

## Peculiarities of Environmental Certification on the Russian Market

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**Abstract:** Marketing tools in trade policies enterprises presuppose motives and incentives to promote the product to market. Promotion is the most active and visible element of marketing for clients, as the placement of advertising messages, positioning and reliable declaration of properties and characteristics of the product should be colorful, create and send a visual taste, perhaps, smell of food, as well as generate some other feelings and sensations. However, imagination can be attributed to marketing tools that allow you to create more and more new ways to stimulate, positioning and advertising products. In our opinion one of these stimulants is the certification and declaration of conformity of the product claimed characteristics and properties of the product. And most motivating consumer preferences and enabling it determines the choice is environmental labeling.

**Key words:** Environmental Certification • Russian Market • Environment • Organic Products • Farming

### INTRODUCTION

Marketing tools can be classified in a different way. But in all classifications there is such a tool as a product. Product may be subject to the implementation of any marketing strategy: innovation strategy, product differentiation strategies, strategy customize consumer diversification strategy, product development strategy of cooperation, internationalization strategy, mass marketing strategy, etc. If we look at marketing strategies listed, the connecting element connecting these strategies, will be the product. That is, the product will always be the object of attention by the manufacturer (marketing services company), aimed at developing a marketing strategy and implementation of the marketing activities.

Thus, a key element in the marketing strategy is the product and should be considered not only as such a product, but also offer services and activities that may make the company. In addition, the product marketing involves all procedures carried out both before and after its implementation, such as the provision of advertising through various pre-existing brands and trademarks (Volosatova, 2006.), development and research in the field of customer preferences to this product; service and

installation of the product, where the consumer is unable to do it myself, as some products and equipment must be installed by specialists, product certification and declaration of conformity, etc.

### MATERIALS AND METHODS

Based on these results the author's research is its own research and analysis of the scientific developments of domestic and foreign experts on the conceptual problems of modern marketing, as well as on the formation of socio- economic and environmental factors in the development of Russian enterprises. The conclusions are based on a system- structural approach, used conceptual theoretical propositions and scientific principles for the formation of environmental marketing tool for businesses in today's Russia.

In this paper we apply these methods of scientific research, as a universal dialectical method, generalization, synthesis method, the method of analysis, as well as general methodological principles of the study of economic phenomena (principles of integrity and systemic) and concrete scientific methods of economic research (comparative analysis and quantitative qualitative methods of marketing research).

## RESULTS AND DISCUSSION

In most countries, at the national level are set requirements for labeling of such products, as well as requirements for processes of production, processing and certification. Besides, there is always the possibility of allocating a product marketing method. In this case, a greater role played by private associations and established their requirements for the production, processing, certification and labeling of such products (Popkova, Dubova, Romanova, 2013) due to the fact that:

- Connecting element connecting the marketing strategy will be the product;
- The process of any marketing strategy is a target-oriented approach to the business. Product will always be the object of attention by the manufacturer (marketing services company), aimed at developing a marketing strategy and implementation plan marketing activities;
- The main tool in marketing a product. In addition, the product marketing involves all procedures carried out both before and after its implementation.

Further highlighted the characteristics of the Russian market of organic products:

- Existing in the Russian ecological agricultural production and environmental management in the initial stages of its development.
- Exporting organic products of Russian manufacturers hampered by distrust of Europeans.
- Until now, Russia has no state legislation on ecological agricultural market. No formal concept of “ecological products” and its standards. For example, the creation of the profile of the law was delayed for several years, but at the end of 2012 the Ministry of Agriculture, after treatment eco-farmers yet finalized the bill. As a result, the draft law is now under negotiation (Popkova, Tinyakova, 2013b). Believe that sectorial legislation may be adopted in Russia in the near future, but until then the market will continue to evolve based on the principle of voluntary certification.
- In Russia, private standards to promote and protect the market of real ecological products from the pseudo- environmental, certified to give businesses the opportunity to participate in the program of promotion of bio- products, enable the certification system “Pure Dew”, use the “Clean Dew” and “Net

Dew-BIO”, giving the first description of what may be “ecological (organic) product”, as well as indicate the permissible and not permissible means of ecological agricultural production. Also in Russia, there is another certification body for organic standards, ICEA, entitled accreditation standards EU, USA and Japan (Popkova, Shachovskaya, Romanova, 2013).

- In Russia there were two branch unions in May 2013 (“Agranta”, “ABC taste” network “Bio-Market” corporation “Organic”(Ecological Agriculture “Spartacus”) and “Arivera” signed a memorandum on the establishment of the National Union of organic (FNL)), which aims to create a civilized regulated industry ecological agriculture that is not inferior to European and American markets.
- In March 2013 legally registered branch organization National Union of support and development of organic agriculture (organic farming or Union), which is supported by more than 20 participants of the market, including holding “Eko Niva”, LLC “Trakehner” (Kaliningrad region), “Sloboda Nazarevskaya” (Ryazan region), “Clean food” (Krasnodar region), farmers.
- Visible prospect of development of ecological agriculture in Russia, both in the domestic market and for exports.
- Developed and implemented by private environmental labeling standards: system of voluntary eco-labeling of type I (ISO 14024) Leaf of Life (Vitality Leaf), developed by NP “Ecological Union”; system of voluntary certification of “green standards” developed by NGO “Center for Environmental Certification-Green Standards”; system of voluntary certification “Pure Dew” created NP “Agrosofiya”; Ecolabel created by private initiative of Greenpeace Russia, “Without transgenes”, Eco-labeling, an initiative of the Government of Moscow in 2007 and abolished in 2012, “non-GMO”.
- Voluntary initiative of private non-profit organizations in the Russian market are realized some private projects aimed primarily at enhancing the ecological culture of Russian enterprises and enhancing initiatives enterprises evolve towards greening: The “eco-products”(certification system), the organizer of the NP “Ecological Union”. On May 1, 2013 received 8 eco-labeling organizations Project “Eco-hotel”(certification system), the organizer of the NP “Ecological Union”. On May 1,

2013 received one eco-label organization “Corinthia St. Petersburg” hotel in St. Petersburg, Project “Eco-office” (certification system), the organizer of the NP “Ecological Union”. On May 1, 2013 received 4 eco-labeling organization; project, “Green building”(certification system), the organizer of the NP “Ecological Union”. On May 1, 2013 received two eco-labeling organization; project “Environmental Handbook” “Green page”, organizer of Greenpeace Russia, The “Green office”, the organizer of Greenpeace Russia (the main objective of the project is to help companies develop in the chosen direction, creating their own “green” office space, friendly to the environment and the world safe for health staff); project “Eco House”, the organizer of Greenpeace Russia (the main objective of the project is the communion of Russian households to environmental consumption).

Despite the fact that the Russian market for environmental products operate only the initial stage of development, we define the importance of environmental certification on the target market and select the eco-labeling as a marketing tool, the use of which gives the company new opportunities, competitive advantage, improve the image and increase the investment attractiveness (Popkova, Tinyakova, 2013a). It is eco-labeling as a marketing tool maximizes the utility value of the product increases demand and positive effect on the effective implementation of the marketing strategies of different specificity and stage performance.

Summarizing all the above, environmental marketing stands out as the specialized direction of integrated marketing communications. You can highlight certain prerequisites for successful development of eco-labeling as a marketing tool in Russia. It's safe to say now that Russia's change in consumer preferences towards organic products continues (Volosatova, 2011). Market laws can be a driving force increase positive environmental properties of products, development of environmental marketing and market organic products in Russia. But brim objective characteristics of certification systems and there is always the ratings subjective factor, namely in relation to the heads of most environmental issues and prioritize business strategy and tactics. And in our opinion, to initiate obtaining environmental certification of products it should staff the marketing division of the enterprise. However, you can also see several problems that prevent the use of eco-labeling many businesses: assignment of environmental labeling increases the cost of the product, consumers are not sufficiently informed about the semantic content of a particular eco-labeling, consumers do not always trust eco-labelling.

However, the above mentioned problems can be regarded as an advantage, for example, the “appropriation of environmental labeling increases the value of the product “ identifies this as a lucrative market, as well as with the increase in the cost of the product increases and investment attractiveness of the enterprise. Problem of “consumers are not sufficiently informed about the semantic content of a particular eco-labeling” can be solved in our view through the formation and implementation of government programs to promote environmental and ecological culture of consumption. Problem of “consumers do not always trust environmental labeling” can be solved only by responsible manufacturers who use sound environmental labeling and are suitable for the production of good faith and this problem can be solved by creating a fast effective legal and regulatory framework.

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