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Стаття надійшла до редакції 31.05.2014



Elena Nozdrenko

PhD (Philosophy Sciences),
Head of the Department of Advertising and
Socio-Cultural Activities, Siberian Federal University,
Krasnoyarsk, Russia
79 Svobodny Ave, Krasnoyarsk, 660041, Russia
elena.nozdrenko@mail.ru

UDC 304.3:366.14



Ekaterina Khokhlova

Lecturer, Siberian Federal University,
Krasnoyarsk, Russia
79 Svobodny Ave, Krasnoyarsk, 660041, Russia
katerinovna@inbox.ru

ADAPTIVE ADVERTISING STRATEGIES IN ECOPRODUCT PROMOTION

Abstract. The subject of this study is a strategy of environmentally friendly products promotion. *Purpose.* To identify consumer attitudes to organic foods segment of the food market, and define methods for adaptive strategies of advertising implementation in the regional market of organic products. The hypothesis of the study is that adaptive strategies usage in marketing is necessary to change the current positioning of the brand in line with changing consumer perceptions about the product, taking into account systemic changes in consumption trends in the market of organic food. In this article, the methodology of social researches is applied. *Results,* which we have obtained during the research, show that the interest of Russian consumers for environmentally friendly products is quite high. But, despite the high demand, there are two main problems associated with the promotion of organic food in the regional market. In particular, consumers have distrust to producers (they fear that under the guise ecobrand can be represented conventional product); pricing does not meet expectations (high cost compared to conventional gastronomic goods). One of the main identified problems is the lack of consumer awareness about organic products. Therefore, for its effective positioning and loyalty increase, it is necessary to use special promotion communication technologies. Adaptive strategies of advertising are the best solution to this business problem. This study has theoretical and practical importance, since it is related to the possibility of using the results to effectively address the challenges of adapting existing environmentally friendly products in emerging markets, as well as planning an advertising campaign to maintain the modified image of the product.

Results of the study pay attention to the need to understand the specifics of positioning in different markets and product categories. The proposed adaptive marketing tools are identified for specific market of organic food.

Conclusion. Adaptive advertising strategies are a new trend in the current marketing strategies and relate to penetrate new markets. Selecting adaptive marketing as the main direction of promoting eco-friendly food products in the regional market, you need to pick up a set of effective BTL-tools (tasting, product placement, special events, brand cooperation and recreational sports facilities, exhibitions and fairs) to solve the basic problem: to increase both confidence in the product and its market realization.

Keywords: ecoproduct; adaptive marketing; advertising; promotion.

JEL Classification: M31, M37

О. А. Ноздренко

кандидат філософських наук, доцент,
завідувачка кафедри реклами і соціально-культурної діяльності,
Сибірський федеральний університет, Красноярськ, Росія

К. А. Хохлова

викладач, Сибірський федеральний університет, Красноярськ, Росія

АДАПТИВНІ РЕКЛАМНІ СТРАТЕГІЇ ПРИ ПРОСУВАННІ ЕКОПРОДУКТІВ

Анотація. Інтерес російських споживачів до екопродуктів досить високий. Але незважаючи на значний попит, є дві основні проблеми, пов'язані із просуванням екопродуктів на регіональному ринку: у споживачів існує недовіра до виробників (покупці побоюються, що під виглядом екобренду може бути представлений звичайний продукт); цінова політика не відповідає очікуванням (висока вартість порівняно із звичайними гастрономічними товарами).

Виявлені проблеми зумовлені, перш за все, недостатньою обізнаністю споживачів про органічну продукцію. Тому для її ефективного позиціонування та підвищення лояльності необхідно використовувати спеціальні комунікативні технології. Адаптивні рекламні стратегії є новим актуальним трендом у маркетингу і належать до стратегій проникнення на нові ринки.

Ключові слова: екопродукт, адаптивний маркетинг, реклама, просування.

Е. А. Ноздренко

кандидат философских наук, доцент, заведующая кафедрой рекламы и социально-культурной деятельности, Сибирский федеральный университет, Россия

Е. А. Хохлова

преподаватель, Сибирский федеральный университет, Россия

АДАПТИВНЫЕ РЕКЛАМНЫЕ СТРАТЕГИИ ПРИ ПРОДВИЖЕНИИ ЭКОПРОДУКТОВ

Аннотация. Интерес российских потребителей к экопродуктам достаточно высок. Но несмотря на значительный спрос, существуют две основные проблемы, связанные с продвижением экопродуктов на региональном рынке: у потребителей есть недоверие к производителям (покупатели опасаются, что под видом экобренда может быть представлен обычный продукт); ценовая политика не соответствует ожиданиям (высокая стоимость в сравнении с обычными гастрономическими товарами). Выявленные проблемы вызваны, в первую очередь, недостаточной осведомленностью потребителей об органической продукции. Поэтому для ее эффективного позиционирования и повышения лояльности необходимо использовать специальные продвигающие коммуникативные технологии. Адаптивные рекламные стратегии являются новым актуальным трендом в маркетинге и относятся к стратегиям проникновения на новые рынки.

Ключевые слова: экопродукт, адаптивный маркетинг, реклама, продвижение.

Introduction. The growth of industry in the modern world every year is accelerating. Consequence of this development is the deterioration of the environment. The environmental situation has a direct impact on human health. At present, the problem of preservation of health is a priority for people all over the world. The Government is developing a program to improve the health care system, and the policy of promotion of sport to the masses. Healthy lifestyle is important. The media regularly attract public attention to the issues of importance to the health of proper nutrition, the order of the day and physical activity. One of the main factors for the maintenance of health is nutrition and eating behavior. People scrutinize the composition of products that offer a range of supermarkets and selected natural and healthy products.

Therefore, the market presents a unique segment of organic food. In Europe and the United States is actively developing organic farming for a long time. Over the past few years, Russian producers have also begun to actively develop the organic food market segment. Ecoproducts usually are labeled «organic», «bio», «eco», and «non-GMO». Since this segment of products on the market, there is need to develop and advertising strategies for their implementation and promotion. For new products that are just getting ready to enter the market, marketers develop basic image clean and useful.

Until the formation of a specific segment of organic food, in the mass market have already existed products which correspond to all the characteristics of organic food. To enter a new segment, and to make the transition from one product category to another, you need to solve a number of problems associated with the positioning and image of the goods. To do this, it is necessary to apply adaptive marketing strategies. It is necessary to adapt existing products to new market conditions, as well as to change the image of the product so that it become popular among a wide range of customers and increase the demand for this type of product.

Brief Literature Review. Question adaptive marketing organic food market is poorly understood. In research sources found only relevant aspects of the study stated theme. So considering marketing and advertising strategies and technologies involved in J. Bond, and R. Kirshenbaum (2006) [1], D. F. Jones (2005) [2], E. E. Rice, J. Trout (2009) [3] B. Schmitt (2001)[4]. Study of relationship marketing and consumer behavior studied by D. F. Angel, R. D. Blackwell, P. W. Miniard (1999) [5], P. Gamble, M. Stone, N. Woodcock (2002) [6], V. Chibakova, V. Chihovska (2014) [7]. An important question for the theme of competitive and creative strategy involved E. V. Machnev (2006) [8], M. Porter (2007) [9]. Propaganda in Russia informed the relationship of man to safe, environmentally friendly products; revival of respect for the natural environment is of fundamental importance for the international suppliers of natural eco-products department (2014) [10].

The purpose of the article is revealing relationship of Russian consumers to the segment of organic food and identification of methods for adaptive strategies of advertising implementation to organic products market. The usage of adaptive strategies in marketing needs to update the brand positioning under changing representation consumer product subject to systemic changes in consumer trends in the market of organic food.

Results. Food market is developing worldwide. This is due to post-crisis economic recovery, growth and welfare of the citizens increased production in the agricultural sector. Marketing policy food manufacturer should be directed primarily at optimizing sales processes and increase sales revenue, search for new markets and increase consumer loyalty to the brand. Identifying the relationship of socio-economic life, consumption processes and advertising strategies is important in marketing planning. Therefore, in the process of forming a complex assortment of policies and tools to promote the goods, it is necessary to investigate this aspect of the consumption mechanism.

Influence of socio-economic changes in modern society on segmentation of food markets, and the selection of promotional strategies. Level of economic development is an indicator of welfare and situation of the country in the international arena. Russia's economy has several key stages of formation and significantly different from the scenarios of economic development of European countries and America. During the dissolution of the Soviet Union and restructuring in the socio-economic sphere, dramatic changes occurred. Today, there is a need in the transition to democracy and free market economic relations. Trend towards improved quality of life observed in the positive dynamics today. Local products are of great interest to the consumer. Therefore, marketers often use such moves as «Fresh is close», «Their Products», «Products of native land», focusing on the buyers of freshness, quality and utility, which is the default. Triggered stereotype: local and fresh = natural and without preservatives. Currently, the market offers buyers the opportunity to choose from a very wide range in all product categories.

On the strategy and structure of the food market have a significant impact socio-economic features and social myths. Due to the growing prosperity of the country and its citizens, in Russia has formed a particular social stratum – the middle class. The middle class has financial independence and a certain lifestyle, formed under the influence of consumer preferences. Consumer preferences middle class focused on the needs and number of requirements for the product. These requirements are high quality, well-known brand, good taste, and a wide range of utility products. Myths about healthy lifestyle change views on many of the realities of life, including food. Buyers want to buy is not just delicious food, but they want to buy products with useful properties and a set of trace elements without chemical additives [11]. In this regard, there is a need coming into the market segment of ecoproducts which satisfy the needs of today's customers.

As our research shows, consumer interest in organic food is quite high, so there is a real problem for their further promotion and strengthening of positions in regional markets. Firstly, it is a specific group of products, and, secondly, as a new segment to Russia, there exist a number of supply problems. In particular, consumers have confidence to producers; the price level is higher than similar products of conventional categories. Therefore, to promote and increase the percentage of implementation is necessary to use special promotional tools and techniques. Adapt products to new market segment selected among other product categories; consumers are also in the process of familiarization with the new names of the goods. In this regard, advertising adaptive strategies are the best option when promoting organic food to regional markets.

It should be noted that the process of making decisions in the field of consumer food products is complicated by the change in consumer attitudes to lifestyle and nutrition as one of the main areas of human activity. In Russia there is an active promotion of healthy lifestyles and nutrition. This trend is global, as scientists around the world are alarmed about the high level of cancer, obesity, and decreased life expectancy. In connection with this, people began to pay more attention to their own health and try to live the right way of life, promotes healing and longevity. And an important role in this case is advertising as a semantic element in the formation of stereotypes [12]. Because in today's market almost every food product contains a proportion of non-natural substances, healthy alternative in this case are environmentally friendly products.

When promoting eco-products on the Russian market, there is a problem of lack of awareness of consumers about organic products, which causes a certain level of distrust. In the European part of Russia, especially in Moscow and St. Petersburg, global trends, including nutrition and new products, appear faster which means closer ties with the international community. In Siberia and other regions, new phenomena appear later. For the successful promotion and development of food markets it is necessary to form common information framework for uniform and effective dissemination of information.

Results of the survey. In this study, in March 2014 we carried out an investigation aimed at identifying the relationship of Russian consumers to organic food segment. Analysis of the composition of the group of respondents: for the study were formed two groups: 1) representatives of youth aged 20 to 30 years, by occupation are students or young professionals; 2) people from 30 to 50 years, with extensive work experience, family, and stable sources of income. The total number of respondents was 407, of which 192 – men and 215 – women. The first age group of our research included 205 respondents. The number of respondents in the second group was 202 people.

The survey provided us with data on the relation to the Russian segment of consumers of organic food. Basic requirements to food when they are selected in two age categories of surveyed people did not match. Young people aged 20 to 30 years identified indicators: natural composition (28%), a small shelf life (16%), price (18%), a local manufacturer (15%). For the older age group when choosing foods are most important: natural composition (29%), taste (21%), a local manufacturer (18%), and environmental friendliness (13%). It should be noted that the respondents were interested in organic food segment equally. Though, for many of them organic products are mainly interesting for comparison with traditional ones. The first group of respondents purchases for comparison with conventional products in 42% of cases, 21% are interested and would like to go to ecologically pure nutrition, but have not yet tried the new products, 17% acquire ecoproducts because of their naturalness and benefits, and another 16% are not interested in organic food, opting for conventional food products. On this issue, the opinions in the second group of the respondents practically coincided: Comparison acquires 39%, interest and willingness to switch to ecologically pure nutrition without yet trying the new products is 22%, due to acquire ecoproducts naturalness and use 20%, 15% are not interested in organic food.

There are a number of problems that can affect the refusal to purchase organic food consumers. In the both age categories opinions on this issue coincided. The majority of consumers believe that ecoproducts prices are overestimated (29%). Also, the consumers do not trust the producers, fearing that they may mask the usual products for eco-friendly (36%). See no difference between conventional products and products of class «bio» another 14% of the respondents. 18% of the consumer habits are formed and they do not want to change them. If to increase the share of expenditures on food, the 54% respondents will buy more high-quality food; 27% will go to buy more expensive products; 10% do not have this capability at all. Another 9% of the respondents do not consider food as important cost item and want to spend finance for other needs.

The results showed that *ecological products are relevant segment in the food market for buyers of all ages*. At the same

time, there are several problems that can affect the dynamics of demand and lower organic sales. Most respondents do not trust the producers and fear the possible masking of usual properties and production technologies under the clean ones. Also, consumers tend to assume that the prices of organic products are somewhat overstated; which does not always make it possible to acquire them. In general, organic food segment is relevant for consumers who have been carefully monitoring the health status in connection with a change of consciousness and attitudes towards the healthy lifestyle. People tend to not just satisfy the physiological needs for food and energy, they control the quality of the food and the level of its usefulness to the body. Buyers often opt for organic food because they want to compare and feel their benefit compared to conventional food. Organic foods are relevant to today's consumers because of its novelty, high nutritional value and correspondence to the healthy lifestyle.

Features of adaptive strategies in eco-products promotion to regional markets. A new market segment which has recently become available to consumers needs adaptation and promotion. For goods of this segment to become popular, required training of favorable market conditions and formation of the loyal consumer attitudes towards new products. In some cases, classical marketing methods need to be supplemented. For example, an effective marketing tool in this situation is adaptive marketing strategy. Marketing is usage of strategies to adapt to the conditions of the market and the competitiveness of the firms and products. The market dictates conditions and requirements. Therefore, a product that has previously been created with regard to the conditions in other markets and target groups, requires adaptation and modification under the new market conditions. In this regard, development of effective adaptation mechanism for many of today's manufacturers of consumer goods is a necessary element of the marketing policy. Adaptive marketing is the current trend in the modern marketing development.

Marketing policy has two components: adaptive and adaptable. Adaptive component is directly related to the product itself and the internal environment of the company and focus on the adjustment of product (appearance, some of the properties) in the interests of consumer protection and its adaptation to the habits and tastes of the audience. Adapting component has an external action while shaping public opinion about the product, new consumer needs and values, and is selected in the creation of a prestigious image and loyal attitude of buyers to the company and the product. Both aspects of adaptive marketing must be consistent and marketing efforts need to work seamlessly in these two directions.

Relevance promote organic food market segment due to rising consumer interest in products of this type. The current period in the life cycle of the majority of organic food can be described as a period of active growth. In this regard, it can be argued that most of the organic food brands in the formation stage. Already formed, well-known brands lead repositioning (full or partial with separate groups of products) in favor of the products of natural origin. Such market situation creates the need to actively promote eco-brands.

Ecological products are in demand by virtue of its novelty, but also because of their usefulness and naturalness. Most manufacturers try to link consumer myths with the mainstream market strategies. And adapt these strategies under the myths. Marketing methods of adapting a product differ. The easiest is a deliberate choice of the product name and brand and indication of its beneficial properties on the product packaging and further their designation in promotional materials and activities. But despite the high demand, there are two main problems associated with the promotion of organic food markets, including regional. The first problem is related to consumer distrust to producers. Buyers fear that under the guise ecological brand may be a conventional product, but the price will be higher and there will be no real benefit at all. The second problem of organic products marketing is their high cost compared to conventional gastronomic products. This is due to the higher cost, as eco-production producers should pay more attention to the process of production, veterinary inspection, certification, special packaging, and laboratory tests and inspections of finished products

and raw materials. Both issues are interrelated, since many consumers are willing to pay a higher price for products provided a guarantee of absolute quality and naturalness.

Selecting adaptive marketing as the main direction of promoting eco-friendly food products, it is necessary to pick up a set of effective tools to solve the main problem: the credibility of the product and increase its implementation. The main line of action should be to improve loyalty. Profit growth will be the ultimate effect of this evaluation criterion and marketing policy. Promotional tools to promote organic food at the local level must, in our view, select mainly of BTL-technologies. In the adaptive strategy performs exceptionally direct advertising informing function. Therefore, it is necessary to use the opportunities to demonstrate the real properties of organic food. As a promotional tool within the market adjustment for the promotion of the organic food, we determine the following:

1) *Degustation* as an effective form of demonstration. Degustation is an effective method of promoting food products. Own feelings are one of the key factors influencing consumer behavior. After trying the product sample during the tasting, the buyer evaluates his main qualities and forms the primary opinion about the product.

2) *Exhibitions and fairs*, during the presentation of engaging effectively narrow specialists: nutritionists, experts in assessing the quality and safety of products, which are clear and informative talk about the products and give advice on matters of interest. For consumers, the real important information and current data on the usefulness and features of the product.

3) *Street food fairs*, where you can get a pavilion and make a presentation of the product. Spring and autumn of each year undergo regular urban street food fairs, popular with the citizens. At the fair, you can also get a pavilion and a tasting.

4) *Cooperation of brands and sports and recreational facilities*. Since the target audience of organic food are active people is following health. Possible forms of cooperation within the BTL are sponsorship, corporate enterprises, promotions with the issuance of branded prizes. Also need to work towards PR, creating the desired image of the product, actualizing and maintaining its buyers. ATL advertising opportunities in adaptation can not act as the main channels of promotion.

5) *Special events* from a specific manufacturer of environmentally friendly products or specialty store organic food will also attract the attention of a wider audience. The event may hold conferences, consultation, installation, film screening exclusive video about the product. In terms of design and software content activities have plenty of opportunities and creative freedom. Can be used formats holiday forum and many others.

6) *Product placement* as an effective advertising method semi-covert placement of organic food in works of art. Proper «entanglement» in the context of the work unobtrusively capable of producing the right attitude towards the product.

The complex of these promotional tools raises awareness and trust among consumers of eco-products, as well as helps to create a positive image and positive opinions among buyers of goods. The usage of interactive and entertaining methods of advertising campaigns is the most relevant solution, because such methods are most interesting to the target audience, as opposed to the standard forms of promotion. Personal interaction between eco-products and potential customers through the proposed tools BTL-technologies allows more likely to neutralize doubts buyers of environmental and profit of such products. Also, such a strategy is better remembered by consumers and leaves positive emotions, which is important for a positive image and good reputation of the product and the brand.

Conclusion. Adaptive advertising strategies are a new trend in the current marketing strategies and relate to penetrate new markets. Adaptive Marketing is particularly effective in the case of promotion of specific product categories to new markets. Since organic foods are in demand for the consumer, it is actual to develop adaptive advertising strategies to promote them. Selecting adaptive marketing as the main direction of promoting eco-friendly food products in the market, it is necessary to choose the BTL-effective tools to address the underlying problem: the credibility of the product and its implementation

increase. We believe that adaptive advertising strategies enhance the level of trust and the formation of loyal consumer attitudes towards organic food. Using actual food tasting method, product placement, as well as opportunities to inform buyers of «word of mouth» with the assistance of competent professionals in the exhibitions, promotions and through the Internet and special events, eliminated the main problem of lack of information about the product. The social function of this approach is in the fact that the proposed technology-promoting positive effect on the environmental consciousness of consumers.

Adaptive strategies are a new trend in the actual marketing of healthy lifestyle. Analyzed technology in the Russian market can be indicated as specific for product category «Ecoproduct». The idea of market penetration promotion at this stage is associated primarily with the education of consumers regarding bioorganic products. The effectiveness of the proposed adaptive marketing tools related to the specificity of the market in which the «work» is the indirect impact of technology.

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Received 15.06.2014

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Статья поступила в редакцию 15.06.2014