







“Environmental orientation of consumer behavior: motivational component”

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ARTICLE INFO

Serhii Smerichevskyi , Tetiana Kniazieva, Yuriy Kolbushkin, Iryna Reshetnikova and Anna Olejniczuk- Merta (2018). Environmental orientation of consumer behavior: motivational component. *Problems and Perspectives in Management*, 16(2), 424-437. doi:[10.21511/ppm.16\(2\).2018.38](https://doi.org/10.21511/ppm.16(2).2018.38)

DOI

[http://dx.doi.org/10.21511/ppm.16\(2\).2018.38](http://dx.doi.org/10.21511/ppm.16(2).2018.38)

RELEASED ON

Saturday, 23 June 2018

RECEIVED ON

Tuesday, 24 April 2018

ACCEPTED ON

Monday, 11 June 2018

LICENSE



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JOURNAL

"Problems and Perspectives in Management"

ISSN PRINT

1727-7051

ISSN ONLINE

1810-5467

PUBLISHER

LLC “Consulting Publishing Company “Business Perspectives”

FOUNDER

LLC “Consulting Publishing Company “Business Perspectives”



NUMBER OF REFERENCES

25



NUMBER OF FIGURES

4



NUMBER OF TABLES

5

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BUSINESS PERSPECTIVES



LLC "CPC "Business Perspectives"
Hryhorii Skovoroda lane, 10, Sumy,
40022, Ukraine

www.businessperspectives.org

Received on: 24th of April, 2018

Accepted on: 11th of June, 2018

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ENVIRONMENTAL ORIENTATION OF CONSUMER BEHAVIOR: MOTIVATIONAL COMPONENT

Abstract

Environmental issues are a priority, since global environmental problem has become perceived as a threat to humanity's existence. The necessity and timeliness of conceptual marketing approaches revision are dictated by the formation of new economy sector of ecological goods and services, and the environmentally responsible marketing concept is being formed. The purpose of the work is to substantiate the environmental factor influence on consumer behavior motives and formation of consumer demand for environmental products within the frame of environmentally responsible marketing. Changes in the external marketing environment lead to changes in the internal environment of the market entity, causing its environmental development. The recorded tendencies and changes in the marketing environment form the marketing ecological imperative, which takes into account the environmental factor in marketing activity of the market player.

The research allows to determine the position of ecologically responsible marketing as a basic marketing concept that defines the philosophy and technology of marketing management by socio-economic systems regardless the sphere of the market entity activity in conditions of ecological imperative. The analysis shows that the modern Ukrainian society began to strive not only to purchase and consume desired products, but also to improve and to preserve the ecological situation. In a market environment, the specific marketing activity feature, which changes under the influence of the factor of ecological situation quality deterioration, adds new tasks, concomitant to main classical. The development of the enterprise environmental management system will promote the implementation of environment-oriented goals: formalization of the environmental products concept, environmental products market development, certification programs development, preservation of the environment quality, formation of ecologically oriented consciousness of the society. Considering the understanding of the needs, the motivational aspects of ecologically oriented consumer behavior in the market are stated in the form of the system based on the need for the security. Through the development of eco-responsible marketing tools and their step-by-step introduction into enterprise activity, it becomes possible to develop the ecological products market through the implementation of proactive environmental activity and satisfaction of individual consumer demand.

Keywords

ecological imperative, ecological product, ecologically oriented consumer behavior, ecologically responsible marketing concept, life quality, anthropogenic impact

JEL Classification A13, M14, M30

INTRODUCTION

The marketing ecological imperative is formed due to changes that occur under the influence of the environmental factor in the system of social values, consumer, competitor and other market participant behavior, growth of natural resources costs and depletion, development and strengthening of environmental legislation and international standards. The abovementioned factors make it necessary to reform the existing marketing concepts and to transform the marketing theory and methodology taking into account the increased importance of socio-ethical and ecological aspects of social relations.

Despite the rapid development of environmental marketing concept, many theoretical and practical aspects in this field of knowledge remain open for studying. In particular, the eco-responsible marketing lays in the frame of sustainable development of socially responsible marketing concept. Increasing enterprise competitiveness by studying consumer needs and developing ways for their effective satisfaction that include elements of eco-responsible marketing concept are actual and open aspects for modern researches.

1. LITERATURE REVIEW

Scientific position in this area is based on the study, analysis and development of theoretical and methodological works of foreign and domestic researchers in the field of marketing and ecological economics. Three scientific schools that have made a significant contribution to the development of environmental marketing theory can be distinguished in the domestic science. The first one is Sumy school. The studies are carried out by well-known professors of Sumy State University (Ilyashenko, 2013; Melnyk, 2011; Prokopenko, 2014). In their works, they consider the ecological component as the basis for sustainable development. The second school is Odessa school, where professor Sadchenko (2002) worked on the theoretical basis of the environmental marketing system and studied issues of economic and environmental management in modern conditions (Sadchenko, 2015). The third school is Kyiv school, where, in recent years, the issues of integrated management of modern environmental policy and institutional provision of environmental marketing have been actively studied (Zharova, 2012).

Up to the 80's of the 20th century, the activity of market entities created the local ecological problems that were not related to each other, ecology and marketing were evolved as independent scientific and practical subjects. The impact of the environmental factor on the marketing as a concept was not observed. In this period, the orientation of manufacturers to the needs of consumers leads to increase of the natural resources consumption. The shift to the environment protection and raise of the awareness regarding the natural resources shortage have led to the change in the society's attitude to consumption. The pressure of the environmental factor on marketing emerges, the social and ethical marketing concept and then ecologically responsible marketing as a separate concept is formed. This concept can be applied in the ac-

tivities of both commercial and non-commercial market entities, its fundamental principles form the theoretical and methodological basis, the continuation and development of which is implemented in the applicable marketing concepts taking into account the specific of the market entities activity.

Scientific works of many foreign scientists (Bennett, 2017; Hunt, 2003; Kotler, 1989; Kima, Songb, Ch. Lee, 2016; Mendelsen & Polonsky, 1995; Prakash, 2002; Stainer, 2006) are devoted to research of the state and directions of implementation of the social and ethical marketing principles and environmental responsibility to international company activity. The satisfaction of consumer needs in the frame of the "green" marketing concept (Küster-Boluda, 2017), modern emphasis of product quality perception (Agyekum, Haifeng, & Agyeiwaa, 2015), the introduction of environmental marketing tools in the 4P concept (Kontic, 2010; Gittell, Magnusson, & Mirenda, 2015) are actual issues that are studied by scientists and specialists at the modern stage of environmental marketing development. However, the issue of consumer behavior motivation in changing market conditions under the influence of environmental factor and the development of appropriate marketing tools remains uncertain.

The goal of the work is to study the theoretical basis and to formulate the motivational component of the environmental orientation of consumer behavior in changing market conditions under the influence of active ecological factor.

2. RESEARCH METHODS

The classical statements on modern economic theory and economy of nature management, the concept of social and ethical marketing are the theoretical background for the research. The initial

methodological basis of the work is the logical and dialectical analysis method of researched object. This base allows to realize the development principles, causal relations, taking into account contradictions and tendencies that form the foundation for dialectical logic. General scientific methods of combining theoretical and empirical approaches are used in the work. These methods are: the shift from abstract to concrete for a comprehensive and holistic representation of the subject of research; the scientific abstraction, analysis and synthesis to highlight the most significant aspects of the environmental orientation of consumer behavior; the induction and deduction for deducing the economic patterns for increasing the enterprise competitiveness by using marketing tools; the historical research for consistent discovery of trends and changes in consumer behavior.

3. RESULTS

3.1. The impact of the environmental factor on the marketing environment

The urgent need for solving environmental problems and for rational environmental use arises as a result of the environmental imperative that means the requirements and rules of environmental protection, stemming from the irreversibility of adverse effects on humans and the environment. That is, creating an economic effect without taking into account the ecological imperative and creating a positive environmental effect (environmental value) becomes more complex, and will soon become impossible.

It can be stated that the ecological factor forms the socio-economic problem, which has a great scientific and practical significance for the human community as a whole and for modern Ukraine in particular. In the economics, this problem is offered to be solved through state and public events. This is basically about policy tools that form state and international environmental policies for effective environment protection and rational environment management. Undoubtedly, these measures will help to solve the problem, but not completely, because they do not fully take into account market conditions. Recently, such economic levers as environmental

taxes and tax breaks, emission quotas, environmental subsidies, government procurement, preferential tariffs are introduced into state environmental policy. State policy forms a new external environment that opens opportunities for the introduction and development of environmental technologies, output of environmental goods and services.

Since marketing is aimed at bringing company's goals and opportunities in correspondence with the changing market conditions by establishing and maintaining a strategic match between them, we can say that marketing as a scientific discipline and practical activity can make a significant contribution to solving this great social and economic problem. It should be emphasized that the environmental factor has formed contradiction between the interests of market players and long-term interests of society. Market entities are the subjects of economic relations that take part in the production, distribution, exchange and consumption of economic welfare. Their economic activity forms an environmental factor, in response to which the attempt to overcome contradictions causes the change in the market players marketing environment. Following the traditional classical approach, which assumes the division of the marketing environment into internal and external, while the latter consists of an external macro environment and an external micro environment, we investigate the impact of the environmental factor and the changes occurring under its influence.

Anthropogenic impact, which is formed by market entities, creates an environmental factor, which, in turn, interacts with and influences other macro-environment factors. These changes affect the market entities and, consequently, the environmental factor they form. As a result, new environmental conditions are created today. They require market players to implement changes into strategies and key business processes, including marketing. The interaction of forces in this system both reduces (for example, the development of new environmental technologies, the development of environmental legislative regulation, and the enhancement of ecological culture in the society) and increases (industry development, value systems aimed at possession of material goods growth in society, concentration of population in cities, etc.) the environmental factor.

Table 1. Changes in the market player macro-environment under the influence of environmental factor

Source: Systematized by authors Kima, Jungsun, Songb, Hak Jun, and Lee, Choong-Ki (2016), Kotler and Roberto (1989), Lazer (1969), Mahmoud, Blankson, and Hinson (2017).

Macro environment factor	Changes nature
Demographic	Environmental problems pose a direct threat to people's lives, the main productive power of society
Socio-cultural	Ecological development of society, growth of ecological culture
Natural	Environmental pollution. Rise in price of natural resources. Depletion of natural resources
Technological	Development of environmentally safe technologies, innovations
Economic	Increase of costs for environmental activity. Growth of production and consumption of environmentally friendly products. Growth of the nature conservation technologies market and environmentally safe technologies. Restriction of economic growth due to the growth of losses associated with unresolved environmental problems. Suspension of the production of environmentally hazardous substances or the imposition of restrictions on their production, import and export. Development of ecological investment
Politically-normative	Development and strengthening of environmental legislation. Development and extension of international quality standards: ISO standards. Ecological taxes and tax privileges, emission quotas. Environmental subsidies, government procurement, preferential tariffs

These processes are simultaneous and the main problem is that the environmental factor, which is amplified, is not compensated by the impact that leads to increasing environmental problems. Therefore, it is absolutely necessary to study the processes in the marketing sector and to bring them to the theoretical and methodological basis. Changes in the marketing macro-environment under the influence of the environmental factor are presented in Table 1.

The environmental factor acts as a source of social development, and the changes caused by it become the driven force of social development. It is assumed that this process will be intensified and accelerated. Under such conditions, the domestic economy that actively integrates into the global economy is highly vulnerable to the emerging environment.

These changes in the macro environment lead to changes in the micro-environment of commercial and non-commercial market players. The analysis of scientific and practical works in the field of marketing, management, ecology, philosophy, economics (Bennett, 2017; Kima, Jungsun, Songb, Hak Jun, & Lee, Choong-Ki 2016; Küster-Boluda, 2017; Mendelsen & Polonsky, 1995; Stainer, 2006) allows to distinguish both direct and indirect directions of influence of the environmental factor on the micro-environment. It is necessary to distinguish features that describe the reflection in marketing, business concept and management. Changes under the influence of the environmental factor in the demographic environment will lead to the flow of consumers to environmental-

ly friendly areas due to increase of environmental migrants and the growth of demand and consumption, as well as the formation of specific segments and niches, flow of labor. These changes may require the accounting of cross-cultural specific features in marketing activity. Increasing environmental problems and decline in the life quality caused by them will lead to a reduction and outflow of people from polluted places, which, in turn, will lead to consumption decrease, manpower outflow and shortage. This will lead to a change in the consumption and production structure in the environmentally hazardous area and will affect not only the separate market player marketing activity, but also the sphere of marketing of the area. An analysis of the impact of socio-cultural changes under the influence of the environmental factor is presented in Table 2.

Changes taking place in the macroeconomic environment under the influence of environmental factor bring serious changes in the market entities micro-environment shaping the structure of consumption by reinforcing it. Thus, the environmental factor becomes a tool of competition, forms barriers to enter the market, facilitates competitors ousting from the market. It also contributes to new consumer segments and niches forming and affects the market player assortment policy.

Restrictions or termination of production of goods that are not in compliance with environmental legislation will lead to the development of environmental goods manufacturing and consumption, the transfer of "dirty" output to developing countries with milder environmental legislation.

Table 2. Changes in the market player micro-environment under the influence of environmental factor

Source: Systematized by authors Hunt and Lambe (2003), Kima, Jungsun, Songb, Hak Jun, and Lee, Choong-Ki (2016), Küster-Boluda (2017), Prakash (2002).

Change essence	Changes characteristic
Impact of changes in the demographic environment	
Growth of environmental migrants	Increase in the number of consumers in environmentally safe regions, as a result, demand growth, consumption growth, specific segments and niches formation, labor force inflow are observed
Strengthening of environmental problems and as a result decrease of the life quality	Reducing the number of consumers leads to lower demand, decrease in consumption, increase in demand for protection against environmental pollution products, labor force shortage
Impact of socio-cultural changes	
Consumers	Spreading the knowledge about environmental problems, technologies, products. Formation of attitude towards environmental goods. Change in consumer behavior, selection of environmental goods. Formation of markets, segments and niches of environmental goods and services
Suppliers	Formation of differences in corporate cultures, which will be the obstacle for partnerships development. Development of partnership relations between companies with similar corporative cultures
Intermediaries	Priority to environmentally responsible suppliers. Creation and development of relations in the supply chain aimed at reducing environmental pressures on the environment, reducing costs, improving competitiveness, creating environmental reputation
Competitors	Formation of ecological reputation. Improvement of ecological purity of technological production processes of goods and services. Development of the environmental goods and services range
Investors	Shift of the behavior of investors as capital suppliers to the direction of selecting more environmentally friendly projects and companies
Other entities	Activation of aimed at protecting the environmental functions of public movements, state organizations, research institutes, higher educational institutions. To take active steps in promoting ecological culture and information on environmental problems

Some companies are not able to meet new legislation requirements of the market. The development of environmental legislation creates barriers to enter the international markets. The development and dissemination of International Quality Standards (ISO standards) are becoming a prerequisite for company's operation in the market, for partner selection, for evaluation of a product and a company by consumers. The development of environmental taxes and benefits, emission quotas leads to changes in demand structure. As a result, there can be the decrease in demand for goods that do not meet new environmental standards and the growth of demand for environmental goods. At the same time, additional sources of income in the case of emissions below the established quotas appear, as well as the economic lever for solving environmental problems.

Changes in the external marketing environment cause changes in the internal environment of the market entity. Under the influence of the external environment changes in value system of employees and management, their environmental development, organizational culture, ecological development are reflected in the market player internal environment.

The recorded trends and changes that take place in the marketing environment form the marketing ecological imperative, which is imposing certain requirements for market player activity. The marketing ecological imperative is the need to take into consideration the environmental factor in the market player activity through including tasks aimed at reducing the negative anthropogenic impact and increasing the positive anthropogenic impact to the environment. This is the recognition that the market player activity along with the creation of economic effect should create a social effect, influencing the life quality for both the individual and the society as a whole.

3.2. Environmentally-oriented consumers segment development

In the world economy, energy resources are intensively reduced because of urbanization growth, the area of quality agricultural land is decreasing as a result of the management intensive type use. Thus, research of foreign scientists shows that "the layer of sea algae is reduced annually by 0.01-0.02%, tropical forests – by 0.8%, catches of sea fish – by 1.5%, the area of freshwater ecosystems – by

2.4%, and mangrove forests annually disappear at an alarming rate, which is 2.5%” (Kima, Jungsun, Songb, Hak Jun, & Lee, Choong-Ki, 2016).

In addition, the manufactured product has to be competitive and has access to the worldwide markets and should be certified by an independent third party. Implementation of the principles of environmental certification has become one of the main market tools, which greatly increases the degree of company's products competitiveness.

It should be noted that modern society pays more attention to the health and life quality due to anthropogenic influence increase, which worsens the ecological situation, including the situation with provision of food and water that becomes more and more strained. “The Living Planet Index (LPI) confirms the global environmental degradation, this indicator, proposed by the World Wildlife Fund, measures the health of forest, marine, freshwater and other natural ecosystems. Since 1970, this indicator has demonstrated a 35 per cent deterioration of the planet ecological well-being” (Prakash, 2002).

Another feature for forming the environmentally-oriented strategies is the increasing large-scale dissemination of information propaganda about the deteriorated environment, which is rather aggressive and dangerous from the mass media.

The abovementioned tendencies stimulate consumers to prefer high-quality products, companies and representatives of science motivate to develop new ways of products manufacturing and promotion that cultivate both the consumers ecological culture as a means of managing the demand for environmentally-oriented enterprises products and producers ecological culture as a means of solving modern society problems.

However, some aspects of environmental products manufacturing and promotion have been dealt with neither theoretically nor practically. To date, only the need for enterprises ecological responsibility before society was realized, but formalized directions and forms of its implementation were absent. The concept of eco-responsible marketing is a tool that allows to manage the modern consumer benefits and to be more competitive, on the one hand.

On the other hand, it is a tool for satisfying the population needs in environmentally friendly products, for ensuring environmental safety, for developing new niches in the environmental products global market, for achieving a balanced combination of state and business interests in the field of rational use of nature, for cultivating consumers ecological culture. Anyhow, the concept of eco-responsible marketing in the long run allows to achieve sustainable development of the territory.

The first studies in this area were devoted to assessments of environmental concerns among residents of different countries, on the basis of their results, the authors made forecast regarding possible changes in consumer preferences and their behavior. Researchers observed a growing concern about environmental issues (Hunt, & Lambe, 2003; Kotler & Roberto, 1989; Lazer, 1969; Stainer, 2006). Environmental problems have become a key impetus to make changes in the value system of global society. According to sociological surveys conducted in 2000 in 16 countries (4600 interviews), more than 80% of all respondents agreed with the statement: “I am very concerned about the state of the environment” (Kima, Jungsun, Songb, Hak Jun, & Lee, Choong-Ki, 2016).

Ukrainians in the poll conducted in February-March 2017 throughout the country within the implementation of the United Nations Development Program “Integration of Rio conventions provisions into the national policy of Ukraine” also highlighted environmental problems among the main problems for the country, including pollution of the environment – 13.4% of all respondents, exhaustion of natural resources – 5.8% (Table 3).

According to the results of the survey conducted by the Center of Social and Marketing Studies “Socis”, the greatest concern about environmental problems belongs to 18-54 years old people (Prohrama rozvytku OON, 2017). The activity of Ukrainians is increasing and becomes practically the same for all age groups if compared with 2014. Old respondents are somewhat lagging behind others that fits into a standard statistical error. The results of the study show that the higher the income of the respondent, the more active the position in ecology issues he has and the higher the stability of the respondent's relationship to this issue.

Table 3. Dynamics of the most important problems for Ukraine, %

Source: Compiled by Statisticheskii otdel OON (2017), Prohrama rozvytku OON (2017).

Problem essence	2014	2017
Corruption	34.9	37.6
The level of country economic development	28.4	29.1
Poverty	23.5	32.7
Terrorism	20.5	12.1
Quality of medical care	20.2	18.7
Unemployment	19.6	20.0
Criminality	14.9	15.9
Environment pollution	12.9	13.4
Natural resources exhaustion	6.0	5.8
Ability to influence authorities decision making	5.0	4.4
Education quality	3.9	6.9

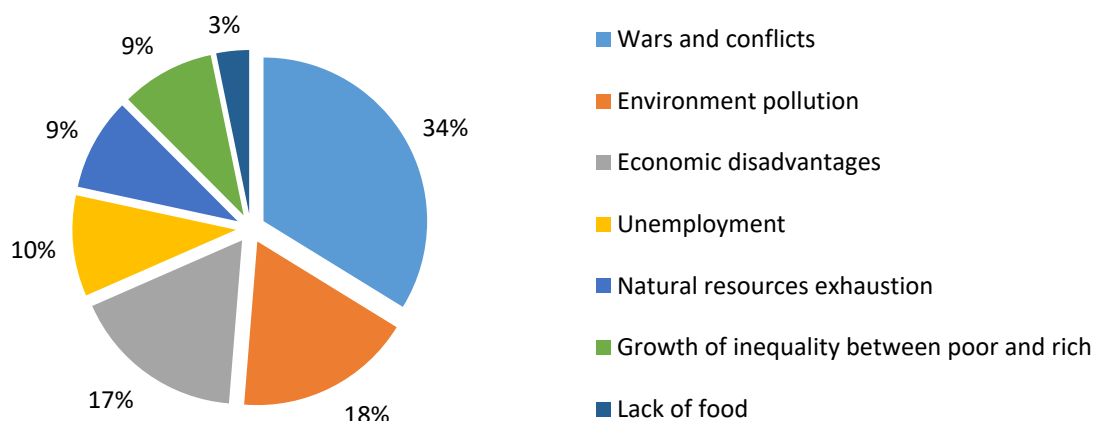
The analysis of the survey results showed that there is a gender shift in the interest of ecology and environmental issues. Women are more susceptible to ecological issues than men. In addition, women are more exposed to be pressured by the media than men. The references to studied phrases are more than twice higher in magazines with female audience (Prohrama rozvytku OON, 2017). This fact should be taken into account by companies in their marketing activities when they offer goods and services for women. Thus, there is a conclusion that women are more active consumers of environmental goods and services and are leaders in decision making to buy such goods.

Using the results of monitoring of the Social and Marketing Research Center "Socis" for the period 2014–2017, it is possible to determine the attitude towards ecology in the hierarchy of problems concerned by the average Ukrainian.

The results of the evaluation are presented in Figures 1, 2.

If to compare the results of 2017 survey with 2014, the hierarchy of the greatest threats to humanity, according to respondents, remained unchanged. Wars and conflicts (34% and 35%, respectively) remain in the first position with a tangible difference from the rest of threats. This situation is understandable if to take into consideration the situation in the East of Ukraine. At the same time, environmental issues remain in the focus of public opinion. If to combine responses regarding two environmental threats (environment pollution and natural resources exhaustion), the level of survey participants concern about environment can be defined as rather high (10% and 18%, respectively, 28% – cumulatively) (Prohrama rozvytku OON, 2017). This is a clear illustration of the fact that the population quite really evaluates threats of environment deterioration and the lack of measures to address them.

Source: Compiled by the authors (Prohrama rozvytku OON, 2017).

Answers of Ukrainians in 2014**Figure 1.** Detection of global threats for future generations: answers of Ukrainians in 2014

Source: Compiled by the authors (Prohrama rozvytku OON, 2017).



Figure 2. Detection of global threats for future generations: answers of Ukrainians in 2017

In 2017, ecology took the 2nd and 4th place in the hierarchy of problems concerned by Ukrainians. Wars and conflicts in the country got the first place. Analysis of statistical data shows that stable segment of Ukrainians who are concerned about the ecological situation is forming. It remained unclear whether this concern by the environmental issues is reflected in consumer behavior.

During the last 17 years, the environmental goods and services market has shown a significant growth; since 2000, the market has grown more than 40 times (Küster-Boluda, 2017; Mahmoud, Blankson, & Hinson, 2017). Today, six countries, including the USA, China, Japan, the Netherlands, Germany, United Kingdom (Table 4), are key con-

sumers of environmentally friendly goods and services. They account for more than a third of the whole demand. These countries are leaders in investing in environmentally sound technologies and renewable energy sources. However, there are no relevant official statistic data regarding Ukraine and post-Soviet space and no studies have been conducted regarding this issue. Ukraine is not considered a key player in this sector of the economy, although its market is potentially attractive, but requires strategic and tactical decisions development in the interests of national economy sustainable growth. However, the issue regarding environmental programs and initiatives development has been repeatedly raised at different levels conferences and roundtables devoted to the identified theme.

Table 4. The activity of consumers in different countries in relation to environmental goods and environmental initiatives in 2016

Source: Compiled by Küster-Boluda (2017), Mahmoud, Blankson, and Hinson (2017).

Countries	Share of population avoiding purchasing products that damage the environment, %	Share of population taking active measures to protect the environment, %
Canada	84	17
Germany	81	19
Great Britain	78	12
Netherlands	68	11
USA	62	14
Japan	57	11
Ukraine*	34	7

Note: * Expert data on the results of the discussion of the environmental initiatives issue at the 3rd International Scientific and Practical Conference "Sustainable Development – XXI Century: Management, Technologies, Models (Scientific Readings named by Igor Nedin)" (May 19-20, 2016, Kyiv).

Source: Created by authors.

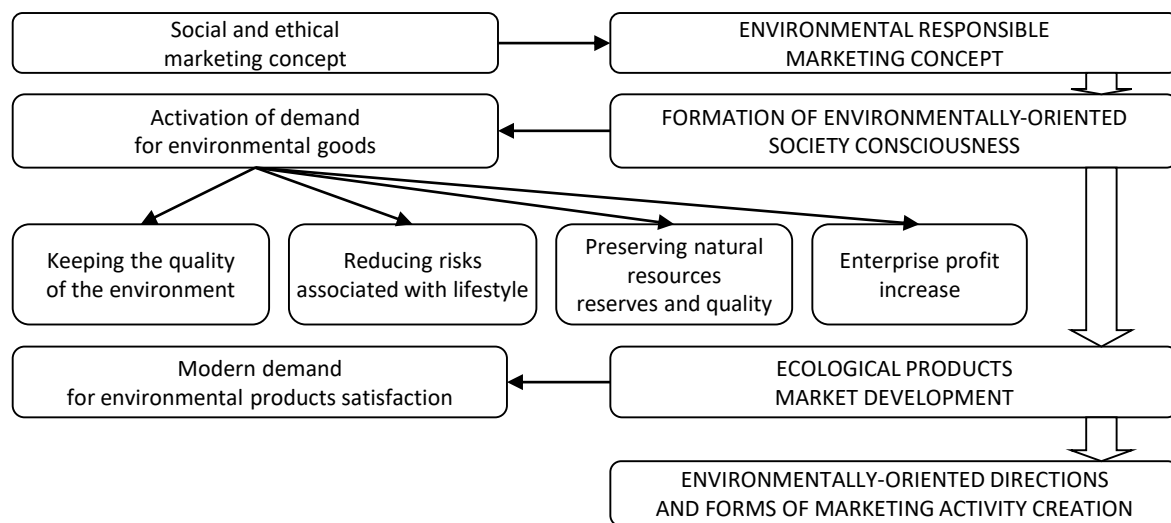


Figure 3. Formation of ecologically-oriented behavior of economic entities

In countries of the European Union, the European Parliament and Council Directive 2008/98/EC of November 19, 2008 on waste is in force. Ukraine, in accordance with the EU-Ukraine Association Agreement, must implement European waste management standards. This Directive points a clear hierarchy of waste management priorities, roughly the way it is implemented in the EU countries: 1) prevention; 2) preparation for repeated use; 3) processing; 4) another type of utilization, for example, for energy recovery; 5) elimination (removal to landfills) (Yevropeiska Pravda, 2015). Modern practice for our country is the reverse hierarchy. A clear structuring is the main innovation that Ukraine will have to keep in the future.

It was found out that environmental goods output needs the state support, the readiness of the distribution channels seriously affects the offer of environmental goods, high price for environmental products is a factor constraining demand.

A specific feature of marketing activity under the influence of the environment quality degradation factor adds new tasks related to the classical ones. The development of the enterprise environmental management system will contribute to the implementation of environmentally-oriented goals, such as formalization of environmental products essence, environmental products market development, certification programs development, environment quality preservation, society environ-

mentally-oriented consciousness forming.

Figure 2 represents a chain of goals and tasks aimed at the environmental products market development and formation of the economic entities environmentally-oriented behavior.

The figure shows that due to the development of ecologically responsible marketing tools and its gradual introduction into the enterprises, it is possible to develop the ecological products market by the way of implementation of various proactive ecological activities and consumers demand satisfaction. Environmental problems should be solved due to the environmental products market development; corporate profits and the society material welfare should increase; conscious need to develop new product certification programs will appear. After the greater part of society feels the high importance of the environmental products and will understand the significance of implemented programs for the production and ecological development of commercial activity, it indirectly affects the other part of society not yet involved in this system. This will lead to the new methods and risks reducing tools development for mobilizing enterprises to implement eco-responsible marketing, thereby expanding the environmental products market segment. When purchasing a good, the buyer is interested in issues related to the influence of this product (including indirect) on the environment, to its production, packaging, fur-

ther utilization methods, processing, etc. There is a clear need for creation of an ecologically sound system of market management and control, economic mechanism for rational nature management. Ecologically responsible marketing is not just a new conceptual approach, but is a tool for competitive development.

Ecologically responsible marketing not only offers the opportunity to implement a strategic development process in a new way, but also forms ways of resolving many difficulties directly related to the environmental risk emergence. Prevention of the impact on the environment and the establishment of an environmental management system contribute to the market supply and demand formation, to the emergence of additional market opportunities associated with obtaining economic benefits (Table 5).

Thus, eco-responsible marketing is a marketing concept that helps to effectively plan the environmentally safe products manufacturing and ensures the optimum balance between social and economic indicators along the product life cycle, which is

the guideline for successful elimination of natural risks and possible anthropogenic impacts.

The main tasks of environmentally responsible marketing are establishment of environmentally safe production processes; ensuring environmental compatibility of all company's products; achievement of optimal ecological-economic relations (maximum result with minimal damage); prevention of negative human impact on nature in the process of products manufacturing, consumption or disposal; transformation of ecological constraints into new opportunities for production activity growth; updating the products towards social responsibility before consumers and creating a "green" image in the eyes of the public; incentives for environmental initiatives that reduce costs or contribute to higher incomes.

It is expedient to consider the peculiarities of the consumer behavior formation in the context of the economic crisis, which can be compared with the litmus test that represents the true consumer motives. Due to supervisory method, it was revealed that precisely crisis phenomena in the economy

Table 5. Positive results of the economic activity of environmentally-oriented enterprises from marketing specific tasks implementation

Source: Systematized by authors Hunt and Lambe (2003), Kotler and Roberto (1989), Lazer (1969), Mahmoud, Blankson, and Hinson (2017), Prakash (2002).

Specific tasks of the marketing activity that put the enterprises under the influence of the factor of environmental situation quality deterioration	Positive results of ecologically-oriented enterprises economic activity
Increasing the enterprises environmental responsibility as a result of global trend to reduce state interference in the economy, stimulate private initiative and create global markets	Creation and strengthening of enterprise favorable image due to ecological responsibility and ecological ability. Emergence of additional opportunities to develop and strengthen relations with local authorities and state environmental control, population, environmental community
Activation of internal unused reserves and opportunities	Emergence of additional opportunities to strengthen and expand company's position in the international commodity and financial markets
Expansion of the enterprises initiative environmental activity boundaries, transfer of priorities in the actions	Emergence of additional opportunities to strengthen and expand the company's position in international commodity and financial markets
Establishment of a direct link between ecological activity and the possibilities of investments attraction, production development, saving, losses reduction, product quality and competitiveness improvement	Emergence of additional opportunities to influence consumers and increase the products and services competitiveness
Maximum use of cost-effective and low-cost methods and means in solving environmental problems	The basis for increasing the company's value
Demonstration of the company's ecological goals, tasks and results achieved in accordance with them	Emergence of opportunities to improve the marketing and advertising effectiveness. Emergence of additional opportunities to develop and strengthen relations with local authorities and state environmental control, population, environmental community
Enterprise cooperation with all interested economic entities (from investors, shareholders and business partners to consumers, the public and competitors)	Attracting investors' attention. Attraction of international organizations and the international community attention to the enterprise, enterprises membership in the international ecological alliances. Emergence of additional opportunities to develop relations with business partners abroad

cause the tendency to increase the degree of environmentally-oriented consumer behavior. It should be emphasized that consumer is not aware of this behavior, however, following it, the consumer realizes benefits and social value of environmentally-oriented consumption for both his personal life and the life of the society as a whole.

3.3. Motives to form ecologically-oriented consumer behavior

In economic crisis conditions, the quality of goods and services acquires a new understanding that is more innovative. First of all, product quality is considered to be environmentally friendly and safe in use. This is due to the fact that the consumers, experiencing financial difficulties, reduce their unnecessary needs (leisure and entertainment, tourism, gastronomic needs, etc.), choosing, above all, what is necessary to preserve the natural balance of the life. For example, instead of visiting fitness centers, consumers are inclined to make outdoor runs on the nearest sports ground; instead of having breakfast in cafeterias and dining in restaurants, the consumer chooses home-made food, cheaper and more useful for health, etc. It should be noted that the ecologically-oriented consumer behavior appears unconscious. However, this can be used by specialists in the field of marketing, because consumer habits to approach selectively to the products quality, to save their resources, assess either the cost while choosing one or another product or the effectiveness of their investments in the medium term are the socio-economic characteristics of the target group of environmental products consumers. It should also be seen as forming a new generation, which in the medium term, will create a modern society. Thus, from the previous and current economic conditions it is necessary to realize that the environmental factor is a priority when choosing a product and making a decision about its purchase, the accounting of which will allow the manufacturer to increase the competitiveness of its products, and the consumer can improve the life quality and health. Intelligent sufficiency is the principle of consumer and producer behavior in conditions of the economic crisis. The society wellbeing is unthinkable in the situation of depletion of natural resources and destruction of their place of existence. To live in a sustainable world of pure nature, in harmony with the animal and plant world,

is one of the dominant needs of the modern society. Ecological demand and supply started to become massive, forming a society of consumption.

The crisis situation in the domestic economy, as a factor forming consumer market, also affects such parameters of the sphere of consumption as the consumer life quality, supply and demand ratio in the market, the degree of intensification in consumer prices changes, producer strategic plans. These aspects directly affect each other, they shape the consumer behavior and indirectly affect the environment. The environment is an environment of human existence, quality and harmony of which are determined by the degree of friendliness and safety, an environment in which people as the productive class produce and sell various products and services that stipulate wellbeing level.

The notion of need forms the basis for understanding the essence of motivational theoretical aspects of environmentally-oriented consumer behavior. The basic idea underlying the marketing is the idea of human needs. Needs are the initial components of human nature. Under the notion of need from the standpoint of eco-responsible marketing, a person's need and desire to feel and be healthy are considered. This need is the physical and original component of human nature that has already existed and is not created by marketing.

Public progress promotes the development of the needs of the society. There is a number of theories for motivating needs. The most well-known is A. Maslow's motivational theory of needs, developed in 1943. When laying the foundations of modern motivation concepts, works of three scientists – Abraham Maslow, Frederick Herzberg and David McClelland – were the most important. Maslow's motivational theory is discussed in more detail, since this theory can explain the origins of forming the consumers' motivation to acquire a particular product, while the rest of theories explain the emergence of factors affecting the motivation of the company's staff, which managers can use for the company's development.

It is the need for security (the confidence that all physiological needs will be satisfied) that creates the demand for environmental goods, which is also supported by Maslow's idea. The need to "feel and be healthy" is an impetus to form the need in

useful food, high-quality clothing, quality raw materials and other materials, etc. Thus, these needs are needs of the primary level, they are boundless, but their satisfaction is limited by the fact that the high-quality and useful environmental products require more costs for their production and sale than the classical ones. This factor inhibits forming population needs in environmentally-friendly products, creates inert thoughtless consumption, which is limited by maximization of savings on purchases. In turn, manufacturers also minimize production and sales costs and actions, saving on raw materials and other materials quality, environmental packaging, minimization of waste, etc.

Thus, one can imagine the motivational aspects of consumers ecologically-oriented behavior in the market in the form of a system when consumers have a specific need that takes the form of the need for security, which, under the influence of active market players motivation activity, is formed into incentives and turns into environmentally-oriented behavior, which is realized in trade market deals and promotes development of the environmental products market.

Motivation can be positive or negative and, taking this into account, one can imagine alternatives for the environmental products market development (Figure 4).

Negative factors shape market development scenarios that characterize consumption and production. Consumption is characterized by the lack of need for food, etc., production – by the minimum costs and actions for production and sale, etc. Positive motivation specifically affects consumption and production and forms the following scenario of market development when consumption is characterized by the need for healthy food and production – by commitment to eco-responsible marketing, etc. The presence of demand for environmental products creates an exchange process and, therefore, transactions. The presence of agreements indicates the existence of a competitive market that is characterized by development, including the development of new trends and forms of enterprise marketing activity.

4. DISCUSSION

The main motivational aspect of eco-oriented consumer behavior is the need for security as a primary level need that creates the demand for environmental goods. Theoretically, the need for security is unlimited, but, in practice, it is limited due to the lack of financial resources for its satisfaction, as far as the product ecological component increases its value that slows down the formation of population need in ecological products

Source: Developed by authors Kima, Jungsun, Songb, Hak Jun, and Lee, Choong-Ki (2016), Mahmoud, Blankson, and Hinson (2017).

		ECONOMIC ENTITIES MOTIVATION DEGREE	
		High	Low
CONSUMERS		Need for useful food, high-quality clothing, raw materials and materials satisfaction	No need for food. Inertial consumption. Savings on purchases
ENTERPRISES (PRODUCERS, INTERMEDIARIES)		Adherence to environmental marketing. New production and promotion formats based on environmental friendliness, responsibility and mutual benefit creation	Saving on quality raw materials, materials, environmental packaging, waste minimization
MARKET		Emergence of conditions for full satisfaction of real needs. Development and adoption of environmental laws for production and trade. Formation of society ecological culture	Limitation of primary needs (safety needs) satisfaction. Lack of opportunity to meet social needs

Figure 4. Environmentally-oriented consumer behavior: the degree of motivation

and motivates producers to organize production and sale processes with minimal costs, saving on quality raw materials, environmental packaging, minimizing waste, etc. Bringing the relations be-

tween consumer and producer to a new level will allow to develop of the eco-responsible marketing concept and form the economic entities ecological culture forming.

CONCLUSION

Changes that take place in the marketing environment shape the consumer behavior, form the demand for ecological products and services, transform the market players corporate culture. Observed trends and changes in the marketing environment form the marketing ecological imperative, which is the need to take into account the environmental factor in enterprise marketing activity by including tasks aimed at reducing the negative and strengthening the positive anthropogenic impact on the environment.

In the frame of globalization and strengthening of international competition, environmentally responsible marketing establishment, support and development are created. In this case, the difference in corporate cultures under the influence of the environmental factor will serve as a limitation for establishing relationships between market entities with different attitude to environmental issues and different level of ecological culture. It can be a serious constraining factor for separate market player economic growth, an obstacle to enter international markets, a factor reducing competitiveness and investment attractiveness.

The findings of the study can be used for making effective management decisions and development of marketing programs at the corporate level, taking into account trends in the environmental products market. The findings of the study show that enterprises that implement the eco-responsible marketing concept should initiate changes in information and communication marketing systems. These changes should include environmental information systems creation and implementation of ethical approaches to marketing communications.

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