

GENESIS OF IDEAS MARKETING IN THE FIELD OF PHYSICAL EDUCATION AND SPORT

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Abstract: In the Address of the President of the Republic of Kazakhstan Nursultan Nazarbayev to people of Kazakhstan on January 17, 2014 “Kazakhstan’s way - 2050: Common goal, common interests, common future” states that “our path to the future is connected with the creation of new opportunities for the disclosure of the potential of Kazakhstan. Developed countries in the twentieth century! century is active, educated and healthy citizens.”

It follows that today at the forefront should be posed the problem of development of healthy lifestyles in the general population, because only healthy youth can show the best results in all spheres of life.

Keywords: Sport, health, physical education, marketing.

INTRODUCTION

At the same time one of the most important features of life modern society in market conditions is marketing. The problem of marketing frontier and interdisciplinary: economics, education, sociology, psychology contribute to the development of its theory and practice. That is why the concept of marketing is one of the most widely interpreted in modern science.

In the most general sense, marketing is a kind of human activities aimed at meeting the needs and needs through the exchange [1]. The purpose of marketing is to provide customers with products and services that meet their utilitarian or symbolic needs, and to do it in convenient places for them at affordable prices [2].

Marketing has become an objective reality, important part of life in modern society. In developed countries, economic marketing in sphere of production of goods began to take shape at the beginning of the XX century, in sphere services is 1950-1960-ies in the marketing policy established in 1980, in the social sphere in the 1990s years [3].

The founder of marketing is an American scholar Philip Kotler, defined marketing as “a human activity directed at satisfying needs and wants through exchange.”

One of the first Russian scientists who studied marketing issues was E.P. Golubkov. Marketing, according to his understanding, is the social and managerial process by which individuals or a group of people through the creation of products and their exchange receive what they need.

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Considering the history of origin of marketing, we can note his initial application only in the trade for more successful customers a simple product advertising.

Peter Drucker (1909-2005) believed that the birthplace of marketing is Japan. There is documentary evidence that in 1690 the first general store was opened in Tokyo, Mr. Matsui. For the first time in the history of commerce shopkeeper guided by their buyers, purchasing only what has been claimed, by providing a system of guarantees for the product quality and constantly expanding range of products.

DISCUSSION

The first phase of the development of marketing was a kind of marketing basis in its modern sense. The peculiarity of the first stage is its division into three successive periods:

- In 1860-1920. The general background of the excess of demand over supply is characterized by the improvement of production, the main objective of which was to increase production volumes;
- In 1920-1930. Characterized by the fact that, taking into account the progress achieved in the field of production growth, producers were forced to focus on the improvement of produced goods by increasing their quality and a corresponding change in the product portfolio;
- In 1930-1960. The priority is to set up sales due to the intensification of commercial efforts, as this period was typical excess of supply over demand, so more and more attention is paid to marketing research and modeling of active behavior of the consumer market. [4]

The second stage of development of marketing is a qualitative turn occurred in 50-60 years. XX century., When, breaking the post-war difficulties, economically developed countries have entered a new stage of development. Now, marketing has become regarded solely as the process is wider than the in-house planning. He was called - marketing, customer-oriented. All these activities have led to the formation of the consumer market, the main characteristic of which is the excess of supply over demand.

The third phase of the evolution of marketing turned it into a doctrine of modern business; philosophy; the main means of communication between the firm and its environment, a comprehensive system activity.

Some scientists and experts dealing with the problem of external economic relations, already at that time expressed the idea that in the conditions of planned economy it is advisable to use separate elements of marketing. These were the ancestors of the Russian marketing: G. Abramishvili, I. Gerchikova, A. Goryachev, V. Demidov, AP Zavyalov Kostyukhin K., J. Chrétien B. Solovyov. [5]

A qualitatively new stage in the understanding of marketing activity in Russia is associated with the transition to market relations, since the mid 80's - early 90-ies.

During this period, marketing elite joins a new group of marketers: A. Braverman, E. Golubkov, N. Kapustin, R. Nozdryov V. Sekerin, A. Fragile, Tsigichko L. et. al.,

At the present time, marketing is interested not so much theoretical as practitioners economy created a variety of commercial schools, courses, seminars, where he studied marketing; Leading enterprises of qualified teachers are invited to read these cycles for its employees; in a number of higher education institutions is actively training in marketing for the sectors of the economy. As overall economic discipline "Marketing" is now being studied in any economic specialty.

However, the mechanisms of the market economy forced the change of marketing insight: was perceived not only pure sales, but also organizational and commercial function of the company. Activities new marketers began to expand through: more in-depth market research; behavior of customers and competitors; gain and more targeted promotional activities; the possibility of a more flexible pricing policies, etc.[6]

According to L.A. Danchenko (2008), the introduction of marketing on the Russian market is complicated, as a rule, by the following reasons: traditional thinking managers; low-skilled managers; a considerable amount of initial expenses for marketing, while earnings growth is usually attributed to the sales office.

According to V.I. Belyaeva (2009), Marketing must prove itself in enterprises in two ways: firstly, it should become a universal philosophical concept of life companies and, secondly, to acquire the specific features of effective methods of management.

Marketing (from the English market - market) is a complex system of production and marketing of products focused on the needs of specific customers and profit-based research and market forecasting, study of internal and external environment of the exporting companies, the development of the strategy and tactics of behavior in the market with using marketing programs (Kotler, 1992; L. Zhestyannikov, 2000). [7]

With regard to the sphere of physical culture and sport most closely defines marketing Stepanova O. (2008), "Marketing is market strategy and tactics of activity of sports and sports organizations aimed at meeting the needs of people in physical activity and sports."

In the field of sports marketing Championship belongs American lawyer Mark McCormack, who in 1960 created the International Management Group (IMG) Entrepreneurial the world's first company, which represented and still represents the interests of the pro-professional athletes [4]. Today, marketing facilities in a foreign sports personalities are not only the (athletes sportivnye teams, coaches, functionaries), and sporting goods, sports and sports facilities, organization and facilities, sportivnye competitions and events, physical activities and sports, territory (notably, the site of major sorevnovany or proposed construction of sports

facilities), ideas (projects (for example, sports facilities), sports pedagogicheskie technology, patents, etc.).

By combining the above indicated definition, can be summed up and said that the main task of marketing in the field of physical culture and sport, not only to find a permanent consumer health and fitness services, but also to try to keep him in this field: to instill in him a desire to not just go in for sports, and periodically visit was the organization that best uses marketing tools in their work.[8]

According to O. Stepanova (2008) subjective factors hindering the development of marketing are as follows:

- Unprepared for working professionals-managers of the sphere of physical culture and sport, is not able to work in the new market environment;
- Lack of orientation on the moral and ethical principles of market activities, the failure to take into account the needs of the main participants in health and fitness services: visitors and employees of physical culture and sports organizations; Customer health and fitness services (parents of minors acting as customers);
- Long-term use and maintenance of outdated, anti-marketing stereotypes - attitudes and barriers are not sufficiently clear understanding of the significance and scope of marketing in sports and sports activities for the development of society as a whole.

The following patterns can be added Given the specificity:

1. Marketing is seen as a standard, a companion tool, constantly used in the sale of goods and services of sports and sports organizations. In this approach, marketing is the most common acts, and even a simple element of the market.

However, if it is considered functional marketing content, it is much wider in this respect. Sports marketing is an extremely integral part of the overall marketing, characterized by its own specific features and peculiarities. One of the benefits of sports marketing is his work with such special objects (entities) and relationships, as fans; sponsors; buying and selling of athletes; mass sport; elite sport; sports business; healthy lifestyle, and more (Y. Zubarev, Suchilin AA, AI Shamardin, 2000-2007).

2. Examining marketing as a kind of complex, specialized activities, which can not be applied on an immature physical culture and sports services Russian market (O.N. Stepanov, 2006). [9]

It is impossible to perceive the immaturity of the market as a process aimed at self-education and training, in the expectation that all get better sooner or later and that's when you should start to apply marketing. Such a vision can lead to the fact that the whole industry of fitness and sports services

will not be able to compete in the arena of international sports movement, has long been used in the marketing of their work.

3. The realization that marketing is something new and not fully understood, is the most complicated and expensive sequence of actions can be used only for large enterprises and organizations.

Of course, if we consider only large-scale market research, global surveys of large groups of consumers, large-scale capture the market, competent investment activities for the introduction of new products and services, it's all feasible only major sports organizations, since it requires large financial and human resources (O.N. Stepanov, 2008). Nevertheless, we must not forget that most of the organizations providing physical training and sports facilities, is a small business.

Even the largest chain of fitness centers use the franchise technology, without changing the form of ownership, and in such cases it is run by marketing can be one of the most important elements of the competition.

We must not forget that the state's participation in the process of implementation in the marketing activities of sports organizations should be constant and regulated, as an important resource of professional sports are sports events, which the state satisfied. [10]

The cost of these measures could be called a financial investment of the state, directed directly to the interests of big sport (H. Digel, M. Fahrner, 2005). Important role in the development of marketing activities in sports and sports organizations play sponsors. Usually, the sponsoring company pursuing such basic goals as the transfer of the image of the product or service that provides increased recognition of the advertised product or service and quick recognition.

Sponsorship is a support to sports, sporting events, sports organizations and foreign competition, in relation to them, the company or person. This concept is characterized by two features: the sponsor contributes to the sport in cash or other form of sponsored activities is not part of the company-sponsor commercial transactions (Vladimir Kuzin, 1993).

According to O. Stepanova (2008) "If you do not recognize the marketing is equally necessary for the public and commercial sectors of physical culture, it threatens negative consequences for both its components:

- Firstly, the state of sports and sports organizations, feeling the support of the state, not feel and for a long time will not feel the need for market research, design and promotion of its services in accordance with its needs;
- Secondly, the commercial sector, finding themselves without the financial support of the state and its efforts towards the formation of a

civilized market, will inevitably focus on the narrow, elitist financially contingent of consumers that cause, no doubt, the damage mass sports movement. “[11]

4. Use only the marketing tools to address internal issues of the organization. Such an approach can lead to a situation where only a small part of marketing tools will be used. And yet, that is, marketing can contribute to: enhance the views of management of sports and sports organizations in the internal and external environment; clarify the positions of competitors, intermediaries; expand the range of interaction with various stakeholders of sports activity.

For sports organizations a modern sports marketing is new. Sports marketing is based almost entirely on the general concept of economic production and marketing, for a modern market economy offers the sport mechanism by which it is carried out and the commercialization (Zubarev YA, Suchilin AA Shamardin AI, 2000-2007). Success will achieve only those who are able to develop their marketing and market quickly and efficiently. [12]

Below we have tried to present the main directions of the sport. A mass sports (Table 1) is close to our research.

TABLE 1: BASIC DIRECTIONS SPORTS

<i>Directions</i>	<i>Characteristics</i>
Elite sport	Aims to spectacular demonstration sports activities athletes
Professional sport	For athletes participating in it is occupation, profession, aims to create commercially successful entertainment product
Amateur sport	For athletes involved is not the main occupation, profession, and can be combined as an additional activity to the study, service work
Mass sport	Is aimed at increasing the level of physical fitness of the population, health and performance, is a means of active recreation-

It should be noted that a significant motivation in sport (especially in childhood and health) is to maintain health and a healthy lifestyle. The vast majority of parents are sensitive to the desire of their children to play sports, provide them with full support in this direction. Arguments parents for the most part reduced to the fact that if their child is not able to become an outstanding sportsman, the performance of their health improves is mandatory. A somewhat different motivation from the older generation. Most often they are engaged in physical culture and sports is not to achieve good results and fulfillment in sport, and to restore or maintain health at an acceptable level.

In recent years, a significant motivating factor among young people, the middle and the people, in part, was the older sports style: became fashionable sportswear, shoes, household items, decorated in a sports-style. Moreover, sports symbols, and

other attributes of the sport have been actively transferred to such seemingly “non-sports” areas as perfumes, toys manufacturing, watches, etc. Fashion sports style and sporting goods sports industry has made a truly mass and socially important spheres of social production .[13]

Another important motive for physical culture and sports is communication, being in a sports environment of their own kind of people, exchanging views with them to establish friendly relations, in addition, for many people, an important fact of initiation to the category of athletes as a social group. This may enhance their social prestige or personal status. For fans of the most significant motivation is the need for recreation, entertainment, empathy, pastime, to give vent to their emotions, relieve psychological stress.

CONCLUSION

It should be said about the state of motivation, businesses and sports organizations that are interested in implementing and physical culture and sports development, as is the introduction of increases productivity of workers and employees, developing their intellectual and physical abilities, expanding horizons and the area of interest, and, of course, It affects the health of the nation as a whole. Avoiding the administrative-command system to a market economy oriented public authorities to reduce the totalitarian control and providing greater freedom to organize the sphere of physical culture and sports.

Preparing for the creation and implementation of marketing, enterprise management system usually begins with an analysis of the functions.

Considering the scope of the enterprise health and fitness services, it should be borne in mind that the vast majority of them are no special marketing services and marketing services is the function of the director of the organization. This, on the one hand, significantly reduces the time interval from the idea to its actual implementation, but on the other hand, the price rises sharply making a wrong decision, and the risk of failure is very high. Meanwhile, it is recommended to consider marketing is much broader, namely, as a kind of system of interaction of the organizations with the external environment, with the main goal - to maximize profits, remains unchanged. [14]

Determining marketing health and fitness services are the people, the consumers of these services. By marketing policy, you should always keep in mind that the successful implementation of health and fitness services is only possible on condition of attracting qualified specialists, creation of conditions for working, equipped, etc.

Marketing in the field of physical culture and recreational services is different from marketing in the industry and commerce, which allows us to consider the scope of services as an independent direction in the commodity market.

In this regard, especially important to study the discipline “Economics of Physical Culture and Sports” is not only the students of specialty “Physical culture and sport”, but also coaches, organizers, professionals working in the field of physical culture and sports.

The experience of Russian educational institutions where developed programs, lectures and practical classes, tutorials, issued on the subject “Economics of physical culture and sport” [4, 5], and proves the necessity and feasibility study of the discipline.

Basic economic theory, which are studied by all students should become the theoretical basis for the study of the economy of physical education and sport as a branch of science. In this sense, it acquires the applied nature [4].

It is well known that the future of sports marketing in Kazakhstan will be determined primarily professionals working in sports and sports and recreation sectors. The only way to improve Kazakhstan’s sports business system is an educational training in the field of sports marketing.

Hence it is clear that, on the one hand, the economic analysis of physical training is quite effective if given external characteristics desired direction on the volume and structure of consumption of goods and services of physical culture, on the other hand, local government plays a significant role in physical education and sports. Physical education should be considered taking into account the social impact on the formation of social relationships, emotional, psychological climate, etc.

So, considering the sports marketing sports activities as a specific commodity, which by its sporting mission requires special marketing position with the necessary mutual respect theoretical laws of both parties - and sports marketing, and, therefore, assumes an individual marketing approach.

Sports marketing is based on the general laws of the economy and market relations, but at the same time, has a number of distinctive features, allowing it to allocate in an independent direction, the basic fundamental difference between them - the promotion of goods and services on the market and the most effective implementation of the consumer. [15]

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