

САДЧЕНКО О.В.

д-р екон. наук, проф., головний науковий співробітник
відділу економічного регулювання природокористування
Інституту проблем ринку та економіко-екологічних досліджень НАНУ
Французький бульвар, 29, г. Одеса, Україна, 65044,
hb. dr проф.
Вища школа економіко-гуманітарна
вул. В.Сікорського, 4, м. Бельсько-Бяла, Польща, 43-300
E-mail: esadchenko@gmail.com
ORCID: 0000-0003-4914-6249

РОБУЛ Ю.В.

к. ф-м. наук, доцент.
кафедра маркетингу та бізнес-адміністрування.
Одеський національний університет ім. І.І. Мечникова
Французький бульвар, 24/26, м. Одеса, Україна, 65044
E-mail: yrobul@gmail.com
ORCID: 0000-0002-7299-9648

ЕКОНОМІКО-ЕКОЛОГІЧНИЙ МАРКЕТИНГОВИЙ ПРОСТІР ЕКОНОМІКИ ВРАЖЕНЬ

Актуальність. Актуальним є визначення рівноважного динамічного стану системи на основі гармонізації взаємодії між економічними та екологічними підсистемами в ринковому просторі. Продукт економіки досвіду є: товар або послуга плюс додатковий прибуток в результаті досвіду. Враження - розвага, навчання, можливість особистої участі, самовираження, розвитку соціальних контактів і навичок (соціалізація) і інше, це фактори доданої вартості. Додаткові витрати в оригінальність або унікальність товару або послуги окупаються і приносять ще додатковий прибуток. Тому особливо актуальними є товари або послуги пов'язані з природними ресурсами або умовами. Економіку досвіду слід розглядати в економіко-екологічному маркетинговому просторі, яке дозволить сформувати ціну товарів і послуг, що збільшується в першому випадку (місце розташування) з витрат додаткових за оренду і додаткового прибутку за унікальність отримання послуги в цій місцевості або збільшується за рахунок враження товару або послуги і перебиває собівартість послуги. У другому випадку ціна послуги коригується щодо додаткових витрат і прибутку за оригінальність надання послуг досвіду. Тобто можна розглядати диференціальну ренту першого і другого порядку з урахуванням екологічного фактора. Рента в умовах економіки досвіду - додатковий дохід, що отримується підприємцем понад певної прибутку за унікальність розташування його діяльності і капітал; освіту екологічної ренти, при розгляді природно-ресурсного потенціалу, обумовлено більш сприятливими умовами розташування, в яких один підприємець знаходиться перед іншим, не в рівних умовах.

Мета та завдання. Метою статті є визначення економіко-екологічного маркетингового простору в умовах розвитку економіки досвіду з допомогою обґрунтування теоретичних і науково-практичних основ формування механізму економіко-екологічного інноваційного розвитку.

Результати. Питання, пов'язані з «економікою досвіду», дають можливість перейти на той рівень розвитку економіки, який дозволяє скористатися конкурентними перевагами даного підприємства. При розгляді інноваційно-екологічного простору можна використовувати більш ефективні конкурентні переваги в умовах залучення вражень для задоволення потреб як на ринку B2B, B2C, так і міжнародних ринках.

Маркетинг вражень - це додаткова людська діяльність, яка має відношення до ринку в умовах жорсткої конкуренції і насиченого ринку, коли його принципи служать єдиною можливістю шляхом забезпечення прибутковості і плюс додаткової прибутковості виробництва, зростання і розвитку підприємства. Орієнтація на ринок визначає основні напрями господарської діяльності і оцінює її результати величиною кінцевого доходу.

Відмінною особливістю послуги вражень є те, що вона може існувати тільки при взаємозв'язку покупця послуги, виробника послуги і «додаткової послуги», яка не завжди залежить від виробника послуги, а формується в залежності від місця розташувань, історичної цінності даного місця або незвичайності подачі цієї послуги, тобто від унікальності надання даної послуги. Так, фактично, споживач платить за приємні, інколи незабутні враження, а виробник (власник) цієї послуги перебиває (щодо середнього рівня цін) за оренду або за придбання додаткових основних фондів (або вкладення додаткових інвестицій). Виробник повинен мати компенсацію за «переплату» і, звичайно, додатковий прибуток. Так, споживач платить додаткові гроші за

додаткову послугу-враження, а власник теж платить додатково або за оренду приміщення, або за додаткову подачу цієї послуги, тобто «враження» це додаткові витрати, які і відображаються в ціні товару. Враження в економічному сенсі - це додаткові витрати і додатковий прибуток. Тільки екологічно високоякісний товар і така ж високоякісна екологічна послуга користуються дійсним попитом на ринку і можуть повернути до себе споживача. Виходячи як з інтересів суспільства в цілому, так і кожного члена суспільства, потрібне застосування нових форм організації виробництва, бізнесу та праці, вдосконалення структури виробничо-господарської діяльності з урахуванням національних особливостей природокористування.

Умовою освіти екологічної ренти є не тільки якісні і кількісні характеристики ресурсу (ресурсо-товару - землі), а й екологічні характеристики даного ресурсу і продукції, виробленої на цій ділянці. Тому при витраті рівновеликих капіталів вони дають різну кількість і якість продукції. Екологічна рента може утворитися і на гірших за родючістю земельних ділянках, але кращих за екологічними характеристиками. У той же час землі вищих категорій можуть бути виведені з сільськогосподарського обороту в зв'язку з екологічною катастрофою. Тому в умовах економіки досвіду при визначенні ціни «прийняття рішення» повинні бути враховані екологічні складові, однак деградація навколишнього середовища, виснаження природних ресурсів, надмірне забруднення свідчать про збої в ринковому механізмі. Економіка досвіду в сучасних умовах може змінити цю негативну практику.

Висновки. У сучасних умовах розвитку економіки необхідна принципово нова екологічна політика держави, яка б чітко визначила стратегію і тактику поліпшення відносин між суспільством, виробництвом і природою, оптимальне поєднання екологічних, економічних і маркетингових позицій. У зв'язку з цим необхідні багатоаспектні дослідження маркетингових систем, що входять до складу інтегральних соціо-еколого-економічних систем, об'єднаних потоками інформації. У процесі формування ринкових структур економіки досвіду ставиться завдання об'єднати інтереси економіки, суспільства і поліпшення навколишнього природного середовища. Зменшення забруднення і збереження природних ресурсів стає вигідно для економіки досвіду. Якщо раніше інтереси економіки та екології були розташовані в площині конфліктів, то зараз в еколого-економічному просторі їх інтереси збігаються: виробник отримує додатковий прибуток, покращуючи при цьому навколишнє природне середовище.

Ключові слова: конкуренція, маркетинг, економіка вражень, екологічна рента, послуги-вражень, інформаційно-управлінські моделі, альтернативне витрати, маркетингові стратегії.

SADCHENKO O.V.

Dr.Sc. (Economics), Prof.

Chief Researcher, Department of Economic Regulation of Environmental Management

Institute Of Market Problems And Economic&Ecological Research of the

National Academy of Sciences of Ukraine

Prof. dr hab.

Higher School of Economics and Humanities

Ul. V.Sikorsky, 4, Bielsko-Biala, Poland, 43-300

E-mail: esadchenko@gmail.com

ORCID: 0000-0003-4914-6249

ROBUL I.V.,

PhD. Phys. Sciences, associate professor

Chair of marketing and business administration

Odesa National Mechnikov University,

Frantsuzkyi boulevard, 24/26, Odesa, Ukraine, 65044

E-mail: yrobul@gmail.com

ORCID: 0000-0002-7299-9648

ECONOMIC AND ENVIRONMENTAL MARKETING SPACE OF THE ECONOMICS OF EXPERIENCE

Topicality. It is relevant to determine the equilibrium dynamic state of the system based on the harmonization of the interaction between economic and environmental subsystems in the market space. The product of the economy of experience is: a product or service plus additional profit from experience. Impression - entertainment, training, the possibility of personal participation, self-expression, the development of social contacts and skills (socialization) and more, these are added value factors. Additional costs in the originality or uniqueness of a product or service are paid off and bring additional profit. Therefore, goods or services related to natural resources or conditions are especially relevant. The economics of experience should be considered in the economic and environmental marketing space, which will allow to form the price of goods and services that increases in the first case (location) from the additional costs for

rent and additional profit for the uniqueness of receiving a service in this area or increasing due to the impression of a product or service and overlapping cost of services. In the second case, the price of the service is adjusted relative to additional costs and profits for the originality of the provision of impression services. That is, we can consider differential rents of the first and second order taking into account the environmental factor. Rent in the conditions of the economy of experience - additional income received by the entrepreneur in excess of a certain profit for the uniqueness of the location of his activities and capital; the formation of environmental rents, when considering the natural resource potential, is due to more favorable location conditions in which one entrepreneur is in front of another, not in equal conditions.

Aim and tasks. The purpose of the article is to determine the economic and environmental marketing space in the context of the development of the economy of experience by substantiating the theoretical and scientific-practical foundations of the formation of the mechanism of economic and environmental innovative development.

Research results. Issues related to the "economy of experience" make it possible to go to that level of economic development that allows you to take advantage of the competitive advantages of this enterprise. When considering the innovation and ecological space, competitive advantages can be used more effectively in terms of attracting impressions to meet the needs of both the B2B, B2C market and international markets.

Impression marketing is an additional human activity that relates to the market in the conditions of fierce competition and a saturated market, when its principles serve as the only possible way to ensure profitability and plus additional profitability of production, growth and development of the enterprise. Market orientation determines the main areas of economic activity and evaluates its results by the value of the final income.

A distinctive feature of such a service is that it can exist only with the relationship between the buyer of the service, the manufacturer of the service and the "additional service", which does not always depend on the manufacturer of the service, but is formed depending on the location, historical value of the place or the unusual nature of the service, that is, from the uniqueness of the provision of this service. So, in fact, the consumer pays for a pleasant, sometimes unforgettable experience, and the producer (owner) of this service overpays (relative to the average price level) for rent or for the purchase of additional fixed assets (or additional investments). The manufacturer must have compensation for the "overpayment" and, of course, additional profit. So, the consumer pays extra money for an additional service-impression, and the owner also pays extra either for renting a room or for the additional supply of this service, that is, "impression" is the additional costs that are reflected in the price of the goods. An impression in the economic sense is additional costs and additional profit. Only ecologically high-quality goods and the same high-quality environmental services are in real demand in the market and can attract consumers. Proceeding both from the interests of society as a whole and each member of the society, it is necessary to use new forms of organizing production, business and labor, improving the structure of production and economic activity, taking into account national characteristics of nature management.

The condition for the formation of environmental rents is not only the qualitative and quantitative characteristics of the resource (resource-goods - land), but also the environmental characteristics of this resource and products grown on this site. Therefore, with the expenditure of equal capital, they give a different quantity and quality of products. Ecological rent can be formed on the worst land fertility, but the best environmental characteristics. At the same time, lands of higher categories can be removed from agricultural circulation in connection with an environmental disaster. Therefore, in an economy of experience, when determining the price of "decision making", environmental components must be taken into account, however, environmental degradation, depletion of natural resources, and excessive pollution indicate failures in the market mechanism. The economics of experience in modern conditions can change this negative practice.

Conclusion. In modern conditions of economic development, a fundamentally new environmental policy of the state is needed, which would clearly define the strategy and tactics for improving relations between society, production and nature, the optimal combination of environmental, economic and marketing positions. In this regard, multidimensional studies of marketing systems that are part of integrated socio-ecological-economic systems, combined by information flows, are needed. In the process of formation of market structures of the economics of experience, the task is to combine the interests of the economy, society and improve the environment. Reducing pollution and conserving natural resources becomes beneficial to the economics of experience. If earlier the interests of economics and ecology were located in the plane of conflicts, now in the ecological and economic space their interests coincide: the producer receives additional profit, while improving the environment.

Keywords: competition, marketing, impression economy, environmental rent, impression services, information and management models, alternative costs, marketing strategy.

Problem statement and its connection with important scientific and practical tasks. In modern turbulent conditions of economic development, there is a mutual influence and interdependence of the "economy" as a producer of goods, services, "management", as a professionally managing organization of production and "marketing", as the process of planning and managing the development of goods and services, pricing, promotion of goods to buyers and sales. Such a system: "economy-management-marketing" will allow achieving a variety of benefits that will lead to the satisfaction of needs. The

systematic expansion of one of the fragments of this system or the transfer of emphasis (added value) from one link to another allows us to interpret the economy as a new phenomenon in the context of the development of information technology and globalization. Thus, the authors B. Joseph Pine II, James Gilmore, Pekar Valery and others call such an economy "economy of experience".

Analysis of recent publications on the problem. Currently, there are no works that would systematically reveal the problem of economic and environmental marketing space at the current level of transformational economic development, taking into account strategic, tactical and operational marketing models based on the principles of sustainable development of the economy of experience.

An analysis of the existing experience in the field of marketing of the economy of impressions gives reason to say that the problem of managing marketing impressions in promoting an environmentally balanced business and its implementation in both domestic and international markets has not been developed.

The problems of forming an effective economics of experience are studied in the works of such scientists as: Liozu S. M. [5,6], Pekar V. [9], Grafsky M., Barsukov A. [1], Komarova K.O. [4], Joseph Pine, James Gilmore [3], E. Toffler [11], Rolf Jensen [10], B. Schmitt, D. Rogers, K. Wrococ [12] and the English. Studies in the field of environmental pricing, environmental differential rents were conducted by students [2, 7, 8, 12,13].

Allocation of previously unsolved parts of the general problem. After analyzing the literature on this issue, we can assume that in this context the problem of the "economy of experience" in the ecological and innovative space was not considered. Therefore, we will focus on the value of resources, which will allow us to more reasonably determine the economic efficiency of development alternatives.

Formulation of research objectives (problem statement). The purpose of studying this issue is to determine the economic and environmental marketing space in the context of the development of the economy of experience by substantiating the theoretical and scientific-practical foundations of the formation of the mechanism of economic and environmental innovative development.

An outline of the main results and their justification. The current state of society is excess supply, a century of abundance, and competition. So, the average US citizen receives daily up to 247 flyers: television, radio, etc. For example, Mercedes Benz used completely insane commercials. In the chain "raw materials-products-services-experience" the share of value added is growing step by step, and the main share is precisely the impression. Therefore, it is completely legitimate to talk about the economics of experience as a new phenomenon - this is the opinion of many scientists. Extreme times entail extreme measures, and the economy of excess supply is developing across the globe. This is an age of excess - great fears, more fun, more uncertainty, more competition. There is no doubt about all this. In the near future there will be a surplus of similar companies that hire similar people with similar opportunities, offer similar goods and services with similar quality, price and market promotion methods, and they will all compete with each other [9].

This statement is debatable, firstly, when considering such a way of economic development there was and there is competition. The number of enterprises, companies producing similar products will decrease as a result of natural (competitive) selection. Secondly, as a result of the development of scientific and technological progress, tendencies of managing the production of goods and services of the same type may arise, for example, as Swedish "socialism" or the introduction of modern technologies of information management models with fixing and regulating the number of production or provision of services in on a global scale.

But issues related to the "experience economy" make it possible to go to that level of economic development that allows you to take advantage of the competitive advantages of this enterprise. When considering the innovation and ecological space, competitive advantages can be used more effectively in terms of attracting experience to meet the needs of both the B2B, B2C market and international markets.

Marketing gives the enterprise an impetus about what should be produced and in what size, and the production task should be reconstructed in a short time and put into production the goods that society needs. Marketing "service-experience" - marketing, the task of which is to promote services as a result of new, unique experience on the market. Marketing of "service-experience" is a branch of modern marketing that studies the features of the marketing activities of organizations whose business is to benefit from the provision of this "service-experience". In our opinion, the economy of experience is, in essence, the marketing of service-experience, where a product-service becomes most valuable because of the location of the provision of this service in historical places, in the city center, the originality of its implementation, etc., that is, psychologically perceived as an additional service due to consumer experiences.

A distinctive feature of such a service is that it can exist only with the relationship between the buyer of the service, the manufacturer of the service and the "additional service", which does not always depend on the manufacturer of the service, but is formed depending on the location, historical value of the place or the unusual nature of the service, that is, from the uniqueness of the provision of this service. So, in fact, the consumer pays for a pleasant, sometimes unforgettable experience, and the producer (owner) of this service overpays (relative to the average price level) for rent or for the purchase of additional fixed assets (or additional investments). The manufacturer must have compensation for the "overpayment" and, of course, additional profit. So, the consumer pays extra money for an additional service-impression, and the owner also pays extra either for renting a room or for the additional supply of this service, that is, "experiences - impression" is the additional costs that are reflected in the price of the goods. An impression in the economic sense is additional costs and additional profit.

The main task of marketing the economy of impressions is to understand the needs and requirements of each market and choose the ones that their company can serve better than others, find or form the winning sides of their business. This will allow the company to produce goods of higher quality and thereby increase sales and increase its revenue by better meeting the needs of target customers.

The first way of marketing the economy of impressions is to create a service that does not differ in content and price from other similar services, but its request is carried out in a unique place. The customer pays for this location. Demands in the economics of experience are a need, reinforced by purchasing power, acquiring property or organizing your production. You must be sure that you will receive additional profit for the impression and pay back the investment. Therefore, the price of the service will be higher - this is the rent for the location.

The cost of the service provided as a result of impressions has the same price as the service provided under normal conditions and plus rent for the uniqueness of the location. This also implies the features of marketing services-impressions, since it is impossible to familiarize yourself with the product in advance, and the buyer of such a service can only trust the marketing messages of the service provider about the quality and timeliness of the service. The expected service of "impressions" is the subjective presentation of consumers about the quality level of marketing of services that will be provided to them. Externalization of services is a marketing concept for developing impression services related to the emergence of new types and forms of service activities that take on the functions of satisfying needs that were previously satisfied by the organization or the household.

The second way of marketing the economy of impressions is to provide the service in its original form, maybe an unusual cafe or cafe with various entertainments that will allow it to be more competitive than other services. So, the manufacturer of such a service increases the trade and operational efficiency of the experience economy.

Marketing experience is an additional human activity that is related to the market in the conditions of fierce competition and a saturated market, when its principles serve as the only possible way to ensure profitability and plus additional profitability of production, growth and development of the enterprise. Market orientation determines the main areas of economic activity and evaluates its results by the value of the final income.

When considering the environmental component of economics experience, you can consider the following examples, namely:

1. Location. Sanatoriums, recreation and health centers, camp sites are tied to a health resource, it is in these places that an additional environmental rent is created, which allows you to get additional profit due to the unique location and originality of the service.

2. The originality of a product or service lies in its natural quality or minimal introduction of biological ingredients into the composition. Today, consumers are willing to overpay for a product, but to be natural.

3. The originality of the supply of such goods and services.

4. Environmental friendliness of the environment surrounding us. So, in France, consumers overpay (literally 50 cents) for cheese, but this money goes to restore meadows in which a sandpiper nests.

5. Conservation of the biodiversity of our planet.

6. Wellness facilities. Juniper houses, mud baths and so on.

Consider the formation of environmental rents in an economy of experience. So, in a short period of time, when some costs are fixed, the production balance equals profit plus rent. In a long period of time, profit can be equal to zero and the production balance is equal to rent due to the fact that new enterprises can enter the sphere where profit is provided without raising prices for the production product.

The basis of any differential rent is excess income. But treating income as a payment for risk, uncertainty of the results of activities, we must determine the share of risk that will reflect changes in the value of natural resources, the irreplaceability of the previous qualities of a given resource after a certain period of time. This share of risk will be environmental rent, but this rent will consist of rent-risk arising from the use (depletion) of a natural resource and rent-risk - pollution of this resource. The sum of these two components will be the ecological rent.

Most natural resources cause an increase in rents, and therefore the remainder of the producer is not limited. This residual for manufacturers, which takes place in a competitive equilibrium over a long period of time, is called differential rent.

When establishing rents as a regulatory parameter, using land use as an example, land use costs depend on the quality of the environment in a particular region, on the economic assessment of natural resources, and differential rents I and II. In connection with a change in the quality of the natural environment (both the external factor affecting land pollution and the internal agrotechnical methods of land use), additional investments are needed to eliminate and compensate for damage from its pollution. Indeed, in the conditions of the economy of experience, the producer of the impression service must improve the natural environment or take advantage of the improved conditions to sell its services. The price of a product-service will depend on this, renting a natural resource (or natural conditions, opportunities), the manufacturer expects to use it for the economy of experience.

So, for example, when a region (space, territory) is contaminated, there is a need for additional investments: it can be decontamination works if there was radioactive contamination, as well as cultivating and cultivating the land using certain technologies that will subsequently bring profit. Thus, differential environmental rent (or differential rent III) arises - additional profit (income) obtained as a result of additional capital investments in the environmental sector, which ensures an increase in the production economic and environmental effect (in view of the fact that environmentally friendly natural resources, goods, territories will be in great demand, even in conditions of a scarce economy). It is defined as the difference between market and individual price. As long as these additional investments will provide greater growth in the production of environmentally friendly goods, services and more effectively contribute to the preservation of the quality of the natural environment, rather than equal costs that determine the social (market) price of production, but do not lead to the improvement of the natural environment and people, they will bring additional profit. The public (market) price will be determined by the price of environmentally friendly and safe goods (services), clean natural resources, environmentally friendly working and living conditions.

The condition for the formation of environmental rents is not only the qualitative and quantitative characteristics of the resource (resource-goods - land), but also the environmental characteristics of this resource and products grown on this site. Therefore, with the expenditure of equal capital, they give a different quantity and quality of products. Ecological rent can be formed on the worst land fertility, but the best environmental characteristics. At the same time, lands of higher categories can be removed from agricultural circulation in connection with an environmental disaster. For example, as a result of the Chernobyl accident, large areas (fertile soils, pastures) contaminated with radionuclides were mothballed. The situation is complicated by the general depletion of the natural potential of the agro-industrial complex in the vast majority of agricultural regions. The environmental factor becomes a fundamental factor in determining the value of natural resources, in particular land. Thus, the price of grain contaminated with ambrosia spores (and this is the additional cost of eliminating the natural pollutant) is much lower than grain grown in pure conditions. Scientific and technological progress, on the one hand, helps to reduce the inequality of the natural fertility of various sites, and on the other, it affects the environmental characteristics of natural resources and conditions. So, under the influence of scientific and technological progress, there is a tendency to increase the productivity of invested capital, but it may not lead to the formation of additional income, but only to reduce the cost of manufactured products due to changes in environmental needs, needs and demands of consumers.

The subject of demand is precisely the environmental properties of goods (services) as the ability to restore (or improve) the quality of the environment and ensure environmental safety. Therefore, prices for environmental goods and services are to a large extent determined by the level of demand, which, in turn, depends on the environmental situation in a particular region.

An ecological product is understood to be a utility created by labor, intended for sale on the market, and production, consumption, distribution and exchange should contribute to an ecologically balanced

equilibrium of the natural environment, that is, with the help of which ecological needs can be satisfied. These are goods, services that are efficient from the standpoint of consuming natural resources and energy, which do not have adverse environmental impacts and are environmentally friendly in the process of their intended use.

For ecological goods and services, the effect of “introducing a new product” is very characteristic. This is an element of the economics of experience, which is actively used in the economies of Western countries. It consists in the fact that in conditions of a sharp deterioration of the environmental situation for any reason (natural or man-made), enterprises, firms that quickly enter the regional market with relevant environmental goods and services have the opportunity to set the highest possible price on them, which ensures the norm profits many times higher than the average for the industry. However, such a “skim cream” policy is usually limited in time. As soon as the emerging environmental problem is legalized and becomes the object of state environmental policy, prices for environmental goods and services can significantly decrease due to compensatory measures on the part of the state (for example, through subsidies to manufacturing companies that are ready to cut prices), as well as due to competition regional environmental market. Another important feature of pricing in environmental management is the significant influence of the regional factor, which is caused by the regional nature of environmental issues. In this regard, enterprises - producers of environmental goods and services should use a policy of differentiated regional prices.

Organic food products grown and processed in the pollution zone require high costs for their production, namely, the costs of eliminating (or mitigating) pollution and its consequences. Consequently, prices for environmentally friendly food products, goods, services will be significantly higher than their production in unpolluted areas, *ceteris paribus*. But only if the territory or resource is polluted and we restore its qualitative characteristics, that is, we increase the use value. If the quality indicators of the natural resource potential are maintained at the level of environmental standards, then the prices of environmental goods may be lower, due to the lower costs of the amount of damage prevented. One of the priority problems of the effects of pollution is the creation of economically beneficial conditions for the population to consume environmentally friendly products. By economically advantageous conditions of consumption of the necessary assortment and volume of environmentally friendly products, one should understand the availability of prices. However, in the context of the transition of the economy to market relations and a decrease in government subsidies for necessary food products, the formed price in commercial structures should reflect the costs of the manufacturer and provide, at a minimum, an average rate of profit. In this case, one should study the specifics of environmental needs and the environmental needs of consumers of goods. When determining the assessment of environmental preferences, consumption and demand of environmental products in eco-marketing, the methods and methods of marginal utility theory, marginal environmental utility, elasticity of demand, supply of environmental goods, system analysis and forecasting of socio-ecological-economic systems, etc. are of interest.

The modern neoclassical trend explores the problems of rent on the basis of theories of marginal product, marginal returns. It is assumed that it is the sizes of marginal products that determine the contribution and share of each of the products of production. The minimum amount required by the owner of resources in order for him to agree to sell a certain amount of services is the marginal cost of these services. Economic rent is a gain (surplus) in comparison with the opportunity cost of the supply of resources. It is similar to the concept of “manufacturer’s gain” in the product market. In this regard, economic rent is interpreted as any income attributable to the production costs of a resource that exceeds its opportunity cost. This income is possible only with a fixed supply of resources. Production resources always have a certain limitation in a short period. The only resource whose supply is inelastic from the point of view of society is land. Income derived from use is called net economic rent.

The modern neoclassical trend explores the problems of rent on the basis of theories of marginal product, marginal returns. It is assumed that it is the sizes of marginal products that determine the contribution and share of each of the products of production. The minimum amount required by the owner of resources in order for him to agree to sell a certain amount of services is the marginal cost of these services. Economic rent is a gain (surplus) in comparison with the alternative cost of the supply of resources. It is similar to the concept of “manufacturer’s gain” in the product market. In this regard, economic rent is interpreted as any income attributable to the production costs of a resource that exceeds its opportunity cost. This income is possible only with a fixed supply of resources. Production resources always have a certain limitation in a short period. The only resource whose supply is inelastic from the point of view of society is land. Income derived from use is called net economic rent.

The theory of marginal environmental utility is based on the basic rule for choosing the volumes of all environmental factors. An enterprise that maximizes profits should focus on such a volume of output that marginal costs, taking into account the environmental factor - the coefficient of an exhausting resource, the assessment of environmental damage, the priority coefficient of natural resources for future generations, are equal to the marginal income.

Of particular interest are rent studies based on theories of marginal product, marginal return. Land, in view of the fact that it is a resource whose supply is inelastic even in long-term time intervals, has an income, which is called net economic rent. Thus, rent as an economic category means not just income from land, but income from such a factor of production, the supply of which is inelastic. In this case, the ultimate product is the inelasticity of environmentally friendly products. Demand is the only effective factor determining rent, with passive supply. The costs associated with them are directly included in the marginal cost of production and are directly involved in regulating the supply price. And since economic rent is the difference between the fee for the services of resources and the minimum amount of funds that must be spent to encourage resource owners to offer their services in the market, environmentally friendly resources (in particular, land) and environmentally friendly goods (produced and grown on these lands) will always be in demand in the market and a relative increase in these resources and products will be possible.

And in this case, there will be not only differential ecological rent III, which depends on additional investments in environmental protection measures, but also environmental rent, which consists of the following main points: obtaining "excess profit" as a result of a relative "increase" in land plots, and therefore "increase »The volume of agricultural production, market conditions and changes in the size of marginal products, marginal returns compared with alternative options, a constantly changing difference external and negative externalities (external effects that increase or decrease utility), on the magnitude of environmental risks. Environmental rent is income that exceeds its opportunity cost. If we assume that the soil properties are used to the full, that is, they are constant, then the income depending on the offer price of an environmentally friendly product (or on fluctuations in the demand for products) derived from improvements in agricultural technology aimed at the environmental stabilization of the territory in a short period and due to the proposal, is considered as an environmental quasi-rent. Sometimes environmental rents and environmental quasi rents coincide due to a relatively "changing" amount of land.

Prices at "natural" markets often do not reflect the true value of natural goods, the real social costs, and the benefits of using environmental factors. Therefore, an inadequate assessment of the scarcity of resources, the values of supply and demand. Taking into account real prices (estimates) of land resources will make it possible to more reasonably determine the economic efficiency of development alternatives at the stage of choosing options for economic and environmental forecasting, evaluating projects in the economy at both the macro and micro levels of economic assessments. Environmental services have costs, even if they are not the result of human labor. All costs could be estimated as opportunity costs, i.e. resources providing services are measured by the value of unearned net income in view of the impossibility of greater use with more profitable benefits. Resources are not free if they can be used alternatively.

Alternative costs (lost profits) allow you to evaluate a natural object, resource goods that have an underestimated market price or do not have any and through lost profits and benefits that could be obtained by using this resource for other purposes. The opportunity costs of protected natural areas are the benefits that individuals or society lose due to conservation. These costs include non-receipt of products from protected areas (agricultural products, animals). Alternative costs also include benefits that could be derived from alternative uses (agricultural development, forestry, etc.).

Suppose a certain territory - a section of coastal territory can be used either by tourists for passive recreational recreation - as part of an untouched coastal area (aesthetic enjoyment of the landscape, etc.), or the same area will be used for active recreational recreation (construction of an aqua park). This section of the coastal territory is no longer attracted to the first group of tourists after the construction of the water park, so they lost some of the services that nature had previously provided to them. Obtaining two benefits is not possible.

The opportunity cost for passive holiday tourists is equal to the alternative net income (in absolute terms) received from another type of recreational activity minus the costs required to produce this type of vacation and the damage to the environment of this coastal region. The opportunity costs for using land for agricultural crops will be equal to the alternative net income received from cultivating grapes in another plot, taking into account all economic and environmental costs that arise in the process of resolving issues in the

natural-food chain, which will inevitably affect the economic assessment of natural resources directly or indirectly.

To preserve the natural landscape, alternative cost estimates should be used and the value of the cheapest alternative to preserve it should be investigated. Alternative costs of conservation - additional costs of generating income from this active type of activity to preserve the coastal territory in a natural state.

Investments in alternative environmentally-sound options can give a greater economic and environmental effect than the costs aimed at protecting the environment. Thus, the environmental situation can improve with a decrease in environmental protection costs.

Given the real ecological and economic situation, the state should form such an economic mechanism for land use that can influence the sources of pollution, creating positive and negative financial incentives, and form the funds used to finance environmental activities. The economic and environmental mechanism, as an instrument of intervention policy, makes it possible to operate with prices in order to correct market shortcomings associated with inaccurate reflection of the full costs of environmental pollution and the benefits of its control.

When considering pricing for goods and services of traditional demand, for environmental goods, additional costs caused by the need to comply with environmental standards and restrictions in the production and sale of goods and services of traditional demand, as well as environmental goods and services, can be compensated not only by higher prices, but also by account of other sources. For example, enterprises producing "green" (green) goods can receive special subsidies from the state, use preferential taxation and loans, use the financial resources of non-governmental organizations, including international ones (grants, special funds and financing programs). At the same time, the enterprises themselves have the opportunity to stimulate the purchase of such goods by offering various additional services at preferential prices (for example, buyers of a "green" car, the price of which is higher than usual, are guaranteed preferential maintenance, free replacement of individual components during the modernization of production, sale of spare parts for reduced prices, etc.). In some cases, higher prices for "green" goods and services can be offset at the buyer's level with targeted subsidies, preferential taxation, and other compensation mechanisms on behalf of the state or local authorities.

Thus, the main methodological moment determining the pricing policy in this case is the fact that the property of "environmental friendliness" of a product (or service) is not a direct consumer demand here, but only its additional (concomitant) property, for which the buyer, strictly speaking is not required to pay. Therefore, by setting higher prices (caused by additional costs) for "green" goods and services, the manufacturer must clearly present and "work through" all possible mechanisms for off-price compensation of production costs. The state and local authorities - the subjects and guarantors of environmental policy at the state and regional levels, are called upon to play a key role in the implementation of these mechanisms.

Conclusions and perspectives of further research. Under conditions of high anthropogenic pressure on the environment, economists are conducting research to approximate the real assessment of natural resources, to increase the "competitiveness" of natural resource potential. Therefore, the issues of marketing space in the economy of experience, taking into account the environmental component, should be addressed taking into account the pricing policy of natural resources. Here, a very important point is the economic and environmental accounting of the consequences of decisions made at each link of the natural-product vertical. Therefore, the higher the economic value of natural resources, the greater the likelihood of effective environmental-balanced design and software decisions. At the moment, a fundamentally new environmental policy of the state is needed, which would clearly define the strategy and tactics for improving relations between society, production and nature, the optimal combination of environmental, economic and marketing positions. In this regard, multidimensional studies of marketing systems that are part of integrated socio-ecological-economic systems, combined by flows of information, matter and energy, are necessary.

With the right strategy for positioning a service-experience, an impression is created that allows consumers to interact with the company on a more personal, emotional level, which is the goal of the experience economy. Moreover, marketing technologies increase awareness of both the company and the products or services that it offers.

ЛИТЕРАТУРА

1. Графский Михаил, Барсуков Андрей Экономика впечатлений помогает продавать больше и дороже. – Режим доступа до сайту: <https://www.clientbridge.ru/blog/ekonomika-vpечatleniy/>
2. Джоббер Д. Принципы и практика маркетинга: уч. пос.:пер. с англ. / Издательский дом «Вильямс», 2000. 688 с.

3. Джозеф Пайн, Джеймс Гилмор. Экономика впечатлений Режим доступа до сайту:<http://www.management.com.ua/qm/qm242.html>
4. Комарова К.О. Феномен экономики впечатления. Международный студенческий научный вестник. 2015. № 4-2.; – Режим доступа до сайту: <http://www.eduherald.ru/ru/article/view?id=13481>.
5. Liozu S. Industrial pricing orientation: The organizational transformation to value-based pricing. /Liozu S., Boland R., Hinterhuber A., Perelli S. // Paper presented at First International Conference on Engaged Management Scholarship, June 2, 2011. – Режим доступа до сайту:<http://ssrn.com/abstract=1839838>
6. Liozu S. M., Pricing orientation, pricing capabilities, and firm performance./ Liozu, S. M.,Hinterhuber, A. // Management Decision, - 2013. - 51(3), 594–614.
7. Malhotra N. K., Birks D., Wills P. Marketing research: Applied approach (4th ed.). //New York: Pearson. 2012.
8. Payne A., Frow P. Developing superior value propositions:Astrategic marketing imperative // Journal of Service Management. 2014. 25(2), 213–227.
9. Пекар В. Введение в экономику впечатлений. Режим доступа до сайту: <http://pekar.in.ua/ExperienceEconomics.htm>
10. Ролф Йенсен Общество мечты. Стокгольмская школа экономики в Санкт-Петербурге. 2002. – Режим доступа до сайту: <https://www.ozon.ru/context/detail/id/1225709/>
11. Тоффлер Э. Шок будущего: Пер. с англ. М.: «Издательство АСТ», 2002. 557 с. http://yanko.lib.ru/books/cultur/toffler-future_shock-ru-1.pdf
12. Б. Шмитт, Д. Роджерс, К. Вроцос Бизнес в стиле шоу. Маркетинг в культуре впечатлений. 2003. – Режим доступа до сайту: <https://www.e-reading.club/book.php?book=70398>
13. Humarova N.I., Vernihorova N. V. Inclusiveness in natural use in case of the reserved fund // Економічні інновації: зб. наук. праць. Одеса, 2019. Т. 21. Вип. 2 (71). С. 150-161 Режим доступа до сайту: <http://dspace.onu.edu.ua:8080/handle/123456789/25353>
14. Экология и экономика природопользования / Под ред. Э.В. Гирусова, В.Н. Лопатина. 2-е изд. М.: ЮНИТИ-ДАНА, 2002. 519 с.

REFERENCES

1. Grafskiy, M. & Barsukov, A. *Ekonomika vpechatleniy pomogayet prodavat' bol'she i dorozhe* [The economy of impressions helps sell more and more expensive.]. Retriever from: <https://www.clientbridge.ru/blog/ekonomika-vpechatleniy/> [in Russian].
2. Dzhobber D. (2016) Printsipy i praktika marketinga: uch. pos.:per. s angl. [*Principles and practice of marketing: uch. village: Per. from English*]. Izdatel'skiy dom «Vil'yams». 688 s. [in Russian].
3. Payn, D. & Gilmore, D. *Ekonomika vpechatleniy* [Economy of impressions] Retriever from: <http://www.management.com.ua/qm/qm242.html> [in Russian].
4. Komarova, K.O. (2015). Fenomen ekonomiki vpechatleniya. *International Student Scientific – Mezhdunarodnyy studencheskiy nauchnyy vestnik*. 4-2. Retriever from:<http://www.eduherald.ru/ru/article/view?id=13481>. [in Russian].
5. Liozu S., Boland R., Hinterhuber A., & Perelli S. (2011). Industrial pricing orientation: Theorganizational transformation to value-based pricing. Paper presented at First International Conference on Engaged Management Scholarship, June 2, 2011. Available at SSRN: <http://ssrn.com/abstract=1839838> [in English]
6. Liozu S. M., & Hinterhuber A. (2013). Pricing orientation, pricing capabilities, and firm performance. *Management Decision*, 51(3), 594–614. [in English]
7. Malhotra N. K., Birks D., & Wills P. (2012). *Marketing research: Applied approach* (4th ed.). New York: Pearson. [in English]
8. Payne A., & Frow P. (2014). Developing superior value propositions:Astrategic marketing imperative. *Journal of Service Management*, 25(2), 213–227. [in English]
9. Pekar, V. *Vvedeniye v ekonomiku vpechatleniy* [Introduction to the Economics of Impressions]. URL: <http://pekar.in.ua/ExperienceEconomics.htm> [in Russian].
10. Yyensen, R. (2002). *Obshchestvo mechty* [Dream Society]. Stokgol'mskaya shkola ekonomiki v Sankt-Peterburge. Retriever from:<https://www.ozon.ru/context/detail/id/1225709/> [in Russian].
11. Toffler, E. (2002). *Shok budushchego* [Shock of the future]: Per. s angl. M.: «Izdatel'stvo ACT». 557 p. Retriever from: http://yanko.lib.ru/books/cultur/toffler-future_shock-ru-1.pdf [in English].

12. Shmitt, B., Rodzhers, D. & Vrotsos, K. (2003). *Biznes v stile shou. Marketing v kul'ture vpechatleniy* [Business in the style of the show. Marketing in a culture of experience]. Retriever from: <https://www.e-reading.club/book.php?book=70398> [in Russian].
13. Humarova, N.I. & Vernihorova, N.V. (2019). Inclusiveness in natural use in case of the reserved fund. *Ekonomichni innovatsii – Economic Innovation* : zb. nauk. prats. Odesa,. T. 21, Vyp. 2 (71). pp. 150-161. Retriever from: <http://dspace.onu.edu.ua:8080/handle/123456789/25353> [in English].
14. Ekologiya i ekonomika prirodopol'zovaniya / Pod red. E.V. Girusova, V.N. Lopatina. (2002) [*Ecology and Economics of Nature Use*]. M .: UNITY-DANA. 519 p. [in Russian].