

## Conceptual Approach to Ecological Information Marketing System Formation at the Russian Market

<sup>1</sup>Uliana A. Volosatova, <sup>2</sup>Polina V. Shvagerus, <sup>3</sup>Elena G. Popkova and <sup>4</sup>Irina M. Budanova

<sup>1</sup>Volgograd State Technical University, Senior lecturer of «World Economy and Economical Theory»  
Department, Key specialist of Marketing Agency «MARKA»

<sup>2</sup>Volgograd State University of Architecture and Civil Engineering CEO of Ltd.  
Scientific and engineering Center «EkoProektVolga»

<sup>3</sup>Volgograd State Technical University, CEO of Marketing Agency «MARKA»

<sup>4</sup>Candidate of economics, Moscow Institution of State and Corporate Management, First Pro-rector

---

**Abstract:** Nowadays the ecological factor doesn't perform a determinative role at the Russian market, because the demand for ecological products has insignificant volumes which are impossible to estimate due to lack of official statistic data. All elements of the ecological marketing system need contiguous information flow, especially life cycle analyses, ecological audit and ecological impact. Ecological efficiency of a company's activity is in whole foundation for marketing decision-making. Thereupon ecology-oriented companies need a system of marketing ecological data which allow them to switch over occasional and spontaneous process of data collecting and handling to regular and systematic. Such informational systems will give the managers an opportunity for making efficient decisions and will become data bases of company's market partners' requests. They should be used as marketing targets and strategy ground. Eventually, these targets and strategy should correspond with goals of sustainable development by using ecological methods of management and strategies. During the stage ecological marketing formation this correspondence will be put into effect by all elements of self-regulated marketing system of ecological data.

**Key words:** Marketing system of ecological data • Ecological products • Ecological data sources • Russian market

---

### INTRODUCTION

Owing to dissatisfaction of material and domestic demands in Russia ecological needs as requirements of a higher level have been relegated to the background as compared with material or other kind of needs on the individual and society preferences scale. In connection with reducing of life standard a lot of Russian customers have refused of customary consumption standard and minimized their needs. Most of population follow functional consumption pattern, unthinking one. A conscious choice of ecological products appears to be trendy, has become a part of usual way of life. Therefore,

ecological marketing set of instruments will be asked-for by Russian companies just as ecological products market develops. Though, even now Russian companies should actively use the methods and the assets of ecological marketing in order to enter the world market, because ecological factor is accountable by companies on the world market when development strategies are being worked out. While transition of traditional marketing into ecological one data system changes perform a determinative role. Forming of any development strategy of a company by the use of ecological marketing set of instruments is based on detection of new problems, definition of market tendencies and state of scientific

---

**Corresponding Author:** Uliana A. Volosatova, Volgograd State Technical University,  
Senior lecturer of «World Economy and Economical Theory» Department,  
Key specialist of Marketing Agency «MARKA».

knowledge and technologies. Realization of efficient marketing strategy is impossible without marketing researches and exact marketing information. Due to the fact that ecological marketing is set on accounting of ecological factor in the enterprise activity, it cannot be carried out without exact information about environmental impact of the company and its competitors, customers' attitude to ecology-oriented companies and ecological products, their references and way of life.

### **MATERIALS AND METHODS**

This research was conducted being based on systematic and structural approaches, usage of scientific theoretical and practical propositions, presented in scientific publications by Russian authors in periodical press, statistic and report materials of Federal State Statistic Service of Russian Federation and specialized international organizations and mainly results of own scientific research by the authors.

**Findings Obtained by the Author While Research and Their Consideration:** A lot of well-known works on marketing provide detailed enough description of common systems of marketing information. On that basis, a system of marketing ecological data can be considered as an element of a common system, which forms information flows about one of the marketing environment factors.

- Primary source. Primary information descends from first-hand research. Researches based on surveys are wide-spread. They give interesting information about common market tendencies and change of consumer preferences. Though more valuable qualitative methods of survey are concerned with supporting groups [1]. Supporting groups can be also used as for verification of the results of mass observations. Data collecting providing by supporting groups observance gives an opportunity for getting more objective information, because it declines negative effect of mass observations, which includes a big amount of respondents who pretend to be more truly than they are/
- Secondary sources. Secondary sources include issues of trade and industrial associations, professional magazines, issues devoted to environmental problems, magazines and papers for customers, materials of trade unions, yearly reports,

marketing surveys. Secondary sources are relatively cheap, but they don't fill the specific needs of particular companies. They allow creating of useful reference library and providing the main information about market tendencies. Marketing researches on market state and customers preferences play an important role in reception of information. Unfortunately ecologic marketing researches meet demand on the Russian market, but they are not developed enough yet. Let us give an example of secondary source of ecological information. Marketing Agency "RBC.Research" (RBC Consulting Department) has issued 4<sup>th</sup> publication of analytical review "Market of ecological food in Russia and the world" cost 44,000 rubles and which is provided in electronic forms. Any company can purchase this issue in order to extend its awareness of ecological market and to work out its own ecological strategy.

- Combined sources. This information is collected by the means of combining fair observations of social policy, which are impossible to achieve using other informational sources.

Under the second attribute "content of the information" it is necessary to mark out 3 types of ecological marketing information: information about partners, information about ecological impact and scientific-technical information:

- Information about marketing partners. Among topical objects a modern ecologically responsible company faces there is a problem to meet a quantity of needs of a diversity of market partners. Therefore it is important for the company to track these needs by the use of systems which collect such kind of information from employers, customers, shareholders, local authorities and etc. Each of these partners makes different claims to the company. The information contains information about ecological policy of an organization and its partners' attitude towards it, also systems of ecomanagement associated with it [2].
- Information about ecological impacts. Any marketing strategy based on transparency, honesty and confidence, attaches significant importance to information about all activities and process of the company that have any environmental impact. In this regard two independent flows of information are

marked out. Continuously all entries in the factory and outs (incl. effluents, emissions and other releases) from the factory. The factory should be checked if it has some hidden effluents or wastes. Furthermore, marketing department of the company should periodically generate auditing reports and all life cycles estimates of a product. In our view, life cycle estimate will perform a particular role in ecomarketing process.

- Scientific-technical information. Technical problems play an important role in every aspect of ecological strategy of a company. It is important, for instance, to know all best available methods and best available technologies, uniting company's efforts together with other organizations – other companies, state and local authorities and organs, institutes of higher education and research institutes, public movements. Such agreements enlarge opportunities of the company management in the sphere of ecological information. One of the possible forms of cooperation of the market partners in collecting ecological information might appear to be the creation of a center including group of people with different interests and specializations that can provide deeper coordination and constantly improve ecological behavior of the company. In order to make its ecological strategies work the company should collect information about legal and regulating environment.

All types of ecological marketing information assembled together in reference library of every company should provide an overview about market conditions (conjuncture and opportunities). These types of information should be used as marketing targets and strategy ground. Eventually, these targets and strategy should correspond with goals of sustainable development through use of ecological methods of management and strategies consistent with sustainable development.

Thereby, significance of such an element of ecological marketing strategies as information is being intensified. Furthermore companies implementing sustainable development strategies should initiate changes in informational marketing systems [3]. These changes should include formation of marketing system of ecological information that will allow updating of behavioral relations at the market of ecological products.

On the basis of the above conclusion a frame-structure for formation of marketing system of ecological information was established as a sum-total of its participants and means.

The definition 'framework' is a formal informational (heuristic) model. In this case, it is a minimal description of the behavior adjusting process at the ecological products market by working out a tool-set of formation of ecological information marketing system. Heuristic modeling is inherent just to humans and that distinguishes them from artificial intellectual systems. It should be mentioned that the main particularity of human activity is presence of such an element as accident which means that inexplicable actions and extravagant decisions are usually the basis for unexpected ideas.

This model is based on the fact that ecological information system formation in Russia is possible through search and introduction of marketing tools characterized by such options as transparency, sociality, community, innovation, interactivity, initiative. It is obvious this tool-set should be approved and supported by state institutes and development of the system should not face obstacles such as bribery and lack of initiative from the side of the state. Even if those factors do exist, self-developing system will result in behavioral relations adjusting at the ecological products market and eliminate the factors in the long run.

Let us present each module of a framework of the tool-set for formation of the marketing system of ecological information as a system of ecological information sources, ecological communications and means of the system development, called altogether a system of ecological information (Fig. 1).

Figure 1 expands the main point of the system of ecological information and its infrastructure: formation sources, communications and instruments of development. This system should be offered to scientific and educational institutes and introduced and assimilated by public organizations, mass media, companies and state (incl. means of library stock), interested in development of ecological market [5]. Only such interaction and build-up relations between all objects will allow increasing ecological literacy of customers, forming of ecological way of thinking of consumers and companies, activation of initiative activity of companies in the sphere of ecological marketing [6] and creation favourable conditions for forming and development of the ecological marketing conception.

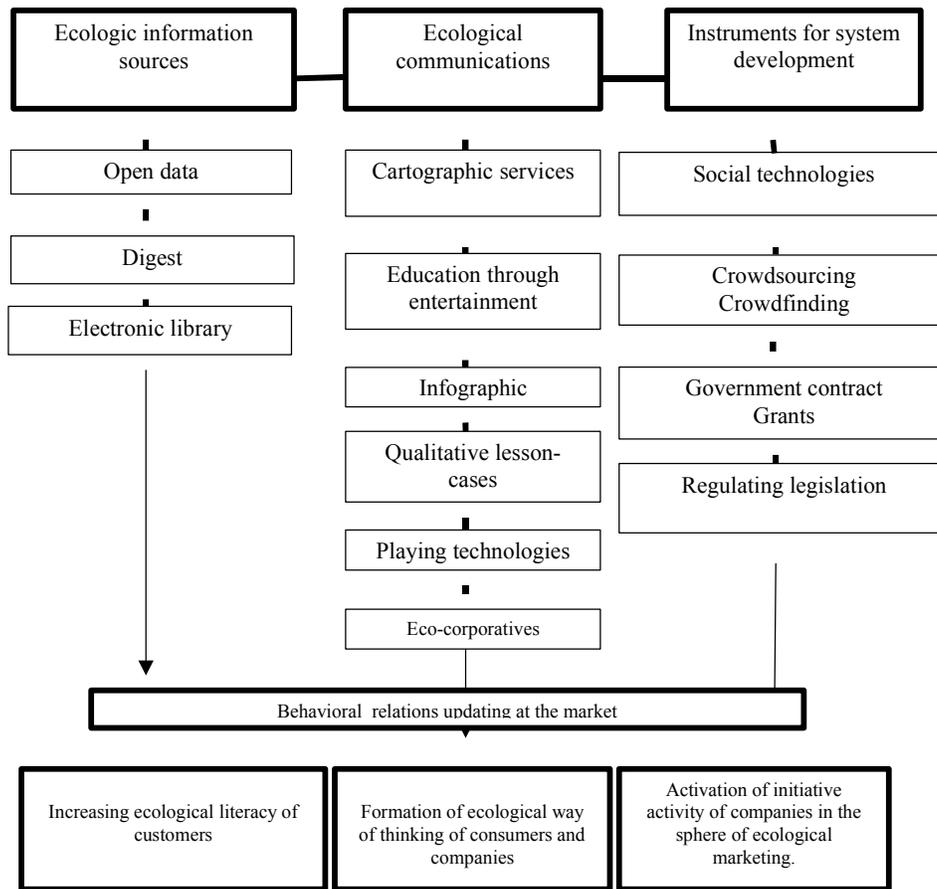


Fig. 1: Marketing system of ecological information

### REFERENCES

1. Volosatova, U.A., 2009. Main Aspects of the Ecological Information System at Formation of Demand and Supply at the Ecological Products Market. *Izv. VolgSTU. Series "Actual Problems of Russian Economy Reforming (Theory, Practice, Aspects)"*, 9: 10-16.
2. Volosatova, U.A.A., 2011. Use of the System of Ecological Information in Updating of Behavioral Relations on the Consumer Market. *Scientific notes of Orel State University. Series: Humanitarian and social sciences*, 4: 15-20.
3. Popkova, E.G., Yu. I. Dubovai and M.K. Romanova, 2013. Designing the Territorial Marketing Strategy on the Principles of Cluster Policies. *World Applied Sciences Journal*, 22(4): 571-576.
4. Shvagerus, P.V., 2012. Efficiency of Nature Conservation Administration in the Region. *Management in Russia and Abroad*, 3: 116-121.
5. Shvagerus, P.V., 2010. Territorial Planning with the Use of Ecology-oriented methods of Management by Developing Territories of the Municipal Units. *Regional Economy: Theory and Practice*, 13(148): 109-115.
6. Shvagerus, P.V., 2009. Cadastral Valuation of Lands and Increasing of Efficiency Regional Nature Management. *Regional Economy: Theory and Practice*, 5: 55-59.