

GREEN MARKETING AS LONG-TERM PERSPECTIVE FOR UKRAINIAN COMPANIES

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The increasing attention to environmental issues has contributed to the growing demand for eco-friendly products and services. There is a logical sequence:

- 1) increased pollution and environmental problems;
- 2) growing awareness about the personal nature of the ecological problems;
- 3) the demand and the needs of environmentally friendly and eco-friendly products;
- 4) the reaction of the manufacturers who embody greenwashing (the efforts that are not confirmed by the facts of the brand's connection with the environment) or the real actions for environmentally responsible business.

Of course, a company can use a variety of tricks that mislead the consumer without breaking any of the rules or laws. For example, green color of packaging or expressions such as "phytotherapy", "natural", etc. that are associated with the environmental friendliness and naturalness of the product. There are enough domestic and foreign examples. Or, taken into account that the environmental awareness of Ukrainian consumers is low, consumers are not willing to pay extra for environmental friendliness and organic nature, so it is advisable to focus on price as a competitive advantage rather than a product harmless or safety of production.

However, such strategies for Ukrainian companies are false and irrational in the long-term perspective. Currently, marketing is a major component of every business development and customer loyalty. If companies are to succeed in a market that is increasingly aware of climate change they must implement the management process responsible for identifying, anticipating and

satisfying the requirements of customers and society, in a profitable and sustainable way – green marketing [1].

The growing importance of green marketing for Ukrainian companies is linked to the following:

1) *increasing consumer awareness of both requirements and rights*. A significant and decisive contribution was made by the modern information and communication technologies, which significantly change the forms of human rights realization, affect the social structure of society, economy, development of social institutions. Consumers' opinions about the company, its products and honesty can change quickly (usually in the negative) after reading an eco-blogger post or verifying the certificate on the Ministry of Agrarian Policy website.

2) *changing the needs of Ukrainian consumers*. According to the monitoring of the values of Ukrainians which was conducted the Kantar TNS Online Track in April 2019 [2], 53% of respondents limit themselves to using environmentally hazardous materials in their household, and 29% plan to start doing so. Only 4% of respondents said they were not going to limit themselves. 40% of respondents were willing to buy products from manufacturers that care about the environmental situation to improve the environmental situation.

The eco-consumer profile includes people between 25 and 45 years who are caring for health, with average and above average income. Price matters to them, but above all they are interested in the product. What is important in pandemic conditions - even in times of economic downturn, such a consumer will not sacrifice quality and safety [3, p.83].

3) *competitive threats from foreign companies*. It takes time to implement low-waste production technologies or separate waste collection. Ukrainian companies will not be able to instantly reshape production or their image. Instead, there are foreigners who have already developed green marketing tools under consumer pressure.

4) *means for charging higher prices.* There is a relationship between green product and process innovation and competitive advantage, also green product design and development can be a higher price explanation and a customer price for sustainability [4].

4) *It's a long-term trend.* So being green acquire a competitive advantage in the long-term perspective.

When it comes to green marketing, it's important that business and advertising campaign do not mislead consumers. Green marketing is not a charity or an advertising trick. Green marketing:

- explain the benefits for an enterprise, not only in terms of environmental benefits, namely the competitive position and income;
- coordinate changes in products, changes in production and distribution processes, changes in packaging;
- make modifications in marketing communications and publicly state that the product is eco-friendly, highlight real environmental actions and evidence that the product is not harmful to humans and the environment.

References:

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