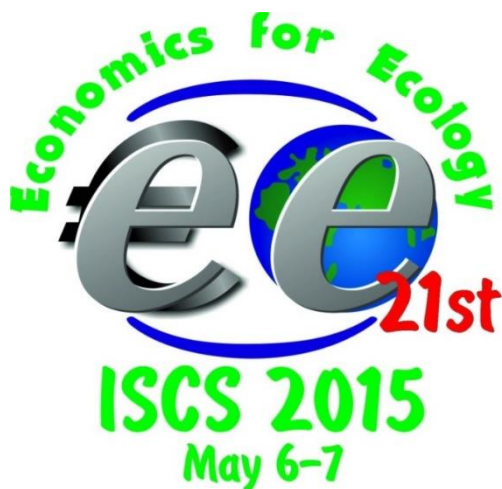


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ENVIRONMENTAL MARKETING OF NATURAL RESOURCES

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Nowadays, more and more urgent need to preserve the environment, as the pace of consumption grow, and this causes irreparable damage to the biosphere. Therefore, many large companies began to think about the environmental safety of its products, which led to the emergence of such a thing as an environmental marketing, which is now becoming more popular.

Environmental marketing emerged in the 1990s. as a continuation of the socio-ethical marketing that emerged in the early 1980s. According to the concept of social and ethical marketing, task organization should be to determine the needs, the needs and interests of target markets and to ensure the desired satisfaction more efficient and more productive (than competitors) methods while maintaining or strengthening the well-being of consumers and society as a whole. This concept is the result of conflict with traditional marketing observed nowadays environmental degradation, scarcity of natural resources, population growth, inflation and negative state social services [1].

The main reasons for the greening of business - creating a positive image in the eyes of customers, shareholders and investors, as well as saving material and energy resources. 54% of top managers called the opportunity to form a positive corporate reputation main impetus for eco-friendly projects. Ecological orientation change of the manufacturing process is usually carried out by reducing the consumption of materials and energy per unit of production and are accompanied by cost saving. The ability to effectively address environmental issues not only affects the company's consumer confidence, but also for their loyalty. For example, the world's largest network of retail stores Wal-Mart, positioning itself as a "green company" faced with the fact that consumers do not consider her actions environmentally friendly. Consumers are not willing to buy those products that are positioned as environmentally friendly because they think it is not [2].

Often the concept of environmental marketing means that the company promoting their products or services, causing minimal damage to nature in the production, sale and recycling of goods. Thus, environmental marketing at the company indicates that the extraction of natural resources, the further stages of the production of goods, delivery to the consumer, the use of goods and waste disposal are absolutely safe for the biosphere.

In a broad sense, environmental marketing of natural resources - a new form of economic relations with the production, use, recycling and disposal of natural resources, designed to ensure a reasonable balance economic and environmental considerations into environmental management in a market economy. In a narrow sense, environmental marketing of natural resources can be viewed as a set of organizational and financial measures to optimize environmental management and conservation activities in the creation and development of the market of natural resources at the global, national, regional and local levels [3].

To reduce environmental pollution environmental marketing involves the following activities:

- the adoption of mandatory legislation mandating certain standards using natural benefits;
- furthermore, the concept of environmental marketing provides strict control and licensing of extraction of natural resources;
- economic incentives for producers aimed to ensure that they were interested in using environmentally friendly technologies;
- funding of research areas contributing to the development of new waste-free and safe technologies that will be used less harmful chemical compounds, methods of production, etc;
- economic development of the system of taxes and fines for pollution of nature.

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