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**FUNDAMENTALS OF MARKETING IN ECOLOGICAL
AND INNOVATIVE DEVELOPMENT OF EXPERIENCE
ECONOMY**

An analysis of existing research in the field of marketing the values of goods and services in the ecological and innovative development of

the economy of experience suggests that the problem of managing the marketing of impressions in promoting an environmentally balanced business and its implementation in both domestic and international markets has practically not been developed.

Emotions and impressions become a commodity. The goal of modern experience economy marketing is to meet customer needs, attract new customers with the promise of superior customer value, and retain “old” customers by constantly meeting their changing needs. But here we forget about one important factor that very often the manufacturer generates additional demand from the consumer. If it is profitable for a manufacturer to invest some of the funds in an impression and make more profit than from a regular service, then any business will form a policy of services-experiences and goods in order to conquer a market or a specific segment of the market and become a competitive business.

The development of the information economy leads to the fact that goods and services are no longer enough; impressions are in greatest demand. Social innovation is of great importance for economic development, through improved techniques and technologies, new business models to improve the quality of life of people and social infrastructure in line with global trends. The main and defining value, which is not material wealth, but information that can manifest itself in impressions.

The concept of social innovation includes goods and services that will combine the intellectual and environmental needs of society, and this is one of the main directions of the economy of experience. In market conditions, the combination of economic and environmental interests is in the area of denial, and in the economy of impressions, the process of interest in clean resources (environmentally friendly goods) and living conditions is taking place. Since these ecological components will bring additional profit.

The main aspects of the economy of experience are now clearly distinguished: social, economic, environmental, ethical, aesthetic and cultural, which are characterized by the following features:

- deepening of the international division of labor due to the difference in the endowment of the countries of the world with economic and environmental resources, which leads to cooperation in the field of recreational and tourist destinations, etc .;

- information and communication development, a revolution in telecommunications based on electronics, cybernetics, satellite communication systems. Covering, practically, the entire planet by computer "Internet";
- creation of a highly developed information and communication infrastructure;
- strengthening the influence of transnational corporations on new technology and "know-how", changing the speed of introduction of "new products" on the market.

The cost of the service rendered as a result of the experience has the same price as the service rendered under normal conditions plus a rent for the uniqueness of the location. The basis of any differential rent is excess (additional) income. But interpreting income as a payment for risk, uncertainty of the results of activities, one should determine the proportion 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 the risk will be the ecological rent, but this rent will consist of the risk-rent arising from the use (depletion) of the natural resource and the risk-rent - the pollution of this resource. The sum of these two components will be the ecological rent. A "clean" environment is a condition in which added value is created. To determine the economic value of nature, the concept of "willingness to pay" is important. When establishing rent as a parameter of land use regulation, the cost of land use depends on the quality of the environment in a particular region, on the economic assessment of natural resources, differential rent I and II. In the experience economy, the producer of the experience service must improve the natural environment or take advantage of the improved conditions to implement his service. The price of the product-service-impression will depend on this.

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Thus, a differential ecological rent (or differential rent III) arises - additional profit (income) obtained as a result of additional capital investments in the ecological sector, which ensures an increase in the production economic and ecological effect (in view of the fact that

environmentally friendly natural resources, goods , territories will be in great demand, even in a deficit economy). It is defined as the difference between the market and individual prices.

Marketing in the eco-innovative development of the experience economy is an additional human activity that is related to the market in a highly competitive and 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 directions of economic activity and evaluates its results by the size of the final income.

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