

25. Green marketing as a component of the social responsible marketing concept

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Introduction. Modern marketing is evolving and constantly improving, appear new tools and ways of influencing consumers are emerging. Entrepreneurial activity has an impact on the quality and life of society and the environment, so it is of great importance that companies adhere to the principles of green marketing.

Materials and methods. General scientific methods and special techniques were applied. In particular, the methods of logical analysis and synthesis, comparative analysis were used.

Results and discussion. The experience of advanced companies shows the efficiency and the obvious benefits of focusing entrepreneurial activity on long-term development prospects. As a result, more and more companies are becoming aware of the role and importance of adhering to the principles of socially responsible marketing. One of the important components of a multifaceted concept of social responsibility is the so-called green marketing. Green marketing involves manufacturing activities to meet the environmental needs of society with all environmental protection.

Socially responsible consumers prefer products made from environmentally friendly raw materials and support their manufacturers. Therefore, the companies that adhere to the environmental principles aim not only at altruistic goals. Green marketing is a strategically important aspect for gaining consumer commitment and long-term strengthening of competitive position in the market.

Green marketing, like any line of the concept of social responsibility, begins at the stage of product development and must be integrated into all stages of production, promotion and sale of the company's products and services.

Enterprises that are adherents of socially responsible marketing, namely its environmental component, must adhere to the following principles in their production activities:

- saving and rational use of natural resources;
- using environmentally friendly raw materials;
- greening technology and production process;
- making and using environmentally friendly packaging materials;
- implementing energy saving measures;
 - informing consumers about the benefits of consuming organic products and applying special marking;
- reducing the harmful effects of transport on the environment;
- improving the processes of waste utilization.

Consequently, the green marketing practices of companies require the creation of an environmental production strategy, starting with the use of natural resources, and ending with the disposal of waste.

Conclusion. Green marketing is a marketing direction that balances the interests of producers and meets the needs of consumers in eco-friendly goods and services without a school environment. It is an important part of the concept of socially responsible marketing and following its principles is beneficial for all market participants.