

to the choice of the market, the definition of sales volume, market forecasting and planning activities. Marketing research of the market refers to the preparatory phase of the implementation of foreign trade operations.

The effectiveness of marketing and commercial work in foreign trade activity largely depends on the availability of quality information. Marketing information is a display of various parameters of the market and is the result of scientific information and commercial activities. The collection, storage, retrieval, processing, distribution and use of information have become a decisive importance for success in a complex competitive struggle.

The purpose of market research - consumer segmentation and selection of target market segments. The results of the study allow the company to develop its own range to the accordance with the requirements of customers, increase its competitiveness, to identify areas of activity according to the different stages of the life cycle of products, to develop new products and modify manufactured, to improve labeling, to develop a firm style, to determine how to protect the patents and how to realize their potential at work on internal and external markets.

To ensure effective training of foreign economic operation marketing software international activities should include: study the main characteristics of contemporary global market, its dynamics, trends of development and priorities; definition of international relations and their behavior and motivation in the marketing activities; description of the main parameters of the international marketing environment, including competitive situation; development of exit strategies and activities on potential foreign markets; identification of problems and specific technology marketing activities in foreign markets.

Qualitatively made marketing research of foreign market, reasonable answers to the questions: how properly is taken into account, how skillfully the partners of the market are selected; which information has a firm on the methods and features of the work of competitions.

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## **GREEN MARKETING**

Green marketing is the marketing of products which are environmentally preferred by others. That is why green marketing combines a wide range of activities, including product modification, changes to the production process, harmless packaging, as well as modifying advertising. There are also other synonym terms which are used - environmental marketing and ecological marketing. The legal implications of marketing claims call for caution.

A model for green marketing contains four "P's":

Product: A producer should offer ecological products which not only must not pollute the environment but should protect it and even liquidate existing

environmental damages.

**Price:** Prices for such products may be a little higher than traditional alternatives. But target groups like for example LOHAS are ready to pay additional for green products.

**Place:** A distribution logistics is of critical importance; main focus is on ecological packaging. Marketing local and seasonal products e.g. vegetables from regional farms is easier to be marketed "green" than products imported.

**Promotion:** A communication with the market should put stress on environmental aspects, for example that the company possesses a CP certificate or is ISO 14000 certified. This may be done to improve a firm's image. Moreover, the fact of company's expenditures on environmental protection should be advertised. Third, sponsoring the natural environment is also very important. And last but not least, ecological products will probably require special sales promotions.

The term Green Marketing became known in the late 1980s and early 1990s. The American Marketing Association (AMA) held the first seminar named «Ecological Marketing" in 1975. In 1989, 67 percent of Americans stated that they were ready to pay 5-10 percent more for ecologically compatible products. By 1991, environmentally conscious individuals were ready to pay between 15-20 percent more for green products. Today, more than one-third of Americans say they would pay a little extra for green products.

The past decade has shown that consumer power to effect positive environmental change is far easier said than done. One of green marketing's challenges is the lack of standards or public consensus about what constitutes "green," according to Joel Makower, a writer on green marketing.

This lack of consensus - by consumers, marketers, activists, regulators, and influential people - has slowed the growth of green products, because companies are often reluctant to promote their green attributes, and consumers are often skeptical about claims.

Despite these challenges, green marketing has continued to gain adherents, particularly in light of growing global concern about climate change. This concern has led more companies to advertise their commitment to reduce their climate impacts, and the effect this is having on their products and services.

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## **UKRAINIAN MARKETING RESEARCH ISSUES IN THE PROCESSES OF MARKET RESTRUCTURING DURING A CRISIS**

The crisis conditions in Ukraine are accompanied with deep economic shocks. One of the leading drawbacks is the impossibility of support the effective market relations with enterprises in the East part of the country that is industrially-oriented. This area suffered the most, and national economy was unprepared for these changes.