

Modern Marketing Strategies for Development of the Company's Green Competitiveness

OLENA Y. CHYGRYNⁱ, OLEG M. OLEFIRENKOⁱⁱ,
MARYNA Y. HERASYMENKOⁱⁱⁱ, KATERYNA V. SEVCHENKO^{iv}

The globalization of economic development, the expansion of digitalization processes, the transformation of marketing channels for the promotion of goods and services, as well as the peculiarities of enterprises is gaining new relevance. From this perspective, digital omnichannel strategies can potentially drive the growth of traditional economic performance and ensure the competitiveness of businesses. The article considers the theoretical basis for the implementation of omnichannel strategies for the development of the green competitiveness of enterprises. The authors summarized the existing scientific and applied experience in the implementation of omnichannel strategies. With the help of the Google Trends toolkit, a trend analysis was conducted, which outlined the scientific interest and interest of the business community. The results of trend analysis showed a gradual increase in interest in the search for and implementation of optimal ways of communication in marketing for the development of green competitiveness. In terms of interest, the leading countries are Germany, France, Canada and the United States. In addition to the existing ones, the following criteria are proposed, which reflect the degree of unification of marketing communication channels for the formation of green competitiveness of enterprises: differentiation of communication channels; absence of stakeholders losses when changing the communication channel; taking into account the experience of stakeholders in each iteration of communication with him; convergence of traditional and digital channels of development of green competitiveness of enterprises; use of brand identity in communication with stakeholders; personalization of stakeholders. The obtained results of the analysis and their graphical interpretation are relevant and form the basis for a better understanding of the problems of the omnichannel approach and search for promising ways to implement it in the formation of green competitiveness of enterprises.

Key words: marketing strategies, omnichannel marketing, digital marketing, green competitiveness.

УДК 658.8

JEL Codes: M13, C42

Introduction. Omnichannel marketing is characterizing by the ability for consumers of goods and services to use the full range of marketing communication channels for a constant continuous opportunity for users to receive relevant information about goods and services and make purchases. Omnichannel marketing communications occupy a leading position among powerful corporations and become a new norm for the promotion of goods and services of enterprises. The relevance of this issue is confirmed by the presence of close links between the categories of omnichannel and marketing strategies. The transformation of marketing promotion channels is gaining new relevance since the beginning of the XXI century from the point of view that digital omnichannel strategies can potentially increase the efficiency of

ⁱ Olena Y. Chygryn, C.Sc. (Economics), Associate Professor, Department of Marketing, Sumy State University;

ⁱⁱ Oleg M. Olefirenko, C.Sc. (Economics), Junior Researcher, Department of Marketing, Sumy State University;

ⁱⁱⁱ Maryna Y. Herasymenko, C.Sc. (Marketing), Phd Student, Department of Marketing, Sumy State University;

^{iv} Kateryna V. Shevchenko, C.Sc. (Marketing), Student, Department of Marketing, Sumy State University.

© O. Y. Chygryn, O. M. Olefirenko, M. Y. Herasymenko, K. V. Shevchenko, 2021.

<https://doi.org/10.21272/mer.2021.94.04>



business efficiency and resource savings.

Problem statement. Construction of theoretical bases of implementation of the omnichannel approach at formation of green competitiveness of the enterprises demands, first of all, research and formation of its terminological basis. Omnichannel strategies and models are discussed in detail in the works of such scientists as Van Bruggen, Verhoef P., Kannan P. K., Inman J., Carroll D., Rangaswami A., Van Bruggen G., Stickdorn M., Hunka A., Laaksonen. M., Beck N., Rigl D., Chopra S., Avery D., Stinburg T., Dayton D. and others.

Using of the term "plurality of channels" was first used in 2010 by Van Bruggen, who stressed the need to increase the use of technology and information flows [6]. Verhoeff P., Cannan P. K., Inman J. [16] define omnichannel strategies as synergistic simultaneous management of multilateral communication channels and customer interaction points by when the experience and expectations of consumers through promotion channels are optimized. J. Vay and D. Serolini [15] note that omnichannel marketing strategies can transform the consumer experience, while creating synergies between the consumer and the brand.

However, the question of the level of elaboration of the problems of the omnichannel approach to the formation of green competitiveness of enterprises in the scientific works of domestic scientists remains insufficiently researched.

The purpose of the research is formation of the terminological basis for the implementation of omnichannel strategies to promote green competitiveness.

Results of the research. The concept of omnichannel marketing strategies are provided exclusively by a combination of online and offline tools, which necessitates the digitalization of commercial processes [14]. In the United States, for example, about 300 million people access the Internet, on average, through 4 different devices. Thus, the search query "omnichannel marketing" identified the appropriate level of interest, which is characterized by a growing trend [10, 13]. The vertical axis indicates the level of interest in the relevant topic in relation to the highest rate for a particular region and time period.

Using the Google Trends toolkit allows you to track relevant trends for specific categories (Fig. 1).

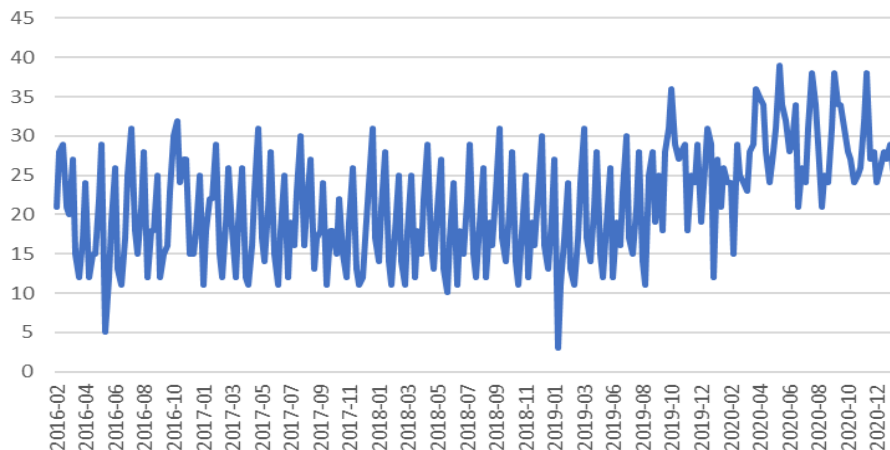


Figure 1. Dynamics of popularity of search queries of the category "omnichannel marketing"

Source: created by the authors on the base of Google Trends.

The level of 100 points characterizes the highest level of popularity of the query. In this case, 0 points means a location for which there is insufficient data for this query.

In addition, the Google Trends toolkit allows you to explore the geographical location of relevant search queries. The study results show that the category of "omnichannel marketing" is the most widely used in the scientific field in Canada, the USA, Germany, Australia (Fig. 2).



Figure 2. Map of the request intensity for "omnichannel marketing" in the world in the scientific field

Sources: created by the authors with the help of Google Trends.

As for the business sphere, the popularity distribution of the relevant search category has a slightly different structure (Fig. 3). The "omnichannel marketing" category is most used in Germany, Belgium, Brazil, and Finland.



Figure 3. Map of the request intensity for definition "omnichannel marketing" in the world in the business sphere

Sources: created by the authors with the help of Google Trends.

In these cases, the maximum number of points (100) means that the location with the highest share of popularity of the query, and the lack of information about the selected category is characterized by zero level and no markings on the map.

In addition, these tools allow you to highlight the level of popularity of the category for each country separately (Fig. 4).

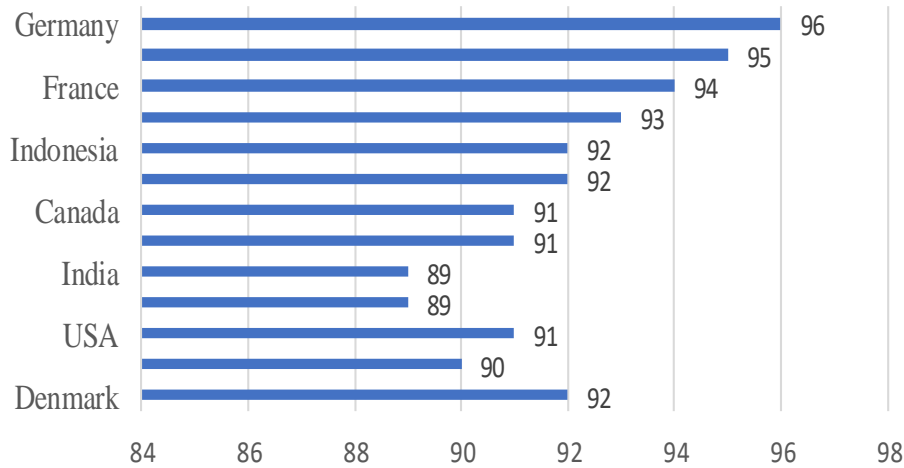


Figure 4. Level of interest in the category of "omnichannel marketing" in some countries, (%)

Source: created by the authors with the help of Google Trends.

The data presented in Figure 5 show the popularity of the category of "omnichannel marketing" in developed countries, as evidenced by the high percentage of inquiries (the highest is for Germany – 96 %).

The actualization of the expansion of using the omnichannel marketing strategies is also justified by the emergence of new platforms and a significant number of international reports on the feasibility and effectiveness of their use.

In 2008, the digital platform BrighPerl Report was created to support the responsiveness of retailers and wholesalers who seek to optimize sales of goods and services, respond quickly to changing consumer expectations and respond quickly to changing market conditions. Brightpearl is a powerful and simple retail management system that helps retailers and wholesalers expand and compete with larger competitors by streamlining sales and supply, has offices in the US and the UK and is used by more than 1.200 retailers worldwide.

Thus, according to the digital operations platform Brigh Perl Report, the global spread of marketing omnichannel strategies is accompanied by the following trends, the practical implementation of which will promote green competitiveness of enterprises:

1. Today, more than 90 % of retailers are using omnichannel strategies, which has doubled compared to 2015 [8].

2. The most effective retail growth strategies include omnichannel and other strategies that are closely related to it. The main key initiatives for retail trade are [1, 3, 10]: ensuring transparency, competitive differentiation, implementation of an effective omnichannel strategy, implementation of new sales channels and markets.

3. A significant number of retailers and brands seek to improve their marketing strategies. For example, it is proposed to use modern digital software, which helps to implement an API service aimed at creating a software interface to optimize the operation of software applications.

4. Practical implementation of marketing omnichannel strategies provides the following:

– the possibility of introducing differentiated methods of implementing agreements with clients [4];

– ensuring uninterrupted and consistent interaction with customers through all communication channels;

Omnichannel marketing is also aimed at consumers who make conversions through various communication channels. This trend usually characterizes green consumers, and the possibility of combination and transmission through communication channels will provide green conversion of consumers.

5. The main result of the successful implementation of omnichannel marketing is the provision of better customer service. Thus, according to estimates [5, 7] in 70 %, the implementation of these approaches is accompanied by an increase in sales and an increase in the level of differentiation of channels for the promotion of goods and services among competitors.

According to the results of evaluating the effectiveness of omnichannel marketing strategies in most cases, the main attention is paid to access to relevant data on customer behaviour in real-time to inform marketing and advertising campaigns. In addition, for top managers of companies that position themselves in the market as "green", omnichannel marketing strategies can mean entering new markets, creating optimal pricing solutions and informing about new green goods and services, modern innovative solutions [11, 12].

The formation of omnichannel marketing includes the following approaches:

1) Multi-channel retail: a multi-channel communication program is used; consists of channels that are independent; each channel competes against others for sales and customer loyalty; product range, pricing, brands; advertising appeals differ by channels.

2) Standardized approach: use of corporate symbols (logo, colour, font); uniform cross-channel presentation of information about goods; limited degree of integration of communication channels; marketing strategies for different communication channels may differ.

3) General approach: standard policy of promotion and obtaining information about the client; complex execution of orders; standardized policy of purchase and return of goods; the need for a single search tool to confirm the purchase, price, etc.

4) Omnichannel approach: integrated tools and programs of interaction on different communication channels; cross-channel dissemination of purchase information; a constant search for the optimal consumer experience, building a customer journey map; cross channel synergy; use of cross-incentives for all levels of the marketing organization.

In addition, in retail, there have been rapid transformations in the coverage and implementation of omnichannel strategies, which indicate an increase in the scale of their use. Thus, by the beginning of 2020, more than 90 % of retailers and brands have a multi-channel strategy or plan to invest in it in the near future [15].

In view of the above, we note the promotion of important initiatives to promote omnichannel marketing strategies in the development of green competitiveness of enterprises [2, 6, 12]:

– implementation of competitive differentiation (according to experts, the corresponding is 70 % of success);

– availability of a clear and effective strategy of omnichannel communications, opening of new channels and market segments with access to new clients, uninterrupted interaction with clients (62 % of efficiency);

– use of green logistics (46 % success rate);

– supply of new innovative goods and services to the market (42 %);

– use of neuromarketing technologies, artificial intelligence (31 %).

The advantages of using omnichannel marketing strategies include the following: complete information about the product, compliance with expectations, optimal service, brand orientation, continuity and interactivity, consumer personalization, continuity of the purchase process, synchronization of service experience.

In contrast to the existing criteria for the classification of marketing strategies, the paper additionally proposes criteria that reflect the degree of unification of marketing communication channels for the formation of green competitiveness of enterprises: K1 – differentiation of communication channels; K2 – no loss of stakeholders when changing the communication channel; K3 – taking into account the experience of stakeholders in each iteration of communication with him; K4 – the convergence of traditional and digital channels of development of green competitiveness of enterprises; K5 – use of brand identity when communicating with stakeholders; K6 – personalization of stakeholders (table 3).

Table 1

Typology of marketing strategies in the formation of green competitiveness of enterprises

Type of strategy	Founder	The main idea	Compliance with the criteria					
			K1	K2	K3	K4	K5	K6
Single channel	Rangaswami A., Van Bruggen G., Stickdorn M., Hunka A., Laaksonen M. and others	One promotion channel is used, there is no choice of communication options for stakeholders of green competitiveness	-	-	-	-	-	-
Multichannel	Beck N., Rigl D., Tirling M., Peterson W. and others	Differentiation of promotion channels, design and architecture of information presentation, approaches to communication with stakeholders of green competitiveness	+	-	-	+	-	-
Cross channel	Chopra S., Avery D., Stinburg T., Dayton D. and others.	Several sales and communication channels are used with stakeholders who don't compete but complement each other	+	-	+	+	-	-
Omnichannel	Bruggen W., Carroll D., Peltola S., Vainio H., Verhoef P., Inman J. and others.	Provides a holistic picture of the brand through continuous communication with stakeholders through the convergence of traditional and digital communication channels, synchronization of customer service experience	+	+	+	+	+	+

Source: created by the authors.

Thus, the omnichannel approach to the formation of marketing strategies for the development of green competitiveness of enterprises is seen as an inseparable process of interaction of elements of the marketing complex, aimed at promoting green competitiveness of enterprises, integrates traditional (offline) and digital (online) marketing communication channels.

Conclusions and prospects of further research. The article considers the development of omnichannel strategies and models to promote the green competitiveness of enterprises and proves that the use of digital communication channels in marketing provides unconditional advantages to enterprises by promoting goods and services in the market, increasing business efficiency and resource savings. An analysis of recent trends has shown that most green companies have focused their marketing strategies on green products, their quality and features, the main purpose of which is to promote the green brand. This general approach remains stable and multi-year at the company level and uses the main marketing opportunities.

According to the results of evaluating the effectiveness of omnichannel marketing strategies in most cases, the main attention is paid to access to relevant data on customer behaviour in real-time to inform marketing and advertising campaigns. In addition, for top managers of companies that position themselves in the market as "green", omnichannel marketing strategies can mean entering new markets, creating optimal pricing solutions and informing about new green goods and services, modern innovative solutions. Thus, the study contributes to the formation of the terminological basis for the implementation of omnichannel strategies to promote the green competitiveness of enterprises.

Funding: This research was funded by Ministry of Education and Science of Ukraine, grants number 0119U101860, № 0120U102002, 0121U100468 and ERASMUS+ Programme, grant number 620232-EPP-1-2020-1-UA-EPPJMO-MODULE.

References

1. Chygryn, O. Pimonenko, T. (2011). Ecological and economic aspects of introduction of modern instruments of ecopolitics in the corporate sector. *Proceedings of the University of the State Fiscal Service of Ukraine*, (1), 602–614.
2. Chygryn, O. (2012). Problems of assessing the enterprise investment attractiveness. *Proceedings of All-Ukrainian scientific-practical conference (with international participation "Investment and innovation strategy of enterprise development"*, Zhytomyr, 55–56.
3. Chygryn, O. (2017). Green entrepreneurship: EU experience and Ukraine perspectives. *Centre for Studies in European Integration Working Papers Series*, (6), 6–13.
4. Chygryn, O., Krasniak, V. (2015). Theoretical and applied aspects of the development of environmental investment in Ukraine. *Marketing and Managements of Innovations*, 3, 226–234.
5. Chygryn, O., Rosokhata, A., Rybina, O., Stoyanets, N. (2021). Green competitiveness: The evolution of concept formation. Paper presented at the E3S Web of Conferences, 234.
6. Gerrit, H. Van Bruggen, Kersi, D., Antia, Sandy D., Jap, Werner, J. Reinartz, Florian Pallas. (2010). Managing Marketing Channel Multiplicity. *Journal of Service Research*, 13. p 331–340.
7. Hey, J. (2015). Practical approach to the omnichannel marketing strategy in the frame of promptitude level of omnichannel customers on the Greek market. Department of Applied Informatics University of Macedonia, Thessaloniki. 72 p. DOI: 10.13140/RG.2.1.2247.2406.
8. Hoogveld, M., Koster, J. M.D. (2016). Implementing Omnichannel Strategies. The Success Factor of Agile Processes. *Advances in Management & Applied Economics*. 6 (2) P. 25–38.
9. Lyulyov, O., Pimonenko, T., Kwilinski, A., Dzwigol, H., Dzwigol-Barosz, M., Pavlyk, V., & Barosz, P. (2021). The Impact of the Government Policy on the Energy Efficient Gap: The Evidence from Ukraine. *Energies*, 14(2), 373.
10. Pimonenko, T., Lyulyov, O., & Chygryn, O. (2018). Marketing of green investment: collaboration

- between main stakeholders. Reporter of the Priazovskyi State Technical University. Section: Economic sciences, 1(36), 214–220.
11. Pimonenko, T., Lyulyov, O., Us, Ya. (2018). Green Development of Small and Medium Enterprises of Ukraine: the EU Experience. Proceedings of the International Scientific Conference "Competitiveness and Innovation in the Knowledge Economy", 2, 28–29 September 2018, Kishinev, Moldova, p.69–78.
 12. Rosokhata, A., Minchenko, M., Khomenko, L., & Chygryn, O. (2021). Renewable energy: a bibliometric analysis. In E3S Web of Conferences, 250, 03002.
 13. Rosokhata, A., Rybina O., Derykolenko, A., & Makerska, V. (2020). Improving the Classification of Digital Marketing Tools for the Industrial Goods Promotion in the Globalization Context. *Research in World Economy*, 11 (4), Special Issue, 42–52.
 14. Sigida, L.O., Sager, L.Yu., Letunovska, N.E. (2019). Formation of a strategy of advanced innovative development in the conditions of industry 4.0. *Economic Analysis*, Vol. 29, № 2, 53–61.
 15. Vaia, G., Casarin, F., Cerolin, D. (2016). The Omnichannel strategy: a new way to compete in digital market. URL: <http://dspace.unive.it/bitstream/handle/10579/10174/855622-1205048.pdf?sequence=2> (date of access: 03.02.2021).
 16. Verhoef, P., Kannan, P., Inman, J. (2015). From Multi-Channel Retailing to Omni-Channel Retailing: Introduction to the Special Issue on Multi-Channel Retailing. *Journal of Retailing*, 91 (2), p. 174–181.

Manuscript received 30 November 2021

Mechanism of Economic Regulation, 2021, No 4, 30–38
ISSN 1726-8699 (print)

Сучасні маркетингові стратегії розвитку зеленої конкурентоспроможності компанії

ОЛЕНА ЮРІВНА ЧИГРИН*,
ОЛЕГ МИХАЙЛОВИЧ ОЛЕФІРЕНКО**,
МАРИНА ЮРІВНА ГЕРАСИМЕНКО***
КАТЕРИНА ВІКТОРІВНА ШЕВЧЕНКО****

* доктор економічних наук, доцент кафедри маркетингу Сумського державного університету,
вул. Р.-Корсакова, 2, м. Суми, 40007, Україна,
тел.: 00-380-542-687935, e-mail: o.chygryn@econ.sumdu.edu.ua

** доктор економічних наук, доцент кафедри маркетингу Сумського державного університету,
вул. Р.-Корсакова, 2, м. Суми, 40007, Україна,
тел.: 00-380-542-687935, e-mail: oleg_olefirenko@econ.sumdu.edu.ua

*** аспірант кафедри маркетингу Сумського державного університету,
вул. Р.-Корсакова, 2, м. Суми, 40007, Україна,
тел.: 00-380-542-687935, e-mail: krutishkamarina@gmail.com

**** студент кафедри маркетингу Сумського державного університету,
вул. Р.-Корсакова, 2, м. Суми, 40007, Україна,
тел.: 00-380-542-687935, e-mail: kateshevchenko00@gmail.com

Глобалізація економічного розвитку, розширення процесів цифровізації, трансформація маркетингових каналів просування товарів та послуг, а також особливостей діяльності підприємств набуває нової актуальності. В цьому ракурсі цифрові омніканальні стратегії

потенційно можуть забезпечувати зростання традиційних економічних показників та забезпечення конкурентоспроможності суб'єктів господарювання. В статті розглянуто теоретичне підґрунтя впровадження омніканальних стратегій для розвитку зеленої конкурентоспроможності підприємств. Авторами узагальнено існуючий науковий та прикладний досвід реалізації омніканальних стратегій. За допомогою інструментарію Google Trends проведено трендовий аналіз, який окреслив науковий інтерес та зацікавленість з боку бізнес спільнот та академічної сфери. Результати трендового аналізу засвідчили поступове зростання інтересу до проблематики пошуку та імплементації оптимальних шляхів комунікації в маркетингу для розвитку зеленої конкурентоспроможності. З точки зору зацікавленості, країнами лідерами є Германия, Франція, Канада, США. У роботі додатково до існуючих запропоновано критерії, які відображають ступінь уніфікації каналів маркетингової комунікації для формування зеленої конкурентоспроможності підприємств: диференціація каналів комунікації; відсутність втрат зацікавлених сторін при зміні каналу зв'язку; врахування досвіду стейкхолдерів на кожній ітерації спілкування з ним; конвергенція традиційного та цифрового каналів розвитку зеленої конкурентоспроможності підприємств; використання ідентичності бренду при спілкуванні із зацікавленими сторонами; персоналізація зацікавлених сторін. Отримані результати аналізу та їх графічна інтерпретація є актуальними та формують основу для кращого розуміння проблематики омніканального підходу та пошуку перспективних шляхів його імплементації при формуванні зеленої конкурентоспроможності підприємств.

Ключові слова: маркетингові стратегії, омніканальний маркетинг, цифровий маркетинг, зелена конкурентоспроможність.

JEL Codes: M13, C42

Table: 1; Figure: 4; References: 16

Language of the article: English