

SUSTAINABLE MARKETING AS AN INSTRUMENT OF INFLUENCE ON CONSUMER BEHAVIOR

**Szwacka-Mokrzycka Joanna, Dr.hab., Professor
Warsaw University of Life Sciences
Savyska Nataliia, Dr.Sc. (Economics), Professor
State Biotechnology University, Kharkiv, Ukraine
Lylyk Iryna, PhD (Economics), Assistant Professor
Vadym Hetman Kyiv National University of Economics,
President of the NGO "Ukrainian Marketing Association".**

In modern conditions, companies emphasize enough attention and resources to implement ESG principles into their business practices. A separate direction, such as sustainable marketing has emerged. Its goal is to build long-term marketing communications with the consumer. A recent collaborative study by McKinsey and NielsenIQ [1] found that flagship products in a highly competitive environment can be distinguished and create an advantage by telling consumers to implement a brand sustainability strategy based on ESG principles. The results of the authors' research indicate that consumer behavior is significantly differentiated in terms of their income level [2] and buyers' awareness of the food product composition. [3].

Food chain companies that prioritize sustainable marketing practices reduce their environmental impact; raw materials are purchased from sustainable suppliers to create environmentally friendly products; implement an internal policy by investing in an environmentally friendly working environment and office buildings; incentivize employees towards the shared economy.

Sustainable marketing promotes these practices within companies to draw consumers' attention to sustainable products and their company's core values. Communications with consumers, investors and partners are made in special-purpose channels of interaction. For the consumer, claims of environmental and social responsibility are made on the labels of their products.

We suggest using Hunt's product knowledge ladder to build a communication strategy in sustainable marketing [4]. Hunt's product knowledge ladder tool helps to build long-term relationships with the consumer. Hunt's ladder shows 5 stages to rank potential customers based on their awareness of the brand and its sustainable products. The ladder includes the following stages.

1. Indifference stage forms the need for sustainable foods.
2. The awareness stage is achieved through customer presence channels. Now it is predominantly digital media and mobile devices. Informing and educating the client to realize either personal health problems or a socially significant improvement in the condition of the planet, society from the use of sustainable food products.
3. Comparison stage. At this stage, consumers are looking for solutions. Content marketing toolkit will answer their questions. At this stage, it is important to demonstrate expertise so that users believe in the openness, professionalism and transparency of the company. Main tools are SEO website promotion, contextual and targeted advertising.
4. The consumer's choice stage which is designed to show the potential customer the benefits of a sustainable food product and the service in its purchase. Reviews and comparisons, promotions and discounts work best at this stage in order to motivate the customer to choose and try the product as much as possible.

Stage 5 - Buying and retaining a customer. The consumer is always looking for the most profitable option in stores on marketplaces and other sites. Sustainable marketing initiatives can help win the trust of environmentally conscious consumers.

Sustainable marketing connects a company's mission with a sustainable cause, as these initiatives can lead to long-term benefits such as brand awareness, customer loyalty, make a difference in their local communities, drive innovation and save money.

Reference:

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