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MARKETING APPROACHES TO SUPPORT THE ENVIRONMENTAL INNOVATION DEVELOPMENT OF INDUSTRIALLY REGIONS

The purpose of applying marketing methods during the industry development of innovative ecological program in the region is to increase innovative ecological potential of the region, to search for scientific and technical concept of competitive industry formation with maximum environmental preservation. Expected result is the selection of innovative solutions that will lead to the new market proposal of goods and services that affect the structure and quality of ecological relations in society, as well as the changes in capital goods and technologies that reduce the source of pressure.

Survey of Dnipropetrovsk region's residents has shown that the widespread adoption of environmental innovations concerned mainly final consumers (78% of 150 respondents), 70% of them are willing to buy environmentally friendly products that are 10% more expensive and 30% agreed with increasing the price by 20%.

Two thirds of respondents (65%) are interested in environmentally friendly working conditions but only 32% of them would agree on lower wages and the increase of travel time to work for an hour.

For 48% of respondents the environmental conditions are a measure of the life quality that they follow while choosing a place of residence. However, only a small part of the population (15%) believes that environmental innovations will seriously affect the reduction of negative impact of industrial activities.

During the survey of large industrial enterprises' 30 executives we found out that 8 of them declare priority of environmental innovations, and 15 don't see any real potential solutions to environmental issues. Only 4 have confirmed that their companies today are implementing specific measures to reduce the negative impact on the environment and just one enterprise improves structure of industrial products, which can contribute to environmental problems solution.

The marketing research confirmed that the marketing methods are needed not only for the structure study of environmental needs and innovative potential presence in the region, but for the basis of the new innovative projects' generation. Important part of the innovation development program in the region should be a

marketing model of environmental innovations' positioning and promotion, designed to create an investment and other interest of potential participants in the innovation process.