

SYNTHESIS OF ENVIRONMENTAL AND SOCIAL MARKETING

At the present development stage of society there is a significant number of different types of marketing that are used depending on the situation (for example, differentiated, conversion, concentrated marketing and other).

Humanity is currently pays great attention to greening and socialization. We also can see this rendition in marketing. This tendency can also be traced in marketing.

By the definition, social marketing – is marketing of development, implementation and monitoring of social programs aimed at improving the perception of certain social ideas, movements or practices by certain segments of society.

Environmental marketing - the process of meeting the needs of consumers by promoting products and services that cause minimal damage to the environment during the all stages of the products' life cycle and created by the smallest possible amount of natural (including energy) resources.

There are real prerequisites for the development of these types of marketing.

Social marketing was first used in the early 70's of the XX century and stood for a set of measures aimed at solving social problems.

Currently, social marketing is considered as one of the elements of the spot marketing. There are three key components: fundraising, sponsorship (promotion of brands), sales promotion.

At the beginning of XXI century, a major tool of social marketing was creating of special versions of the products of the companies aimed to charity. Social marketing has evolved into an ecological, as a continuation of the social and ethical marketing.

Environmental marketing began to develop in 2007-2008 (although the concept has evolved in the 1990s.) when there was an increase green market sectors, for example, the market of paper consumption, which is certified with FSC. According to the results, in 2012, the total consumption of FSC-certified paper in the world increased by 7.3 times (compared with 2007).

These types of marketing have a number of similar features, and therefore have a certain similarity. They are:

- the similarity of overall public good, which is bringing by the promotion of these both types of marketing;
- principles and mechanisms of impact on the audience;
- both types of marketing are not always used for material income.

It may be concluded that there are real benefits of the merger and the using of both types of marketing together.

First, the product with the reinforcement aims to create a positive image to the consumer (the improvement of society, "a contribution to the common cause," the socio-generalizing idea, the 2 in 1).

Second, these types of marketing are highly promising in the elaboration and have great potential in the development, especially in Ukraine, where are applying just few separated elements of these concepts.

Thirdly, these concepts allow companies to reduce production costs, while significantly increasing the demand for certain products (but in this case, the product has to be orientated for the public good).

This model has similarities with the previously published marketing theories.

In the Philip Kotler's theory of "Marketing 3.0" there are statements for support the hypothesis of the importance for the consumer the "product with dual reinforcement". The hypothesis says that certain value of the product is the general idea, which consolidates the consumer (in the context of the consecrating topic of synthesis this idea is expressed in a social and environmentally friendly products that meet current consumer demands).

The model of synthesis of the environmental and social marketing has several disadvantages, the most important of which, perhaps, is the increase in the cost of product promoting, and the ways to belief consumers in buying exactly this product, despite to the cheaper analogues.

In conclusion we can say that this method (method of synthesis of various marketing theories) can be used in other types of marketing.

This synthesis has the historical background, advantages of using allows the achievement of economic and non-economic effects. The disadvantage of this method is the lack of examples of using the including tools in marketing.

This method needs a deeper study and its improvement through empirical experience.