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METHODIC FOUNDATIONS OF THE ECOLOGICALLY ORIENTED CONSUMER'S READINESS ANALYSIS

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The article deals with methodic approach to analyze the consumer's readiness of the target audience concerning ecological production, and to produce actions to stimulate demand and to promote ecological production in the market. The received results deepen the methodic grounds of marketing objectivation and following of the ecological innovations projects introduction. It forms preconditions to change native economy to the leading ecologically oriented innovative development.

Keywords: *ecological goods, ecological innovations, consumer's readiness, promotion of innovations, ecological marketing, sustainable development.*

Problem statement. Nowadays ecological problems aggravating, which became equal to social and economic ones, requires economic development processes ecologization. In its turn it actualizes the problem of rationalization problem to choose native economy growth trajectories due to the economic efficiency and ecological secure criteria. The real way to overcome inconsistencies between economic growth and ecological secure providing (in line with ecologically balanced sustainable development conception) is to create and to introduce ecological goods, mostly innovative ones. However, in practice, there are a few ecological innovations, that together with low level of the native economy innovative activity doesn't make possible to involve advantages of the given development way. The reasons are: there are no motivation to create and use ecological innovations; there are difficulties to orient production and sales to satisfy determined consumers' ecological needs, especially, if they have latent character; difficulties to estimate market perspectives of the ecological innovations; low efficiency of their promotion strategies into the market, irrational use of the communicative instruments etc. Based on the above, one needs to investigate scientifically based approaches to the marketing objectivation and following of ecological innovations introduction projects. It would allow to gain leading innovative development taking into account ecological limits, to take rightful place in the world economic space.

Analysis of the recent research and publications. Approaches to investigate separate systems and elements of the ecological innovations introduction mechanism were studied in native and scientific scientists' works. Particularly, Alekseenko O.D. [1] and Sadchenko O.V. [2] investigate problems to ground ecologically oriented projects of the innovative development. Taking into account Meffert's G. and Kirgeorg's M. [3] researches concerning conditions to compare competitive advantages of the ecological goods with simple ones, author (co-authored by Shypulina Yu.S.) [4] suggests analytical dependences, which allow to conduct quantitative evaluation of ecological goods chances to be successful in the market.

In her research Prokopenko O.V. [5] proposes to calculate the degree of their characteristics correspondences to market subjects' interests (economic contractors of the producer's organization) in order to estimate ecological goods perspectives. Also she investigated approaches to form motivation mechanism of ecologically oriented innovative activity and to take into account motivation sufficiency to realize innovative projects development, based on the ecological innovations.

Karpishchenko T.O [6] suggests methodic approaches to take into consideration ecological factors while reasoning the innovative projects. Bozhkova V.V. [7] develops theoretical and methodic bases to control ecological risks of innovations on projective, regional and state levels, to take into account ecological risks while reasoning innovative projects.

Unsettles questions. Analysis shows that existing investigations practically don't consider the current state of the consumer's readiness among target groups, and also possibility to provide maximum desirable state for them, i.e. – ecological goods purchase. It complicates to develop marketing programs of the ecological goods move and promotion in the market.

Object of the article. The object of an article is to investigate methodic grounds to estimate consumer's readiness in relation to ecological, mostly innovative, production, and to develop recommendations concerning consumer's demand stimulation on this base.

Main material representation. F. Kotler [8] distinguishes six states of consumer's readiness: informedness about product, when consumers have only general imagination about good (C_1); awareness of characteristics and ways to use good (C_2); support of the good, i.e. consumers have available relation to good (C_3); giving advantage to analogues (C_4); assurance in the good necessity (C_5); purchase of the good (C_6). Conducted researches by author show that there are the following consumer's readiness states concerning ecological goods (in increasing order) [9]: understanding of the existing ecological problems and necessity to solve them (E_1); formation of the consumer's ecological needs and possessing of information about goods, which satisfy them (E_2); readiness to buy ecological goods with higher price than simple ones (E_3); purchase of the ecological goods (E_4). Ratio of the mentioned

states is shown in the Table 1. In fact, the table demonstrates scheme of the approach to define current concrete target group consumer's readiness state concerning concrete ecological goods.

In order to approbate it, there were conducted researches [10], headed by author, by way of representative (by age, by sex and by social state) inquiry among inhabitants in Sumy. Number of inquired people – 501. The research results in the following:

1. The inhabitants in Sumy consider the ecological problems: 63,12% of population worry about ecological problems; 24,39% – partially worry; 8,38% – don't worry; 4,11% – can't answer definitely.

Table 1 – Ratio of the classical and suggested consumers' readiness states concerning ecological goods (author's investigation)

States of the consumer's readiness by F. Kotler	State of the consumer's readiness concerning ecological goods: sign, description	
C_6	E_4	Real purchase of the ecological goods
C_5	E_3	Readiness to buy concrete ecological goods with higher price
C_4		Readiness to pay mark-up for ecological compatibility
C_3	E_2	Ecological needs to prevent mentioned problems and ecological goods as mean to satisfy needs
C_2	E_1	Concretization of ecological problems
C_1		Understanding of the ecological problems and engrossment with them

Population dotes on the concrete ecological problems in decreasing order is characterized:

- fresh water pollution – 92% of respondents worry about it very much and 8% of them partially worry about this problem;
- air pollution, correspondently, 87% and 13%;
- place of residence pollution – 70% and 26%;
- rivers and other basins pollution – 66% and 27%;
- radioactive pollution of the territory – 61% and 30%;
- places of rest pollution – 61% and 31%;
- death of green plants in towns and forests near towns – 59% and 31%;
- fish disappearance in basins – 55% and 33%;
- increase of the dumping places and rock falls – 55% and 32%;
- disappearing of animals, birds, mushrooms and berries in forests and near cities – 54% and 33%;
- noise in the residence place – 52% and 27%;
- building process in the water protective zone – 45% and 36%;
- electric and magnetic pollution (mobile phones) – 44% and 24%.

The received results may identify consumer's readiness state as E_2 (table 1).

2. Readiness of the Sumy population pay mark-up for production ecological compatibility is shown in the table 2. Analysis of the Table 2 demonstrates that there is great difference in readiness to pay higher price for ecological compatibility depending on the product type. However, if one takes into account consumer's readiness to pay for ecological compatibility under proper conditions, population is in state E_3 (see table 1) in its majority, especially concerning food products.

One should mention that received results characterize consumers' attitude to the parameters of the various production ecological compatibility only in Sumy, on other territories it may be another. In order to understand the whole situation, that characterizes consumer's readiness in relation to ecological production in whole Ukraine, additional researches are required.

However, existing and limited researches for our country are enough to conclude that native consumers understand necessity and reasonability to transfer to the ecologically oriented consumption and they are ready to have extra costs for it.

Table 2 – Sumy inhabitants' attitude to proposition to pay mark-up for ecological compatibility of some products (made by author)

Goods	Definitely	Under some conditions	Never	Difficult to answer
Food	80,0	12,5	3,0	4,5
Clothes	42,0	22,5	11,5	24,0
Home things	41,0	19,0	14,0	26,0
Materials for buildings and houses repair	45,5	18,0	10,5	25,0
Means of clothes, things cleaning	49,6	15,0	17,0	18,4
Household and lightning appliances	40,0	20,0	15,0	25,0
Utensil	52,0	13,0	11,5	23,5
Transport	38,5	17,5	23,0	21,0

The further detailing of the research concerning concrete ecological problems and necessities to solve them for separate consumers' groups, and also concrete ecological production types and items allow to identify current state of the consumer's readiness. In its turn, it gives opportunity to use approach of Prokopenko O.V. [11] concerning optimization of costs to promote ecological production into the market (fig. 1).

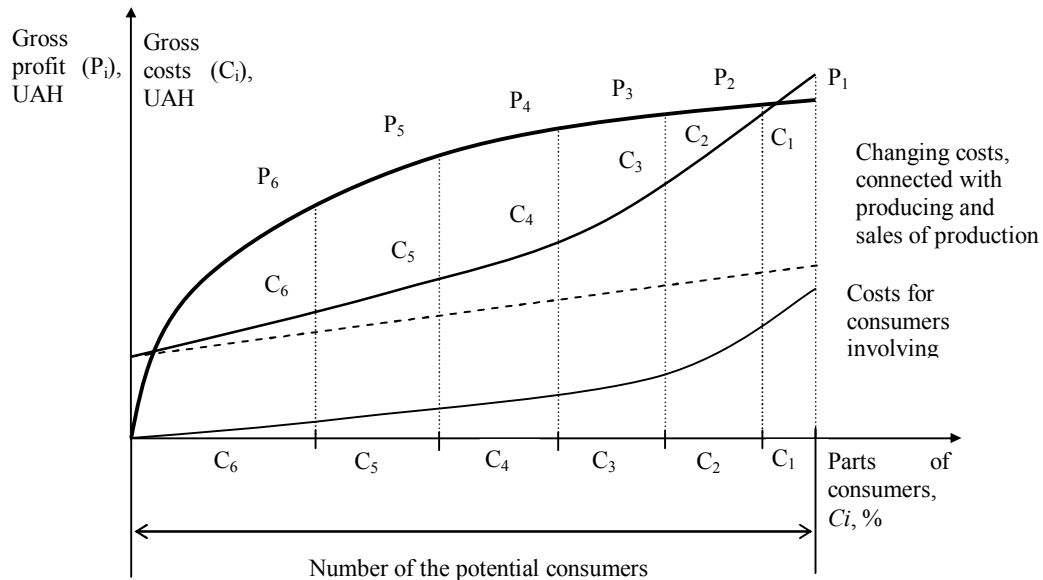


Fig. 1. Scheme to determine optimal level of costs to promote ecological production into the market [11]

Choice of the concrete actions to motivate consumers to buy ecological products is reasonably to conduct taking into consideration author's recommendations (fig. 2).

In each group one can build its hierarchy of motives. For example, the pyramid for rational motives is represented in fig. 2: ecologization of feeding, clothes, accommodation, living place, rest etc.

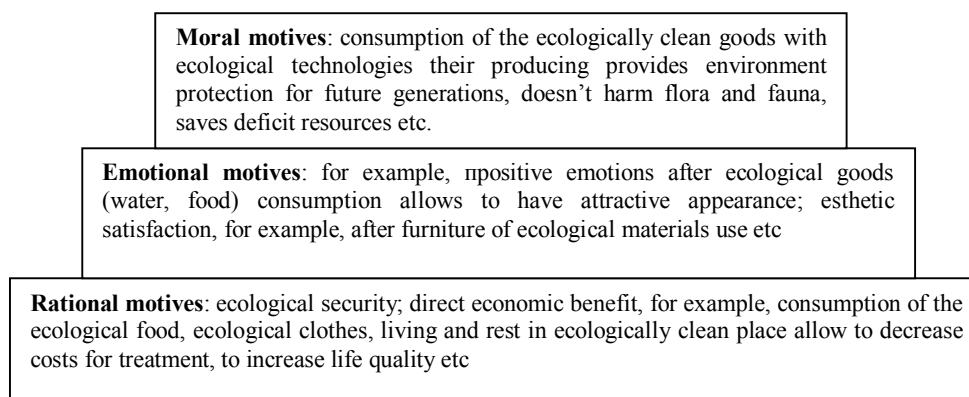


Fig. 2. Hierarchy of consumption ecologization motives [12]

Besides, while investigating ecological product concept it is reasonably to distinguish and process its three levels (fig. 3). Each next level allows to grow degree of the ecological good market attractiveness. It increases chances for success in the market. That's why these levels should be promoted.

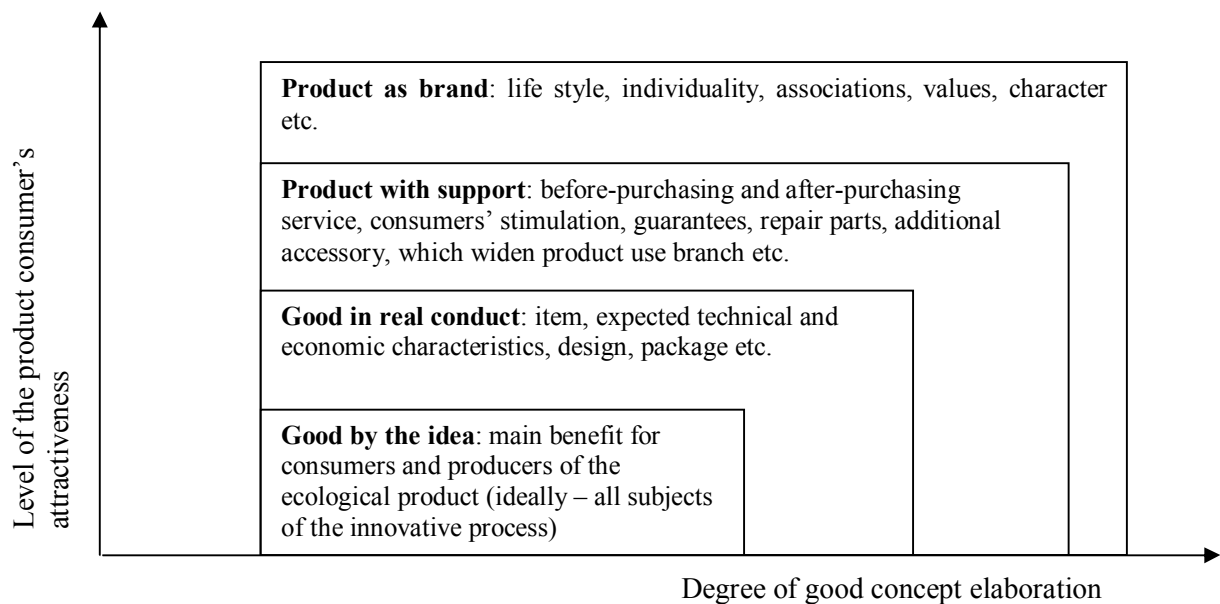


Fig. 3. Levels of the good concept elaboration (author's investigation)

Summing up the above mentioned, one may suggest the following methodic approach (procedures consequence) to estimate consumer's readiness state concerning ecological production and to develop recommendation to stimulate consumer's demand on this base.

1. Analysis of the reasonability and economic efficiency to produce and promote ecological production in the market, taking into account existing market possibilities and strategic potential of the organization-producer. The well-known and proven technique such as SWOT, PEST, SNW analysis may be used for it.

2. Choice of the target audience and its consumer's readiness state estimation concerning concrete types and items of ecological production by scheme, given in table 1 and detailed by the above example.

3. Choice of the most effective motives to stimulate consumption ecologization by representatives from the target group taking into account recommendations, given in fig. 2, fig. 3 and in the work [12].

4. Investigation of the concrete actions to stimulate demand on the ecological production and their optimization due to the approach, given in fig. 1.

Conclusions and directions of feather researches. Summarizing, one should make the following conclusions:

1. The methodic approach to estimate consumer's readiness state of the target groups concerning concrete ecological production is investigated.

2. Author's approbation of the suggested approach in the context of enlarged estimation of the consumer's readiness state among Sumy inhabitants in relation to the separate ecological products proves its conformity.

3. Author suggests and specifies procedures consequence concerning investigation and optimization of the actions to stimulate demand for ecological production, which are formed by results after consumer's readiness state estimation.

The received results deepen methodic grounds of the marketing objectivation and support of the projects to promote ecological innovations. It forms preconditions to transfer the native economy to the leading ecologically oriented innovative development.

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**МЕТОДИЧНІ ЗАСАДИ АНАЛІЗУ СТАНУ
ЕКОЛОГІЧНО-ОРІЄНТОВАНОЇ СПОЖИВЧОЇ ГОТОВНОСТІ**

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Розроблено і апробовано методичний підхід до аналізу стану споживчої готовності цільової аудиторії щодо екологічної продукції, а також розроблення на цій основі заходів щодо стимулювання попиту і просування екологічної продукції на ринку. Отримані результати поглиблюють методичні засади маркетингового обґрунтування і супроводу проектів впровадження екологічних інновацій, що формує передумови переходу вітчизняної економіки до випереджаючого екологічно-орієнтованого інноваційного розвитку.

Ключові слова: *екологічні товари, екологічні інновації, споживча готовність, просування інновацій, екологічний маркетинг, сталий розвиток.*

**МЕТОДИЧЕСКИЕ ОСНОВЫ АНАЛИЗА СОСТОЯНИЯ
ЭКОЛОГИЧЕСКО-ОРИЕНТИРОВАННОЙ ПОТРЕБИТЕЛЬСКОЙ ГОТОВНОСТИ**

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Разработан и апробирован методический подход к анализу состояния потребительской готовности целевой аудитории относительно экологической продукции, а также разработки на этой основе мероприятий по стимулированию спроса и продвижение экологической продукции на рынке. Полученные результаты углубляют методические основы маркетингового обоснования и сопровождения проектов внедрения экологических инноваций, что формирует предпосылки перехода отечественной экономики к опережающему экологически-ориентированному инновационному развитию.

Ключевые слова: *экологические товары, экологические инновации, потребительская готовность, продвижение инноваций, экологический маркетинг, устойчивое развитие.*