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Long queues to specialists and long- time waiting are general problem of health care sector not only in Poland but in European countries. The research above has been survey. It proved that the factors described in the subject literature as those which influence the choice of health care centre. The research enables to highlight pointed factors as those which can decide about the competition advantage in the case of health care centres. Obviously, the research needs deeper analysis, examining the relation between the choice of health centre and general availability in particular region, the health condition of patients/ customers, their mobility etc. This research only shows the general tendency and some kind of patients' "whishing" in the case of actions connected with service in health care centres. It can be useful as the point of paying attention to these factors which can be improved in the health centres, by means of staff's training, taking care of fulfilling the needs of patients. These needs do not often concern directly the medical services but widely understood the culture of human contacts. This article can be used as the point of departure for following discussion and deepening the knowledge about the customer service.

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REASONS AND STRATEGIES FOR ADOPTING GREEN MARKETING

As customers become more environmentally conscious and their demands for eco-friendly products and services increase, many industry professionals have engaged in developing and promoting ecologically sustainable products and services while striving to strengthen their business commitment to sustainability. Green practices enable companies to save on long-term operational costs while gaining a competitive advantage by developing or enhancing a positive image and reputation. Green marketing strategies is a relatively new marketing approach wherein the emphasis is made on using sustainable practices and delivering a final product that meets environmental standards. It has also become synonymous with Corporate Social Responsibility as more companies are engaged in uplifting the lives of the community they operate in.

There are many reasons why companies adopt Green Marketing. Using the neoclassical economist point of view, adopting such program would help the interests of the shareholders. Another point of view, the institutional theory on the other hand focuses on ensuring that they meet their own policies (Hoffman, 1997). According to this theory, companies are not always after increasing their profits. It is also important to them to gain the confidence of external institutions especially as far as legitimacy is concerned. Companies choose green their products because they want to be responsible to their community. They may not be guaranteed an increase in profit, but in the long run, they are very much aware that social responsible policies would eventually result to economic payoffs.

The stakeholder theory states that companies needs to make sure that their policies is customed to the needs of various stakeholders. As such, companies choose to green their processes as well as their products and policies if the stakeholders demands for it. Adding an environmental component to the company would not be implemented properly if it is purely driven by financial gain. It is important that in upholding green marketing, an entrepreneurial approach which depends on other criteria, not economic in nature is to be undertaken.

To better understand why companies have to choose whether or not they will adapt green policies, it is also important to look into the overall gain that one gets from these policies. It is a business decision not to engage in activities if their results would yield non excludable benefits.

In the green marketing context, it should be noted that most of the benefits generated are actually non excludable ones. In addition, when one adopts the said process, the company expects higher costs. Green marketing is able to provide justification in this aspect. The green products should then be priced at their premium. In doing so, they will be able to convert the environmental benefits to monetary benefits. In a way, this means that green marketing allows the company to be able to encash the benefit through the reputation they build making consumers support them more. It should be noted that the trend nowadays is for consumers to demand for green products. Studies also had revealed that consumers are willing to pay more premiums for green products. However, it should be noted that in spite of this trend, shareholders are still hesitant to make investments on new technology, innovative materials as well as to the high startup in producing green products.

Green marketing involves a lot of creativity and innovation and not to mention resourcefulness on the part of the company who wishes to pursue this. In order to be efficient, the first step is for the said organization to identify the specific needs of their target. It should be their goal to provide customer satisfaction and at the same time ensuring him of his well-

being as well as his environment. This marketing strategy focuses therefore in ensuring that society is able to accept the new idea/ concept being introduced. (Kotler, 1994). Traditional marketing usually focus only on the individual's needs. This is because this is predicated by only two premises, namely that consumer buys products to satisfy their needs and their consumption has no significant effect to their environment. The consumers before are very much aware that in the event that there is an effect to the externalities, this is where government regulations come in. In Green marketing, it persuades the clients to modify their behaviors especially when it already has a great impact to the environment.

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ЕКОЛОГІЧНИЙ БРЕНДІНГ ЯК КОНЦЕПТУАЛЬНИЙ НАПРЯМ СТАЛОГО РОЗВИТКУ МАРКЕТИНГОВОЇ ПОЛІТИКИ СУБ'ЄКТІВ ГОСПОДАРЮВАННЯ

На теперішній час, особливо в контексті концепції сталого розвитку, проблеми екологічного характеру та постійного економічного розвитку тісно пов'язані між собою. При цьому, слід зазначити, що ці взаємозв'язки вийшли на новий рівень розвитку, це стосується як виробників, так і споживачів, які свідомо та відповідально намагаються відноситися до навколишнього природного