

**Kharchenko T.M., PhD in Economics,  
Associate Professor Sumy National Agrarian University  
Su Yahui, student of master's degree  
Faculty of Agricultural Technology  
and Environmental Management,  
Sumy National Agrarian University  
Nandosora Katjatako, student of master's degree  
Faculty of Agricultural Technology  
and Environmental Management,  
Sumy National Agrarian University**

## **MARKETING PHILOSOPHY OF GREEN BUSINESS COMPANIES**

Modern marketing is focused on making profit through maximizing customer's satisfaction. However, it is worth noting that the speed of development of marketing technologies leads to the fact that both the consumer and the buyer need to think about responsible consumption of goods and services.

The term "green economy" is a state of economic development - the industrial economy adapts to human environmental protection and health need [1]. Green marketing is a management process that can identify, anticipate and meet the social demand of consumption, and can bring profits and sustainable operation [2].

Green marketing embodies the enterprise to meet the interests of consumers and the common aspirations of human beings, establishes the coordination mechanism of the unity of opposites between human beings and nature, and represents the future direction of enterprise survival and development and enterprise behavior.

Economic activities refer to all activities that human beings obtain and use all kinds of means of life through labor process or paying appropriate price in order to survive under certain social organization and order. In short, economic activities are aimed at meeting people's needs.

We know that green economy is a historical process of economic activities. It is an economy characterized by maintaining human living environment, reasonably protecting resources and energy, and benefiting human health. It is a balanced economy.

Because we have been deeply plagued by the traditional economic growth model, in the past 200 years, every industrialized area has experienced a process of high pollution, high consumption and low efficiency. The green economy is not just a fashion label, he wants to help companies use the least consumption to produce the most popular products. Of course, there is a logical relationship. If the enterprise produces according to its own wishes, regardless of what the consumer needs, this is the planned economy that the Soviet Union has ever implemented. Of course, this has been abandoned by history. The economic activities of enterprises should not be blind, and the market should serve as the origin of all economic activities.

The market should be the source of the product design concept. The custom economy that was not paid attention to before is the representative of the green market economy. For a producer, the market will make their production targets clear, and they can avoid worthless trial and error, which can reduce a lot of consumption and reduce pollution.

Bespoke is one of the examples. The word "bespoke" originated in Savile Row, meaning tailored to individual customers. Savile Row is a shopping district in central Mayfair, London, known for its traditional bespoke tailoring industry. With the development of the times, the meaning of the word "customization" has gradually been enriched, such as custom clothing, gifts, and even customized skin color, customized vegetables, etc., to cater to people's pursuit of quality and personality, customization is the true personality Consumption. Among the "Top Ten Technologies for Changing the Future" predicted by the United States, "customized customization" is ranked first, and its market position is increasingly recognized. Green marketing requires enterprises to implement the principle of combining their own interests, consumer interests and environmental interests.

The demand for green products in the developed countries of the world is very wide, and developing countries cannot truly realize the greening of all consumer demand due to reasons such as capital and consumption. Taking China as an example, at present, only some foods, home appliances, and communication products can be partially greened; and developed countries have implemented and realized green consumption of all products through various channels and means, including legislation. Thereby, it has cultivated a very broad market demand base and laid a solid foundation for the development of green marketing activities. Taking green food as an example, the demand for green food in the UK and Germany is completely self-sufficient. The UK imports 80% of the total food consumption each year, and Germany has 98%. This shows that the market potential of green products is very large and the market demand is very wide [2].

Green products not only meet the core needs of consumers in terms of the core functions of products, but also meet the corresponding technical standards in terms of performance and quality, with market competitiveness and "green" characteristics. However, compared with the traditional economy, the disadvantages of green economy are obvious: high price, low market share and low recovery rate of recyclable products.

Free trade should be the core criterion for green economic activities. If green companies want to survive in the market, they must innovate in marketing. All marketing strategies and innovative means should be built around green products. It is conducive to let the market and consumers have a deep understanding of green products, guide consumers to buy and consume correctly, establish a green image of the company, and occupy the market competitive advantage and competitive advantage position [3].

One of the important elements of green product development is the promotion of eco-labels on the products. Eco labeling is an effective tool which can provide the information on two main functions which is the information function that addresses the quality characteristics of the tangible product and the value function which provides the corporate environmental image of the firm [4].

As conclusion, green marketing is a comprehensive embodiment of the company's green business philosophy, and it needs the support of the enterprise green technology model, production model and organization management model. The success of corporate green marketing is not in fact the marketing activities and marketing methods themselves, but whether it establishes the concept of green management, adopts the guiding ideology of green innovation, and implements it into all aspects of the green management of enterprises.

#### **Reference**

1. Wu Zhonglun. Connotation and value analysis of green economy. *Science and education guide (Electronic Edition)*, 2016 (5). P. 131-132.
  2. Yang Xuexing. Study on the competitiveness of China's green economy. 2016. ()
  3. Li Juan.. Green economy and China's national competitiveness. *Journal of Hunan University of administration*, 2011 (5): P. 48-51.
- Yan, Yeow & Yazdanifard The concept of green marketing and green product development on consumer buying approach. *Global Journal of Commerce & Management Perspective*. 2016, Vol. 3. P. 33-38.