

# “Consumer packaging as a tool for social and ethical marketing”

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# CONSUMER PACKAGING AS A TOOL FOR SOCIAL AND ETHICAL MARKETING

## Abstract

Producing consumer packaging, which would meet the modern requirements in a comprehensive manner, while ensuring the needs of a consumer, a manufacturer and society as a whole, is currently one of the most important issues. In the context of developing a socially responsible society, the transition from classical marketing schemes to the social and ethical marketing is important for producers. The article defines the features of consumer packaging as a marketing tool based on theoretical generalization and survey among the city of Lutsk residents. The author's vision of the packaging strategy and the product strategy interaction in the context of socially oriented marketing is presented. The possible options of packaging recycling are outlined: use of returnable packaging; utilization of packaging and the use of appropriate materials that are subject to recycling; use of packaging for other purposes.

## Keywords

environmental marketing, packaging strategy, product strategy, environmental responsibility, packaging recycling

**JEL Classification** M30 M31

## INTRODUCTION

Nowadays, it is important to produce such packing for goods that would meet different requirements synchronically: on the consumer's part – ease of use, good design and ability to keep the contents well; on the part of society – neutralizing harmful influence of packaging on the environment during manufacture and utilization; from the standpoint of producers and trade – cheap cost and ability to keep goods during transportation. The European vector of Ukraine's development prompts our state to form socially responsible consumption of products in the society. It also induces producers to move from classical marketing schemes for its implementation to social and ethical marketing.

According to statistics, about 70% of purchasing decisions are taken by the consumer directly at the time of the purchase at a supermarket. Therefore, the development of package design is very important. This process shouldn't be interpreted as an expense, but as one of the most profitable ways of investing.

## 1. LITERATURE REVIEW. THEORETICAL BASIS

Under the present circumstances, an enterprise has to make decisions in the marketing sphere, adhering to the social and ethical marketing principles and being guided by the long-term interests of consumers and society as a whole (Sokoly & Katashynska, 2014).

Many researchers have highlighted the main aspects of the environmental marketing concept (in particular, its essence and role, the market of environmental goods, the behavior of consumers of environmentally safe products). They also have disclosed the main tools of environmental marketing, namely: commodity and commodity policy, pricing policy, marketing features and communication system (Kotler & Keller, 2015; Mazaraki et al., 2013). In many studies, the focus of environmental marketing is mainly on boosting and promoting goods with environmental parameters.

Most researchers consider environmental marketing as a management function that organizes and directs the activities of enterprises related to the assessment and transformation of consumer needs into the environmentally determined demand for goods and services that contribute to maintaining the qualitative and quantitative level of main ecosystems, satisfying the needs of both individuals and organizations or society as a whole (Abzari et al., 2013; Semeniak et al., 2005).

Some researchers (Bilovodska & Hrymailo, 2010) consider packaging as an important aspect of the product policy of a manufacturer, an integral market attribute of the product itself and one of the most effective marketing tools. They systematized and analyzed indicators characterizing the packaging of food products, and offered directions for improving packaging and its compliance with market requirements. Hanotska (2008), while analyzing the peculiarities of standard and exclusive packaging and pointing to the prospects for their development in Ukraine, argues that packaging is the main intermediary between the goods and the buyer, and the success of producers in the commodity market is determined by the professional design of consumer packaging.

Kirnosova (2011) has investigated the modern requirements of environmental marketing to packaging, which corresponds to world trends, consumer needs and society as a whole. She has also formulated additional functions and principles of packaging management aimed at a long-term strategy of developing the enterprise image and increasing the competitiveness of products through increased environmental benefits for the buyer.

Tielietov considers packaging marketing to be the system of innovative marketing, which in the packaging business implies three innovative components: ecological, communicative and resource-saving, which is a complex approach compared to the so-called fragmentary one available today (Tielietov & Shatova, 2014). The study showed that packaging is an important source of information about a product, a manufacturer, usage rules, storage terms, product composition, etc. The visual image of the goods plays an equally important role. This represents a certain combination of colors, font, geometric shapes and other elements of the visual system. All of this forms an important attribute of the product competitiveness.

The purpose of the article is to systematize approaches to defining the concept, functions and requirements for packaging; to identify its meaning in accordance with the concepts of traditional, socio-ethical and environmental marketing; to study the product strategy of an enterprise and the packaging strategy interaction; and to develop possible package recycling options.

To achieve this goal, the following methods are used: general scientific methods (analysis and synthesis, categorical analysis, scientific abstraction and a systematic approach) are employed to study the essence of the concepts of packaging, social and ethical marketing, environmental marketing, packaging recycling; empirical methods (sample observations, questionnaires, comparative analysis, induction, deduction) are used to analyze the features of perception of packaging by potential buyers; marketing research is applied to identify the relationship of the company's product strategy with the packaging strategy and to study the mechanism of forming the consumer value of packaging.

In a globalized world, the problems of new packaging use are linked to the urgent need to reuse it to improve the ecological health of our planet. Therefore, the development of a marketing strategy for packaging based on social and ethical marketing belongs to important modern economic research.

Recently, the values of society are changing towards socially responsible and healthy lifestyle. Increasingly, the question arises about the con-

sumption of products that do not have ecological harmful effect and are safe for a person. Such trends are also related to the goods packaging. Environmental marketing, a component of social and ethical marketing that takes into account the needs of environmental protection, is becoming more and more relevant. It offers the production of environmentally friendly packaging for human and environment and seeks to minimize the weight and volume of package that can be reused, partially or completely recycled or safely disposed of.

Packaging is the objects, materials and devices used to store goods and raw materials, as well as the process itself and a set of measures for the preparation of objects for its manufacture. Packaging is classified according to a number of features: the place of packaging (production, trade), appointment (consumer, transport), material, form, load capacity and dimensions, frequency of use (Khain, 1997). Consumer packaging involves packaging of goods by a manufacturer or a seller and the release of packaged products to the retail chain with predetermined quantitative characteristics such as mass, volume or length.

Consumer packaging (Mokshancev, 2011) includes: boxes of unequal size, baskets, trays, tubes, bags, package made of cardboard, paper, foil, polymeric and combined materials; glass and metal cans, bottles, glasses of combined and polymeric materials; packing materials, namely paper, foil, parchment and imitation parchment, cardboard, in particular, lining made of corrugated cardboard. Transport packaging is used for transportation of goods, as well as wholesale and retail sale. It consists of transport containers, packing, dressing materials, various devices for preventing movement of goods in vehicles.

For any package, the following basic requirements are put forward: safety – harmful substances contained in the package cannot go into the product; environmental compatibility – during use and disposal, the ability not to cause significant harm to the environment; reliability – the ability to maintain mechanical properties and/or air-tightness over a long period of time; compatibility – the ability not to change the consumer properties of packaged goods; interchangeability – the ability of packages of one type to replace packages of an-

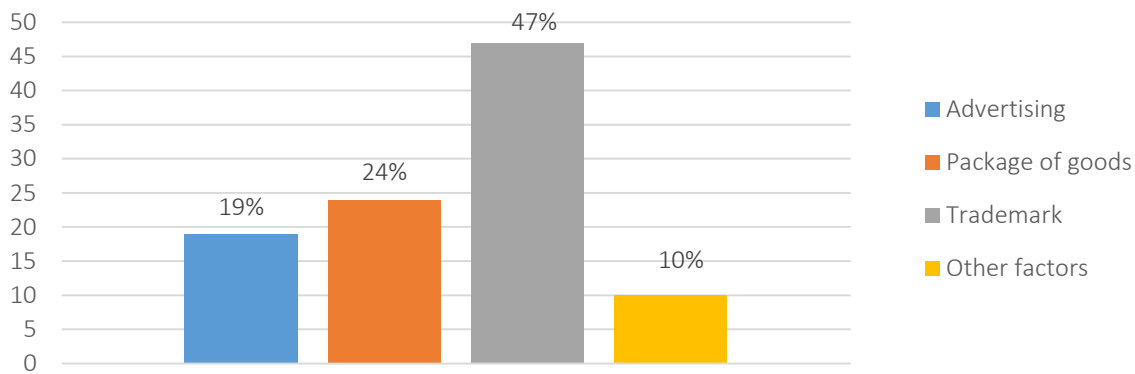
other type; the economic efficiency of packaging is determined by its value, which depends on the materials used, as well as on the costs of operation and disposal.

Packing the product is increasingly becoming an effective marketing tool. On average, the cost of packaging is 10% of the price of the goods. In today's competitive environment, packaging simultaneously performs several important functions. It protects goods from damage during transportation and storage; provides the opportunity to collect liquid, granular, bulk products in the right amount and form; creates conditions for rational transportation and storage; ensures ease of the product use; acts as a means of communication with the consumer company, namely demonstrates the trademark, indicates the content and rules of product use, with the help of design, creates an image of the manufacturer. The most effective is the packaging, in the development of which the following principles are adhered to: ergonomics of opening, use and storage, aesthetics, reusability, the optimal weight of the product packaging. Each package, depending on its characteristics, helps to distinguish the product from the goods of competitors, promotes its search and gives the manufacturer a certain image. It begins to perform its functions at the stage of product creation and completes them at the stage of consumption of goods (use and disposal) (Planeta upakovky, web-site, n. d.).

Some scientists consider the packaging “fifth P” after the product, price, distribution and integrated marketing communications. However, most researchers consider packaging to be an important element of product strategy. One should agree with Kirnosova that under the saturated market, “packaging is one of the most effective marketing tools, since it facilitates the goods promotion considerably, and the buying impulse on the spot activates first of all thanks to packaging” (Kirnosova, 2011).

To confirm this hypothesis, a marketing study was conducted by interviewing residents of the Volyn region in general and the city of Lutsk in particular. The time frame for this study is from April 16 to April 30, 2017. The representativeness of the sample is 95%. The structure of the survey is represented by 11 questions, according to which

Source: Authors' research.



**Figure 1.** The respondents' answers to the question "What do you usually follow when deciding to buy a particular product?"

it is possible to characterize the respondents' attitude to the phenomenon under investigation. The purpose of the study is to find out if the consumer packaging has an impact on potential buyers, namely: information placed on the package; the material of which the package is made; associations arising as a result of the external perception of different packages. According to a survey, 24% of respondents are directly affected by the packaging in terms of the decision to buy a certain product. 19% of respondents make a purchase when affected by advertising. Among 47% of the respondents, the brand affects the final choice, while under the influence of other factors, the decision to buy takes a total of only 10% (Figure 1).

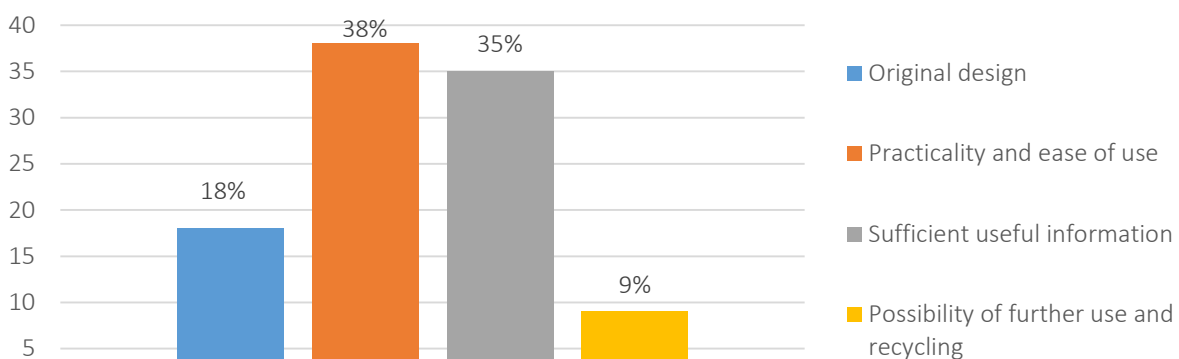
The answers to the question "What attracts you most to the packaging?" (Figure 2) are distributed as follows: practicality and ease of use – 38%, sufficient useful information – 35%; original design – 18%, possibility of further use of package

– 9%. Thus, most respondents prefer informative and convenient package.

The fact that 39% of respondents always read the information provided is also an evidence of the buyers' interest in the useful information placed on the package. Other answers to the question "How often do you pay attention to the information placed on the package?" are distributed as follows: 41% – sometimes, 16% – occasionally, and 4% – never.

In terms of the question "For which food products packaging is decisive?", 19% of respondents answer that it is decisive for sweets; 15% – for dairy products, 14% – for tea and coffee and juices and carbonated drinks. Responses for other types of goods are distributed as follows: 6% – alcoholic beverages and seasonings and spices, 13% –sausages and canned goods. Consequently, packaging always attracts the attention of customers, regard-

Source: Authors' research.



**Figure 2.** The respondents' answers to the question "What attracts you most to the packaging?"

less of the product they want to buy. Consumer perception of packaging is transferred to the product itself. Accordingly, the environmental friendliness of the packaging is associated with the safety of the goods and forms its positive image.

Choosing a packaging concept is a very important stage in product development. It should be noted that the consumer not only buys the product, but also receives certain emotions both from the design and the information placed on the package. Therefore, package should fulfill the most important function, namely it can stimulate the buyer to buy the proposed product. Any defects of package (aesthetic, ergonomic, etc.) can significantly affect the sales volume, and their elimination will require considerable resources and time.

According to the study results, among 58% of respondents, packaging with original design is associated with the firm's attitude towards the promotion of the product on the market, while 37% perceive the good design as the intention to hide not a very high quality product under the package (Figure 3). Therefore, manufacturers often have a situation where they need to update the design which does not meet the market requirements.

According to the distribution by cost-effectiveness, the choice of material, the purchasing power of certain segments of the population and the characteristics of the product itself, Hanotska (2008) subdivides the modern packaging into the following groups: mass-market is a standard packaging, designed to meet the most general needs of consumers, usually multi-tiered; luxury or premium is a package of creative design, where functionality is combined with highly artistic features, designed for elite products, meets the highest aesthetic requirements of wealthy consumers, is produced in limited quantities, requires special equipment and the most complex and high-tech manufacturing.

At the same time, the survey showed that, in a low purchasing power situation, 63% of respondents are unwilling to pay a higher price for premium-packed goods.

It should be noted that the use of packaging also involves certain problems, and pollution of the environment is the most important of them. In

particular, thrown out package accounts for about 40% of all solid waste in the United States. This causes the waste disposal problem. In Ukraine, this figure is about 20% (Tielietov & Shatova, 2014). The problem of utilization and reuse of consumer packaging is extremely relevant in modern Ukrainian realities. Equally important problem is the packaging of scarce raw materials, which are recovering for a long time, require a significant amount of energy resources, and their cost is constantly increasing.

At present, it is important to produce such packaging of goods, which would meet different requirements simultaneously: on the part of a consumer – ease of use, good design and ability to keep the contents well; on the part of society – neutralizing harmful influence of packaging on the environment during its manufacture and utilization; from the standpoint of producers and trade – cheap prime cost and ability to keep goods during transportation. As already mentioned, the need to address these problems has led to the use of social and ethical marketing in general and environmental marketing in particular. Today it is unprofitable to use fake marketing techniques and methods only to increase profits for a while. From this it follows that it is first necessary to improve the mechanism for regulation of the socio-economic effect in using tools and marketing technologies.

According to Semeniak and Yevtushenko, the concept of social and ethical marketing assumes that the company should identify the needs and interests of the target markets, and then provide higher consumer value and well-being of both the client and society more efficiently than competitors (Semeniak et al., 2005). Reshetnikova (2012) considers the concept of ethical marketing as a philosophy of developing and conducting marketing, which defines the main objective of the enterprise in relation to market – ensuring its functioning on the principles of sustainable consumption and the use of ethical marketing tools for all parties in the exchange and for the environment.

The concept of social and ethical marketing expands and improves the classical concept of marketing. In addition to meeting the individual needs and desires of consumers, this concept seeks to improve the standard of living of society

as a whole. Social and ethical marketing requires taking into account the legality and admissibility of actions, the development of standards of conduct based on personal integrity, corporate conscience and long-term well-being of consumers. Marketing not only affects the quality of the reproduction process, but is also a means of its activation. The social effect occurs on the whole chain of interdependent marketing actions, subordination to the interests of the individual and society. Social and ethical marketing is a systematic, purposeful activity aimed at increasing sales volumes and improving the business image of the company by meeting the public needs of consumers at the expense of funds set in the price of the product.

Scientific literature considers environmental marketing as an important part of ecological and economic management. However, today there is no single definition of this concept. Kuchmiiiov (2011) perceives environmental marketing as a means for attracting consumers to the use of products with improved environmental properties, as an instrument on the way towards sustainable development. Shpylyk and Falovych (2012) argue that environmental marketing is intended to act as an informer for consumers about the problems of the environment caused by intensive management. The authors also emphasize the need to actively participate in solving these problems (Shpylyk & Falovych, 2012).

A comparative description of packaging functions based on the concepts of traditional and social and ethical marketing makes it possible to draw some conclusions. The functions of packaging in traditional marketing are: protective, transport, ergonomic, informational and advertising. Social and ethical marketing should ensure the implementation of packaging functions such as social (creates an ecological culture of consumption of products and services); propagandist (influences public opinion in order to form socially responsible consciousness); regulatory (provides for expanding the benefits of consumers through environmental benefits and reducing production and sale of hazardous products) (Kuchmiiiov, 2011; Reshetnikova, 2012; Semeniak et al., 2005).

Environmental packaging functions are formed directly during the development and production of goods. The basic requirements for environmental

packaging include reducing the amount of materials consumed, recycling, use or disposal without harming the environment (Govender & Govender, 2016). Packaging carries out its functions until the consumer gets the product out of the package and destroys it. It should be noted that each package requires significant expenses, the amount of which must be in reasonable proportion to the total cost of the goods. In the authors' view, the consumer value of packaging should be the subject of a comprehensive study of marketers, since packaging products are actively used in various industries. Packaging is about 70% of all printing products in Ukraine, it is produced by 3.3 thousand enterprises in the amount of about 270 million euros. The consumer value of packaging can be estimated through marketing research (personal interviews of experts of the relevant expertise) by material, service, emotional and social components regarding the list of necessary indicators and their importance (Tielietov & Shatova, 2014).

Using the printing industry products as an example, Shulhina and Huliai (2015) studied the mechanism of developing consumer value of packaging. Nowadays, packaging segment, which is the main product of flexographic enterprises, constitutes the main portion of printing industry. The constant increase in demand for packaging results from a rapid increase in consumer demand. To increase the consumer value of packaging, the company needs to take organizational and economic measures and apply management and marketing tools in order to adapt them to the requirements of industrial and end users. The choice of packaging today is at the level of the end user, which is sensitive to the trends of practicality, convenience and environmental friendliness. Taking these trends into account, a producer and a consumer of packaging, through their close cooperation, can create and increase common value at a certain level (Shulhina & Huliai, 2015). Given the enterprise's orientation to the end consumers, the interest of marketers of enterprises to the level of consumer value of packaging is justified. Their tasks are: to assess consumer value of packaging by means of a questionnaire survey among experts of the relevant expertise; to determine the significance of the consumer value of the package by its components and weight factors; to conduct a detailed analysis of the weaknesses of specific indicators

of the consumer value formed and to characterize the processes of creating consumer value for these indicators; to outline ways for increasing the efficiency of specific processes for the formation of consumer value of packaging (Tielietov & Shatova, 2014).

According to Tielietov and Shatova (2014), in order for the mechanism of developing consumer value of packaging to function successfully, it is still necessary to study and analyze other value chain participants: enterprises supplying raw materials and components, enterprises consuming package, etc. The appropriate marketing service of the industrial enterprise plays a decisive role in such research.

Investigating the mechanism of forming the consumer value of products, Melnychuk (2014) defined this term as a “resonance of value”. He interprets it as the correspondence between the value provided by the producer and that perceived by consumers, arising from consistency of their purposes, expectations and requirements with the real results, which significantly increases the evaluation and encourages the development of mutually beneficial cooperation.

Thus, manufacturers, while producing package as an integral part of the product, must take into account not only all its functions, but also consider

the modern requirements to it. After all, packaging, in the present, is an element of branding and the object of environmental and innovative marketing.

## 2. RESULTS

Taking the requirements of the classical and socio-ethical concept of marketing into account, a comparative characteristic of packing criteria is presented (Table 1). Scientists suggest the following groups of indicators of packaging: 1) from the standpoint of consumers: marking indicators; ergonomics and convenience; reliability and durability; aesthetic and communication indicators; 2) from the standpoint of producers: economic indicators; transportation and warehousing indicators; environmental performance (Bilovodska & Hrymailo, 2010). Environmental friendliness indicators are determined by the manufacturer, not by society. According to the authors, the role of packaging in the concept of social and ethical marketing should be considered from three positions: consumers, producers and society.

If in the classical concept of marketing, consumer requirements relate, first of all, to the convenience of packaging during the product purchase and use, the provision of the necessary information about the product, then the social and ethical concept implies safety for consumers when stor-

**Table 1.** Comparative characteristics of the packaging criteria in the classical and social and ethical marketing concepts

Source: Summarized by the authors.

Criteria	Classical concept of marketing	Social and ethical concept of marketing
Important criteria from the consumer's standpoint	Ensuring convenience when purchasing and using the product	Materials comply with the hygiene rules and are safe for consumers
	Providing the necessary information about the product	Complete information on the characteristics of the goods and additional data on the contraindications in consumption and use and the features of production technology Developing advanced material and technological properties of package, which improve the recognition and use of the product and encourage it to be bought
Important criteria from the perspective of an enterprise	Preserving goods from damage	Availability of information on the recycling technology
	Creating conditions for rational transportation and storage	The cost of packaging is proportional to the commodity cost
	Supporting a certain image of the product An important delivery vehicle for advertising	Developing new technical solutions in packaging (production of innovative package of new material)
Important criteria from the perspective of society	No packing requirements	Creating a system of collection and recycling of the package used Tax support creation Creating an organization responsible for coordinating the marketing process utilizing the package used



ing and using the product, as well as the use of advanced packaging properties, which improve the recognition of the product and encourage it to be purchased.

The listed consumer requirements for packaging are confirmed by the results of marketing research. For example, regarding the information to be placed on the package, respondents' answers are distributed almost equally between the characteristics of the product and additional information on disposal (or further use) (39%), the main characteristics of the commodity (34%) and characteristics of the commodity and additional information on the technology of production (27%).

Currently, consumers pay special attention to the problems of environmental safety and cleanliness of goods. And precisely these characteristics determine market success. This trend is especially relevant in the production and sale of environmentally friendly goods for industrialized regions of Ukraine. In this situation, the package and the label become a powerful means of promoting the product on the market, because package as part of marketing often acts as a direct advertising, attracting the consumer's attention. Therefore, national producers and individual entrepreneurs are seriously considering the design of the existing package or the development of a new packaging for their product. There are many reasons for changing package: new products are emerging, new packaging technologies are introduced, product range increases, consumer tastes and lifestyle change, interest in old brands evaporates, etc. The desire to reduce the volume of packaging production and develop the technology of recycling waste is currently one of the most important tasks.

Until recently, polymeric materials were the most widespread material for consumer packaging. They were cheap and simple according to manufacturing technology. A quarter century ago, in Western Europe waste per capita accounted for 150 kg, in the USA and Japan it amounted up to 200 kg. Therefore, scientists started large-scale research specifically to reduce the volume of packaging production and to develop recycling technology (Tielietov, 2013).

Most developed countries currently reduce the volume of polymer packaging or totally reject it in favor of recovery materials. Also, a significant disadvantage of polymer packaging is using oil during its production (non-renewable resource) and direct dependence on oil price. Thus, even the most conservative producers will eventually be forced to switch to consumer packaging materials (paper, glass, etc.) due to public complaints and increase in oil prices. Consequently, the future of the packaging sector belongs to recycling materials that can be reused or disposed of without harming the environment (Auliandri et al., 2018).

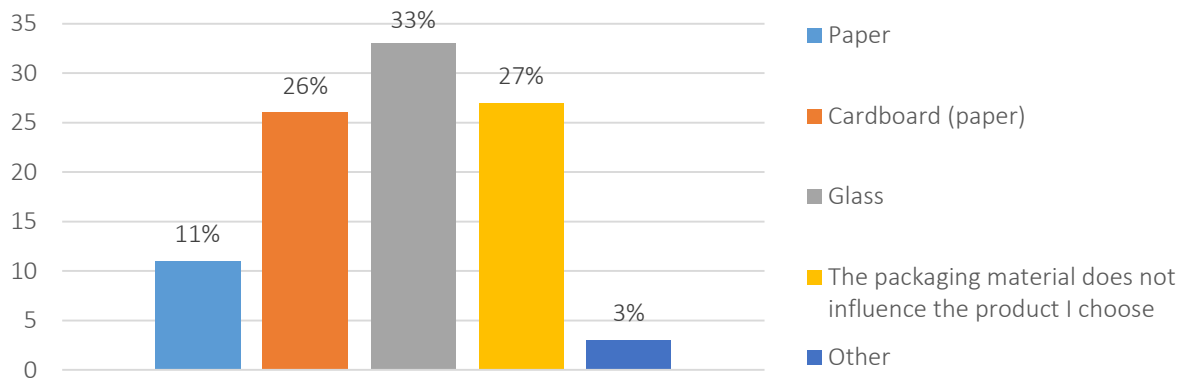
Over the last 20 years, there has been a significant reduction in the use of plastic packaging. For example, the production of a 1.5-liter bottle of mineral water was reduced by 42%, and a 125-gram jar of yogurt – by 40%. According to statistics, a person consumes 530 kg of products per year, 13% of the weight accounts for packaging, i.e. 73 kg (Ekolohichna upakovka: porady vyrobnykam, n. d.).

Japan is one of the specific examples of dealing with the problem of waste reduction and recycling. This country is engaged in the processing of over-manufactured products with zero waste. Knesset, Israel, is another example, when during the meetings they began to give water in jars instead of plastic mineral water packaging bottles. This saved the volume of plastic rubbish by 30 cubic meters per year (Tielietov & Shatova, 2014).

According to the poll conducted by the authors, 33% of buyers prefer package made of glass, 26% cardboard packaging and only 11% prefer plastic. 27% of respondents do not pay attention to the packaging material (Figure 3).

In order to determine the modern concept of packaging in the context of establishing socio-ethical marketing of a company, it is necessary to find out the relationship between the product strategy and the packaging strategy itself (Figure 4).

The development and production of package is a complex process that requires the combination of scientific and marketing approaches from producers of both packaging materials and products



**Figure 3.** The respondents' answers to the question "What kind of packaging materials do you prefer when buying food?"

for which packaging is intended. In fact, products differ from each other by properties, expiration date, peculiarities of consumption and use. This is precisely the result of individualized approaches to choosing the concept of packaging, for which there is a common feature – to solve the problem of creating environmental packaging with the minimum amount of recommending materials. Consequently, social and ethical marketing involves not only the product release, but also the creation of programs responsive to the closed cycle of reusing package, that is, "packaging recycling", offering three possible options (see Figure 5).

Option A (use of returnable packing), for example, involves the use of wooden and reusable plastic pallets, repair of wooden containers, the use of recycled glass containers. The extensive network of items for receiving containers, the emergence of container operators on the domestic market are a prerequisite for this option.

Option B (disposal and package recycling) implies enterprises for the recycling of packing used, as well as optimization of production and making innovative decisions in the technology of packaging materials. For example, the collection and recycling of cardboard, the production of polymers subject to composting, the reduction of the foil thickness, the use of raw materials that are subject to biochemical degradation.

Option C is equally important, which suggests taking into account the experience of some world

designers who, despite the stereotypes available, show interesting and creative packaging. In particular, in 2010, PUMA refused cardboard boxes for shoes and replaced them with fabric bags, calling them "Little smart box". For this reason, the use of cardboard has been reduced by 65%, which allowed saving 8.5 thousand tons of paper, 20 million megajoules of electricity, 1 million liters of water, and reducing the amount of carbon dioxide emissions into the atmosphere by 10 thousand tons (Zinovchuk, 2015).

It is clear that each enterprise has its own approaches, but the general motive should be to minimize the negative impact on the ecosystem. Unlike the classical concept of marketing, where societal interests are not taken into account, socio-ethical marketing envisages: ecologization of public consciousness through the state programs implementation; creation of a system for receiving and collecting returnable packing; creating a network of package operators in Ukraine; at the legislative level, establishing the responsibility for non-utilization of the package used, increasing the tax burden on the production of goods in unhealthy packaging. In order to implement these provisions, it is advisable to use the experience of foreign countries, where the functions of accumulation and recycling of waste are placed on local governments and highly specialized companies. This significantly contributes to the reduction of domestic waste through their recycling. In the EU, all consumer packaging is subject to mandatory labeling, which guarantees recycling and reuse.

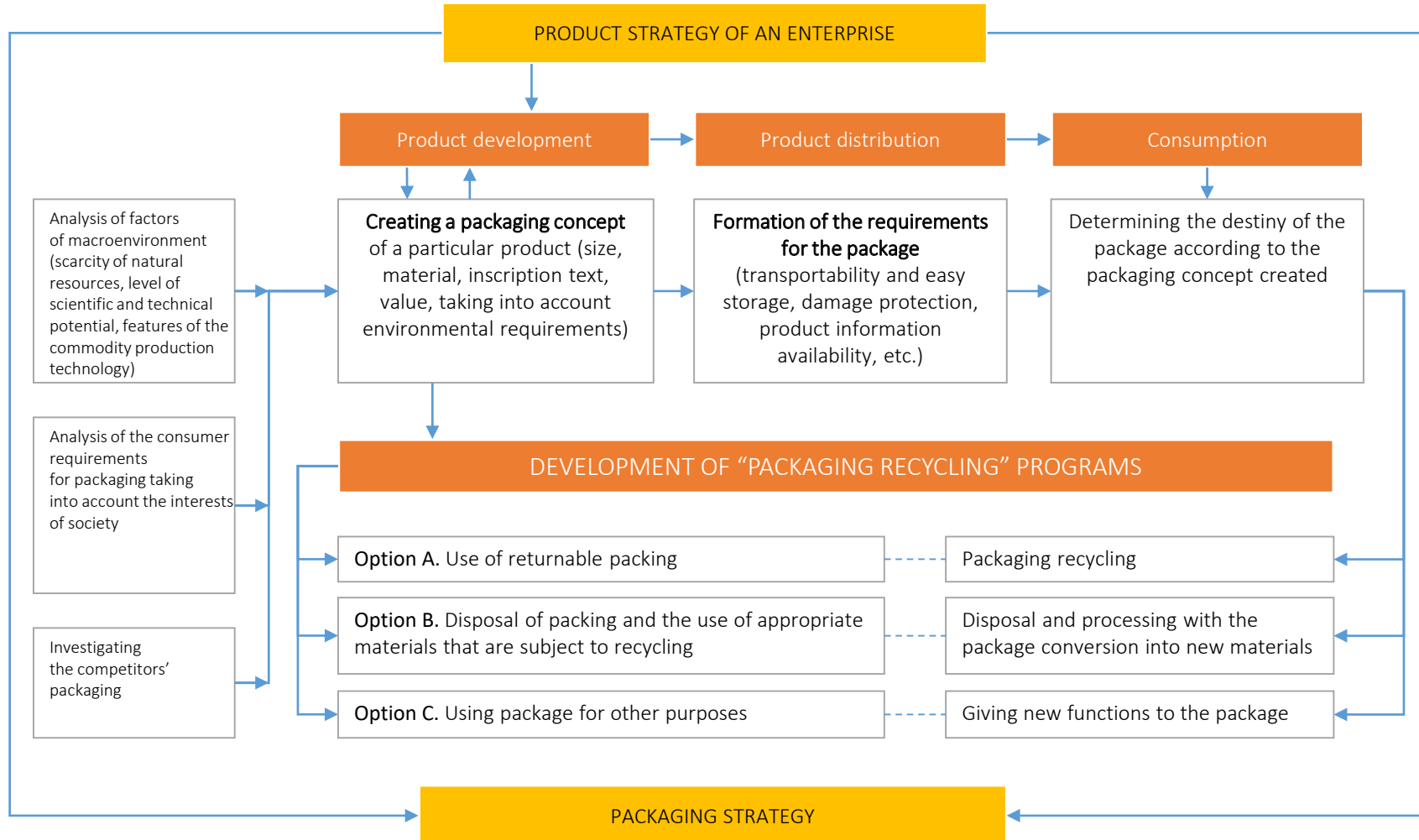
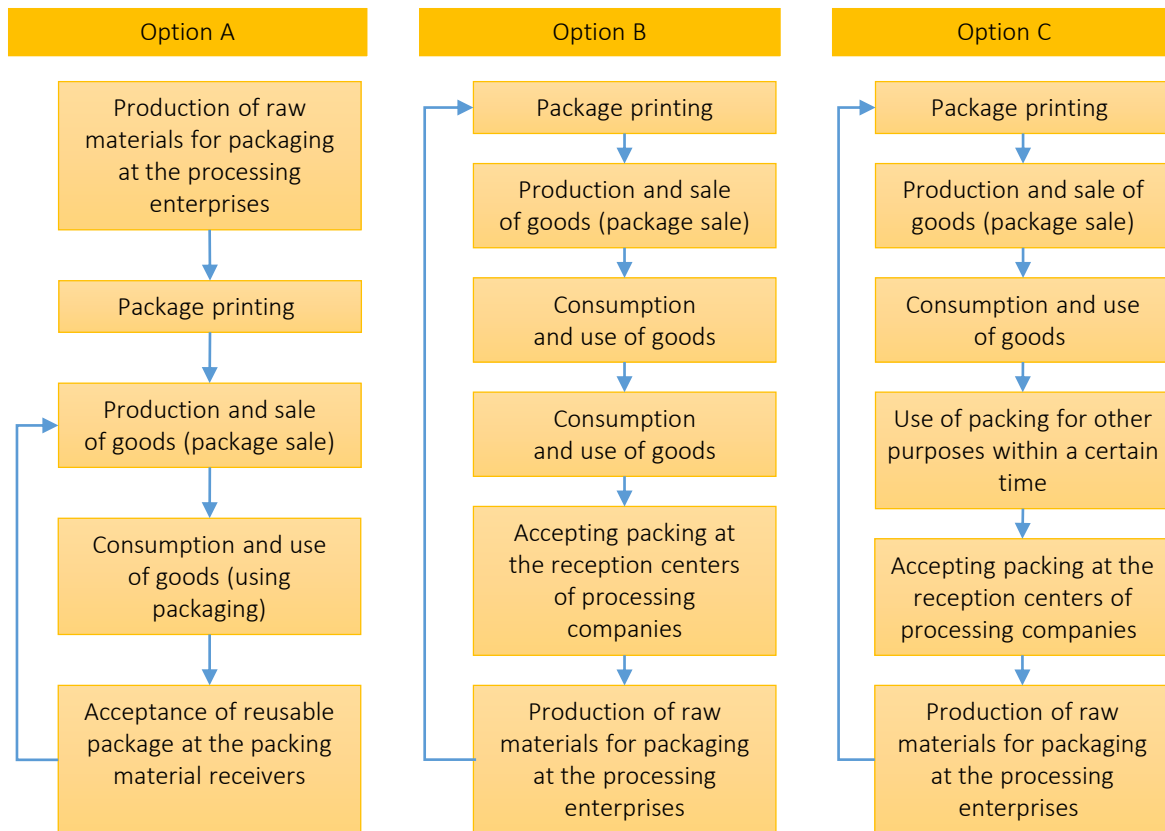


Figure 4. The product strategy of an enterprise and the packaging strategy interaction



**Figure 5.** Recycling options for packaging

The proposed packaging recycling options will be able to meet the requirements of not only manufacturers and consumers, but also society as a whole. It is the complex vision of the problem from the standpoint of traditional, social and ethical, and environmental marketing that can help

producers create packaging for products that will implement all the necessary functions and meet the requirements of major user groups. In fact, in the global world, it is necessary to balance the innovation, ecological and consumer value of packaging in order to improve the environment.

## DISCUSSION AND CONCLUSION

According to characteristics, consumer packaging greatly influences a buyer's decision to purchase goods and is a significant reserve for increasing sales volumes. Social and ethical marketing is one of the effective tools for impacting buyers. It not only improves sales, but also enhances the company's image. Recently, the tendency is to increase the demand and release of environmentally friendly products. This extends to packaging as a compulsory element of the product and an important marketing tool.

The article presents an approach to the interaction of the packaging strategy and product strategy in the context of social and ethical marketing and, based on this, the following are possible options of packaging recycling: the use of returnable packing; disposal and packaging recycling; use of package for other purposes.

The choice of forming a marketing packaging strategy based on social and ethical marketing, in particular environmental marketing, is substantiated. Thanks to this type of marketing, the production of

environmental package with materials safe for humans and the environment will increase. It will also be possible to use it repeatedly, reprocess it partially or completely, or safely dispose of.

In order to produce consumer packaging, which would meet the modern requirements in a comprehensive manner, while simultaneously ensuring the needs of a consumer, a producer and society as a whole, it is necessary to create, at the national and local levels, the institutional provision of collection, processing, utilization and recycling of consumer packaging. Moreover, it is not necessary to create new entities, it is enough to allocate the functions needed between existing services. This calls for introducing marketing experts to local government institutions that will specialize in environmental matters. It is also worth solving the problem of interaction and responsibility of all packaging recycling participants in order to improve the overall environmental health and the welfare of society as a whole.

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