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THE ECONOMIC FUNCTION OF DESIGN MARKETING IN A COMPETITIVE ENVIRONMENT: RELEVANCE, ESSENCE, SPECIFICITY, TYPOLOGY

This article reveals the main aspects of the economic function of design marketing in the modern world of entrepreneurship. These aspects, without covering in full all the functional diversity of modern design marketing, still generally meet the complex of international design studies from the point of view of marketing, and especially from the perspective of the competition of Kazakhstan's book publishing and bookselling products in the world business. Despite the general methodological approaches to the problem of the economic role of design marketing in modern business and the fact that the topic doesn't directly concern the problems of modern book publishing and book trade in Kazakhstan, it is one of the important areas of future research work.

The main goal of this article is to present and clarify the broad possibilities of modern design marketing, to reveal the economic role of design marketing from scientific positions, to reveal its relevance, essence, specificity, typology.

This approach is valuable. It's necessary for further research of the economic function of design marketing in book publishing and demonstrates in full the methodological principles, competences, basic knowledge of young researchers in the field of design marketing, which will be put on the theoretical basis of their master's dissertations.

Key words: business, entrepreneurship, design marketing, analysis, demand, consumer demand, competition, competitiveness, relevance, specificity, typology, methodical complex.

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Бәсекелестік ортадағы дизайн маркетингінің экономикалық функциясы: өзектілігі, мәні, ерекшелігі, типологиясы

Бұл мақалада қазіргі заманғы кәсіпкерлік әлеміндегі дизайн маркетингінің экономикалық қызметінің негізгі аспектілері анықталды. Бұл аспектілер, қазіргі заманғы дизайн маркетингінің барлық функционалдық түрлерін толығымен қамтымаған. Бірақ, маркетинг тұрғысынан әдетте халықаралық дизайн зерттеулерінің кешеніне сәйкес келеді. Әсіресе, отандық кітапты басып шығару және әлемдік бизнестегі кітап дүкендерінің өнімдерінің бәсекелестігі тұрғысынан.

Заманауи бизнестегі дизайн маркетингінің экономикалық рөлі туралы мәселеге, жалпы методологиялық көзқарасқа қарамастан және Қазақстандағы заманауи кітаптар шығару мен кітаптарды сату мәселелеріне тікелей қатысты болмаса да, болашақ ғылыми-зерттеу жұмыстарының маңызды бағыттарының бірі болып табылады.

Осы мақаланың негізгі мақсаты – дизайн маркетингінің экономикалық рөлін ашып, оның өзектілігін, мәнін, ерекшелігін, типологиясын ашу үшін ғылыми ұстанымдардан қазіргі заманғы дизайн маркетингінің кең мүмкіндіктерін ұсыну және түсіндіру.

Мұндай тәсіл тиімді, әрі құнды. Дизайн маркетингінің экономикалық функциясын кітап шығаруда одан әрі зерттеу үшін және дизайнерлік маркетинг саласындағы жас зерттеушілердің

әдістемелік қағидаттарын, құзыреттіліктерін, негізгі білімдерін толығымен көрсетіп, олардың магистерлік диссертацияларының теориялық негізіне енгізілетін болады.

Түйін сөздер: бизнес, кәсіпкерлік, дизайн-маркетинг, талдау, сұраныс, тұтынушылық сұраныс, бәсекелестік, бәсекеге қабілеттілік, өзектілік, ерекшелігі, типологиясы, әдістемелік кешен.

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Экономическая функция дизайн-маркетинга в конкурентной среде: актуальность, сущность, специфика, типология

В настоящей статье раскрываются основные аспекты экономической функции дизайн-маркетинга в современном мире предпринимательства. Эти аспекты, хотя и не охватывают полностью все функциональное многообразие современного дизайн-маркетинга, все же в целом отвечают комплексу международных исследований дизайна с точки зрения маркетинга, и особенно с позиций конкуренции казахстанской книгоиздательской и книготорговой продукции в мировом бизнесе.

Несмотря на общие методологические подходы к проблеме экономической роли дизайн-маркетинга в современном бизнесе и на то, что тема непосредственно не касается проблем современного книгоиздания и книготорговли в Казахстане, она является одним из важных направлений будущей научно-исследовательской работы.

Основная цель настоящей статьи – представить и прояснить широкие возможности современного дизайн-маркетинга, с научных позиций раскрыть экономическую роль дизайн-маркетинга, выявить его актуальность, сущность, специфику, типологию. Такой подход является ценным. Он необходим для дальнейших исследований экономической функции дизайн-маркетинга в книгоиздательском деле и в полной мере демонстрирует методологические принципы, компетенции, базовые знания молодых исследователей в сфере дизайн-маркетинга, которые будут положены в теоретическую основу их магистерских диссертаций.

Ключевые слова: бизнес, предпринимательство, дизайн-маркетинг, анализ, спрос, потребительский спрос, конкуренция, конкурентоспособность, актуальность, специфика, типология, методический комплекс.

Introduction

Everybody knows that buying a particular product is a process of promoting the goods themselves, the finished product of production. Proceeding from the stages of the production process, this product was once predicted, modeled, tested, launched into experimental production, tested, accepted into a wide production, released and, of course, sold. From this point of view, the purchase of goods is the most important goal, success or failure of any entrepreneur.

Relevance

Of great importance in modern business is the reason that determines the purchase of a particular product. This can be the appearance of the shopping center, the price of the product, its quality, etc. The reasons that affect the purchase of the product by the customer can be different. This may be the acceptability and unacceptability of the price of

the product, the possibility of buying goods on credit, kind of mood, the impression, the location of the goods ready for sale, the bad or good advice of the manager, the weak or strong advertising of the product being sold. Analysis, observations, international research in the field of entrepreneurship, its statistics show that in the main cases, purchases are made by buyers impulsively, and not specifically pre-planned.

Here it is necessary to talk about the psychological aspects, namely: the reasons for the purchase motivation, the subjective and objective factors that led to its solution, among which a great place is given to design as an effective tool for promoting the product as a source of influence on the client. Basically, based on international indicators, the product is “sold or not sold”, has a positive or negative result of the designer’s work.

Hereof the very urgency of the topic chosen by us is quite obvious: the economic function of design marketing in the modern world: its relevance, essence, specificity and typology.

Not so long ago, our Kazakhstan entered the sphere of an active market economy. This entry created the need for its more efficient functioning. And the problems of the effectiveness of the functioning of the Kazakhstan market, the creation and promotion of the domestic product are dealt with by marketers and designers.

But it should be noted that two crucial aspects for the success in the market – marketing and design – in the former Soviet Union, and now in the CIS countries – have not been explored to date in their organic and original unity. And there was no place for the very design-marketing (as for design in general) in the administrative command economics. At the same time, all the world practice has long used in practice and in the education of future design managers these two inseparable elements in the sphere of international entrepreneurship. For example, abroad there are similar educational magazines in the field of design management and design marketing – the main sources of competition in the field of design. This circumstance prompts the acute urgency of justifying the economic role of design in the field of effective organization and promotion of Kazakhstani goods on the world market in a competitive environment (Design Council.org., Fast Company.com., Design Management Europe.com).

Here the following approach is relevant.

The design is: a) the most important source of communication between an industrial enterprise and a designer; b) the enterprise with the client; c) a designer with a technologist who develops the appearance of the product, its spatial design, which calculates the efficiency and compactness of the product in the object environment. The scope of the design is wide. It provides: a) positive visual perception of the buyer (external image of the product), b) promotion of the product (advertising or successful presentation), c) comfortable living and fitness of the product into the subject environment (internal image of the product); d) its external correspondence to the design of the office (external entourage).

The relevance of the study of the economic function of design marketing in the world market system will certainly help to raise the level of the market culture of our Republic of Kazakhstan to a new level, especially in book publishing and book trade. In any case, in the production of a modern book publishing product, it is necessary to take into account the well-coordinated work, except for a number of specialists, managers, marketers and book designers, whose creativity largely depends on the expected effect of the entrepreneur: the high quality of the product, ensuring profit and rating of the firm

that issued such a book product. All this is called design management (Design-Management.ru).

After these conclusions, let's try to understand in details the economic essence of modern design. What is "modern design"? What are its main functions and economic feasibility? Design is the artistic constructing of objects, the projecting the aesthetic appearance of industrial products, as well as the development of models for the rational construction of the subject environment (Dictionary of foreign words 1984). There is the most common definition: Design is a term designating a new kind of activity for the design of the objective world.

From the history of art and design we know that this area of art did not immediately become the subject of the economy. Emerging in Europe in the era of rapid development of industrial production, it solved the problem of organizing the visual and functional properties of the object environment at the beginning of the XX century.

Literature review

Among the researches of new directions of the economic function of design of management and marketing, it is possible to highlight the most relevant works and textbooks of such Russian and foreign authors as: Basakov M. «Management» (Basakov M. 2013)., «Organization Theory and Design» Daft R., Murphy J., Willmott H. (Daft R., Murphy J., Willmott H. 2013)., «Classification of Design» Gorb P. (Gorb P. 2009)., Kootstra G. «Design management» (Kootstra G. 2006)., «Design Basics» Lauer D., Pentak S. (Lauer D., Pentak S. 2014)., «The Design Experience: The Role of Design and Designers in the Twenty-First Century» Press M., Cooper R. (Press M., Cooper R. 2008)., «Project management in the social sphere and design thinking. Tutorial» Surova N. 2015 (Surova N. 2015).

In course of time, researchers, businessmen and entrepreneurs came to the conclusion that the main function of design was the development of samples in order to be rational, compact, effective. Any kind of design is designed to correspond to the complex functioning of modern society: the production of the product, its consumption, the comfortable existence of people in the object environment.

Results and discussion

In connection with the new trends in the years of Gorbachev's reconstruction, the role of design in the sphere of modern entrepreneurial culture

quickly emerged and greatly increased. The society of the 80's has already ripened at that time and was ready for entrepreneurial activity: a large class of enterprising people arose.

Researchers of that time note that "the majority of objects of mass consumption among various manufacturers by the beginning of the 80's were already technically mature and had approximately the same prices at approximately the same quality". But it was quite natural that the foreign design of that time (although it was not and could not be fully in demand in the USSR) played a great transformative role in the development of the economic consciousness of the Soviet man of the reconstruction era. Foreign firms, stores, individual products of the time for the creative Soviet producers were the result and image in the world of commodity and monetary competition. But the union (Russian and Kazakh) firms were not able to rebuild so quickly and immediately perceive an effective design policy in terms of international requirements, although the customers (Soviet consumers) already consumed the most popular products of design willingly and increasingly.

During the years of Gorbachev's reconstruction, design was still an unused tool of new entrepreneur and producers entering into market relations, didn't become their effective means due to the lack of a strong competitive environment.

Nevertheless in large cities, in capital industrial enterprises, it has increasingly expressed itself as a significant economic component of growing entrepreneurship as an integral part of the brand and company style: the process of processing yesterday's products was different, and from the general commodity faceless mass there appeared an image of separate products and the enterprises. "They were ready to produce more colored, oblique and curved forms, signed in the name of a famous designer, just to increase demand".

At present, numerous studies on the economic function of design marketing in the Republic of Kazakhstan include a large volume of special works of leading foreign researchers (Kootstra G. 2006., Lauer D., Pentak S. 2014).

The most important part of the modern work of the designer is the analysis of consumer qualities of products and marketing. This is the main theme of our study.

It is known that consumption of a product by a society is one of the important purposes of any business. Every entrepreneur is interested in analyzing the consumer properties of the product created by him. This sphere along with profit occupies

the most basic and significant place in the work of the designer, therefore the creativity of the designer is not limited only to the design of the form of the product designed by him. The process of designing any product, as you know, begins with its idea, with the expediency of its release, with the calculation of public utility and personal gain, and also with the study of the methodological complex (analysis of prototypes), then the process of modeling, product design, his expert evaluation.

The work of a designer in industrial production is the most complicated and responsible. The authors are talking about the mass production of industrial products where miscalculations and errors of the designer are simply impermissible (Blankmag.ru). For example, in the foreign experience of promoting goods to the international market, everything plays an essential role, even packaging, which is designed to be attractive, safe and compact. This greatly contributes to the price increase, the economic recognition of the firm and the increase in the rating of its leader and serves as a guarantee of successful competition in the world market of producers of goods. Such authors as R. Cooper and M. Press "consider design as a means of creating impressions, a system of cultural production and a creative way of consumption" (Press M., Cooper R. 2008).

What is the methodical complex? The methodical complex is the analysis of product prototypes, or a set of both previous, standard, and new, creative, but already existing and tested models of the product to be produced. The process of design forecasting and product modeling begins precisely with the analysis of the methodological complex, then sketches of variants of the proposed product are thought through (Dic.akademic.ru). From these sketches the most successful are taken into account. An experienced product is created, which is also subjected to examination and analysis. In the process of such an examination, the designer-marketer makes changes that improve the future product.

These changes and adjustments also continue in the process of analyzing consumer demand, and after the release of experimental samples, and even of the first pilot batch. During all these processes, the designer-marketer makes adjustments. This is how the product improves, the best design solution, ultimately leading to the modernization of industrial designs. Modern international design is armed with a whole system of special knowledge, scientific and design methods. But for our special scientific research the typology of modern design plays a big role, i.e., its active modes of functioning, depending on the use of the target audience. This was once

written and the first classification was presented by the largest theoretician of design management P. Gorb in his work "Classification of Design" (Gorb P. 2009).

There is not a lot of such active types: they address design, industrial design, graphic design, environment and interior design (landscape design), web design and multimedia design. It is quite understandable designation of address design, which has its own, targeted consumer. This was said in the late 70's by the famous theoretician and founder of design management V. Glazychev (Glazychev V. 2006).

It is well known that of all the types of design listed above, the largest volume in the world turnover is occupied by industrial design, creating mass industrial goods and, accordingly, artistically constructing them. At the present stage, this kind of design, which includes the design of color and spatial solutions for industrial products, becomes the leading one.

The second place in the world in terms of volume is occupied by graphic design. At present, it is becoming in demand more and more. Graphic design has two important features – the preferences of modern consumers and the possibility of maximum impact. Due to these qualities, it is intensively developed and becomes the leading instrument of the whole world industrial and trade policy.

Graphic design in a competitive environment is provided by a number of important style-building features: graphic style, logo and brand of the company, the use of color technology and advertising opportunities. In Kazakhstan, as in other CIS countries, such a promising direction as the design of the environment and interior is becoming widespread. In Soviet times, before the beginning of the 90's, in Kazakhstan landscape design did not have solid reasons for its development. It was a part of the cityscape.

But since the late 1990's with the emergence of private ownership of land, the growth of private buildings (large land areas, forest tracts, lakes and steppe lands), there were entrepreneurs interested in development of this direction. So the demand for the design of the environment and interior got its justification. The fastest growing segment is the trendy segment of the design market, like web design and multimedia design. International and domestic studies of this segment highly appreciate the importance of this modern design in the effective promotion of newspapers, magazines, websites, banner advertising.

Progressive ideas on the theory and design of modern organizations are devoted to a new book by

the well-known management guru Richard Daft, co-authored with Jonathan Murphy and Hyog Willmott of the University of Cardiff (Britain) (Daft R., Murphy J., Willmott H. 2013).

Thus, the research conducted by marketing and design specialists showed that the competitiveness of the above-mentioned Internet resources, online and offline media largely depends on the complex of the best and most effective design solutions: submission, design, navigation, branding, and also the psychology of the perception of letters, graphic images, colors, flash-animation.

To date, Kazakhstani entrepreneurs have clearly realized the importance of domestic Kazakh design in the field of competition with global producers, in order to ensure product competitiveness. Now this factor highlights the necessary prerequisites for the full development of the modern scientific, theoretical and practical and educational base in the Republic of Kazakhstan. This creates prerequisites for the active development of Kazakhstani industrial design, taking into account the quality requirements from the perspective of the international labor market as well as professional education of future design managers (Basakov M. 2013., Surova N. 2015., LiveJournal.com). And then Kazakhstan designers will be able to provide the worthiest competition to the most advanced centers of international design.

Conclusion

So, what is the design marketing? Any entrepreneurial activity aims at making a profit. The businessman receives this profit from the sale of the goods created by him. Sometimes in the scientific literature about design they speak not about the goods, but about a product which is understood more widely, and they mean not only goods, but also services, works. The main condition is the demand for the product by consumers, the availability of consumer demand. Only in the presence of these prerequisites, we could talk about the successful development of entrepreneurship. Product demand is the main goal of any entrepreneur, the main reason for finding its effectiveness in order to develop successful commercial activity. But, as we said above, all these goals and all these prerequisites are provided by the economic role, function and purpose of modern design, inextricably linked with marketing. Therefore, the transition of the economy of Kazakhstan to market relations presupposes the most complete and active application of such a method, relatively new to our society, as design-marketing.

As we showed above, in the world practice design marketing didn't appear at once. It was a natural result of many years of evolution of the entrepreneurs' views on their activity and market, as well as the result of the scientific and technological revolution, which, on the one hand, provided the richest assortment of goods, and on the other – an exceptionally high rate of their renewal, for which the design of marketing was required.

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