INTRODUCTION

Nowadays marketing is one of the most important concepts of management, it is aimed at generation of reasonable commercial programs, at rapid response to emerging situations in markets, and, finally, to win competitions. Herewith, marketing is based on appropriate approaches and methods requiring for serious knowledge and practical skills.

In modern economic environment, marketing is not just a guideline to targeted program of actions but also the philosophy of modern business. Therefore, marketing occupies central position in the functions of business entity as an integral mechanism, as well as in internal corporate and external economic planning. Therefore, the economic sense of marketing is in accelerated returns of business assets, improved mobility of production, and competitiveness of produced commodities, timely development of new commodities, and their prompt promotion not just to international market but to those segments where maximum effect could be achieved.

That is why international marketing, as a combination of established method of comprehensive analysis of markets, revealing of new demands and varying preferences of customers, development of efficient channels for sales of commodities and services, advertisement campaigns supported by appropriate services and management methods, is of obvious practical interest to companies. In this case the principles, methods, functions of marketing are equally applicable for operation both at internal and at external markets. In addition, international marketing is characterized by peculiar features generated by conditions of internal markets.

The issues of development of international marketing were discussed in details by Bekmurzaev (2020), Dubrov (2020), Zamorina (2019), Magamedova (2019), Perskaya (2020), Yagnyuk (2019), and others. In addition, the publications do not reveal the development potentials of international marketing in modern environment, the essence of structural and functional changes occurring in marketing sphere at international level.

METHODS

Theoretical and methodological basis of the studies is comprised of abstract-logical method, methods of induction, dedication, analysis, synthesis, systematization in order to substantiate approaches to development of international marketing; graphical approaches in order to analyze the level and trends of variation of marketing processes at international level.

The information base of the articles is comprised of data of governmental agencies, legislative and regulatory documents governing international marketing, as well as the available scientific findings (DEMKINA; KOSTIKOV; LEBEDEV, 2019; KOZLOV et al., 2018; SHISHANOVA et al., 2020). During the studies it is planned to systematize economic and social aspect of development of international marketing, to develop measures for coordination of activity among main participants in international marketing, to substantiate trends of development of international marketing in modern environment.
RESULTS
The studies evidence that readiness of country to accept these or those commodities and services, its attractiveness as a market for foreign countries depend on existing marketing environment. While planning entry into external markets, an expert of international marketing should analyze the economy of country of interest. Therefore, in the modern environment with varying pattern of international market, oversaturated with high-quality and versatile commodities, international marketing is becoming increasingly important. Conversion to cardinally new concept of production processes becomes more intensive. Analysis of international markets is being expanded (Figure 1).

Figure 1. Analysis of foreign market

In this case, global economy is characterized by increased internationalization of production. Companies need access to national markets. Wide range activity, aimed at revealing of local features, cultural and other traditions at these markets, is authorized. At the same time, access to foreign markets is not restricted only by trading of commodities. Permanent presence of manufacturing company is required in the region where its commodities are traded. Therefore, international marketing is aimed at analysis of these features, regularities, and trends of development of external market at current stage.

Practice has demonstrated that international marketing is intended to solve numerous global problems of modern world economy. Nowadays the world is exerted to large-scale economic, political, and social processes of significant transforming forces, which have and continue to increase their impact on world economy, its qualitative properties. In this case, social, political, and economic processes initiate significant changes in development of international marketing, generating its new more diverse forms.

Not only the world but also its comprehension are being changed. Nowadays it is difficult to draw a clear line, which has recently subdivided countries into opposite systems. The world, Europe in particular, suffered such cardinal rearrangement of forces and reappraisal of values that the existing provisions and stereotypes regarding international marketing and world economy became outdated. There is growing awareness of the impossibility to exist under conditions of confrontation, creative thinking is required meeting the new realities.

The most important problem at this background is not just cooperation of various systems but, rather, interaction among structures of different levels. They are characterized both by the
extent of development, and by the extent of involvement into world economy. In this case, significant influence on development of modern international marketing and world economy, their subsystems and their interaction is exerted by numerous global factors: destruction of global socialistic system, emergence of numerous new countries without consistent concepts of their policy and interests; political and economic crisis in Eastern Europe transforming sometimes into military-political crisis; crisis of world financial and credit system; technology revolution; acute energy, resource, and environmental issues; increasing interdependence of national economies, their policies; overcoming of intersystem contradictions between countries, which is reflected by acknowledgment of competitiveness as the main factor providing equilibrium of domestic development.

At the same time, an important element of global development of modern international marketing is intensification of competitiveness. Companies are under conditions of competitiveness not known before. This is beneficial to consumers. However, it also means that increase in efficiency, continuous renovation of production and distribution network become an important requirement, and it is necessary to adapt to the new state of affairs.

Therefore, globalization of modern world economy is an important factor of development of international marketing. A common opinion of experts is that nowadays there takes place transition from the historical period, characterized by idealization of interests of own national economy with legal and political frames peculiar to each state, which was justified and logical, to another stage: global economy without single regulating apparatus.

On the one hand, anarchy processes are developing (it mostly relates to monetary system), on the other hand, there are increasing trends to oligarchy (as demonstrated by concentration of industry and finances, formation of engineering unions by single companies, which leads to formation of huge corporations without boundaries). Therefore, the forming global economy of the late 1990s is unable to provide efficient basis of global development without adequate legislative and political frames.

In addition, globalization is a source of increased efficiency, significant improvement of conditions for consumers. Commodities, as well as all factors of production: capital, labor, information, become more free and are available for all and at lower costs. However, there are some difficulties in development of modern international marketing, which are related with unsuccessful attempts to present marketing as a universal aid against issues of modern economy.

Being actually a specific monopolistic tool of competition, marketing leads to severe struggle of monopolistic giants for economic domination, thus increasing instability, which leads to increase in total cost per unit of production and rise in prices. Marketing indirectly affects social stability in countries with market economy, since its tasks include active impact on consumer demand, imposition of standard of consumption profitable for manufacturers, which is often accompanied by increase in false demands, falsification of novelty of the proposed goods.

There are problems, however, it should be recognized that application of marketing principles is in certain sense a stimulus to progress, since marketing is a new tool of competition. Economic, political, and social life of the Russian Federation has suffered cardinal changes leading to necessity of development of new economy mechanism supported not by command and control management of economy, but by absolutely different relations, which assume market adjustments of both economy system and its single elements.

In rapidly developing market environment, it is impossible to ignore development of market problems directly related with production and distribution of commodities, satisfying growing demands of Russian consumers. Under conditions of severe competitiveness, characteristic to any market, efficient management of production and distribution of commodities should be based on specific measures aimed at achievement of final result, this system also includes international marketing.

The concepts of international marketing were formed as a combination of scientific and practical knowledge of entrepreneurs, whose expanded practical market experience in competitive environment increased practical significance of international marketing foundations for Russian entrepreneurs (Figure 2).
Figure 2. Concepts of international marketing

Source: Search data.

It is known that recently in Russia the government monopoly of foreign economic activity has dominated: all external trading operations were performed by the Ministry of foreign trade and its affiliates. However, at some point the state started to change, and transition to market economy was marked by stepwise liberalization of foreign trade, generation and development of monetary market as a consequence of adoption of certain laws and regulations. In fact, governmental monopoly of foreign trade was annulled by the Decree of President of Russia; according to it, the rights for foreign trade were granted to economic entities irrespective of the forms of ownership. Then, the Russian Federation reached cardinally new level of integration into world market, nowadays the problem of development of principles of modern international marketing should be solved by numerous Russian companies entering foreign markets.

Unfortunately, unstable economic and political situation does not allow to implement completely the main provisions of marketing concept, since marketing mainly assumes acquisition and analysis of data about market, its environment, short-, medium-, and long-term forecasts of development of market situation, which depends on the external factors. In addition, psychologically Russian consumers are not ready for leading role of market, moreover, certain manufacturers are forced to operate inefficiently in the market hoping that their commodities sooner or later would find their consumers. Thus, in the existing, rather non-ordinary, market environment the winner will be the one who is able to apply more optimally the consistent concept of international marketing to the Russian reality.

However, it should be stated that at present, many companies are in paradoxical situation. Marketing services accumulate rather high amount of data, however, it is impossible to use them since neither methods of the data processing nor analysis systems are available. In other words, there is a demand for procedures of integrated solution. In terms of organization, this looks like an integration of separated blocks of marketing accounting into unified system. At the same time, the companies involved in international marketing should adopt decisions in this field consistently and comprehensively. Firstly, it is necessary to understand international marketing medium, in particular, features of international trading. Upon consideration of specific foreign market, it is required to start with estimation of its economic, political, legal, and cultural features. Secondly, a company should decide, which percent of total trading is planned for foreign markets, which amount of countries is planned for the company activities; and which type of countries are assumed for the company business.

Thirdly, the company should determine specific markets to be entered, and this would require for estimation of probable levels of income for invested capital with accounting for the extent of existing risk. Fourthly, the company should determine the manner of entry into attractive market: by means of export, joint ventures, or direct investments. The company should clearly
understand the extent of adaptation of its commodities, promotion strategy, prices and distribution channels to specificity of each foreign market.

Finally, the company needs for efficient organizational structure oriented at international marketing. In this case, most companies starting from organization of export department end with development of international affiliate. However, some of them go further and are converted into transnational corporations, their authorities deal with marketing planning and its management at global level.

However, the problems of development of international marketing are numerous with a lot of criticism. There is the opinion that it negatively affects the consumer welfare due to high prices, imposition of commodities, sales of defective or unsafe commodities, production of nonplanned commodities, as well as low level of consumer servicing.

At the same time, in terms of general influence on society, marketing is criticized for distribution of excessive mercantilism and artificial demand, insufficient amount of socially valuable commodities, violation of consumption culture and excessive influence of business on society. Critical remarks concerning the impact of marketing on competition among companies are reduced to the fact that it leads to merger of companies, restricting competition, creates barriers for entry into market of other companies, and promotes unfair competition.

These obvious abuses in the sphere of marketing initiated social movements, first of all, consumerism and environmental protection. In this case, consumerism means organized social movement for expansion of rights and consumer influence with regard to sellers. Environmental protection movement is aimed at minimization of harmful influence of methods and practice of marketing on environment and quality of life. Its supporters require for intrusion in all cases when satisfaction of consumer needs leads to excessive harm for environment.

In addition, social achievements have resulted in adoption of numerous laws to protect consumers: this includes features of advertisements, safety of commodities, true information about ingredients and expiration dates of proposed commodities. Despite the fact that, at first, some enterprisers were against these social movements and laws, at present, most of them recognize necessity in positive information to consumers, their training and protection.

**DISCUSSION**

Reliability of the presented approaches is confirmed by the fact that a company attempting to enter international market at its own risk and peril, should analyze all occurring processes: political, economic, cultural, technological (BURYKIN et al., 2018; KOSEVICH et al., 2020; SHELYGOV; SHARONIN; TRETYAK, 2019). A company aiming at foreign activities should be aware of both limiting factors and of opportunities peculiar for international trading. While arranging sales in foreign countries, companies face various trading constraints. The most common constraint is customs tariff, which is a tax applied by foreign state for some exported commodities.

In addition, a company can face a quota aimed at provision of constant currency exchange rate, protection of local industry and occupational safety. The most rigid form of quotas is embargo, when certain kinds of export are prohibited. Nontariff barriers can exist. At the same time, each country is unique, it is characterized by specific features; and readiness to accept any new commodities, services, evaluation of its attractiveness as a market for foreign company depend on political and legal, economic, and cultural environment.

For more detailed analysis, it is recommended to attract local marketing experts. The main factors of attractiveness of a country as export market are industrial structure and distribution of profits in this country. This structure determines demands for commodities and services, level of incomes and occupation. The studies evidence that in industrially developed countries, the differentiation of population in terms of incomes is high. In postindustrial countries, the majority of population are comprised of wealth middle class. Therefore, an expert in the field of international marketing should solve a complicated problem: how economic environment can influence the decision about which global markets to enter and how to do it.
CONCLUSION

Summing up, it should be mentioned that prior to entering foreign markets, companies should determine targets and strategies of their international marketing. In addition, it is required to adopt correct structure of marketing complex. Commodities, price, promotion, distribution channels should be adapted depending on a country. It is required to apply individual complex of marketing, when producer adapts marketing system to specificity of individual targeted market or niche, bearing supplemental costs but hoping to receive higher profits in the long term.

At the same time, in a certain market segment companies should position themselves correctly in perception of potential consumers. It has been determined that the development trends of modern international marketing are related with dynamic development of world economy, competitiveness of commodity producers in world market, and with internalization and integration of society. Understanding of principles of international marketing and following them in practice will allow Russian companies to integrate smoothly into the world economy.

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Development potentials of international marketing in modern environment
Potenciais de desenvolvimento do marketing internacional em ambiente moderno
Potencial de desarrollo del marketing internacional en el entorno moderno

Resumo
Este artigo comprova os potenciais de desenvolvimento do marketing internacional no ambiente moderno. Foi estabelecido que, antes de entrar no mercado externo, as empresas devem determinar metas e estratégias de seu marketing internacional. Foi determinado que as commodities, o preço, a promoção, os canais de distribuição devem ser adaptados dependendo de um país. É necessário aplicar complexo individual de marketing, quando o produtor adapta o sistema de marketing à especificidade do mercado ou nicho direcionado individual, com custos suplementares, mas esperando receber lucros maiores no longo prazo. Foi comprovado que, em um determinado segmento de mercado, as empresas devem se posicionar corretamente na percepção dos potenciais consumidores. Foi determinado que as tendências de desenvolvimento do marketing internacional moderno estão relacionadas com o desenvolvimento dinâmico da economia mundial, a competitividade dos produtores de commodities no mercado mundial, com internalização e integração da sociedade.

Keywords: Consumption. Positioning. Production. Internalization. World economy.

Abstract
This article substantiates development potentials of international marketing in modern environment. It has been established that, prior to entering foreign markets, companies should determine targets and strategies of their international marketing. It has been determined that commodities, price, promotion, distribution channels should be adapted depending on a country. It is required to apply individual complex of marketing, when producer adapts marketing system to specificity of individual targeted market or niche, bearing supplemental costs but hoping to receive higher profits in the long term. It has been proved that in a certain market segment, companies should position themselves correctly in perception of potential consumers. It has been determined that the development trends of modern international marketing are related with dynamic development of world economy, competitiveness of commodity producers in world market, with internalization and integration of society.

Keywords: Consumption. Positioning. Production. Internalization. World economy.

Resumen
Este artículo corrobora los potenciales de desarrollo de la comercialización internacional en el medio ambiente moderno. Se ha establecido que, antes de entrar en los mercados extranjeros, las empresas deben determinar los objetivos y estrategias de su comercialización internacional. Se ha determinado que los productos básicos, el precio, la promoción y los canales de distribución deben adaptarse en función de un país. Se requiere aplicar el complejo individual de comercialización, cuando el productor adapta el sistema de comercialización a la especificidad del mercado o nicho objetivo individual, soportando costos suplementarios pero con la esperanza de recibir mayores beneficios a largo plazo. Se ha demostrado que en un determinado segmento de mercado, las empresas deben posicionarse correctamente en la percepción de los consumidores potenciales. Se ha determinado que las tendencias de desarrollo de la comercialización internacional moderna están relacionadas con el desarrollo dinámico de la economía mundial, la competitividad de los productores de productos básicos en el mercado mundial, con la internalización y la integración de la sociedad.

Palabras-clave: Consumo. Posicionamiento. Producción. Internalización. Economía mundial.