

ECO-PRODUCT DEVELOPMENT ON THE GROUND OF MARKETING COMPLEX 4P¹

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Well known Harvard marketing specialist Theodor Levitt said: "People don't want to buy a quarter-inch drill. They want a quarter-inch hole!" In other words customer is interested not in the product itself, but in those benefits it provides, that is why it is important to satisfy customer's needs with the minimal risks for eco-system. Such tasks are to be solved by basic instruments of marketing included to complex 4P.

Popularity of eco-product came to Ukraine not so long ago, and its scale is much smaller than on the West. Choice of correct positioning of organic products, their active promotion in sales location, let this category to hold stable position on the market. Marketing complex 4P for eco-products consists of the following (Table 1):

Table 1 – marketing complex 4P for eco-product

Product	Price	Place	Promotion
- Eco-product characteristics - Eco-product production - Packing and POS-materials	- special offers - discounts - loyalty programs	- Development of eco-shopboards - Opening of eco-stores - Promotion of sale thought dealers	- Promotion of healthy way of life - Social status - Baby foods

Product, development of which can concern:

- the product itself, so its properties, characteristics and composition;
- production techniques that do not pollute the environment, so development of waste-free production or neutralization of hazardous wastes;
- packing and POS-materials, so waiving non-organic materials usage.

Development of eco-program stimulating sales sets objectives to form social-responsible customer who will prefer eco-product. Eco-product customers can be divided into 3 groups (Table 2); taking into account this table, the pricing system and promotion method of eco-product are formed.

Table 2 – Classification of eco-product customers

Customers	Dark green	Light green	Grey-green
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Characteristics	Unindifferent to eco-problems	In words unindifferent to eco-problems	Worry about their comfort
	Ready to pay more for eco-product	Ready to pay small amount of money for eco-product	Ready to pay more if it raises their social status
	The smallest group	Middle group	The biggest group

Price, as basic instrument of 4P, is represented by:

- special offers with presents upon eco-products purchase;
- discounts foreseen due to quick spoilage of eco-products;
- loyalty program, which are to display social responsibility of producer, for example, making of bonus scheme for eco-products purchase by wholesale and retail trade stores.

Place. It is necessary to consider peculiarities of eco-product, in other words to make convenient and understandable placement of the product. Thus, it is rational to separate eco-products in one place with the help of shopboards, different storage stands or in special store for organic products. Stimulation of dealers is also very important issue, for example employee-consultants in retail trade stores of construction materials or food products.

Promotion. Eco-products became very popular in recent years, that formed a fashion tendency of healthy way of life, that is why most of eco-product costumers want to conform their environment, society as a whole and its established values. Taking into account classification of eco-product costumers we can define the following promotion instruments for every group of costumers in Table 1.

Table 3 – Promotion instruments on the basis of classification of costumers

<i>Costumers</i>	Dark green	Light green	Grey-green
<i>Stimulation method</i>	Baby foods	Safety of life	Social status

Formation of eco-marketing is important for every company, but it is to be controlled by International standards for ecologically harmless development of future and the society as a whole.

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