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POLYMORPHISM OF MODERN NEEDS OF MARKET SUBJECTS IN THE SYSTEM OF MARKETING ACTIVITY

ПОЛИМОРФИЗМ СОВРЕМЕННЫХ ПОТРЕБНОСТЕЙ СУБЪЕКТОВ РЫНКА В СИСТЕМЕ МАРКЕТИНГОВОЙ ДЕЯТЕЛЬНОСТИ

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ABSTRACT

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ПОТРЕБНОСТИ, ИНСТИТУЦИОНАЛЬНАЯ
ТРАНСФОРМАЦИЯ, МАРКЕТИНГ, ПОЛИ-
МОРФИЗМ

Changes of needs as institutional transformation are considered. The author emphasizes the diverse nature of modern needs, which is characterized by the author as polyformism.

Рассматриваются изменения потребностей как институциональная трансформация. Подчеркивается многообразный характер современных потребностей, который характеризуется автором как полиморфизм.

Modern institutional conditions, determined by digitalization, intellectualization, innovation development of the national economy, are characterized by the transformation of the needs of market participants and the diversity of their manifestations, which is especially important in the system of marketing activities. After all, the successful activity of any organization (enterprise) is directly related to the choice of marketing tools used to meet the needs and requirements of people and their effectiveness.

The transformation of needs is institutional in nature and reflects the influence of basic and complementary institutions, their formal and informal specificity on the changes and manifestations of needs, as well as the very nature of the consumer, which determines the nature of their needs. That is, at present there is an institutional transformation of the modern needs of market players. According to Petrenko E. S. the nature of the consumer is defined as a system of norms and rules of behavior of the consumer having consistent character [1]. The variety of manifestations of institutional transformation, expressed in their features,

characteristics, content, we characterize as polymorphism. Polymorphism is defined as "the presence, manifestation or capacity for various kinds of modifications" [2].

Polymorphism is expressed in increasing the need of market participants for information. Kaskenov P. p. notes that "taking into account cybernatization and socialization, the need for information turns into a need, if not natural, then, in any case, objective" [3]. The need for communication, i.e., networking, is increasing. Within a group of people (market subjects), united by any signs, a free exchange of opinions, information about the purchased goods is established, which facilitates the choice of goods by other participants [4] and contributes to meeting the needs for socialization. Another feature of modernity is the individual nature of consumption, due to the necessity to meet the needs of individualization. Individual approach is especially important when promoting innovation, as it accelerates the process of product selection and can significantly reduce the transaction costs of the consumer, forming satisfaction from the process of purchasing goods.

At the modern consumer the importance of an emotional component increases that defines importance of satisfaction of emotional requirements or requirements in impressions. Cherneva R. I. notes the high role of the emotional component. "Emotions always depend on needs, the scientist admits, transform needs into specific goals and ways to meet them and motivate a person to meet them" [5].

A key feature of the institutional transformation of needs is the need for intellectualization, which is based on the desire of the individual for development. There is a trend of exponential growth of needs for new knowledge [6]. The development of intellectual needs is associated with the entire sphere of research and innovation [7].

Thus, we can conclude that the institutional transformation of needs is characterized by polymorphism, which is determined by the information, network, individual, emotional, intellectual format of its manifestation. Allocation of polymorphic character of institutional transformation of modern requirements allows developing the most effective marketing mechanisms of influence on economic and social processes of subjects of the market for the purpose of the greatest satisfaction of final and intermediate consumers.

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