical stage in development. Such pre-marketing conceptions as production improvement and product improvement are based on classical political economy postulates. The labor theory of value has great impact on early works on marketing, because it is a scientific base of the commercial exchange. In the exchange sphere the product form of value is equivalently exchanged to the monetary form. In marketing this process is represented by the sale category. Until 1900 scientists found out that demand was defined by wish and ability to buy a product, and appearing of the new market experience during that time proved that demand could be artificially increased.

The great impact on marketing, especially in the price policy development part, includes theoretical investigations, made by representative from neoclassical school Marshall A. He has studied pricing mechanism and has formed "law of demand". Marshall A. supposed that nonprice factors influence demand: 1) consumers' tastes; 2) consumers' income; 3) price for substitute products; 4) number of buyers; 5) expectations. Under the influence of these factors, demand curve is shifted to the right or to the left. Marshall A. also investigated supply and proved that supply curve demonstrated dependence between price and product amount, suggested for selling, it is a direct proportion. He also elaborated the price elasticity theory, separating demand elasticity by the price and profit.

The third theoretical marketing source is the marginalism theory, particularly the first stage in the part concerning the consumers' behavior study – so called "subjective direction" of the political economy, because product benefit was preconditioned by the consumer's psychological feature [11]. The representatives from Austrian marginalism school Menger C., Wieser F., Böhm-Bawerk E. in their works formed subjective and psychological approach to the economic phenomena. It was mentioned that the economic phenomena were not significant, but their subjective estimation was the main. The supremacy principle of goods distribution over producing was distinguished and one found out that distribution features are defined by the consumption intensity [12, p. 51].

The representatives from Austrian school considered origination point for the economic science to be wants. Human wants are varieties of unsatisfied wishes or uneasy feelings, connected with physiological misbalance. A person has a lot of wants, but his resources and

abilities are limited. The person's main task is to satisfy wants with limited resources.

From the viewpoint of marginalism property (instead of value) can be subjective [12, p. 46]: it is formed on the basis of material values for subject (person), plays a significant role in formation of the goods evaluation; objective – it is market price of the product. Subjective value is determined on the basis of Gossen's Law (law of stock). The objective value is a result of the product benefit different subjective estimations conflicts at the market – a purchaser (critical value) and seller (refund expenses for production). It caused the conclusion that subjective opinion defined the product price.

Representatives from English school of marginalism Stanley W., Jevons W. developed marginal and subjective ideas: they studied problems of profitability, demand and consumption: "Parts of the same product have unequal benefit" [12, p. 81].

The main positions of marginalism methodology, included to the marketing theory, are: explanation of the person's participation in the economic processes by psychological, subjective factors; human's rational behavior preconditioning by subjective introduction; dominancy of the exchange and consumption over production, because value benefit can be evaluated only by consumer.

The achievements of the economic science classics determined marketing activity theoretical bases and found the following main conception of pricing: expenses conception, based on labor proprietary theory; marginal conception, based on the critical benefit theory; neoclassical conception of pricing, which includes production expenses theory and critical benefit theory.

The fourth theoretical marketing source became the institutionalism theory, in the part of the consumers' behavior. Unlike neoclassicists, who explained economic phenomena from the viewpoint of physical (resources rarity) and technological limitations (lack of knowledge, experience), the institutional theory observes transaction costs.

Galbraith J.K. suggested the theory of "new industrial society" within institutionalism [13]: high level of production means development causes transformations in society (market is full of consumer goods, the service system is well organized, public conflicts are leveled out); the main aim of technostructures is to strengthen market positions of corporations; big corporations require planning, and planning is possible only with internal and external stability space, market becomes prognosticating, free competition disappears.

Veblen T. supposes that a person is not "a calculator, which calculates satisfactions and pain very fast" [14], connected with values purchasing. The consumer's behavior is defined not by optimizing calculations, but by instincts, institutes, means of aims achievement. He mentioned that institutes include different rules and stereotypes of behavior, some of which are shown as legal norms and public regularities. Thus, just institutes determine choice of consumer's behavior models to achieve goals. Veblen T. Suggests the theory of "demonstrative consumption", which breaks law of demand ("Veblen effect") [14].

Mitchell U.K. investigated forms of human irrationality [14]. He tried statistically to prove differences of the real behavior in economy from hedonic criterion. Due to Mitchel's U.K. opinion, economic subject is an average man or woman. Analysis of the money wasting irrationality in the family budgets showed that in the USA an art to "make money" became ahead of its rational wasting. He agreed with Veblen T., that people were not "rational optimizers". He relied on the fact that human's behavior was a mixture of habits and something, that later (Simon H.) called limited rationality. It is such a rational choice, which doesn't consider all possible variants of actions as a result of short information and/or limited cognitive abilities. Therefore the rationality is a product for appearing and development of the

money system. The total money use in economy makes the economic subjects to be rational. However, not all spheres of economic life are comprised by rational behavior standards. The consumption sphere is an area where there are habits and social norms; at the same time in the business sphere rationality and money factors play more significant role.

Clark J.M., after Veblen T. and Mitchell U.K., described human's behavior as one, based on habits, but not on quick calculations of benefits and expenses, satisfactions and suffers. He was one in the history of economic analysis, who pointed out the great role of informational expenses and decision making expenses. In order to make an optimal decision one has to bear expenses, connected with information collection and processing. However one has no idea about benefits from this information. Besides, the decision making also requires great psychological expenses. These costs create barriers to optimize behavior and are the base for habits formation [14].

Thus, the marketing theory is the typical result of the economic thought development, based on mercantilism studies, ideas of classical and neoclassical political economy, marginalism and institutionalism. It appeared in classical type in the USA in XX century at the human's industrial development stage during formation of the buyer's market. The marketing role in the economic sciences system consists in the fact that the research object is to optimize sales, i.e. to find preconditions for labor products transformation into a good. Such generic features make marketing the applied economic science. The following choice of marketing generic features is suggested.

The first feature is responsibility for sales optimization problem solving owing to preconditions for labor products transformation into a good. It is orientated to prevent from disadvantage of the goods production by means of irrational expenses, alive and persuasive labor.

The second feature includes complexity and synchrony of marketing tools, marketing complex use. Marketing tools are formed in the marketing complex and are used "distinct and inseparably". It means that each tool has a specific function, but the aim of the marketing is achieved only when they are used in complex.

The classical marketing conception, essence of which is presented by formula "consumer orientation", appeared in the process of the industrial society formation, under the conditions of "purchaser market" formation, when the sales problems became the most important in the goods production.

The social and ethic marketing conception is a presenting of the international community modern needs concerning further development of economy, considering future generation needs.

One can point out the following tendencies of the marketing development, which precondition necessity to transform the marketing conception in XXI century: traditionally marketing events efficiency is decreased; markets overfragments owing to mass individualization; marketing use is spread in the sector of state governing; producers' number is decreased; marketing mediators' number is reduced; marketing mediators' role is increased in the distribution line; producers' number is grown, who use direct marketing; Internet-marketing role is increased; hybrid marketing is spread; cooperation between enterprise and consumers is grown owing to Internet using; the goods life cycle is shortened; brands number is grown; the "one-time" products using culture is formed; the efficiency of advertising companies and traditional media value are decreased..

If under conditions of economy in XX century one unsatisfied purchaser persuaded twelve potential buyers from buying some goods, today "...successful companies must satisfy a client

and control conversations in Internet, in order to be sure that an angry client or consumer will destroy the company. In modern world one unsatisfied voice can impact thousand voices [15, p. 10]. In the middle XX century marketing specialists reply to competition increasing with prices growth for various marketing communication forms, especially TV advertisement, however nowadays such expenses lose their efficiency and do not allow to get super-profits.

At the beginning of XXI century one observed the production crisis. Thus, necessity in marketing conception change at the beginning of XXI century at the postindustrial economy stage, amid mature “buyer’s market”, was caused by the market overstocking with differentiated product offerings. If at the previous stages in marketing development one had at first to find demands, and then to satisfy them, now, when consumers’ demands have been studied in details, it is necessary to propose higher consumer’s value, i.e. benefits uniting, which the target market receives and includes quality, price, in-time delivery, service. Under conditions of the qualitative products offerings variety, often appearing of new goods within ne price category, consumers often don’t know what they need. E.g., when the company “Apple” created the first personal computer Apple II and thereby created new branch, consumers didn’t know the utility of that product. At first one had to tell the consumers what the personal computer was, and which consumer value it had.

Nowadays the concept “consumer orientation” is not great power of marketing, because such orientation is inherently particular attribute of the market activity. The one who is not oriented, cannot exist at the market, and those, who function – are oriented by themselves. I.e., consumer orientation is not a competitive advantage, all enterprises have such orientation and one can’t understand why some enterprises are competitive and others not. Matching of the marketing approach and consumer orientation has no sense, because it is impossible to work in another way. The one wins, who creates marketing complex of such consumer value, which forms new demands, leads to the life quality growth, provides mass individualization.

Changes in the production way cause a necessity to transform marketing in the system “seller – purchaser”:

- marketing becomes the leading mechanism of production adaptation and stabilization in market environment turbulence times;
- internetization becomes mechanism of the new market relations realization mechanism with clients by type “mass individualization”;
- unique consumer value of product becomes the competitiveness mechanism, because mass standardization age was finished in consumption;
- innovativeness becomes a factor the product life cycle shortening, which causes the necessity constantly to investigate new marketing complexes.

In the classical variant the marketing approach has the following algorithm: “the demand revealing – goods producing – product offering – formation of connections to consumers – agreement”.

Now one can suggest algorithm, which may be realized owing to Internet-technologies using: “well-known demand – product development – catalog offering of the new goods line – familiarization of consumers with offering – consumer’s choice of the product variant – formation of connections to consumers – goods producing – agreement”.

Today the model of mass individualization marketing is realized. At the modern stage of evolution marketing conception becomes opposite to he sales conception. Difference consists in the fact that it concerns the activity to the famous market — demands are defined or are formed by the seller. In the bases of priorities change, the emphasis are shifted from consumer orientation to active formation of their extra demand. It improves quality of life. Marketing

activity of the enterprises have to provide consumers with mass individualization and to give extra value to goods owing to orientation to extra demand formation to improve life quality, to consider ecological standards and social and economic consequences of goods production and consumption.

The marketing conception modernization must have dual vector of development – getting extra value by products for consumers and society owing to orientation for demand formation to improve life quality and consideration of the social and economic consequences concerning goods producing and consumption.

We suppose that modern marketing conception — is a business philosophy, based on the highest consumer value offering to satisfy demand following the mass individualization and searching of the best way to solve consumers' problems, which can improve life quality. It is a conception of mass individualized socially responsible marketing, based on proposal of maximal consumer value, which provides competitiveness, consumers' problems maximal solving.

Since the marketing theory has appeared the production way was changed, that's why it is logically to suppose that why its periodization must be adequately changed. The scientific significance of the marketing theory grounded periodization creation will let to understand in which area the marketing conception has to be integrated. It is a principle tool to estimate scientists' achievements, to form guiding line for marketing further development considering its role in the system of economic sciences.

We think that in XXI century it is necessary to modernize the marketing theory development periodization, at least owing to new stage appearing, as maximum owing to the existing periodizations restructurization. As a result, two scenarios are possible. The first one considers, if there is generally accepted periodization in science and it corresponds the principle mentioned above, the new stage appearing is reasonable, which would consider changes of the latest ten year. The second one considers, if as a result of research it is clear, that there is no generally accepted periodization, new periodization must be suggested.

The marketing theory development periodization is reasonably to be built due to the following principle: each period has to correspond to some marketing conception. This conception is an essence of the period, it defines scientific value of derived methodological investigations and preconditions marketing efficiency from the viewpoint of the problem, which caused the marketing appearing – sales optimization, i.e. resources using rationalization preconditions finding and labour product transformation into a good.

The first period of the marketing theory development has to correspond the period of the historically first classical conception creation, which is totally understood by specialized community and provides consensus between views of the leading marketing schools. The following modernizations of the classical conception are non-transferable, because production technological ways change leads to producing relations changing, and the marketing activity efficiency can be provided by the marketing activity theoretical base change – its conception. Every next period must take into account shifting of previous conceptions focuses according to production way changes.

The suggested periodization of the marketing theory development includes three stages and do not have premarketing conceptions: commercial efforts intensification, production improvement, goods improvement. These conceptions are particular for early stages in the market economy development in XVI-XIX century, when demand exceeded supply, there were buyer's markets. (table 1).

The first stage of modernization is 1900-1970 as a stage where classical marketing

conception is formed, based on the consumer orientation. The classical marketing conception appeared at the industrial stage in economy development, where supply started to exceed demand and the buyer's market was formed. Just this period was the starting point for the marketing fundamentals as a science. The subject matter of science is theory: during sixty years of the first stage the classical conception and other scientific marketing "symbols" were gradually formed [16].

Table 1 – The suggested periodization of the marketing theory development

Period	Years	Stage of the goods production development	Periodization feature
1) the stage of classical marketing conception formation, based on consumer orientation	1900-1970	Early industrial economy	The existence of marketing conception
2) the stage of social and ethic marketing conception formation	1970-2000	Late industrial economy	The existence of marketing conception
3) the stage of social and ethic marketing conception formation, based on mass individualization, supply of the maximal consumers' value and optimal decision how to solve consumers' problems	since 2000	Postindustrial economy	The existence of marketing conception

In 1901 in the USA the document was published, which was supposed to be the first report about marketing research conducting – Report of the Industrial committee on agricultural production selling.

In 1902 the scientific work of Scott W. "Theory and practice of advertisement" was published.

In 1905 the educational course "Production distribution" was started at University of Pennsylvania.

In 1905 teaching of the educational course "Goods distribution" was started at for the first time at university in Ohio. In 1909-1910 the course "Commercial credit" was included at this university, in 1916-1917 – "Selling skills". Since 1921 the educational plan consisted of the following courses: "Business-communications", "Marketing", "Marketing problems", "Wholesale commerce", "Retail trading", "Commercial credit", "Selling skills", "Advertisement", "Advertising practice", "Export and import", "Studies in the marketing sphere".

In 1908 the first marketing agency was created, the first marketing departments were formed at the enterprises in the USA.

In 1910 Wisconsin University for the first time proposed the educational course "Marketing methods".

In 1910-1915 the first memories about marketing functions in Taylor's F. and Galbraith's scientific works on management were made.

In 1917 Butler published a book "Marketing methods".

In 1921 a monograph, where for the first time the title of scientific publication used the concept "marketing" – "Marketing concepts".

In 1926 National association of marketing and advertisement was created in the USA. On its base, the American marketing community was formed, which in 1973 was renamed into American marketing association" (AMA).

In 1931 the conception of brand-management appeared. MacElroy N. – head of the department on the company products promotion “Procter & Gamble”, organized marketing department by market principle.

In 1934-1936 the first journals on marketing are published: 1934 – “American Marketing Journal”, 1935 – “National Marketing Review”, 1936 – “Journal of Marketing”.

In 1940 the first systematized presentation of the marketing approach concerning enterprise management was published – Aleksander R.S., Surface F.M., Elder R.F, Olderson R. “Marketing”.

In 1950 monograph of Cox R., Olderson R. “Marketing theory” was published.

In 1960 AMA accepted the definition of marketing “as the economic activity for successful organization of goods and service distribution, produced by the enterprise, in favor of consumers or users” [17].

In 1960 Levitt T. published an article “Marketing short-term vision” in “Harvard Business Review”, where he showed that railway stations in the USA didn’t win the competitive struggle with automobile transport, because they lost their marketing orientation. Levitt T. Fwas first who presented short, adequate and substantial definition, formed essence of the marketing approach in his article: “consumers’ needs orientation, not the personal product orientation”. This definition has not lost the significance till the present time.

In 1960 Kit R., having used the statement “purchaser orientation”, claimed about the marketing conception creation and about the marketing age beginning. Kit R. Was first who showed that marketing approach was the direct consequence from two previous approaches or ages, called by him producing and selling ages properly. The model of three ages: “producing”, “distribution”, “marketing” – was later called the marketing-management school.

Owing to it, some specialists think that since 1960 one has to back up the beginning of the marketing period. We suppose that in 1960 the classical marketing age was not started, but finished. Levitt T. generalized theoretical and practical results of previous researchers. The formula “consumer orientation”, founded by him, became common, gained mass recognition, international authority and is supposed to be the world community, the marketing conception classical formation.

If Levitt T. stated the marketing approach, and Kit R. showed preconditions and logics of its appearing. Thereby, works of these American scientists finished the first stage in the marketing theory development.

The second stage of periodization is the period of social and ethic marketing conception formation – 1970-2000. The social and ethic marketing conception (socially oriented marketing, socially responsible marketing) enriched classical marketing conception with ethic and ecological constituents and considerations of social and economic consequences in society future life. In the middle of XX century society faced the following paradox firstly in the world civilization history: scientific and technical progress is multiple-valued process. It leded to ecological problems, overconsumption, and natural resources early exhausting. Demand, which is not rational or leads to environmental pollution, becomes dangerous phenomenon.

The development of productive powers created the mass consumption society. The worry about social and economic consequences of “overconsumption” caused the increasing of marketing strategies humanization and ecologization. At the new stage in development marketing theory received social and responsible features, realization of which has to provide the productive powers and public relations progress in practice. The problems of prevention from the ecological disaster, resources exhausting and necessity of spiritual renovation started

to rise in scientists' works since 1970s XX century.

Kotler F., Armstrong G., Sanders J., Wong V. Think that social and ethic marketing is able to support an optimal distribution while fulfilling five conditions: consumer orientation, innovativeness, product value, own mission recognizing, social and ethic orientation [18, p. 84]. Several specialists distinguish three components in the social and ethic marketing: social, humanistic and ecological.

Berre D. supposes that social marketing is a conception to borrow classical marketing tools in realization of attempts concerning changes in the required area of public behavior [19]. It is used, for example, to carry out antismoking companies, health way of life propaganda, rational nutrition, educational reform, involving foreign investors, increasing of the working places.

Humanistic marketing aspect is oriented to grow moral potential in society, based on spiritual values.

Ottman J. considers ecological marketing "the whole economic activity of the enterprise, oriented to produce ecologically oriented production for formation of demand on this production and for keeping all resources, matching the demands and abilities of the market with purpose to receive profit without polluting of environment" [20].

The third stage of periodization is a period, which was started at the beginning of XXI century, under conditions of the postindustrial economy, it is a stage of the social and responsible marketing conceptions formation, based on mass individualization and optimal consumer's problem solving.

Let's find the key tendencies of the postindustrial economy. In 1950s – 1970s XX century Galbraith J. And Rostow Y., describing changes of the production way and its impacts, based on mass consumption will have new quality. Galbraith J.K. in 1958 gave the definition for such society - postindustrial [13].

Rostow W. pointed out in 1962, that society would leave the mass consumption age at proper development stage. He called the postindustrial development stage – stage of attempts to quality [21].

Toffler A. Prognosticated in 1980, that mass consumption society after demand differentiation would become "demassification" society. Each consumer forms differentiated demand, based on own consideration, what is the best consumer value for him. This process was called demassification by Toffler A. In 1990 he mentioned that differentiation processes are hastened and society entered the new phase "supersymbolic economy". Toffler A. supposed that "...new system made great step from mass production to qualitatively new consumption system, from mass sales market and distribution to niches and micro-market, from monolithic corporation to new forms of organizations" [22, p. 79].

Conclusions. Marketing theory, appeared at the industrial human's development stage during buyer's market formation and sales problem aggravation, is a regular result of the mercantilism development, classical and neoclassical political economy, marginalism, institutionalism.

The modern marketing conception is social and responsible marketing conception, based on mass individualization, maximal consumer value supplies, consumer's problems optimal solving.

Periodization of the marketing theory has to be built on the following principle: "state of the marketing theory development – new marketing conception, which correspond the proper economy development". Each marketing conception defines essence of the period, preconditions the scientific value of the derived methodological investigations and marketing activity efficiency from the viewpoint of the problem solving, which caused marketing

appearing, – sales optimization. There are three stages in the marketing theory development: a) stage of the classical marketing conception formation, based on consumer orientation (1900-1970 – early industrial economy); b) stage of the social and ethic marketing conception formation stage (1970-2000 – later industrial economy); c) stage of the social and ethic marketing conception formation stage, based on mass individualization, supplies of the maximal consumer value and consumer's problems optimal solving (since 2000 – postindustrial economy).

Perspective for further research. Rushes of the social and economic development in society precondition increase both local and global problems. Thus, the modern marketing actively gains the social and ethic form, mass individualized marketing. In further studies it is planned to develop scientific and methodic fundament to unite modern marketing theory, which is preconditioned by the conception, suggested in the article, using informational and communicative technologies.

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Розділ 2 Інновації у маркетингу

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Еволюція теорії маркетингу: генезис, концепція, періодизація

У статті розглянуто еволюцію теорії маркетингу в контексті її генезису, сучасної концепції, періодизації. Як наукові джерела маркетингу виділено меркантилізм, класичну та неокласичну політичну економію, маржиналізм, інституціоналізм. Визначено, що сучасна концепція маркетингу є формою соціально-відповідального маркетингу на основі масової індивідуалізації, пропозиції максимальної споживчої цінності, оптимального вирішення проблем споживача. Запропоновано періодизацію теорії маркетингу, яка включає три етапи: етап формування класичної концепції маркетингу на основі орієнтації на споживача; етап формування концепції соціально-етичного маркетингу; етап формування концепції соціально-етичного маркетингу на засадах масової індивідуалізації, пропозиції максимальної споживчої цінності й оптимального рішення проблем споживача.

Ключові слова: концепція маркетингу, генезис теорії маркетингу, періодизація теорії маркетингу, технологічний спосіб виробництва, історія економічної думки.

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Эволюция теории маркетинга: генезис, концепция, периодизация

В статье рассмотрена эволюция теории маркетинга в контексте ее генезиса, современной концепции, периодизации. В качестве научных источников маркетинга выделено меркантилизм, классическую и неоклассическую политическую экономию, маржинализм, институционализм. Определено, что современная концепция маркетинга является формой социально-ответственного маркетинга на основе массовой индивидуализации, предложения максимальной потребительской ценности, оптимального решения проблем потребителя. Предложена периодизация теории маркетинга, которая включает три этапа: этап формирования классической концепции маркетинга на основе ориентации на потребителя; этап формирования концепции социально-этичного маркетинга; этап формирования концепции социально-этичного маркетинга на основе массовой индивидуализации, предложения максимальной потребительской ценности и оптимального решения проблем потребителя.

Ключевые слова: концепция маркетинга, генезис теории маркетинга, периодизация теории маркетинга, технологический способ производства, история экономической мысли.

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