

UDK 338.138:502.1:338.439

JEL O13, Q13, Q10, R22, M31

Theoretical bases of development of ecological marketing in the market of agro-food products

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Varchenko O.M., Herasymenko I.O., Varchenko O.O., Baban V.P. Theoretical bases of development of ecological marketing in the market of agro-food products. *AIC Economics and Management*. 2022. № 1. PP. 170–180.

Варченко О.М., Герасименко І.О., Варченко О.О., Бабань В.П. Теоретичні засади розвитку екологічного маркетингу на ринку агропродовольчої продукції. *Економіка та управління АПК*. 2022. № 1. С. 170–180.

Рукопис отримано: 30.03.2022 р.

Прийнято: 20.04.2022 р.

Затверджено до друку: 24.06.2022 р.

doi: 10.33245/2310-9262-2022-172-1-170-180

The article systematizes the evolution of the formation of environmental marketing and systematizes the principles of its development. The systemic changes in the factors of macro- and micro-environment of agri-food market participants are highlighted, which form the preconditions for the emergence of ecological worldview in marketing and justify the preconditions for the ecological imperative of marketing, which includes inclusion in marketing tasks subjects of the market of creation of ecological value at different levels.

The determining influence of the concept of a sustainable development on the formation of the concept of environmental marketing was established, as well as the need to expand interdisciplinary links in marketing and management due to the environmental factor. The interplay of environmental marketing and environmental management allows the subjects of the agri-food market to work effectively for the sake of greater adaptability of marketing to the environment. It has been shown that the implementation of the goals of environmental marketing is compatible with the implementation of the goals of corporate social responsibility.

The conceptual and categorical apparatus of the concept of environmental marketing was deepened, the classification of the equal number of tools for environmental marketing was carried out. Approved strategy for the using of environmental marketing by the subjects of the agri-food market, in particular: the strategy of avoidance of environmental marketing principles; competition strategy; cooperation strategy; relationship strategy.

The significance of the definition of environmentally friendly «green» marketing and its main tasks on macro-, meso-microlevels, which made it possible to identify the scope of environmentally friendly marketing in the global system of marketing concepts, has been determined. The main method of environmental marketing is the creation of environmental value, which defines the philosophy and technology of marketing management of socio-ecological and economic systems and is the basic concept of marketing. It is grounded that the concept of environmental marketing can be used by all participants in the market of agro-food products, the basic principles form the theoretical basis, and in practice, the application aspect. Identified the advantages, which subjects of the agro-food market can have in using of environmental marketing, as they form new ones that reinforce significantly competitive advantages of the products and the goods manufacturer.

Key words: ecological marketing, ecological product, sustainable development, agro-food market, ecological management.

Problem statement and analysis of recent research. In the process of changing environmental factors, in particular, global climate change, the Covid-19 pandemic, increasing consumer demands for quality and safety of agri-food, minimizing food waste and other macro- and micro-factors,

the marketing concept is changing. Under such conditions, there is an increase in the importance and strengthening of the impact of environmental factors, there is a need to study the impact of environmental factors on the external environment of the agri-food market. In this regard, achieving sus-

tainability in the development of socio-economic systems in order to achieve high performance and ensure their competitiveness becomes relevant in the current environment, which reflects the nature of changes occurring in the macro and micro environment of market participants under the influence of environmental factors.

The special influence of the environmental factor is observed in the market of agri-food products, which causes changes in the value system of society, the behavior of consumers, customers and competitors, suppliers, intermediaries and other participants. Due to the rise in price and depletion of natural resources, in particular land, strengthening the requirements of environmental legislation and international standards form the basis of environmental marketing and necessitate the transformation of marketing theory taking into account the principles of socio-ethical and environmental aspects.

Despite the theoretical and practical justification for the development of modern marketing concepts, the principles of environmental marketing within the concept of sustainable development remain insufficiently studied. At present, the definition and structure of environmental marketing are under discussion, no comprehensive analysis of the factors of its formation, its place and role in modern management and marketing theory, no principles of its strategy at the macro, meso and micro levels. In this regard, there is a need to systematize knowledge, develop theoretical approaches to sustainable development of the agri-food market on the principles of environmental marketing.

The aim of the study. The purpose of the article is to substantiate the system of theoretical principles of environmental marketing to ensure sustainable development of the agri-food market, which provides: systematization of the prerequisites for the emergence and development of environmental marketing; clarification of the conceptual apparatus of the concept of environmental marketing; generalization of domestic and foreign practice; taking into account the environmental factor in marketing activities in the agri-food market; identification of deterrents and incentives for the introduction of the principles of environmental marketing in the practice of agri-food market participants.

Material and methods. The system of general scientific and special methods was used in the research. Thus, the dialectical method was used in identifying the objective prerequisites for the development of the concept of environmental marketing, monograph – in formulating the purpose and conclusions of the study. The method of anal-

ysis and synthesis provided the formation of conceptual and categorical apparatus, the method of induction allowed to generalize modern practice and research in the field of environmental marketing in order to form a holistic theoretical concept. In turn, the method of induction contributed to the selection and systematization of the concept of environmental marketing in relation to other conceptual principles of marketing, and to determine its role in implementing the principles of sustainable development of the agri-food system. In addition, a systematic approach was used, which provided a comprehensive study of the agri-food market as an economic system, taking into account its relationships and dependencies on the marketing environment.

Results of research and discussion. Generalization of scientific works of domestic researchers found that achieving sustainability of the agri-food market, competitiveness of agri-food requires the implementation of the principles of sustainable development, which provide a rational combination of economic, social and environmental factors [1–3]. At the same time, the environmental factor causes a conflict between the interests of market participants and the long-term interests of society. By market participants we mean the subjects of economic relations involved in the production, distribution, exchange and consumption of economic goods. Their economic activity in the market causes the deterioration of the environmental factor, as a result of which overcoming contradictions requires changes in the marketing environment of market participants.

Anthropogenic impact, which is formed by the subjects of the agri-food market, creates certain forces and vectors of influence of the ecological factor, which interacts and influences other factors of the macroenvironment. These changes affect all market participants, resulting in new environmental conditions that require market participants to make appropriate changes in strategy and core business processes. This, in turn, can reduce the negative impact of environmental factors due to the introduction of new environmental production technologies, the development of environmental legislation, improving environmental culture in society, and so on.

It is obvious that changes in the macro-environment determine the transformation of the micro-environment at the level of agri-food market participants. Generalization of scientific works in the field of marketing allowed us to identify the following areas of influence of environmental factors, both direct and indirect, on the micro-environment. Changes under the influence of environmental factors in the demographic environment

will lead to increased inflows of consumers to environmentally attractive areas due to «eco-migrants» and increase demand and consumption, as well as the formation of specific segments and niches and labor supply. It is obvious that the increase in environmental pollution and the resulting decline in quality of life will lead to a reduction and outflow of people from environmentally polluted places, which will reduce the number of potential consumers, the outflow and shortage of labor. This will change the structure of consumption and production in an environmentally unsafe area and will affect not only the marketing tools of individual agri-food market participants, but also the marketing of rural areas.

Changes in the socio-cultural environment affect consumer behavior, create increased demand for environmental products and services, transform the corporate cultures of market participants. In the context of globalization and increased competition, they create conditions for establishing, maintaining and developing relationship marketing, in which case differences in corporate cultures under the influence of environmental factors will be a constraint for establishing relationships between market participants with different levels of environmental culture. At the same time, such corporate cultures will contribute to the establishment and development of relationships, the formation of sustainable systems of interaction, increase competitiveness.

The environmental factor stimulates technological change, the development of environmentally friendly technologies and innovations. Markets of environmentally efficient technologies and environmentally friendly energy are developing most actively today [4], which will promote the introduction of environmentally friendly production and consumption of environmentally friendly agricultural food, competitiveness of market participants, industries, rural areas, regions and national economy. Under the influence of the technological factor, the following changes are taking place in the micro-environment of market participants: on the part of consumers – the transition to new environmentally friendly technologies and innovative products; receiving tax benefits and subsidies; formation of ecological reputation; cost reduction; from suppliers, intermediaries, competitors – the emergence of new players who use environmentally friendly technologies; reducing the efficiency of enterprises that use outdated environmentally hazardous technologies; the possibility of expanding the product range; the possibility of entering foreign markets and the market of environmentally friendly products; receiving tax benefits and subsidies; formation of ecological reputation; from

complementaries: promotion and lobbying for the introduction of new environmental technologies; lobbying for strengthening environmental legislation, environmental taxes and subsidies.

Changes in the economic factor of the macro-environment under the influence of environmental factors, bring appropriate transformations in the micro-environment of market participants, changing the structure of consumption, increasing competition, limiting economic growth and reducing the competitiveness of individual market participants and industries. Thus, the environmental factor becomes an instrument of competition, forms barriers to market entry, helps to oust competitors from the market. It also promotes the formation of new consumer segments and niches, influences the assortment policy of market participants.

The study of the impact of political and legal factors on the micro-environment of market participants has identified the following trends: limited or complete cessation of production that does not meet environmental legislation, which will promote the production and consumption of environmentally friendly agri-food products; relocation of «polluting» production to countries with more loyal environmental legislation; withdrawal from the markets of producers unable to comply with environmental legislation; the development of environmental legislation creates barriers to entry for foreign operators; dissemination of international quality standards (ISO (International Organization for Standardization) and ISO14000 series of standards) is a necessary condition for ensuring the competitiveness of the enterprise in the market. At the same time, the introduction of environmental benefits and taxes, emission quotas cause changes in the structure of demand. As a result, there will be a reduction in demand for goods that do not meet new environmental standards and an increase in demand for environmentally friendly agri-food. At the same time, there are additional sources of income, in the case of emissions below the established quotas, as well as economic leverage to solve environmental problems. The development of environmental subsidies, preferential tariffs will promote competition, the formation of partnerships that allow you to take full advantage of market opportunities.

Summarizing and systematizing the changes that occur in the marketing environment of agri-food market participants under the influence of environmental factors, we can identify the following trends: the demand for environmentally friendly agri-food; changing the structure of demand for environmental products; increasing competition in the sectors of organic agri-food products; the ecological culture of individual consumers is

formed, their behavior changes, segments and niches of ecologically oriented consumers are formed; intensification of environmental problems leads to a decrease in the competitiveness of certain industries and countries, limits economic growth and worsens the quality of life; increasing the competitiveness of agri-food is achieved through increased costs for environmental protection and additional treatment; barriers to market entry are formed, levers of ousting competitors from it are formed; the development of environmental legislation affects the growth opportunities of individual market participants, sectors of the national economy; increasing the environmental friendliness of agri-food contributes to increasing added value in supply chains based on increasing consumer value; increase the share of ecological products in the total volume of goods supply and consumption; supply chain actors have an interest in building a positive reputation, which becomes an indicator when choosing partners and establishing long-term relationships with them; dissemination of environmental labeling and certification [5–7]. The above trends and changes that are taking place in the macro environment of the agri-food market impose certain requirements on the marketing activities of its subjects.

Canada's Greenest Employer, is known to be one of the nation's most environmentally-friendly producers. Consideration of the environmental factor in the company's corporate and marketing strategy for environmental protection is now a mandatory requirement and is successfully used by both international and national producers in the agricultural sector. Canada's Greenest Employer assesses not only the uniqueness of environmental initiatives or achievements in reducing negative environmental impacts, but also the level of employee involvement in these programs.

It is obvious that the greening of business processes in the supply chain of agri-food involves the creation of environmental value at each level and its inclusion in the management concept and organizational culture. Value is defined as material and spiritual phenomena that are positive for the individual, social group, society as a whole and a means of meeting needs and interests. In turn, the ecological value will include the reduction of negative anthropogenic impact on the ecosystem. Then the ecological imperative is the need to take into account the environmental factor in the marketing activities of agri-food market entities on the basis of solving problems to reduce the negative and increase the positive anthropogenic impact on the environment.

The analysis of marketing concepts allows us to conclude that until the 80s of the last century,

the activities of market participants created local environmental problems unrelated to each other, ecology and marketing developed as independent scientific and practical areas. After that, the orientation of producers to the needs of consumers leads to increased consumption of natural resources, increased movement to protect the environment and raise awareness of their deficit led to a change in attitudes towards consumption in society. At the same time strengthening the environmental factor for marketing was formed the concept of socio-ethical marketing, which F. Kotler defined as «the concept of socio-ethical (responsible) marketing, which requires consideration of social and ethical aspects in business» [8, p. 38]. Attempts to find solutions to environmental and social problems that contribute to economic growth have led to the concept of sustainable development, which provides for development in which society meets current needs and does not jeopardize the ability of future generations to meet their own needs [9, p. 32]. It should be noted that the formation of the concept of sustainable development had an impact on the development of marketing theory and practice, and also became a prerequisite for the development of environmental marketing and the development of the concept of environmental marketing.

The generalization of the scientific literature allowed us to establish that today there are «green marketing» and «environmental marketing», as well as the concepts of «green marketing», «greener marketing», «environmental marketing» and «sustainable marketing», which combine development marketing activities aimed at implementing the principles of sustainable development. Aspects of environmental marketing include the development and production of environmentally friendly products, the use of reusable packaging that is subject to biological disposal; introduction of energy saving technologies; improving the monitoring of environmental pollution.

Summarizing the work of modern researchers, we can conclude that «green» and environmental marketing is a direction of socio-ethical marketing, and is often taken into account in the formation of socially responsible activities [10, 11]. We share the opinion that environmental marketing is one of the areas of socio-ethical concept, as environmental marketing management is based on the principles according to which in achieving the goals, it is necessary to ensure a balanced existence of man and nature while improving quality of life.

Thus, in the scientific literature there are the following definitions of environmental marketing: «green marketing» is designed to change the worldview of consumers, provide a new direction for competition and achieve market acceptance of

innovative solutions to environmental problems [12]. However, this definition limits the possibilities of using environmental marketing, promotion environmental ideas and the formation of attitudes to environmental issues.

According to another approach, «green marketing» is marketing that involves care for the environment; it is the development and marketing of goods that have minimal negative impact on the environment; it is the organization's efforts to produce, promote, package and dispose of goods in methods that will care for the environment and respond to environmental problems [13]. We believe that this definition is not complete, as it does not include the main categories of marketing, such as consumer needs, consumer value, exchange, development and maintenance of the target market. A broader definition of environmental marketing implies a holistic management process that is responsible for finding, anticipating and meeting the needs of consumers and society, in a profitable way that does not harm the environment [14].

At the same time, there are also debatable approaches to defining the concept of environmental marketing, which examines the positive and negative impact of marketing activities on pollution and depletion of natural resources and aims to develop a marketing strategy in an environmental crisis [14]. We do not agree with this opinion, because the scope of environmental marketing is wider, its tools are used not only in crisis conditions, but also in more favorable conditions for environmental development.

Generalization of the definition of the term «environmental marketing» allows to determine the levels of its use and the depth of the conceptual and managerial essence of this concept in different approaches. The narrow approach reflects the communicative possibilities of marketing to promote environmental ideas, create awareness and attitude to environmental issues, the formation of environmental worldview in the population. A broader understanding involves taking into account in the classical definitions of marketing the environmental consequences of the production and sale of products and services for consumers, workers and society as a whole. We believe that environmental marketing can be used to solve environmental problems and to change the worldview of consumers, create competitive advantages, promote environmental products and other marketing goals, so to fully understand the concept it is advisable to distinguish between social and managerial approach to its definition. Thus, in the social aspect, environmental marketing is focused on meeting the needs and requirements of target markets through the creation and supply of

goods and services that have environmental value, through exchange. Environmental marketing in the managerial aspect is a philosophy and technology of business, which determines the strategy and tactics of the market entity in the interests of sustainable development. Thus, environmental marketing as a management concept includes: way of thinking, which provides in order to ensure the sustainable functioning of the market, the company must take into account the environmental factor in focusing on consumer demands and requirements and create value for them; a course of action that includes the use of technologies, tools and methods to fully meet the needs of consumers, create environmental value and make a profit on this basis.

Thus, environmental marketing includes the need to create environmental value, ie defines the philosophy and technology of marketing management of socio-ecological and economic systems in any area of the market entities activity and is the basic concept of marketing. This concept can be used by all participants in the market of agri-food products, its basic principles form the theoretical basis, the development of which, taking into account the specifics of the scope of the market entity is implemented in applied marketing concepts.

We have summarized the preconditions for the introduction of the principles of ecological marketing in the practice of agri-food market participants (Fig. 1).

Thus, the formation of preconditions for the introduction of environmental marketing by agri-food producers by factors of the external marketing environment and factors of the macro-environment of the enterprise, which are interrelated. Thus, in recent years in our country there has been an increase in the impact on the development of environmental marketing by factors of the external marketing environment, as much attention has been paid to the formation of appropriate regulatory framework in the field of environmental requirements. Obviously, this is not enough to form long-term goals for maintaining a favorable environment, it is important to ensure the formation of a certain environmental culture in society and business in order to bring the system of preconditions both at the level of environment and business to balance. Under this condition, it will be possible to observe the activation of business structures, including agri-food sector of the economy, the introduction of environmentally friendly products and the dissemination of the practice of using environmental marketing tools to achieve corporate goals to increase the welfare of owners and market value of the enterprise, profitability, business continuity.

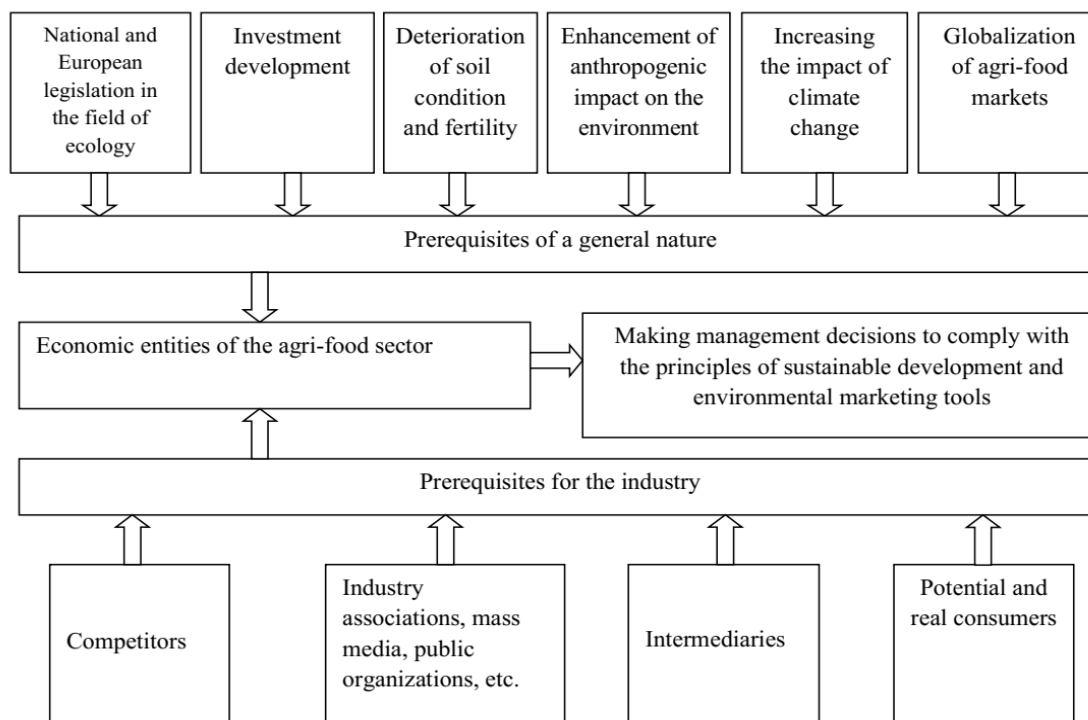


Fig. 1. Algorithm of formation of preconditions of introduction of ecological marketing by commodity producers of agrofood

Source: summarized by the authors.

We have substantiated the following advantages for agri-food market participants from the use of environmental marketing: more attractive image and high reputation in the public, potential consumers, contact audiences; diversification of product range; access to foreign markets; attracting foreign capital; deeper involvement of staff in the process of environmental protection; friendly relations with public authorities and administration, the public and green groups; full compliance with environmental legislation. These advantages create new and strengthen the existing competitive advantages of the product and the manufacturer, regardless of which market the entity is focused on globally or locally.

To date, environmental marketing has not received sufficient regulatory support in the agri-food sector of the economy and has not acquired a rationale for its components. This requires further research to systematize the theory and methodology of modern marketing in the field of environmental value creation (segmentation, positioning, marketing tools), which will increase efficiency and achieve sustainable development goals based on the concepts and technologies of environmental marketing.

Thus, the main marketing tool is product policy, and, consequently, in the study area, it is

an environmentally friendly product. Ecological goods are understood as everything that can satisfy the need for environmentally friendly products and services related to environmental protection, and are offered on the market: «... such goods and services, production and consumption of which are not harmful to the environment» [15, p. 47]; «... Those that are cost-effective and environmentally safe during their production, consumption and disposal» [16]; «... Goods that do not harm the environment either in production or use» [12, p. 51]; «... Goods that have a lower negative impact on the environment than their counterparts» [17, p. 284]. In general, we agree with the considered definitions and will consider environmentally friendly agri-food from the standpoint of one that does not harm the environment.

Since we believe that environmental marketing is an integral part of management, in the process of greening production, as well as creating competitive advantages, it is advisable to consider the concept of «environmental product» in the standards and algorithms of environmental management and audit. Thus, the core of the management philosophy in the leading countries is considered to be a comprehensive quality system (TQM), which focuses on effective production of quality products and services throughout

the life cycle – from raw materials to finished products and final waste disposal. Thus, organic goods (agri-food) – any product that fully meets the needs of consumers and creates environmental value throughout the life cycle from agricultural raw materials, their processing to final disposal of waste.

The basis of organic agri-food production is environmentally friendly technologies, which are defined as technologies in which the processes are built on the type of natural or are their direct continuation. Then, environmental technology marketing is marketing focused on promoting safe technologies that ensure the environmental friendliness of goods and services that are produced on their basis. Obviously, environmentally friendly technology is the one that will not be harmful to the environment and human health. Assessment of environmental safety of technologies is entrusted to the state environmental review.

Environmental marketing is an effective tool for environmental ideas, building relationships on sustainable development among the population, business, professional communities and NGOs. As the goals of ecological marketing of ecological technologies should be distinguished: change of basic ideas based on the introduction of ecological value to the rank of public morality; the desire to change the behavioral habits of the population; involvement of the population in environmental protection measures in order to form environmental responsibility (measures for cleaning water resources, forests, parks, recreation areas, etc.); raising awareness and understanding of the population about eco-labels, etc. Thus, the marketing of ideas is the development, implementation and monitoring of programs aimed at achieving the perception of the target group or target groups of environmental ideas and movements. In the process of implementing these programs, it is advisable to use market segmentation to facilitate the assimilation of environmental ideas in society and in business, using modern methods and approaches to the development of marketing. Specific goals for the implementation of environmental ideas aimed at protecting the environment and related to changes in consumer behavior can not be achieved on the basis of environmental marketing tools conducted by one company. In this case, an important role is given to the state in achieving the strategic goals of sustainable development.

Generalizing of the formation of environmental marketing features of marketing activities of the enterprise can be identified, which in the future should be revised and supplemented.

These include consumer motives, where the set of motivating factors must include environmental value. This requires the consumer to have a deeper knowledge of the environmental safety of the product. As part of the tasks of the marketing complex, it is advisable to include tasks on the organization of reverse channels of trade, limiting the use of packaging that is not subject to organic disposal, the use of eco-labels, training of potential consumers. This complicates the exchange, due to the need to play an active role of the enterprise in building a «cycle economy», the choice of partners who operate on the principles of environmental marketing, strengthening the role of relationships.

According to foreign researchers, when launching an environmentally friendly product, the following situations may arise: the buyer personally benefits from the purchase of products that do not harm the environment, and they provide its higher value than traditional products. Thus, environmental advantages automatically translate into competitive advantages; the result of the purchase of such goods will be not individual but public benefit, but the «green goods» will be longer than its substitutes, and therefore the manufacturer may not have difficulty selling it; the price and possible costs of an ecological product are higher than those of substitute products, but the buyer associates individual benefits with this product. Thus, competitive barriers related to the price of goods can be compensated by other marketing tools, as «green» marketing can create the preconditions for successful market penetration, drawing attention to the benefits associated with environmental protection in advertising campaigns and highlighting in society the target groups who are willing to pay them; when environmental goods are not associated with additional individual benefits or economic incentives, then there is a failure in the market. In this situation, behavior aimed at protecting the environment should be supported by instruments of government regulation or tax incentives [12].

We believe that the creation of environmental value refers to the social effect, the environmental marketing has two components, commercial and non-commercial. Foreign scholars note that even the weakest aspect in the practical implementation of environmental marketing for sustainable development is the economic aspect [18]. At the same time, they note that most of the proposals are utopian from the point of view of business and require additional substantiation and proof of their economic feasibility. Yes, we agree with the conclusion that most environmental initiatives have been and will be economically inefficient

within the calculations made by businesses, as the economic effect of them will manifest itself over a long period of time and can be determined by long-term relationships.

Many countries around the world are developing documents aimed at achieving the goals of sustainable development, including Ukraine [19, 20]. These documents are the main ones and determine the country's development strategy and priorities of government decisions in the field of sustainable development. That is why the complexity, costs of environmental marketing projects, payback period, commercial and non-commercial components will differ in different projects. In this regard, environmental marketing projects should be considered at three levels: macro level (global, national) – the creation of a competitive and sustainable economy through the development of environmentally friendly technologies, production of environmental goods, improving quality of life; meso level (regional, local, industry level) – marketing to promote environmental ideas, technologies, goods and services. At the regional and rural level, it is advisable to use the following tools: brand formation and development of the region, rural community, development of marketing strategy for sustainable growth; creation and development of competitiveness of the region, attraction of investments, formation of demand for ecological goods and technologies; at the industry level – rethinking value creation for the consumer. Today, domestic producers of agri-food products must rethink the effectiveness of their activities in the direction of creating environmental value, increasing the competitiveness of products based on the greening of its production. For this purpose, it is advisable to use a systematic approach, forming long-term partnerships to improve environmental efficiency and competitiveness of the entire industry. At the meso level, it is advisable to implement non-profit projects or projects for new construction of environmentally friendly production, modernization, technical re-equipment of existing production facilities with a long payback period and a high level of costs for their implementation; macro level (at the level of individual enterprise, supply chains): supply chain level – rethinking value creation for the consumer in the supply chain and increasing added value requires a systematic approach, long-term partnerships between its participants and synchronization of business processes to improve environmental efficiency throughout the chain and creation of ecological value for consumers: the level of individual subjects of the agri-food market – promotion of ecological ideas, technol-

ogies, goods and services. Commercial projects that allow to obtain a high commercial effect or projects with a short payback period. Non-commercial projects that do not require significant costs for their implementation – the introduction of energy-saving technologies, the rejection of harmful packaging or reducing its use; production of ecological goods and services, use of secondary raw materials, waste in the production of alternative energy sources, etc.

Obviously, the use of environmental marketing to solve problems at the macro-meso and micro levels will require networking with the active participation of the state. Obviously, at the macro level, the use of environmental marketing can be ensured, both as a single participant in the supply chain and on the basis of networking and building long-term partnerships within the supply chain.

Agri-food market participants can use the principles of environmental marketing separately from other participants, as well as in interaction with them. It is advisable to identify the following strategies to achieve the goals of market participants: avoidance of the use of environmental marketing; competition on the principles of ecological marketing; cooperation on the principles of ecological marketing; relationships based on the principles of environmental marketing. Thus, the strategy of not using the tools of environmental marketing takes place when the market participant does not use environmental marketing, but prefers other concepts (production, product, sales, marketing, socio-ethical marketing, relationships), but does not preclude the creation of environmental values. This is possible when the environmental pressure on market participants is weak. In this case, environmental initiatives are considered not a priority, but necessary in the formal implementation of the law. We can observe a similar situation in domestic practice. The pressure of the environmental factor is weak, environmental problems are the responsibility of environmental services and enterprise management.

The strategy of competition on the principles of environmental marketing involves the creation of new and strengthening existing congruent advantages of the market entity over its competitors. Creating environmental value based on a positive environmental effect will be provided by management decisions in the field of production, management, marketing, aimed at implementing technology and building business processes in such a way as to reduce the burden on the environment. These can be, such as new energy-saving technologies, introduction of closed cycles, reduction of losses as a result of optimization of

business processes, introduction of IT technologies, reduction of transport load on the environment, etc.

The introduction of environmentally friendly technologies may not reduce costs, but increase the consumer value of goods and services, resulting in a congruent advantage through differentiation.

Strategy of cooperation on the principles of ecological marketing involves the selection of intermediaries and suppliers who adhere to the principles of ecological marketing. However, it does not focus on the development of long-term relationships, interpenetration, integration of business processes, but only selects suppliers and intermediaries in the supply chain.

Relationship strategy based on the principles of environmental marketing involves the use of the principles of relationship marketing in combination with the concept of environmental marketing.

Note that the above strategies do not preclude the possibility of combining them, which will form a system of mixed strategies. The combination of strategies for the use of environmental marketing by agri-food market participants may be different and limited only by the appropriateness of their use according to the criteria - risk, cost / outcome. Obviously, the market participant may be interested in developing a strategy of cooperation on the principles of environmental marketing with suppliers, contact audiences, industry associations. At the same time, it may also be of interest in the development of a strategy of relations with intermediaries, the main groups of potential consumers, in the strategy of competition with competitors and in the strategy of individual consumer groups.

Conclusions. It is substantiated that under the influence of the environmental factor the marketing environment has undergone significant changes, which lead to the appropriate actions of the agri-food market in the direction of greening production. Under greening is understood the process of creating environmental value, which is considered at the level of morality and / or management concept, organizational culture. The concept of environmental value, which is the main category of environmental marketing, is associated with reducing the negative anthropogenic impact on the environment and increasing the positive impact on it. In this regard, the ecological imperative of marketing is formed, which is the need to take into account the environmental factor in the marketing activities of market participants through the inclusion of tasks aimed at reducing the negative impact

on the environment and strengthening the positive impact on it.

It has been established that until the 1980s, the activities of market participants created local environmental problems that were not related to each other, so ecology and marketing developed as independent areas of science. Today, the global manifestation of environmental problems necessitates their consideration in the marketing activities of agri-food market participants.

The evolution of the development of marketing concepts is generalized on the basis of which the principles of ecological marketing are formulated, which is the defining philosophy and technology of marketing management of economic systems, regardless of the sphere of activity of the market entity. This concept can be used in the activities of all participants in the agri-food market, its basic principles form the theoretical basis, the development of which, taking into account the specifics of the market entity, will be implemented in practical models.

There are three levels of use of environmental marketing tools: macro (global and national); meso level (sectoral, regional, local); macro level (at the level of an individual entity or supply chain). Using environmental marketing to solve sound problems at each level will require networking with active government participation. It is proved that the use of environmental marketing tools at the macro level can be implemented both on an individual enterprise and on axial network interaction and the formation of long-term partnerships within the production and sales chain. The following strategies of ecological marketing are substantiated: strategy of avoidance of use of ecological marketing; strategy of competition on the principles of ecological marketing; strategy of cooperation on the principles of cooperation; strategy of relationships based on marketing principles. It is concluded that the selected strategies do not exclude the possibility of their combination in use, which allows the use of mixed strategies of environmental marketing.

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Теоретичні засади розвитку екологічного маркетингу на ринку агропродовольчої продукції

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У статті систематизовано еволюцію становлення екологічного маркетингу та засади його розвитку. Виділено системні зміни у чинниках макро- та мікросередовища суб'єктів агропродовольчого ринку, які формують передумови екологічного світогляду в маркетингу та обґрунтовують передумови виникнення екологічного імперативу маркетингу, який передбачає включення до маркетингових завдань на різних рівнях суб'єктів ринку створення екологічної цінності.

Встановлено визначальний вплив концепції сталого розвитку на становлення концепції екологічного маркетингу, а також необхідність розширення міждисциплінарних зв'язків маркетингу і менеджменту за врахування дії екологічного чинника. Взаємодія екологічного маркетингу та екологічного менеджменту дозволяє суб'єктам агропродовольчого ринку ефективніше діяти завдяки вищій адаптивності маркетингу до середовища. Виявлено, що реалізація цілей екологічного маркетингу сприятиме реалізації цілей корпоративної соціальної відповідальності.

Поглиблено понятійно-категоріальний апарат концепції екологічного маркетингу, проведено класифікацію рівнів використання інструментів екологічного маркетингу. Запропоновано стратегії використання екологічного маркетингу суб'єктами агропродовольчого ринку, зокрема: стратегію ухилення від використання принципів екологічного маркетингу; стратегію змагання; стратегію співпраці; стратегію взаємовідносин.

Визначено сутність дефініції екологічного «зеленого» маркетингу та його основних завдань на макро-, мезо- та мікрорівнях, що дозволило встановити місце екологічного маркетингу у за-

гальній системі маркетингових концепцій. Основною метою екологічного маркетингу є створення екологічної цінності, що визначає філософію та технологію маркетингового управління соціо-еколого-економічними системами та є базовою концепцією маркетингу. Обґрунтовано, що концепція екологічного маркетингу може бути використана всіма учасниками ринку агропродовольчої продукції, її базові принципи формують теоретичну

основу, а практичне її використання – прикладний аспект. Ідентифіковано переваги, які одержують суб'єкти агропродовольчого ринку за використання екологічного маркетингу, які формують нові та посилюють наявні конкурентні переваги продукції і товаровиробника.

Ключові слова: екологічний маркетинг, екологічний продукт, сталий розвиток, агропродовольчий ринок, екологічний менеджмент.



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