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## USAGE OF ENVIRONMENTAL MARKETING TOOLS IN THE INTERNET

### ВИКОРИСТАННЯ ІНСТРУМЕНТІВ ЕКОЛОГІЧНОГО МАРКЕТИНГУ В МЕРЕЖІ ІНТЕРНЕТ

*Rising number of conscious market players are feeling responsibility for the next generation's life. Therefore they prefer paperless technologies like Internet.*

*Internet advertising or Internet marketing is a form of advertising which is developed rapidly for its cheapness, consistency and also its comprehensiveness. Thus the investigation of the application of the Internet or electronic technologies in marketing is the important topic in marketing environment. This paper provides a review on marketing and communication based on the Internet by various topics.*

*Also, the ecologization concept and "green" marketing has become urgent and fashion trends last time. Numerous regional companies round the world try to share their environmental responsibilities and to implement the desire of constantly growing community of green consumers to their marketing strategy. The purpose of the article is to show the importance of green marketing using in the Internet as a marketing tool for green consumerism. In the article a comprehensive profile of the typical green consumer is provided. The importance of marketing "green" communication with customers is emphasized in this article.*

**Keywords:** *green marketing, green consumers, Internet marketing, marketing tools, green advertising, environmental advertising, media planning, social media.*

**Formulation of the problem.** Understanding the green consumer, an emerging target group for many socially responsible communication programs has a long tradition in advertising research [15]. Segmentation and profiling are key tools for understanding these consumers. Socioeconomic, demographic and psychographic variables are being used to segment the green consumer with conflicting results and without a clear profile emerging.

An important part of such profiling work is to understand consumers' openness to persuasion attempts through advertising media. The research has shown that green consumers are generally open to green advertising even though they show some level of skepticism towards green advertising appeals. The research suggests that such green consumer skepticism may have dramatically decreased in recent years [16] and that green appeals now indeed significantly increase brand attitudes.

**Literature review.** While some studies investigated how to approach the green consumer through creative strategy [6], much less is known about media strategy. Practitioner segmentation studies often report not only on demographic, psychographic, attitudinal and behavioral variables used for cluster analysis but also descriptive/profiling ones – media usage variables among them [25]. Academic studies on green consumer profiles/segmentations, in contrast, have traditionally contained very little media use information – those that have reported such variables have shown rather equivocal results.

Not much is known about green consumers' Internet (webpages, social media and mobile devices) usage patterns. While much has been written about online environmental content (e.g. [22]) and media tactics environmental activists and NGOs use [18], very little is known about the "average" green consumer's media habits on the Internet. Various motives for sustainable behaviors (responsibility, involvement, internalization) have been examined among Facebook and Twitter users [31]. The viability of mobile marketing tools (such as QR codes) for green marketing purposes has been assessed [1]. But there has been no detailed academic reporting on green consumers' Internet media use.

**The main goal** is to understand what media types are the most effective (broadcast, printed, outdoor, Internet) and what specific media vehicles (blogs, social nets, websites) should media planners use to reach this audience.

**The main part.** E-commerce is the trade and exchange of products, services, or information through the Internet also according to e-commerce means to share business information, maintain business relationships, and run a business through the Internet. One of the most significant changes that e-commerce has brought to the business world concern the means technologies available on the Internet give marketers to identify and reach potential consumers. The e-commerce applications can be defined in three categories: 1. Business to Business (B2B), 2. Business to Consumer (B2C) and 3. Consumer to Consumer (C2C). There are different models of e-commerce that describe the basic relationships between different players in e-commerce context.

Also e-commerce can be viewed as combining innovative approaches, virtual applications, and Internet business operations into a single, revolutionary, enterprise solution and these relationships can assist in e-purchasing, order processing, transaction handling, payment processing, manufacturing, inventory, and customer support, thus enterprises view e-commerce as the best way to form a bridge between suppliers, business partners, and customers [32].

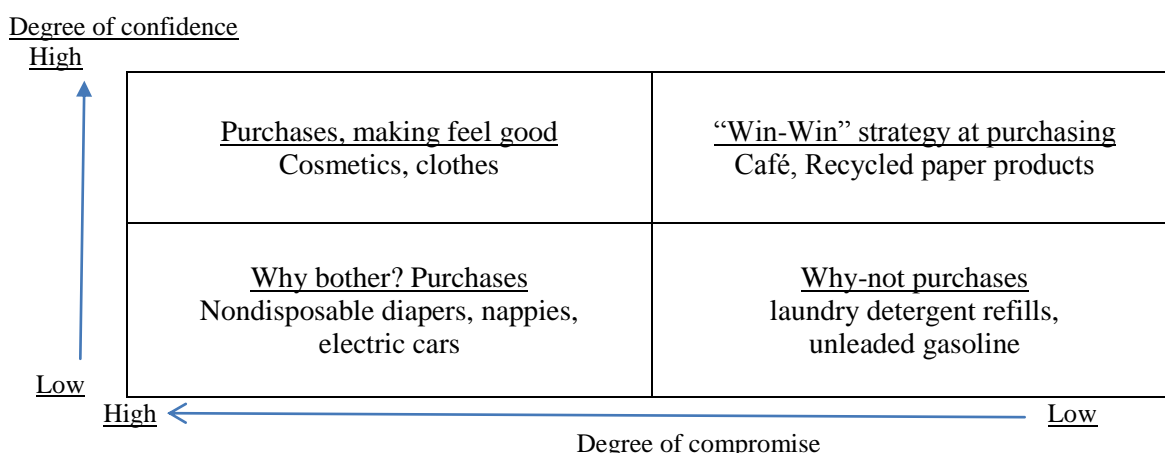
Technological developments have introduced significant changes to the way in which organizations interact with existing and prospective customers [24]. The advent of Web 4.0 technologies and the increased popularity of social media have allowed for a more direct and interactive form of communication, where users can easily share and digest information on the Internet. The Internet's commercial influence is highly visible in retail industry, where online shopping has shifted from a minority to a mainstream activity in less than two decades, and online retailing is predicted to continue to expand rapidly in the future [29].

Business-to-business marketers have been using Internet applications widely for several years now, and there is an extensive body of knowledge around the use of web-based branding in the sector [2]. Companies in the case of beginning with B2B marketing with a single partner often use the method of project cooperation and suggest that it is good practice to include all available company resources and experience of staff and management. Many companies successfully employ marketing knowledge and focus on the most important characteristics of its consumers, with emphasis placed on project approach to consumers, instead of classical approach [10].

Business-to-consumer online auction, along with consumer-to-consumer and business-to-business auctions, are the most popular manifestations of this trend [11, 12]. Business-to-customer marketing is the tactics and best practices which employed to promote products and services to customers and consumers. The most effective channel for a business or promotion of products is the utilization of the web which is becoming a universal consumer's shopping research. In 2011, 33 % of adults aged 18 to 39 turn to the Internet first when looking for information on local businesses, while 26 % of older adults rely primarily on the web for researching nearby companies. More than 115 million people in the United States created online content at least monthly in 2013 [14, 33].

There is a large group of people who have never bought any product or service on the Internet and their reasons are practically unknown to scholarship at the present time [9].

Authors conducted the next entourage to identify tendencies of consumers. Two factors making significant impact on perception of equal green and non-green purchases are: degree of compromise, and degree of confidence (see Fig. 1). In Fig. 1, the matrix brings these two key variables that affect the likelihood of any purchaser (whatever is the intensity of his / her environmental concern – or shade of green) being influenced by environmentally related criteria when considering a purchase: the degree of compromise involved and the degree of confidence generated in environmental benefits of a particular choice. The degree of compromise may take a variety of forms such as having to pay more, or travel further in order to purchase a green product; and the degree of confidence assures the consumer that the product addresses a genuine issue and that it represents an environmental benefit.



**Fig. 1. The green purchase perception matrix**  
(made by Stanwick Peter A. et al., 2015)

Green consumers usually understand themselves as being environmentally friendly consumers. Lately, more people make their homes energy efficient, drive more fuel efficient cars, focus more on recycling, and buy products that are healthier and less harmful to society and the environment. At first, green consumer

should value protecting the environment before they can have the intention of buying environmentally friendly products. Table 1 generalizes the description of typical green consumer by age, education, sex, kids and wealth. Typical green consumer can be described as premiddle aged, well-educated, wealthy woman with/or with no kids.

Social media research and stories of its effectiveness mainly focus on business-to-consumer examples in which social media leads to increased brand awareness, loyalty, engagement, and sales, e.g. [26, 20, 27].

Social media, in a way, converts consumers into marketers and advertisers, and consumers can create positive or negative pressure for the company, its products and its services, depending both on how the company is presented online and on the quality of products and services presented to the customer. Consumer-generated product reviews, images, and tags, which serve as a valuable source of information for customers making product choices online, have increased rapidly on the Internet and have had a great impact on electronic commerce following the emergence of Web 2.0-3.0 technologies.

Table 1

**Characteristics of typical green consumer\***

Age, years	Education	Wealth	Woman	Children
30-70	+	+	+	+
Pre-middle	+	+	+	
<55		+	+	+
<65	+	+		+

\*made by the authors.

One aspect of social networking that is especially damaging to marketing campaigns is negative post responses. Unhappy customers or industry competitors are able to post disparaging or offensive pictures, posts or videos and there is not much a marketer can do to prevent these occurrences. Still, negative or other non-constructive feedback cannot be ignored. Social networks must be managed efficiently enough to immediately respond and neutralize harmful posts, which takes more time.

The online marketing environment raises a series of opportunities and also challenges for social media marketing practitioners. The audiences become more fragmented and proactive, but, on the other hand, the company has the possibility to combine various modes and categories of information in a complex message. Social media also permit the enterprises to collect, register, analyze and use customer data and feedback for better targeting online audiences and customizing its messages. In fact, specific characteristics of the Internet and social media applications are making the implementation of integrated online marketing both inevitable and efficient for an online approach. The cost-related factors, social interactions, interactivity, targeted market opportunities, and customer services are excellent features for organizations to adopt a proactive-reactive attitude and to succeed in social media marketing. On the other hand, downside of social media marketing such as time intensive, trademark and copyright issues, trust, privacy and security issues, user-generated content (UGC) and negative feedbacks from customers are major barriers faced by social media marketers.

According to designing and implementing a specific model of integrated social media marketing can integrate these characteristics. The message communicated online should be first infused with the core corporate values, then adapted to the online strategy and tactics of the organization, and finally customized for a specific combination of targeted audience and online channel. The selection of the appropriate communication-mix needs to take into account the characteristics of social media marketing.

Managers employ social media to create brand fans who they tend to have positive effects on firm word of mouth and loyalty [5].

Good corporate reputations establish customer cross-buying intentions by enhancing expected service quality of customers, reducing information costs, and increasing trust and affective commitment and companies have to comprehend the actual standing of their products on the web in that more and more consumers and customers depend on online opinions when making purchasing or buying decisions [8].

Marketing to lodging consumers has gone through remarkable changes in recent days due to the growing of the Internet. Web-based techniques have become integral to successful marketing. Also lodging websites can accelerate marketing, establish brand names, and expand current markets. According to the valuable consumer information, websites and networks are able to charge a premium to place ads based on the parameters selected by advertisers and they can take several approaches to the collection and use of personal information [4].

During the past decade, new forms of marketing communication gained in popularity. Email marketing has been growing at annual rate of 10 %; 70 % of all retailers now employ e-mail marketing. E-mail marketing is an important medium of marketing communication especially for companies seeking to build

and maintain closer relationships with customers. E-mail marketing campaigns produce approximately twice the return on investment of the other main forms of online marketing such as web banners and online directory adverts. The e-mail marketing is based on the message which is sent from company to customers therefore according to [3] the e-mail marketing tactics can be listed as the (Table 2).

Table 2

### The executive tactics in e-mail marketing messages

Executorial factor	Prevalence of executorial factor	Recommendation	Managers' comments
Length of e-mail	Page length is a dimension of all e-mails, but differences in length are found. The average length is 2.4 pages and only 18 % are less than a page in length.	The message objective should determine its ideal length. Variant testing should be used to determine the length that is most effective for a specific type of message.	Sales e-mails are short but new fashion e-mails tend to adopt a catalog approach as the more products in the email the more opportunities to buy [8]. If it's promotional it will be short but if it's a newsletter it will be longer [4]. You've got to test it [2].
Subject line	100% of marketing e-mails use a subject line.	Content of subject line is critical for grabbing attention. Use variant testing to determine which subject line is most effective.	The strongest messages will be conveyed in subject line. Once we have a final e-mail we will try to assess what will engage the customer most [4].
Headline	Three-quarters of marketing e-mails have a distinct headline in addition to subject line.	The e-mail headline should link to subject line of the e-mail and to the body copy.	If it's a sale we will lead with the word 'sale' in subject and e-mail headline. If it is product based it will be longer [17].
Message content	In over 75 % of marketing e-mails, a clear link could be traced from subject line, through the headline, to the content.	The body copy of the e-mail should be aligned with its subject and headline.	What is important is that everything should flow from subject line, into message headline and creative copy [1].
Brand logo	99 % of marketing e-mails have a brand logo prominent in top-left hand corner.	Position the brand logo prominently	It's no secret that the top-left is important. The further item is from the top-left the more it is likely to require scrolling, which requires the recipient to already have engaged [2].
Interactive features	While the e-mails analyzed contain some form of interactivity, 26 different types of interactive features are apparent.	Interactivity can lead to more information processing and increase user involvement, but there is potentially an optimum level of interactivity based on the nature of the message to be communicated.	Interactive features in e-mails are very important [19]. A good model is that e-mail delivers the web to the inbox' and ultimately gets more click through [8].
Animation	Only 2 % of marketing e-mails use animation.	Animation has the potential to attract attention, but its effectiveness must be questioned given its rare use.	We've tried animations but it didn't make a noticeable difference to click-throughs [13].
Personalization	Just over a third, 35 %, of marketing e-mails are personalized.	Personalization should improve click-through rates, but there is an appropriate level of personalization which is dependent upon the stage of the customer relationship and the personal data volunteered by the customer.	Personalization is very important – we get far better response if the e-mail is personalized [8]. It's important not to be more specific than the richness of customer data permits [1].

Mobile media are compelling channels for digital marketers and advertisers due to their potential to support one-to-one, one-to-many and mass communication both cheaply and effectively and mobile marketing can be employed to make customer engagement with a brand, through user-generated content, mobile advertising, text messages, permission based marketing, the delivery of mobile content and mobile commerce [28].

New developments in mobile technologies such as latest generation smart phones and tablets have begun to turn the mobile device into an innovative, powerful platform with which to engage consumers.

Mobile advertising has distinct characteristics that separate it from other forms of advertisements. Mobile advertising offers business organizations the opportunity to contextualize their adverts for a specific individual, thereby allowing businesses to address the consumers individually. Leaving aside unprecedented opportunities provided by mobile services in building and fostering customer relationships, mobile advertising itself became an immense revenue generator. Global Industry Analysts Inc. announced that the worldwide mobile advertising market has reached \$18.5 billion by the end of 2015 and is constantly growing.

Evolving technologies continually present new opportunities and challenges for industry practitioners, education and academic research [21]. The advent of Web 2.0 has created new ways to communicate, collaborate and share content. In 2016, social media and specifically, social networking sites (SNS) such as Facebook, Twitter, MySpace and LinkedIn, were a popular online activity in terms of average time spent. Also currently, there are more than 150 SNS; in 2016, Facebook was ranked first in terms of popularity, with more than 1,440 billion unique visitors globally. Also Facebook and Twitter can be used as the business tools. Social media, also known as 'user-generated communication', now represents a prevalent source of information.

Social media content creates empowered customers who are more led by other customers than by advertising [14]. As a consequence, this will lead to other (marketing) orientations such as customer engagement.

It has changed the tools and strategies companies use to communicate, highlighting that information control now lies with the customer. The use of social media also creates a tremendous increase in customer insights, including how consumers are interacting with each other and the products and services they consume. Blogs, product reviews, discussion groups, product ratings, etc. are new important sources of information describing how customers collect information, use that information, and how that information is used in their decision-making, shopping behavior, and post-purchase behavior. The widespread adoption of digital marketing techniques, including social media, has significantly contributed to the individualization of marketing where the providers of goods and services are increasingly communicating with individual consumers and users, gaining feedback on a one-to-one basis and providing bespoke solutions for clients therefore Social media are becoming more important as an internet marketing tool given their wide adoption by the general public.

**Conclusion.** For the necessity of recognition the concept of Internet marketing and its environment, tools and applications, in this paper we looked through five popular tools and concepts of Internet marketing: E-commerce, web based marketing, mobile marketing, social media and marketing through e-mail. In this paper it has been tried to present a brief description of Internet marketing and its concepts, tools and also their applications by a short review on the studies associated with the topics.

This study has investigated strategic question faced by many companies attempting to address the emerging "green consumer" target group. Results have shown that the Internet is a key potential communication venue: the greener the consumer, the more these green consumers use digital media. Social media, in particular, stands out as a key media touchpoint for green marketers. To summarize, the future for reaching sustainable consumers through digital media is clearly green and healthy.

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## **ВИКОРИСТАННЯ ІНСТРУМЕНТІВ ЕКОЛОГІЧНОГО МАРКЕТИНГУ В МЕРЕЖІ ІНТЕРНЕТ**

Все більше свідомих учасників ринку відчувають відповідальність за життя наступного покоління, тому вони вибирають безпачеріві технології та Інтернет. Інтернет-маркетинг як форма реклами швидко розвивається через свою відносно невисоку ціну, комплексність і можливість охоплення широкої аудиторії споживачів. Таким чином, дослідження застосування Інтернету або електронних технологій у сфері маркетингу є важливою темою в маркетинговому середовищі. У статті представлено огляд маркетингових та комунікаційних технологій на базі мережі Інтернет.

Крім того, концепція екологізації і «зелений» маркетинг останнім часом стали актуальними тенденціями. Численні регіональні компанії з усього світу реалізують бажання постійно зростаючої спільноти «зелених» у своїх маркетингових стратегіях. У статті показано важливість «зеленого» маркетингу в мережі Інтернет як маркетингового інструменту для екологічного споживання. Розглянуто профіль типового «зеленого» споживача і обґрунтовано необхідність екологічного спілкування з клієнтами.

**Ключові слова:** екологічний маркетинг, «зелений» маркетинг, «зелені» споживачі, Інтернет-маркетинг, маркетингові інструменти, важелі маркетингу.