ECOLOGICALLY CERTIFIED PRODUCTS PROMOTION ALTERNATIVE MANAGEMENT METHODS

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Modern competitive agricultural products market conditions caused the need of alternative ways and methods of ecologically certified products market promotion research. Ecological certification may affect both the mind and the subconscious human mind, turning into a kind of suggestion method, a means of propagation, the consequence of which is the ecologically certified goods buying. The purpose of the paper is to analyze the possibility of the environmental certification production and socio psychological impact on consumer behavior methods synergy use to design the informational ecologically certified agricultural products Zhytomyr region market impact promotion action. The essence of ecological certification suggestive influence on consumer behavior is rather developed. The features of social and psychological impact in promoting ecologically certified products use is analyzed. With the help of logical abstraction method information impact action as part of the environmentally safe agricultural products market promotion activities are developed. Consumer decision making process under conditions of the “ecological certification” factor and neurolinguistic technologies influence is defined.

Keywords: ecological certification, suggestive influence, neurolinguistic programming, information impact action, goods promotion.

JEL Codes: Q55, Q56, M31.

1. Introduction

The globalization, public environmental consumer awareness increase and economic entities focus on sustainable economic development promote markets for ecologically certified products. To win the competition only because of the product range diversity becomes impossible because goods become increasingly similar both in quality and price. Under market conditions the ability to influence the purchasing consumer behavior become one of the most important components of a successful enterprise activity. In oversaturated market goods are not competing, but their perceptions features (Shil, 2012; Bailey, 2009). Therefore, the study of consumer behavior, the alternative methods of influence on it development, including using the ecological certification, become an integral part of modern agricultural enterprise marketing activities.
Mechanisms of ecological products promotion and consumers demand for new environmentally oriented lifestyle satisfaction was studied by F. Kotler (2010), P. Skrypchuk (2012), O. Prokopenko and M. Troyan (2008). The need for alternative products market promotion methods was defined by C. Bailey, P. Baines, H. Wilson and M. Clark (2009). Segmentation and Customer Insight in Contemporary the key concepts and categories needed to build practical impact technologies on consumer behavior analysis was conducted by K. Braun, R. Ellis and E. Hodakivskiy (2011). Possibilities of socio-psychological methods of influence on consumers were investigated by V. Zirka, A. Fihun and V. Petryk (2014). However, some aspects of the alternative methods study of ecologically certified products promotion require additional study.

The aim of the research is to study the possibility of the synergistic effect of ecological certification production and socio-psychological impact methods on the consumer behavior use to promote ecologically certified agricultural products to the market. Study object is the process of the producer technologies, ecological certification and socio-psychological combination impact as alternative tools to promote ecologically certified products use.

2. Research methodology

Methodological support for the research is based on the principle of theory and practice unity and the system and synergetic approach. The scientific research in the direction of research the possibility of the synergistic effect of ecological certification production and alternative promotion methods on the consumer behavior influence use has been made during last three years (since 2012). This research is conducted involving methodology: systematic approach to analyze the possibilities of social and psychological impact as an alternative method use for ecologically certified agricultural products promotion; logical abstraction method to develop the information impact action within the impact framework measures of promotion ecologically safe agricultural products on the market; abstract logic method to determine how under the influence of the ecological certification factor and neurolinguistic technologies use the process of taking consumer purchasing decisions occurs. Table and graphic methods were used at performing the graphic reflection of informational impact action market promotion algorithm and a market impact promotion action plan presentation.

3. Study results

At the tough for consumer loyalty competition conditions, increased producers attention to psychology of consumer market behavior, the preconditions for decisions and choices making, especially for the new ways of influence this choices search. Just an opportunity to influence consumer behavior encourages marketing experts to study and widely use technology of social and psychological impact to create the need for ecologically certified products and motivate buyers to purchase them. It is well known that the more diverse means of influencing the consumer are used, the more effective will be the product promoting (Illyashenko, 2013). Therefore, availability of
ecological certification can promote goods produced by the domestic agricultural enterprise both in domestic and external markets of ecologically safe products, demonstrating both the quality and ecological safety of goods, and could be used as an effective tool of social and psychological impact on consumer behavior.

It should be noted that the socio-psychological impact is the action of one subject aimed to cause the necessary psychological and behavioral activity of another or a group of subjects. Suggestive influence is one of such impact types. Traditionally, the "suggestion" is defined as a set of various means of verbal and nonverbal emotive human exposure to create a certain state or prompting it to certain actions (Hodakivskiy, 2011). Suggestion is considered to be an integral part of argumentative influence that underlies a socially and ecologically oriented marketing communications. Social and psychological impact from the ecologically certified products promotion positions is certain recommendations for consumption of more high-quality ecologically safe goods, promise to improve living standards and a positive impact on consumer health and the environment.

Suggestive influence of ecological certificated production method could be considered as monotonous, constant, precise, persistent, unambiguous and unique impact on the consumer psyche to create his intellect algorithms and stereotyping of consumer behavior. The main purpose of ecological certification in view of suggestion isto shape the psychological installation for the purchase of ecologically certified goods. So suggestive influence of ecological certification implemented not through the human intelligence or its ability to appreciate the situation impact, but the tendency to accept and follow instructions not consciously forming its desire and needs, causing certain feelings that motivate to make purchases automatically.

In our opinion an effective way of bringing new ecologically certified agricultural production product to market is an informational impact action holding. Informational impact action is planned action aimed at hostile, friendly or neutral audiences in order to declination to management decisions and actions, favorable for the information impact subject (Petryk, 2011). Informational impact action within the framework of measures to of promotion ecologically safe agricultural products to the market is a planned action aimed at interested, friendly or neutral consumer audience with the aim of declination to the decision to purchase exactly ecologically certified goods.

The purpose of the informational impact actionon the ecologically certified products promotion is the ecologically certified products market space dominance, the socio-ecological region situation impact, the own positive environmentally responsible image forming. The basic methods ofthe ecologically certified products informational impact promotion action include: the ecological propaganda, diversification of consumer opinion (transition from traditional to ecologically conscious consumption), suggestive influence, spreading rumors.

It should be noted that the informational impact action implemented in several stages and can be long-term (over a month), medium (two to four weeks) and short-term (one to two weeks). It has combined with each other over time, purpose, objectives, forces and means of the informational impact action. In order to promote ecologically certified products is appropriate the action for a period of two weeks to a
month, as is the optimal cost effective processing time for a target audience of consumers. A longer time event will require thoroughly preparation, additional forces, means and resources. Classic phased informational impact action algorithm includes (Fig.).

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![Diagram](image.png)

**Fig. Informational impact action market promotion algorithm**

Let’s analyze the informational ecologically certified agricultural products Zhytomyr region market impact promotion action practical aspect implementation possibility. To do this, three Zhytomyr region informational impact action plan variants, were designed. Budgets and intensity were distinguished: the first variant amounted 99489 hryvnias which is too expensive for the agricultural enterprise; the second variant amounted 20380 hryvnias, which is affordable but does not allow to achieve the informational impact action objectives; the third variant amounted 33380 hryvnias. The third variant was defined as optimal by the costs and on the consumers impact intensity, which is acceptable for producers, especially under promoting products cooperation conditions (Table 1).

**Table 1. Informational ecologically certified agricultural products Zhytomyr region market impact promotion action plan**

<table>
<thead>
<tr>
<th>Action</th>
<th>Costs, hryvnias</th>
</tr>
</thead>
<tbody>
<tr>
<td>Internet advertisement</td>
<td>2430.00</td>
</tr>
<tr>
<td>External advertisement</td>
<td>19200.00</td>
</tr>
<tr>
<td>Television and radio advertisement</td>
<td>3564.00</td>
</tr>
<tr>
<td>Print media advertisement</td>
<td>1859.55</td>
</tr>
<tr>
<td>Point of sale materials</td>
<td>2456.45</td>
</tr>
<tr>
<td>Degustation events</td>
<td>3870.00</td>
</tr>
<tr>
<td>Total for the informational impact action</td>
<td>33380.00</td>
</tr>
</tbody>
</table>

Therefore, analyze the practical implementation possibility of informational ecologically certified agricultural products impact market promotion action realization by the example of Zhytomyr region. We should start with the information drive creation (first week) – ecologically certified products degustation. Starting with the
first week of the campaign, we should place information about the action on the most popular internet resource of the region, date of announcement in the most replicated regional level printed publications to place outdoor advertising. To cover the Zhytomyr region advertising space using outdoor advertising 18 bill boards will needed (10 – Zhitomir, 2 – Berdichev, 2 – Korostyshiv, 2 – Korosten) and 10 light boards in Zhytomyr city.

At the stage of "promotion" of information about (the second and third weeks), gradual increase in informational stress through the use of television and radio is provided, placing articles in news Internet resources and social networks about action hold, selective distribution of SMS subscribers target audience implementation.

At the stage of stress exacerbation (the end of the third week), directly held two day’s action–ecologically certified product stasting, the effect of which is compounded by the increasing number and intensity of all types advertisements. Leaflets distributed actively and branded promotional table banners and additional information about the product hosted in action holding place (Biswa, 2014). The most appropriate is to carry out the action in a shopping center with the largest client flow, and preferably with the presence of retail outlets, that sale similar, but not ecologically certified products to form in the consumer mind the alternative choice between traditional and ecologically certified products.

The final action stage (fourth week) is consolidation, that smoothly completes an information campaign after the primary action impact, placed advertising reminds potential customers about alternative products, presents the range, emphasizes its quality and utility, thus pushing consumers to buy ecologically certified goods.

It should be noted that additional positive effect could be caused by the not directly involved in the relevant informational impact action holding subjects involvement, namely: mass media (depending on the budget – local and / or national); NGOs related to ecologically conscious agricultural production and ecologically certified products consumption popularization (Organic Standard, All-Ukrainian Ecological League, Certified organic products producers union, FiBL etc.); online resources (news sites, social networks, etc.); agents of influence (distributors, merchandisers, local governments, community and religious organizations, prominent figures of science and culture).

Another effective alternative of ecologically certified products promotion is neuro-linguistic programming. Neuro-linguistic programming (NLP)– a system for describing the subjective experience structure, which explains the specific coding acquired information; techniques and operating principles complex on which effective strategies of thinking and behavior are modeled (Casale, 2012). NLP could also be regarded as a method of psychotherapy, created at the intersection of neuroscience and linguistics, based on the fact of powerful language forms and structures on consumers consciousness so subconscious influence (Hodakivskiy, 2011).

The basic idea of NLP is that consumer behavior originates in nerve processes associated with vision (eco labeling impact), hearing (audio and video advertising), touching (product samplestasting) and mental processes features (environmental behavior susceptibility). "Linguistic" – part of name that emphasizes the role of communication and language influence on the recipient that is the sign of the impact of
the eco labeling and appropriate labels on the packaging presence. "Programming" – indicates the commitment influences and the availability of certain program to achieve the purpose, namely: ecologically certified product buying is a kind of demonstrative contribution to the environment preserving.

The purpose of NLP in ecologically certified products promoting consists in using psycho technologies attempts to infiltrate the subconscious and changing or transforming thoughts, preferences, habits, ideals, cause environmental performance of individual consumers, consumer groups or society that would be most contributed conquest the market share of ecologically safe products (Zirka, 2014). The use of neurolinguistic programming to promote ecologically certified products characterized by the following features: intense and systematic use of all the spectrum potential objects impact: individual consumer, consumer group, society; direction of NLP technologies influence primarily for mass consumption; people mobilization for socially significant positive case perform.

Ecological certification should be considered as part of the social and psychological impact on consumer behavior, which has both economic and non-economic objectives, namely: profit from direct sales of goods (economic objectives of ecological certification), as well as information about ecological safety, positioning, creating and maintaining a positive image of the company (non-economic objectives). It is important to understand how under the "environmental certification "influence factor and NLP technology use the process of adoption of consumer purchasing decision occurs, which stages this process consists from Table 2.

Table 2. The logical aspect of combined unified NLP field from the ecologically certified products consumption position

<table>
<thead>
<tr>
<th>Mental</th>
<th>Transmission</th>
<th>From the ecologically certified products consumption point</th>
</tr>
</thead>
<tbody>
<tr>
<td>A. Who I am - Identity (Who?)</td>
<td>Mission</td>
<td>Ecologically conscious consumer</td>
</tr>
<tr>
<td>B. My belief system – the values, criteria (Why?)</td>
<td>Permission and motivation</td>
<td>The health benefits, preservation of the environment, social status demonstration</td>
</tr>
<tr>
<td>C. My Ability / Capabilities - conditions, strategies (How?)</td>
<td>Direction / orientation</td>
<td>Ecologically conscious consumption and preserving the environment</td>
</tr>
<tr>
<td>D. What I'm doing – specific types of behavior (What?)</td>
<td>Actions</td>
<td>Ecologically certified products buying</td>
</tr>
<tr>
<td>E. My external environment - the external context (Where?)</td>
<td>Reaction</td>
<td>The feeling of belonging to a group of environmentally conscious consumers, personal contribution to socially important work, improving its own image</td>
</tr>
</tbody>
</table>

So, neurolinguistic programming is a powerful way to influence thinking, emotions and behavior of individual consumers, consumer groups and society. When to the ecologically certified agricultural products market promoting is appropriate to use following NLP tools:

1. "Opting for leading or authoritative core". Athletes, public figures and politicians ecologically certified products consumption promoting.
2. "Accession to the positive". Ecologically conscious agricultural production and consumption leads to improving both the environment and their own health, which is the approval of the majority of consumers.

3. "Reset group dynamics effect", that consists of initiated influence in the lives of consumers innovation factor introduction (ecologically certified products are relatively new, alternative products on the market), that forcing consumers to adapt to the new situation, as the old patterns and behaviors fail.

It should be noted that neurolinguistic programming has an extra set of specific means of influence, including the appropriate use of such techniques:

• the use of visual archetypes method: eco labeling as an archetype that every human mind perceives positively can affect positive decision of buying ecologically certified goods;

• text marking method: selection of words in the basic text markers that carry a positive value (eco, useful, natural, etc.). When reading the basic marked text immediately falls on the unconscious level and stimulate the necessary reaction;

• patterns substitution method: manipulator achieve the necessary changes in attitude and preferences of the consumer by replacing habitual worked algorithms when buying (traditional products buy) and their replacement by other consumer behavior models (ecologically certified products consumption);

• time space focus attention changes method: consumer future positive orientation (better health as a result of consumption of high-quality ecologically safe products, environment improvement, etc.);

• reframing (changing) context method: ability to stimulate consumers to look at consumption from a different angle – in terms of environmental awareness, the sign or demonstrative consumption;

• word commands method: consumers personal ambition play, its attempts to demonstrate its environmentalism, ecologically conscious consumers group belonging, or social status;

• anchorssetting method: separate visual symbols linking, in our case – eco-labelling to certain models and feelings and states that encourage consumers to buy ecologically certified goods;

• multiple repetition and key theses selection: ecologically certified equal–safe, high quality, useful.

So NLP has a powerful arsenal of psychological influence means, through which can perform consumer behavior correction and encourage them to purchase ecologically certified products. Struggle for its own market niche is performed under a fierce competition conditions, and winthose who use the newest, unusual and innovative techniques and methods (Fihun, 2014). The main advantage of the manipulator (manufacturer) that uses the neuro-linguistic programming consists in the fact that object of influence (consumer) is not imposed or that idea, but only artificially creates the certain context information, which stimulates the certain goodspurchase.

Sensory action of seller (producer) on consumer to create the new, rational and ecologically conscious behavior and action programs is the basis of NLP from ecologically certified agricultural products promotion position. These programs are fixed at the neural level of consumer brain and become the new experiences basis. NLP
represents the process of accelerated learning and retraining, getting rid of unwanted behavior (traditional consumption, irresponsible consumer behavior, indifference), creating new programs (ecologically conscious consumption of ecologically certified products). NLP can be considered as an art of directed changes, based on age-old human desire to achieve the highest possible living standard.

Thus, ecological certification may affect both the mind and the subconscious of human, turning into a kind of suggestion method, alternative way of promotion, which results the ecologically certified goods buying. Messages created within the socially and ecologically oriented marketing communication framework can influence both through rational – beliefs, perceptions, awareness, and through irrational – emotional and subconscious spheres. The hidden management using social and psychological impact of ecological certification can be more effective than open administration and aggressive advertising, because it does not cause suggestors counteraction.

4. Conclusions

1. The ability to influence the consumer behavior encourages producers to study widely and use alternative technologies, including the social and psychological effects, which in turn create the need for ecologically certified products and encourage consumers to purchase them.

2. Suggesty is considered to be an integral argumentative influence that underlies a socially and environmentally oriented marketing communications. The main purpose of ecological certification in suggestion view, above all, is psychological installation for the purchase ecologically certified goods forming.

3. An effective way of bringing a new ecologically certified agricultural production product to the market is an informational impact action promotion.

4. Neuro-linguistic programming has a strong psychological impact arsenal of tools with which correction of consumer behavior, efficient and environmentally conscious program behavior and consumer actions creation, ecologically certified products purchase and courageous could be performed.

5. Ecological certification in conjunction with the social and psychological impact methods can affect both consumers mind and sub consciousness, becoming a kind of suggestion method, alternative way of goods promotion, the result of which is the ecologically certified goods buying.

Literature


ALTERNATYVŪS EKOLOGIŠKAI SERTIFIKUOTŲ PRODUKTŲ RĖMIMO VALDYMO METODAI

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Įteikta 2015 04 13; priimta 2015 05 26

Santrauka

Konkurencinė žemės ūkio produktų rinkų aplinka lėmė poreikį ieškoti alternatyvių ekologiškai sertifikuotų produktų rėmimo būdų ir metodų. Ekologinis sertifikavimas gali paveikti tiek vartotojų sąmonę, tiek pasamonę, pavirsdamas įtikinimo metodų, skatinančiu įsigyti ekologiškai sertifikuotą prekę. Tyrimo tikslas – išanalizavus sinergijos tarp ekologiškai sertifikuotos gamybos ir sociopsichologinio poveikio metodų įtakos vartotojų elgsenai galimybės, sukurti ekologiškai sertifikuotų produktų rėmimo Žytomyro apskrities informacinės įtaigos kampaniją. Straipsnyje atskleista ekologinio gamybos sertifikavimo kaip įtaigos priemonė įtakos vartotojų elgsenai esmė, išanalizuotos sociopsichologinio poveikio priemonių taikymo, vykdant ekologiškai sertifikuotų produktų rėmimą, ypatybės. Taikant loginio abstrahavimo metodą, sudaryta ekologiškai nepavojingų žemės ūkio produktų rėmimo informacinės įtaigos kampanija.

Raktiniai žodžiai: ekologinis sertifikavimas, įtaiga, neurolingvistinis programavimas, informacinė poveikio kampanija, prekių rėmimas.

JEL kodai: Q55; Q56; M31.