

Frolov D.
K. Kovtun, research supervisor
National Mining University

ECO MARKETING. POSITIVE AND NEGATIVE CONSEQUENCES FOR THE COMPANY

It's a fashionably to be «green» today. The adjectives: «ecologically clean», «organic», «natural» are mode of life of customers and manufacturers. The demonstration of love and care about the nature it's profitably and fashionably and of course it could not be ignored by marketers. Although the generation of the «green» marketing started at the beginning of 90-th in the our time it has more and more movement and it has already gotten to all parts of the world. The boom of the population "safe for the environment" products and marketing programs were after companies gained benefit from hypersensitivity of customers to protection of nature. Our country is not exception. Ukrainian companies pay not a little attention to the development of the marketing industry. Increasingly, you can see organic products, paper bags and eco-sales in our shops. But eco-marketing is still on the development stage in our country and common people can not afford eco products, even if they would like to buy them. According to statistics, minimum consumer basket with the label "eco" costs 8 time more, than usual one in Ukraine. It demonstrates, that CIS's company try to make money on the trend, rather than develop company on right, social way.

Over the last ten years a lot of companies tried to releasing "green" products, but a lot of them were failed. What kind of difficulties the participants of the movement have confronted with?

- Distrust in the authenticity of eco-products
- The behavior of consumers. The results of these researches confirmed that the vast majority of consumers aren't willing to pay higher prices for environmentally friendly products.
- In trying to any cost for joining to successful participants of the movement "green marketing", a lot of companies couldn't properly implement their marketing programs. The products didn't qualify of environmental safety, their prices were often too high and they did not have the appropriate advertising.

And nevertheless a lot of companies have benefited from this kind of development, for example McDonald's received the award "ERA" for reduction of waste products. It managed:

- to save 3,200 tons of paper and board by replacing containers for packing single-layer sandwich wrappers bonded investment material;
- to save 1,100 tons of cardboard cups from light cups;
- to allocate \$ 355 million for the purchase of products, which made from recycled materials.

As a result I would like to specifically highlight the pros and cons of implementing “green” ideas in my company.

Availability of ready-made idea for development the company.

That is, the company does not need in searching of ideas to building relationship with the consumer.

The reducing of the costs of keeping regular customer. The company woun’t hold each of the customer’s groups, and it’ll just stick to chosen mission.

Heightening sales

The building of long-term relationships, which well-mannered deep inside of human’s soul.

As Marketing 3.0 suggests , the company wants to be a lot of time on the market, is have to build relationships with their customers so that for touching themes which deep inside of human’s soul , in this case these valuables about taking care of the environment and healthy living.

Disadvantages:

Non-realization of "green plan". As mentioned above, the implementation of such a plan is very expensive, and if it fails, the company will suffer a big loss.

The loss of former clients or momentary loss of potential customers, in connection with the idea of the chosen company. For example, a coffee shop accepted the status of "green" and it’s former clients dropped out in connection with the absence “no smoking” territory and it may cause a new wave of satisfied customers.

The high cost of upgrading production (if it necessary)

The costs of developing a new marketing plan.

More explicit control over the quality and the mission of the company by consumers. As already mentioned, ECO is very closely monitored product and a lot of goods gust wear the mask "eco" without being itself, it involves the creation of a genuine product and extract the necessary criterions.

As we can see the development of the «green» plan has two sides of the coin and the outcome of the application conception of eco-marketing in each company is different due a lot of contextual factors. But my opinion is coincides with the opinion of many experts that the economic future of marketing and the development and implementation of the "harmless particles" in the product will soon be an integral part of the desire of the consumer. But my opinion coincides with the opinion a lot of experts that the economic future of marketing and the development and implementation of the "harmless particles" in the product will be an integral part of customer’s desire soon.