CONCEPTS FOR MARKETING LOGISTICS AS A RESULT OF THE INTEGRATION OF LOGISTICS AND MARKETING OF AN ENTERPRISE

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Abstract

In the context of increasing market competition and the digital transformation of business processes, the integration of logistics and marketing functions has become a key factor in enhancing enterprise efficiency and customer value creation. This paper examines marketing logistics as an integrated management concept that combines the coordination of material, information, and financial flows with market-oriented strategies. The study aims to clarify the theoretical foundations, structural components, and functional mechanisms of marketing logistics and to determine its role in improving competitiveness, service quality, and cost optimization. Using a systematic and comparative analysis, the interdependence between logistics operations and marketing decisions is revealed, particularly in demand forecasting, distribution channel management, inventory control, and customer service. The findings demonstrate that the integration of logistics and marketing ensures faster response to market changes, reduces transaction costs, and strengthens long-term customer relationships. The paper proposes a conceptual model of marketing logistics that supports strategic alignment between supply chain processes and market requirements. The results contribute to the development of effective enterprise management practices and provide methodological guidance for implementing integrated logistics-marketing systems in modern organizations.

Keywords

marketing logistics, logistics integration, marketing management, supply chain, enterprise competitiveness, customer value, distribution strategy.

1.Introduction

The concept of marketing logistics is relatively new. Its origins can be traced back to the early 1960s, when systems analysis began to be applied to the study of product distribution. Traditional methods of analyzing this area, which considered the main functional units responsible for the flow of goods in isolation, are being replaced by a method of integrated planning, organization, and management of product flow. "For developed market relations, the integration of marketing and logistics, which constitutes the interaction of two management concepts, is becoming relevant. The interaction of marketing—as a market-oriented management concept—and logistics—as a flow-oriented management concept, creates the opportunity to increase the material and informational utility and value of a product, as assessed by the buyer or client. This integration creates the basis for identifying so-called marketing logistics within the overall logistics structure, which provides the client (buyer) with broad opportunities to manage products" [1].

2.Literature Review

The concept of marketing logistics has evolved at the intersection of logistics management and marketing theory, reflecting the growing need for coordinated management of flows and customer-oriented strategies. Early studies in logistics, particularly the works of Ballou (2004) and Christopher (2016), emphasized the role of efficient transportation, warehousing, and inventory control in minimizing costs and improving service levels. These authors demonstrated that logistics performance directly influences customer satisfaction and competitive advantage, thereby linking operational efficiency with market outcomes.

From a marketing perspective, Kotler and Keller (2016) introduced the idea that distribution and physical supply are integral components of the marketing mix, highlighting the importance of delivering the right product to the right customer at the right time and place. This approach expanded the traditional view of logistics from a purely operational function to a strategic element of value creation. Mentzer et al. (2001) further developed this idea through the concept of supply chain orientation, arguing that integration across functional areas enhances responsiveness to customer demand and strengthens inter-firm collaboration.

Recent research has focused on the integration of logistics and marketing as a unified system. Bowersox, Closs, and Cooper (2019) proposed that cross-functional coordination improves service quality, reduces transaction costs, and supports customer relationship management. Similarly, Hesse and Rodrigue (2020) noted that digitalization and information technologies facilitate real-time data exchange, enabling synchronized decision-making between marketing and logistics units. Empirical studies confirm that such integration leads to improved distribution performance, higher flexibility, and stronger competitiveness.

Overall, the literature suggests that marketing logistics should be viewed as a strategic management framework that combines operational efficiency with market responsiveness. However, there remains a need for further methodological approaches to systematize this integration at the enterprise level, which this study seeks to address.

3.Analyis and results

V. Lubochnov was one of the first to develop a theory of marketing logistics. In his work "Marketing Logistics," he rightly writes that logistics encompasses the entire material flow, which can be divided into two parts: the incoming flow—the flow of raw materials, components, etc., arriving at the enterprise from external sources and undergoing processing during production—and the flow of finished products, which flows from the manufacturer to the consumer. Managing this flow is the task of marketing logistics.

According to V. Lubochnov, marketing logistics is the analysis, planning, organization, and control of all handling and warehousing operations associated with the flow of finished products from the end of the production line to their arrival on the market, as well as the associated distribution channels required to organize and ensure interaction between the company and its markets [4]. This definition reveals two interrelated aspects of marketing logistics, namely:

• functional, associated with the flow of materials. This function is usually referred to in the literature as "physical distribution";

• institutional, related to the selection and management of the distribution channel (the so-called "channel" or "strategic" distribution).

Effective implementation of these functions within marketing logistics serves to achieve the ultimate goal of the company's marketing strategy (hence the term "marketing logistics") – the fullest possible satisfaction of consumers by ensuring the availability of the products they need, i.e., the delivery of the right product to the right place at the right time.

According to the definition provided by the American Marketing Association, a distribution channel is "a structure consisting of organizational units within a company and non-owned agents and dealers, wholesalers and retailers, through which a product is brought to market."

Analyzing the structure of distribution channels, V. Lubochnoye emphasizes that intermediaries that are members of the channel have the status of independent companies whose own goals (e.g., maximizing profits "at any cost") do not always coincide with the goals of the manufacturer or with the goals of each other. This leads to conflicts within the distribution channel and a decrease in the efficiency of the entire logistics system. Hence, he concludes that "selecting and managing the most effective distribution channel becomes a strategic task for marketing logistics."

In our opinion, this definition reduces marketing logistics to the management of only the company's sales processes (physical and strategic distribution), as well as to the optimization of material flows (in this case, "the flow of finished goods from producer to consumer"). It is effectively equated with sales logistics or distribution logistics.

In our opinion, the object of marketing logistics' influence is the totality of economic flows, namely: material, information, and financial—not only sales flows, but also purchasing (supply) flows, i.e., raw material flows and finished product flows. The authors of the textbook "Marketing" edited by Bagiev [1], analyzing definitions of marketing logistics existing in the scientific and practical literature, assert that since "distribution logistics is associated with the study and optimization of flows accompanying the process of developing a distribution strategy (the selection of routes, channels, and sales agencies for products) and the process of forming and operating a system for the physical movement of goods along the selected channel," then "it is advisable to distinguish within the structure of distribution logistics between strategic distribution logistics and physical distribution logistics, i.e., marketing logistics" [2].

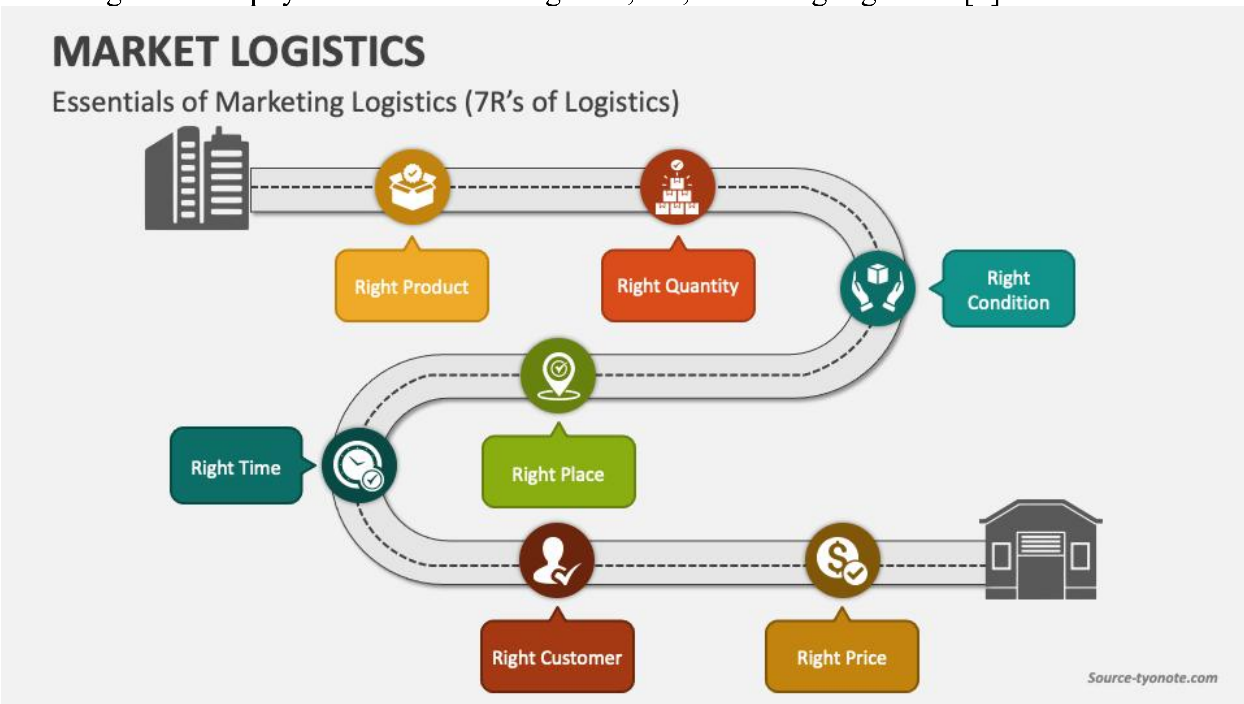

Fig.1. Market Logistics [5]

Philip Kotler, in his book "Marketing Management," significantly expands the boundaries of marketing logistics, including in its scope of interest not only physical distribution, but the entire supply chain of products. He rightly notes that, comparatively recently, the concept of physical distribution of products, the starting point of which is their manufacturer, has been expanded to the concept of supply chain management. It begins before distribution and also includes providing production with all necessary resources (raw materials, supplies, components, and capital equipment), which in turn transforms these resources into finished products and sells them to consumers.

Philip Kotler defines marketing logistics as follows: "Marketing logistics involves planning, implementing, and controlling the physical flows of materials and finished goods, from points of origin to destination, in order to most effectively meet customer demands." [3]

This definition implies the management of not only finished product flows but also material flows. However, the narrowness of this definition, in our opinion, lies in the fact that F.

Kotler understands only material ("physical") flows as the object of marketing logistics management. At the same time, the subject area of marketing logistics is the area of physical product distribution (strategic distribution is a marketing area, which is why marketing logistics is singled out as a separate field), expanded to the concept of supply chain management. Kotler notes that marketing logistics, when properly planned, is a powerful tool for competitive marketing. By offering a higher level of service, accelerating the working capital cycle, or reducing prices through logistics, companies can attract additional customers.

Thus, it becomes clear that "marketing logistics today must be considered a key element of a company's competitive market strategy, a key primary activity for ensuring a competitive advantage." [3]

E. A. Golikov, in his monograph "Marketing and Logistics," introduces the concept of "marketing logistics." Justifying the existence of this category, he writes that in the mid-1970s, logistics, integrated into marketing functions and solving problems of streamlining processes, was separated from marketing through a "separation of powers" based on tasks, functions, and means of achieving company goals.

We fully agree with E. A. Golikov's assertion that logistics, while separated directly from marketing activities, nonetheless remains closely linked functionally: planned and, as it were, outlined in marketing plans, organizational flow processes are transferred to the company's logistics services for optimization [2, p. 285]. Such divisions of the company include supply, transportation, warehousing, production, sales, trade, and customer service. It is extremely important that the flow process management functions inherent in these services in no way duplicate the functions of the enterprise's logistics service in optimizing flow processes at each link in the overall chain of flow processes—from the procurement of raw materials to the introduction of the company's finished products and services to sales markets. By fulfilling this fundamental function, logistics, in conjunction with marketing, becomes marketing logistics, that is, a key factor in the company's success in competitive markets during a sales crisis. The return on logistics manifests itself in the form of achieving an aggregated indicator of the firm's overall economic activity—meeting the level of service for consumers of the firm's goods and services, as defined by marketing and reflected in the firm's contracts with clients.

E. A. Golikov, defining the boundaries of marketing logistics, includes supply logistics in addition to sales logistics. "This key lies in understanding that supply logistics is a type of marketing logistics" [2].

We tend to agree with this researcher regarding the identification of a special "branch" within marketing logistics—procurement and supply logistics, which also needs to be adapted to rapidly changing market demand for the firm's goods and services. Indeed, the set of logistics measures and methods for optimizing the movement of resources and goods remains essentially the same for both sellers and buyers of capital goods and related services, since the goals of applying logistics (reducing the costs of physically moving goods, including associated loading, unloading, warehousing, storing inventory, etc., as well as fulfilling deliveries within the context of creating and satisfying demand for the supplied products) are the same for both.

Based on the above considerations, E. A. Golikov formulates the following definition of marketing logistics: "Marketing logistics, being an integrated system of planning and organizing the provision to the relevant authorities of a firm's economic system of the required quantities of the right types of goods, for which there is a profit-making demand, to the right place and at the right time at optimal prices, encompasses the movement of goods at least from the producer of the goods to his markets" [2, p. 375]. According to E. A. Golikov, these markets are the market for the procurement of raw materials and supplies and sales markets. From this definition of marketing logistics, we can conclude that logistics impacts the core areas of a company's operations as a marketing tool.

4.Conclusions

Since marketing logistics ensures market success, its marketing function, linked to market forecasting, production planning and management, effective sales, and all other areas of business activity, originates from this premise. This necessitates integrating logistics into the overall marketing concept and marketing planning, as it becomes a direct tool for both, allowing for consideration of its potential and desired impact on all other areas of the company's operations and distribution management from a market perspective.

The study confirms that marketing logistics should be interpreted as a holistic managerial concept emerging from the strategic integration of logistics and marketing functions within an enterprise. In contemporary competitive environments, where customer expectations, service speed, and cost efficiency simultaneously determine market success, the traditional separation of these functions no longer ensures sustainable performance. Instead, coordinated planning and management of material, information, and financial flows in alignment with market demand have become essential prerequisites for enterprise competitiveness.

The research demonstrates that integrating logistics operations with marketing strategies enables firms to achieve several interrelated advantages. First, it enhances customer value creation by ensuring product availability, timely delivery, and reliable service quality. Second, it contributes to cost optimization through improved inventory control, rationalized transportation, and streamlined distribution processes. Third, the alignment of demand forecasting, channel management, and supply chain coordination increases organizational flexibility and responsiveness to market changes. As a result, enterprises can reduce uncertainties, minimize operational risks, and strengthen long-term relationships with customers and partners.

The findings also highlight that digital technologies and information systems play a crucial role in supporting this integration by facilitating real-time data exchange and cross-functional decision-making. The proposed conceptual view of marketing logistics emphasizes the importance of systemic thinking, interdepartmental collaboration, and strategic coherence between operational capabilities and marketing objectives.

Overall, marketing logistics should be regarded not merely as a support function but as a strategic driver of enterprise performance and sustainable growth. Implementing an integrated logistics–marketing system allows organizations to transform supply chains into value-creating networks, thereby improving competitiveness in both domestic and global markets. Future research may focus on developing quantitative models and empirical assessments to measure the effectiveness of marketing logistics across different industries and organizational contexts.

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