

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.

Chupryna D.
Kanishchenko O., research supervisor
Taras Shevchenko National University of Kyiv

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.

As a result, Ukraine faced consequences, such as devaluation of national currency, lack of foreign direct investments, and the deficit of industrial goods and raw materials.

The business environment is completely changing under the influence of the numerous factors mentioned above, that claims rebuilding of interrelations between economic entities. The world experience reveals that the effective restructuring process requires at least several years and previously developed strategy, which is supported with the essential reforms. But Ukrainian economy meets the lack of this time, and both research companies and industrial enterprises should adapt to this new environment to survive.

The companies involving in marketing research have to recognize that the market leaders now are not the companies that track changes in demand, but also those that make adjustments to their operations. Reactive management, as a reaction to external changes, is no longer sufficient for prosperity. Leaders are the companies that correctly predict market changes and anticipate them. In the new environment the role of marketing research changes radically. Earlier the role of research was often detracted to an explanation of the current market situation. However, now it is all about prediction and trends identification.

The crisis has made major adjustments to the activities of all marketing research companies in the industry for several reasons:

- sharp reduction in marketing budgets;
- downsizing of staff in the research companies and the reduction of the workforce in the whole economy;
- decrease in the purchasing power of the population.

In the times of geopolitical uncertainty and economic instability, flexible management plays a crucial role in supporting the life of these enterprises.

The main strategies used by marketing research companies to prevent the effects of the crisis should include the following:

- concentration on new projects;
- strengthening relationships with existing customers;
- improving service quality;
- lowering prices for rendered services;
- expanding the range of provided services.

In times of a crisis, the role of market research in business management system should be enhanced, because it provides a company with a timely, reliable and effective information on rapid changes on the market. High-quality research often gives the necessary understanding of the changes, their causes and affecting factors, as well as ways to facilitate retention of the consumer.

References:

1. Barbara Hruzova "Marketing Strategies during Financial Crisis" Halmstad University 2009
2. Tudor Nistorescu and Silvia Puiu "Marketing strategies used in crisis" University of Craiova 2009
3. Fredrika Bennison "Is B2B marketing in crisis?" 2014