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GREENMARKETING: DISTRIBUTION, SALES, SERVICE

Goal. Substantiation of the theoretical basis for the use of green marketing technologies in the processes of distribution, sales and service in accordance with the evolution of models of sustainable development of economic relations at micro and macro levels in terms of manifestations and consequences of globalization, pandemics, economic crises and political instability.

Method. Analysis of the impact of the main trends in the development of green marketing technologies on business processes at the micro and macro levels is based on methods of analysis and synthesis, a systematic approach, grouping and comparison. The study of the evolution of green marketing technologies in the processes of promotion, sales and service is based on methods of generalization, comparisons, dialectical approach.

Results. Emphasis is placed on strengthening the role of the concept of sustainable development of economic relations at the micro and macro levels of management in terms of manifestations and consequences of globalization, pandemics, economic crises and political instability of the world economy. It is noted that the world economic space is characterized by increased competition for production and consumption. It is shown that decisions on the introduction of green marketing technologies in the processes of production, sales and service should be made on the basis of analysis of motivation of producers and consumers, assessment of environmental and economic efficiency of stimulating the transition to sustainable development at all levels of production and consumption. environmental friendliness of goods and services with technological production capabilities, projected production costs and expected results from the use of green marketing technologies on the market. It is substantiated that the logic of the dominant transformations of the world socio-economic space to the conditions of sustainable development is the spread of green marketing technologies. According to the concept of green marketing, these technologies should be planned and implemented taking into account environmental needs and market requirements and based on the principles of restoration, preservation and improvement of the environment, natural resources and optimal generation and use of waste. Emphasis is placed on the fact that the effectiveness of green marketing technologies is largely due to the state of its four interconnected complexes: production, sales, service and consumption, which form a single ecosystem. Thus change of parameters of functioning of any of the specified complexes in the course of realization of a green marketing policy, certainly, will affect both a condition of private consumption (microlevel), and on the general result of national well-being (macrolevel). It is proved that there is mutualism - a situation in which the effectiveness of interaction is important for both private (personal) and joint (at the level of society) result. It is shown that green marketing technologies provide additional economic benefits to producers and help to interact with consumers based on their assessment of not their own but public benefit.

Scientific novelty. The expediency of introduction and dissemination to all levels of management at the micro and macro levels of management in terms of coevolutionary development of its four interconnected complexes: scientific and educational, socio-cultural, industrial, economic and public policy.

Practical significance. The results of the study form a scientific and practical basis for conducting various analytical and forecasting studies in terms of substantiation of the optimal directions of use of green marketing technologies in the processes, distribution, sales, service.

Key words: ecological marketing, ecological production, motives of consumption, complex of ecological marketing, technologies of green marketing.

Introduction. The environmental issue came up in the late 20th century after various catastrophic man-made natural disasters and discovery of illnesses and how they were caused. This leads to a higher awareness to protect nature and the human habitat. Currently, acid rain, the greenhouse effect, and global warming, just to mention some of them, are caused by humans interfering with nature. Due to that, governments and companies have been discussing to produce in a “greener” way. Governments introduced bills and laws restricting polluters from produce in an environmental harming way. Therefore, a lot of companies started to work with environmental management and tools, whose gain is to reduce cost and target their goal. In some areas, companies even profit to be environmentally

friendly or greener than their competitors. The main driver of environmental practices of firms and facilities is the public. Facility size, internationalization of a company, target group of produced products, overall business performance stakeholder, and their reputation have a positive effect on the probability of having implemented an environmental tool and management. This is due to the fact that these companies are higher recognized and their profit is linked to their reputation. Implementing environmental tools rely on date regarding the business out view as well as their environmental doing, not only in production but as well in the management. However, environmental tools and management are in the first place a cost driver. Therefore, it is more likely that a fairly good

developed business is keener to introduce environmental policies, than a company struggling with its overall performance. It is highly unlikely, that a company introduces environmental policies even if it does not get any profit. It does not bring any direct social benefits to the company. Therefore, some governments sought to introduce some of these policies to regulate them, so, that every company has to fulfil a specific level and otherwise could be sanctioned or even blocked from trading its products.

Analysis of recent research and publications. The complexity and diversity of economic processes, the complexity of relations in the system "nature-man", as well as the variability and uncertainty of balances of natural resources and current human consumption create a boundless field for research, and existing theoretical and methodological provisions and existing research on diversified environmental and economic problems humanity, which significantly increases the scientific search in the field of green marketing.

With the spread of the concept of sustainable balanced socio-economic development at the micro and macro levels of management, the concept of environmental marketing is gaining ground. Its content is to focus production and sales to meet environmentally-oriented needs and demands of consumers, the creation and stimulation of demand for "green" goods and services. The specificity of "green" goods and services is to take into account the diverse interests of market participants in achieving a balanced use of nature and economic efficiency of production and consumption. According to the concept of green marketing, all aspects of modern business should be planned and implemented taking into account environmental needs and market requirements and based on the principles of restoration, preservation and improvement of the environment, natural resources and optimal generation and use of waste. Thus, the formation of green, it should be noted that due to the complexity and dynamism of the studied phenomena, theoretical and practical aspects disclosed earlier require further research and clarification. Based on this, the aim of the article is to substantiate the theoretical basis for studying the effectiveness of the national innovation system in accordance with the evolution of models of innovative development of economic systems in terms of manifestations and consequences of globalization, intellectualization and virtualization as the mainstream of the world economy.

The theoretical and methodological basis of the study are the fundamental and modern

provisions of economics, the work of foreign and domestic experts. Achieving this goal is ensured by the following methods: analysis of the impact of the main trends in the development of green marketing technologies on economic processes at the micro and macro levels is performed using methods of analysis and synthesis, systems approach, grouping and comparison. The study of the evolution of green marketing technologies in the processes of promotion, sales and service is based on methods of generalization, comparisons, dialectical approach.

Presenting main material. The development of ecological marketing is conditioned by the concept of "ecology", which is interpreted as the science of the connections of living organisms with the environment. Ecological marketing is an integral part of the whole world politics, which determines the solution of problems related to pollution of the atmosphere, nature and the whole surrounding area. It must be remembered that ensuring ecological security is the main geopolitical factor and driving force for the well-being of society, which is inextricably linked with the reduction of human life expectancy, as well as problems in the sphere of nature and ecology arising from international military actions. The main objectives of this work is to define the concept of ecological management, its main advantages, as well as the analysis of successful examples of its application. Ecological marketing is based on ecological policy, ecological responsibility of organizations and enterprises and transparency of production and technological processes, including ecological labeling. It is proposed to include in the ecological marketing the formation of financial structures supporting ecological actions, ecological auditing, ecological insurance of companies' actions, changing the reporting forms of producers, new forms of advertising, the formation of new principles of trade. Green or ecological marketing is marketing that is designed to change the worldview of customers, provide a new direction for competition and achieve market acceptance of innovative solutions to ecological problems. Ecological marketing is a set of tools and methods of the company to meet the various interests of consumers through more intensive promotion of relevant goods and services with minimal damage to the environment at all stages of development. The life cycle represents interrelated and consecutive periods of the production cycle from obtaining the necessary natural resources and raw materials to the subsequent end use and placing them in the environment. At the same time, not only the stages or stages of production of final products, but also

the extraction of natural resources, auxiliary production, transportation, and compliance with ecological norms for waste disposal should be seriously considered.

There are several stages in the development of ecological marketing. Phase I (1960-1970s) involves international cooperation in the development of national legislation, in the financing of ecological activities. Phase II (1980-1990-ies.) is related to the global aspects of security in the field of ecology. Phase III (1997 - present) is associated with the development and integration of states in the field of specific commitments in the areas of water supply, energy, agriculture, conservation of the biosystem. Ecological marketing in many countries began to have a legislative basis. A new factor in the impact on business in general and on marketing has become the ecological component of the development of society. The concept of ecological marketing is an integral part of the concept of social and ethical marketing. It is aimed at meeting the needs and demands of consumers in ecological products, as well as stimulating demand for organic products and raw materials, including ecological safety of production. As categories of ecological marketing can be identified ecological needs and ecological goods. Ecological needs are aimed at satisfying the needs of consumers in the field of ecological safety. Ecological goods are goods that meet three criteria: economy, ecological friendliness and safety. Ecological goods are divided into ecologically neutral and ecologically friendly products. Ecologically neutral are goods whose production and consumption do not destroy the environment, but are ecologically friendly - production and consumption of which positively affect the environment. In a modern market economy, the motivation of consumers to purchase new ecological products is more significant, when producers focus their activities on satisfying the needs of consumers and when consumers have greater freedom of choice. Advertising in promoting ecologically friendly products includes informing consumers of the existence of eco-goods on the market; justification for high prices of eco-goods by comparing and contrasting the usual goods and ecological.

Stimulation of sales includes a set of activities aimed at the consumer or the seller (intermediary), which are applicable to stimulating demand for eco-products. Publicity involves, for example, attracting celebrities in order to increase consumer confidence. Public relations is the ecological development of society. Implementation should be carried out through ecological programs,

forums of international importance. Personal sales can be considered effective if the products are technically complex. Considering the turnover of the world market of eco-products, its noticeable increase is observed. Leading markets are the United States, Britain, Germany and France.

Based on the analysis of this market, according to NBC Universal, in 2010, all consumers of organic products in the US were divided into groups: Alpha-ecos, concerned about ecological issues, occupy a large share of the consumption of eco-products. Ecocentrics, interested only in the individual consumption of eco-products, pay for the products that exclusively benefit their health, are not interested in ecological problems. Ecochics, a young population that is not worried about anything, considering it to be in the trend of "green" fashionable, occupy the largest segment. Economically ecos, concerned about the problems of saving money in the future by purchasing ecological products in the present. Ecomoms, interested in ecological goods for children, concerned about the state of nature and the health of future off spring. In order to prove the effectiveness of the green marketing several examples are provided. The first step taken by Levi's in this direction was the creation of eco jeans from 100% cotton denim. Buttons of this model were made from coconut shell, and a button and zipper from non-galvanized metal. In addition, when painting such jeans in indigo, potatostarch, mimosa flowers and Marseille soap were used.

The second and to date the most innovative offer of jeans are ones made of Waterless material, on the creation of which 28% of water is saved on average. The price for Waterless jeans is \$ 90. The planned sales volume is 1.5 million units. By simple mathematical actions, we receive 135 million dollars of turn over from sales of the first batch. Timberland shoes can always be returned to the store after a couple of years of wearing with the possibility of their full processing. "Green Index" can be found on each shoebox -marked with an indication of what percentage of the boot can be recycled, and how the production of this pair was detrimental to the environment. Sales of Timberland in 2009 amounted to 1.3 billion dollars. It opened 200 stores in more than 15 countries.

A hybrid bicycle is different from the usual one with an electric motor. For example, in electric bicycles of the company Sanyo from Yamaha, it is possible to either twist the pedals with your muscular traction, or electric. On difficult parts for the cyclist, the system can automatically connect the electric motor to facilitate the life of the rider, and

on the descents and during braking the generator mounted in the front wheel converts the kinetic energy of the bicycle into the battery charge current. In 2010, over 700 thousand electric bicycles were sold all over Europe, which was plus 40% to the previous year.

About 300 thousand are sold annually in Japan. The leader of the sales of hybrid bicycles is still the Chinese market - 10million units per year. Ecological marketing is a tool for protecting the environment for future generations. It has a positive impact on the ecological well-being of the planet. Green marketing helps companies to develop business practices and products that are ecologically friendly and at the same time meet the needs of consumers.

Discussion of results. Decisions on the introduction of green marketing technologies in the processes of production, sales and service should be made on the basis of analysis of motivation of producers and consumers, assessment of environmental and economic efficiency of stimulating the transition to sustainable development at all levels of production and consumption. In addition, it is necessary to compare guidelines and ideas about the level of environmental friendliness of goods and services with the technological capabilities of production, projected production costs and expected results from the use of green marketing technologies in the market.

Therefore, it is necessary to distribute the motives and incentives of green marketing as follows: rational motives and incentives - the tendency to demonstrate environmental behavior, quality, efficiency, ergonomics, environmental parameters of operation and subsequent disposal, etc.; emotional motives and incentives - support for environmental culture standards, obtaining unique consumer characteristics, a sense of belonging ("buy environmentally friendly, green, natural, safe"), style of personal and professional behavior (consume only natural, environmentally friendly, green products); moral motives - a sense of responsibility for the state and restoration of the environment, care for future generations.

It should be emphasized that rational motives prevail for the commodity market and the services market in Ukraine today, as concern for personal safety and personal comfort prevails over awareness of the need to care for public values. Under these conditions, it is advisable to form mechanisms to strengthen the action of other motives and incentives for the spread and adoption of green marketing technologies. environmental pollution

will encourage consumers to buy environmentally friendly products. In addition, attention should be paid to both strengthening the motivation of consumption and motivation of production on the basis of green marketing technologies.

Given the universality of the concept of sustainable development at all levels of management, it can be argued that the effectiveness of green marketing technologies is largely due to the state of its four interconnected complexes: production, sales, service and consumption, which form a single ecosystem. Thus change of parameters of functioning of any of the specified complexes in the course of realization of a green marketing policy, certainly, will affect both a condition of private consumption (microlevel), and on the general result of national well-being (macrolevel). That is, there is mutualism - a situation in which the effectiveness of interaction is important for both private (personal) and joint (at the level of society) result.

Conclusion.

Globalization, intellectualization and depletion of the natural resource potential of the environment require a significant transformation of economic relations at the micro and macro levels of management. Since the process of greening social production is focused on building long-term relationships with customers, society and the environment, green marketing means greening the processes of production, promotion, marketing and service at the micro and macro levels, provides additional economic benefits to producers and helps interact with consumers based on their assessment not of their own but of public benefit.

Thus, the modern condition for the development of economic systems that implement their functions in real time, under the influence of arrhythmia to meet their own and social needs, spatial turbulence, is to achieve a balance of trade-offs and interests of consumers and producers in a sufficient level of green marketing. The balance will mean the receipt of income for the producer while maintaining the environmental focus of economic activity and maximizing the needs of consumers and contact audiences by promoting goods and services that cause minimal damage to the environment or restore the environment at all stages of life cycle, sales, promotion, service, consumption and disposal. At the same time, the effect of synergy and balance of interests of producers and consumers materializes in functional advantages, which, in turn, act as a powerful stimulus for a new acceleration of sustainable development and active use of green marketing

technologies.

The prospects of the results of the study of the specifics of green marketing technologies in the processes of distribution, sales and service presented in this article is to form a scientific and methodological basis for developing analytical models of balancing interests and goals related to meeting environmentally oriented needs and demands consumers, as well as making a profit. The use of green marketing technologies in modern conditions acquires the status of a key factor in the

successful promotion of a brand, goods or services, enterprises in the market environment. This will help attract new customers, expand target markets, create new offers, maximize the economic interests of producers and environmental needs of consumers while ensuring the spread of green ideologies and principles in marketing.

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GREENMARKETING: DISTRIBUTION, SALES, SERVICE

The main scientific target of this paper is a substantiation of the theoretical basis for the use of green marketing technologies in the processes of distribution, sales and service in accordance with the evolution of models of sustainable development of economic relations at micro and macro levels in terms of manifestations and consequences of globalization, pandemics, economic crises and political instability. Emphasis is placed on strengthening the role of the concept of sustainable development of economic relations at the micro and macro levels of management in terms of manifestations and consequences of globalization, pandemics, economic crises and political instability of the world economy. It is noted that the world economic space is characterized by increased competition for production and consumption. It is shown that decisions on the introduction of green marketing technologies in the processes of production, sales and service should be made on the basis of analysis of motivation of producers and consumers, assessment of environmental and economic efficiency of stimulating the transition to sustainable development at all levels of production and consumption. environmental friendliness of goods and services with technological production capabilities, projected production costs and expected results from the use of green marketing technologies on the market. It is substantiated that the logic of the dominant transformations of the world socio-economic space to the conditions of sustainable development is the spread of green marketing technologies. According to the concept of green marketing, these technologies should be planned and implemented taking into account environmental needs and market requirements and based on the principles of restoration, preservation and improvement of the environment, natural resources and optimal generation and use of waste. Emphasis is placed on the fact that the effectiveness of green marketing technologies is largely due to the state of its four interconnected complexes: production, sales, service and consumption, which form a single ecosystem. Thus change of parameters of functioning of any of the specified complexes in the course of realization of a green marketing policy, certainly, will affect both a condition of private consumption (microlevel), and on the general result of national well-being (macrolevel). It is proved that there is mutualism - a situation in which the effectiveness of interaction is important for both private (personal) and joint (at the level of society) result. It is shown that green marketing technologies provide additional economic benefits to producers and help to interact with consumers based on their assessment of not their own but public benefit. The expediency of introduction and dissemination to all levels of management at the micro and macro levels of management in terms of coevolutionary development of its four interconnected complexes: scientific and educational, socio-cultural, industrial, economic and public policy. The results of the study form a scientific and practical basis for conducting various analytical and forecasting studies in terms of substantiation of the optimal directions of use of green marketing technologies in the processes, distribution, sales, service.

Key words: ecological marketing, ecological production, motives of consumption, complex of ecological marketing, technologies of green marketing.

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ЗЕЛЕНИЙ МАРКЕТИНГ: РОЗПОДІЛ, ПРОДАЖ, ПОСЛУГИ

Основною науковою метою даної роботи є обґрунтування теоретичних основ використання зелених маркетингових технологій у процесах розподілу, збуту та обслуговування відповідно до еволюції моделей сталого розвитку економічних відносин на мікро- та макрорівні з точки зору проявів та наслідків

глобалізації, пандемій, економічних криз та політичної нестабільності. Акцент робиться на посиленні ролі концепції сталого розвитку економічних відносин на мікро- та макрорівні управління з точки зору проявів та наслідків глобалізації, пандемій, економічних криз та політичної нестабільності світової економіки. Зазначається, що світовий економічний простір характеризується посиленням конкуренції за виробництво та споживання. Показано, що рішення про впровадження зелених маркетингових технологій у процеси виробництва, реалізації та обслуговування повинні прийматися на основі аналізу мотивації виробників та споживачів, оцінки екологічної та економічної ефективності стимулювання переходу до сталого розвитку на усіх рівнях виробництва та споживання. екологічність товарів та послуг із технологічними можливостями виробництва, прогнозованими виробничими витратами та очікуваними результатами від використання зелених маркетингових технологій на ринку. Обґрунтовано, що логікою домінуючих трансформацій світового соціально-економічного простору до умов сталого розвитку є поширення зелених маркетингових технологій. Відповідно до концепції зеленого маркетингу ці технології слід планувати та впроваджувати з урахуванням екологічних потреб та вимог ринку та базуватися на принципах відновлення, збереження та поліпшення довкілля, природних ресурсів та оптимального утворення та використання відходів. Акцент робиться на тому, що ефективність зелених маркетингових технологій значною мірою зумовлена станом її чотирьох взаємопов'язаних комплексів: виробництва, продажу, обслуговування та споживання, які утворюють єдину екосистему. Таким чином, зміна параметрів функціонування будь-якого із зазначених комплексів в процесі реалізації зеленої маркетингової політики, безумовно, вплине як на стан приватного споживання (мікрорівень), так і на загальний результат національного добробуту (макрорівень). Доведено, що існує мутуалізм - ситуація, в якій ефективність взаємодії важлива як для приватного (особистого), так і для спільного (на рівні суспільства) результату. Показано, що зелені маркетингові технології надають виробникам додаткові економічні вигоди та допомагають взаємодіяти зі споживачами на основі їх оцінки не власної, а суспільної вигоди. Доцільність впровадження та розповсюдження на всіх рівнях управління на мікро- та макрорівні управління з точки зору коеволюційного розвитку його чотирьох взаємопов'язаних комплексів: науково-освітньої, соціально-культурної, промислової, економічної та державної політики. Результати дослідження становлять наукову та практичну основу для проведення різних аналітичних та прогнозних досліджень з точки зору обґрунтування оптимальних напрямків використання технологій зеленого маркетингу в процесах, розподілі, збуті, сервісному обслуговуванні.

Ключові слова: екологічний маркетинг, екологічне виробництво, мотиви споживання, комплекс екологічного маркетингу, технології зеленого маркетингу.

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