

## DIGITAL MARKETING FOR GREEN GOODS PROMOTION: MODERN TRENDS IN ENTREPRENEURSHIP

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**Abstract:** *In the article mainstreamed the necessity of implementation the digital marketing technologies for green product and services promotion. The main purpose is to analyze the modern tendencies in the entrepreneurship with the connection of the green consumerism and systemize the approaches to spreading digital technologies in the marketing strategies. The authors emphasize the existence of appropriate benefits for green entrepreneurship development with the connection of global tendencies of consumer's preferences in the wishing to buy green products and goods. At the same time the widening spheres of sustainable entrepreneurship establish opportunities for creation and implementation modern marketing strategies. The assessment of implementation the digital marketing technologies for green product and services promotion have to hold to main aspects which give the opportunity to estimate the general digital and social media usage behavioral models by green consumers. The authors proposed the procedure of the investigation green marketing digitalization with the systematizing types of digital media. In the paper defined the future areas for research linking between educational level of the green consumers and Internet using. For investigation the social media usage behavior pattern of green consumers the authors proved that it is appropriate to analyze such social media outlets - Facebook, Twitter, YouTube, Google+, Pinterest, Flickr, and Instagram. Also, the article proposes managerial decision and digital marketing strategies involvement green consumers on Internet.*

**Key words:** *entrepreneurship, green goods, green consumers, digital marketing.*

**JEL Classification:** *M31, D12, E20, E21*

### 1. INTRODUCTION

The traditional academic research investigating usage of legacy media (TV, newspapers, magazines, etc.) among green consumers. The investigation of the digital media was not targeted on the green consumption study.

*The aim of the article* is to analyze the modern tendencies in the entrepreneurship with the connection of the green consumerism and systemized the approaches to spreading digital technologies in the marketing strategies.

An attractive business strategy today - going green in entrepreneurship. The modern trends in consumption, international policy, government strategies create a lot of opportunities for green industry business in the future (Razminiene, 2019; Mukhtarova et al., 2016).

The literature review (Wagner, 1997; Plachciak et al., 2015; Hens, 2019) has given the opportunity to generalize the main types of green products: energy efficient; water efficient; low emitting; safe or healthy products; recyclable; durable; biodegradable; renewable; reused;

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locally produced. Antonio et al (2009) suggested that due to environmental awareness and a pattern of thought that have evolved over the time and researching in the field on green consumerism will be the main trend point in future. These processes will lead to necessity of identifying the consumer preferences, behaviors and intentions.

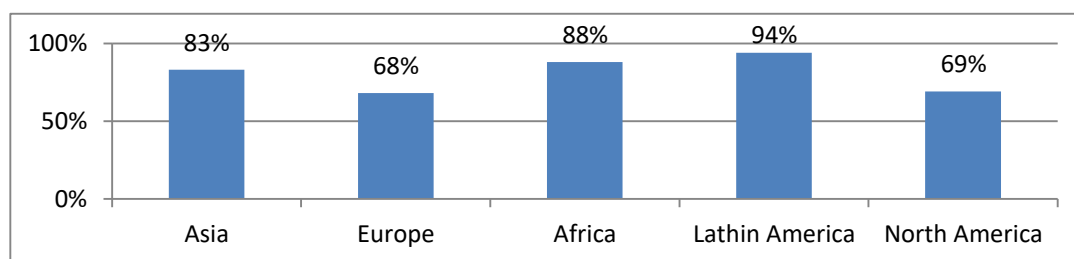
The scientists have noted (Mainieri, 1997; Nyilasy, 2016; Rogalska, 2018; Urbaniec, 2015; Bilan et al., 2018) that the sustainable entrepreneurship implies the expansion of the traditional economic center with the inclusion of environmental and social aspects in order to create a more sustainable environmentally-friendly business. Improving products over the lifecycle allows gaining economic benefits in the future, both in the product (recycling, replacement of hazardous materials) and in the market (improved performance, competitive advantage).

It is necessary to emphasize the existence of appropriate benefits for green entrepreneurship development: implementation of the green technologies, providing cleaner production, resource saving, reduction of environment pollution, environment management, improving of organization processes, public image perfection, production of green goods and services, competitiveness increasing (Diamantopoulos, 2003). Additionally, such processes create co-benefits for companies represented by increasing of worker productivity, improved employee morale, corporate reputation (Remeikiene & Gaspareniene, 2017; Gasparėnienė et al., 2017; Raišienė et al., 2018; Kordoš, Habánik, 2018).

## 2. PROBLEM SOLUTION / RESULTS / DISCUSSION

The world statistic shows the increasing of consumer's preferences in the wishing to buy green products and goods (Figure 1).

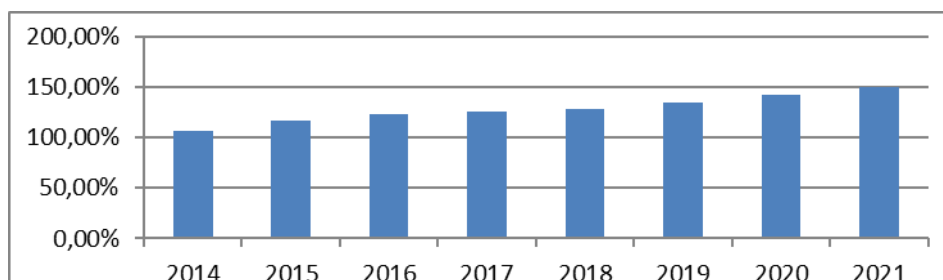
**Figure 1 – Consumers who care that companies implement programs to improve the environment**



Source: (Global, 2018)

As a figure 1 told sustainability processes have become a vital opportunity for companies to connect with consumers who are excited about change (see also: Ganushchak-Efimenko et al., 2018; Bilan, 2013). 48% of U.S. consumers told that they could change their consumption habits to reduce environment pollution. They spend in 2018 about \$128.5 billion on sustainable fast-moving consumer goods. By 2021, experts expect these sustainably minded shoppers to spend up to \$150 billion on green goods (Figure 2).

**Figure 2 Sustainable product sales in USA**



Source: (Sustainable, 2019)

The global tendencies show that consumers ready to change their shopping behavior and buying preferences, they are ready making adjustments in their shopping habits.

The assessment of the age and gender structure told about the consumers who are supporting the implementation of environmental programs on enterprises (Table 1).

**Table 1 – The consumer relation to implementation environmental programs on enterprises**

Generation (% of global respondents)		Gender (% of global respondents)	
Gen Z (Aged 15-20)	80	Men	Women
Millennials (21-34)	85	80%	81%
Gen X (35-49)	79		
Baby Boomers (50-64)	72		
Silent Generation (65+)	65		

Source: (Global, 2018)

It has to be noted that the regions with the high level of environmental pollution and hazards show the higher expectations from companies according implementation environmental policies, green technologies, green marketing etc. (Table 2).

**Table 2 – The level of expectations from companies’ green policies**

	Asia	Europe	Africa	Latin America	North America
Air pollution	86	63	81	84	61
Water Pollution	85	67	85	90	68
Waste	73	63	73	81	60
Water shortages	75	54	78	87	57
Using of pesticides	75	50	65	74	63

Source: (Global, 2018)

The spheres of sustainable entrepreneurship are wide. They could include:

- landscaping, as activity which focuses on reducing pesticides and chemical fertilizer in agriculture business, composting and mulching;
- energy auditing which provide renewables in all spheres;
- cleaning services with eco-friendly products and green processes;
- organic food production;
- environment construction with using eco-friendly building materials;
- organic food production;
- recycling as a business activity.

It could be noted that the number of green consumers is increasing, they classify themselves as environment conscious. So, as the focus on the environment and sustainability increases, the modern marketing approaches and tools are forced to acknowledge these tendencies and incorporate them in their overall media strategies.

Providing the bait and switch marketing strategies in promotion green products and goods could run the risk of being labeled as greenwashing. At the same time if advertisement created right and receptive messages, it is difficult to reach green consumers because a little is known about the media consumption by environmentally-conscious consumers. That is why assessment of implementation the digital marketing technologies for green product and services promotion are significant.

The main approaches which have to be separated are:

- the general digital media usage behavioral models of green consumers;
- the social media usage behavior pattern of green consumers.

Determination of the digital marketing is complex. The online marketing, internet marketing or web marketing are the same related categories. After 2000 the term digital marketing has grown in popularity over time, particularly in certain countries. In the USA online marketing is still prevalent, in Italy is referred as web marketing but in the UK and worldwide, digital marketing has become the most common term, especially after the year 2013 (Kaur, 2017; Wątróbski et al., 2015).

Implementation of the digital marketing for green goods promotion has the potential to add up to more their sales. The advantages of digital marketing include such huge aspects: global scale, transparency, empowering effect, smaller investment, efficient target reach, opportunity to measure results of online marketing, wide audience, consumers' personalization.

So, the popularity of social media was indicated by the fact that in 2015, each month the Facebook app had more than 126 million average unique users and YouTube had over 97 million average unique users (Adhishek, 2018).

Investigation of the digitalization of the green marketing needs to define green consumer as a person who thinking about the green products in general and ready to buy them. It has to be noted that the green customer engagement is essential but also challenging task. Producers and retailers must shift to a nonlinear marketing approach which suggests using the value exchange model. Such green chain should have the mutual dialogue and benefit-sharing between provider and consumer. The communications in that case are more non-linear, free flowing and both one-to many or one-on-one.

Digital media vehicles have to be clustered. After that the respondents have to be tested how frequently they visited each media vehicle group. The digital media vehicle could include social networks, for example, such as Amazon, eBay and Zappos, online magazines, online supermarket sites, price comparison sites.

The types of digital media could include:

- social networks (Facebook, Twitter);
- shopping sites (Amazon, eBay, Zappos);
- video/photo sharing (YouTube, Flickr);
- online TV programs or radio;
- daily deal sites;
- brands' own sites (L'Oreal, Apple);
- blogs;
- online forums (Money Saving Expert, Answers Yahoo);
- Price comparison sites (Pricegrabber.com, Nextag.com);
- online supermarkets;
- online magazines;
- online banking, email.

As experts told, (Antonio, 2009) examination of the green consumption groups are significantly different from others. Have gotten results indicate a definite pattern in digital media usage depending on the level of green consumption. In general, the more individuals identified themselves as green consumers, the more frequent was their digital media consumption. For investigation the social media usage behavior pattern of green consumers it is appropriate to analyze such social media outlets - Facebook, Twitter, YouTube, Google+, Pinterest, Flickr, and Instagram.

According to (Diamantopoulos et al., 2003; Shaw et al., 2017) the general trend of getting results indicated that the higher level of green purchasing behavior, the more likely consumers would use Internet and social media. Explanation for such tendencies may be in the suggestion that green consumers are generally well educated. It could be the ground for future research linking between educational level of the green consumers and Internet using. Also, it is required to implement digital marketing technologies in the sphere of green business. The general conclusion for the future implementation managerial and marketing practice for reaching green consumers on the Internet could be the next.

1. It is economically reasonable to pay for Internet using in green marketing because green consumption was strongly correlated with Internet usage, across all types of digital media instruments.

This conclusion make sense because digital technologies is usually perceived as “green” compared to newspapers, magazines and other traditional media.

2. The advertising specialist has to use the heavy clustering of green consumers around informational media content (at the expense of entertainment content). Using Internet consumers move between news and advertising with greater frequency and ease. Such effect could be used successfully because it is characterizing by blurring of lines between entertainment and information on the Internet.

3. The buyer trends show that the green consumers are also heavy shoppers online. Despite on anti-consumption image of green users, the online sites are actively using by green consumers.

4. Social media turn out to be one of the most popular Internet networks among green consumers. It is necessary to emphasize that motivation of some purchasing in Internet could also be related to a higher level of need to belong to some networks, social groups.

The implementation of the new marketing strategy's in digital sphere should continue to investigate and assess the level of consumer involvement in the processes of the economic and consumption greening.

The key points in the marketing strategies could be:

- using the psychological mechanisms underlying green consumers' behavior. Consumers may have very different uses and gratifications of certain Internet media forms. For example, Griskevicius et al. (Griskevicius, 2010) show that in non-Internet contexts the green consumption has “badge value” for consumers;

- additional cross-cultural and multy-cultural studies can broaden different significant options to the investigated tendencies in the future studies. Because the green consumers in different continents, countries and different cultures use different types of digital technologies and tools;

- goods and services categories may also be an important moderator in green consumers' media profiles. Certain green product categories (such as niche organic products or green energy) may be a natural fit for online promotion whereas others (such as recycling behavior) may be further removed from online channels and communication (Kasperowicz and

Štreimikienė, 2016). Future research could report on optimal media profiles for typical green product categories relevant for marketers;

- qualitative research can add more nuance to green consumer media use profiles.

## CONCLUSION

Evolution of the marketing Internet technologies continue to create the new ways and develop the relevant approaches for green products promotion. As opposed to traditional marketing the digital marketing leads to the creation of demand on green goods using the power of the Internet as an interactive environment that allows to get additional value in the form of time, attention and support from the green consumer.

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