

THE PECULIARITIES OF CHOOSING THE MARKETING CHANNELS FOR ECOLOGICALLY ORIENTED COMMODITIES

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Our modern world requires the new approaches for bringing the commodities to their final consumers. The commodity way from its producer to its final consumer is called marketing channel. There are different forms and structures of marketing channels and the choice of each of them is influenced by enormous factors.

The marketing channel for ecologically oriented commodities is not quite different from the channels for other goods, but it has some specific characteristics.

And first of all, what does it mean: the ecologically oriented commodities? In this abstract, the notion "ecologically oriented commodity" includes:

1. ecologically pure products as final commodities for the final consumption;
2. the products of industrial appointment that serve to make pure final commodities and the environment.

For instance, it can be ecologically pure products of nourishment and air/water purifying equipment.

The specific characteristics that determine the choice of marketing channel for the ecologically pure products of nourishment are:

- the high prices of these goods (expensive products);
- the short period of storage.

These characteristics and some other compel producer to use short marketing channels, because the high price doesn't allow the intermediaries to earn enough for operating and the short period of storage requires the immediate delivery to consumer without any delay.

So, mostly the producer chooses one-level marketing channels with one intermediary that has exclusive rights for spreading these commodities on certain territory or that is represented by exclusive shops, which are specialized on this kind of goods or when the producer uses its own "firm" shops. The width of the channel is also limited and contains a certain number of members, that have the rights and opportunities to sell these commodities.

The products of industrial appointment, for example, the purifying systems are very specific and require individual approach in working out, making and mounting. That's why, the producers of such equipment prefer to work themselves directly with their customers. A zero-level marketing channel is the one right way of spreading the industrial appointment products.

So, the distinguish character of the marketing channels of the ecologically oriented commodities is that they have a tendency to be shorter and more narrow than the channels of the ordinary goods. Mostly, these channels are zero-level or one-level, represented by exclusive intermediates.