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ОСНОВНІ НАПРЯМКИ РОЗВИТКУ МАРКЕТИНГУ ЕКОНОМІКИ ДОСВІДУ В УМОВАХ СТАЛОГО РОЗВИТКУ

Актуальність. Актуальним є вдосконалення маркетингових технологій в області економіки досвіду в умовах сталого розвитку. Соціальні інновації мають величезне значення для економічного розвитку, за допомогою вдосконалення техніки і технологій, нових бізнес-моделей для поліпшення якості життя людей і соціальної інфраструктури відповідно глобальних тенденцій. Метою є досягнення сталого розвитку суспільства, в якому задоволення екологічних, економічних і соціальних потреб здійснюється збалансованим чином. Сучасний етап розвитку світової економіки має тенденцію переходу до інформаційно-комунікаційного суспільства, де інформація виступає товаром, але такий перехід можливий тільки в умовах достатнього забезпечення суспільства матеріальними благами. Маркетинг економіки досвіду (вражень) - це додаткова людська діяльність, яка має відношення до ринку в умовах жорсткої конкуренції і насиченого ринку, коли його принципи служать єдиною можливістю 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.

Таким чином, до соціальних інновацій відносяться нові стратегії, концепції, ідеї і організації, які задовольняють будь-які соціальні потреби - від умов праці та освіти до розвитку громад та охорони здоров'я, сприяючи розширенню і зміцненню громадянського суспільства. У поняття соціальні інновації входять товари та послуги, які будуть поєднувати інтелектуальні та екологічні потреби суспільства, а це один з головних напрямків економіки досвіду.

Аналіз існуючого досвіду в області маркетингу економіки вражень дає підставу говорити про те, що проблема управління маркетингом досвіду (вражень) в просуванні екологічно збалансованого бізнесу і його реалізації як на вітчизняних, так і міжнародних ринках практично не розроблена.

Мета та завдання. Метою статті є визначення в умовах сталого розвитку, базових напрямків маркетингу економіки досвіду з допомогою обґрунтування теоретичних і практичних засад формування механізму інноваційно-екологічного розвитку суспільства.

Результати. Пріоритетним напрямком удосконалення механізму реалізації державної економіко-екологічної політики є реформування законодавчої та нормативної бази природокористування. Для ефективного вирішення економіко-екологічних задач необхідний набір певних методів, прийомів, технологій організації та управління виробничо-господарської діяльності. Щоб управляти подіями, потрібно формувати громадську думку і настрій, цілеспрямовано налагоджувати комунікаційні зв'язки з різними групами громадськості, тобто зміна існуючої концепції соціально-економічного розвитку може змінити існуючий порядок. Сталий соціально-економічний розвиток України значною мірою визначається станом навколишнього природного середовища та рівнем використання природно-ресурсного потенціалу. Виникла потреба в забезпеченні рівноваги між економікою та екологією привела до того, що в системі маркетингу стали з'являтися і особливо виділятися питання маркетингу економіки досвіду. Цільовими орієнтирами сталого розвитку є висока якість життя і рівень економічного розвитку, а також екологічна стабільність.

Сучасний етап розвитку світової економіки має тенденцію переходу до інформаційного суспільства, де інформація виступає товаром, але такий перехід можливий тільки в умовах достатнього забезпечення суспільства матеріальними благами. Таким чином, до соціальних інновацій відносяться нові стратегії, концепції, ідеї і організації, які задовольняють будь-які соціальні потреби - від умов праці та освіти до розвитку громад та охорони здоров'я, сприяючи розширенню і зміцненню громадянського суспільства. У поняття соціальні інновації входять товари та послуги, які будуть поєднувати інтелектуальні та екологічні потреби суспільства, а це один з головних напрямків економіки досвіду.

Маркетинг економіки досвіду в умовах сталого розвитку, тобто маркетинг змін в сфері економіко-екологічних відносин, зміг би стати важелем активізації економічного розвитку. У сучасних теоріях

соціального розвитку простежується тенденція розглядати соціальні інновації як економічні, екологічні, політичні, емоційні, етичні інновації. Аргументується це тим, що саме ці структури є механізмами проведення в життя назрілих в глибині суспільства змін і без їх допомоги вони просто не можуть бути реалізовані. Із змінами пов'язана економіка досвіду, тому маркетингові підходи відобразатимуть все соціо-економіко-екологічні зміни інтересів споживачів і реальних оцінок або асортименту, якості та інших параметрів виробленої і реалізованої продукції та послуг.

Висновки. Конвергентність технологій, індустрій, ринків, продуктів, дозволить розширити традиційні кордони галузей. 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 вражень (досвіду, майстерності).

Глобалізація світової економіки, полегшуючи господарське взаємодія між державами, стимулює економічне зростання, сприяє прискоренню та збільшенню масштабів обміну передовими досягненнями людства в економічній, науково-технічній та інтелектуальній сфері, що, безумовно, сприяє загальному прогресу людства.

Ключові слова: маркетинг, економіка досвіду, сталий розвиток, інноваційна діяльність, ціна, ринок, інформаційно-комунікаційні технології, соціальні інновації.

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BASIC DIRECTIONS OF EXPERIENCE ECONOMY MARKETING DEVELOPMENT IN CONDITIONS OF SUSTAINABLE DEVELOPMENT

Topicality. Actual is the improvement of marketing technologies in the field of economics of experience in the conditions of sustainable development. Social innovations are of great importance for economic development, through the improvement of equipment and technologies, new business models to improve the quality of life of people and social infrastructure in accordance with global trends. The goal is to achieve sustainable development of society in which the satisfaction of environmental, economic and social needs is carried out in a balanced way. The current stage of development of the world economy has a tendency to transition to an information and communication society, where information is a commodity, but such a transition is possible only in conditions of sufficient provision of society with material goods. Marketing the economy of experience (impressions) 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.

Thus, social innovations include new strategies, concepts, ideas and organizations that satisfy any social needs - from working conditions and education to the development of communities and health care, contributing to the expansion and consolidation of civil society. 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.

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

Aim and tasks. The aim of the article is to determine, in the context of sustainable development, the basic directions of marketing the economy of experience by substantiating the theoretical and practical foundations of the formation of the mechanism of innovative and ecological development of society.

Research results. The priority area for improving the mechanism for implementing the state economic and environmental policy is the reform of the legislative and regulatory framework for environmental management. For the effective solution of economic and environmental problems, a set of certain methods, techniques, technologies for the organization and management of industrial and economic activities is required. To manage events, it is necessary to form public opinion and mood, purposefully establish communication with various groups of the public, that is,

changing the existing concept of socio-economic development can change the existing order. Sustainable socio-economic development of Ukraine is largely determined by the state of the environment and the level of use of natural resource potential. The need for a balance between the economy and the environment has led to the fact that marketing experience economics began to appear and stand out in the marketing system. Sustainable development targets are a high quality of life and a level of economic development, as well as environmental stability.

The current stage of development of the global economy has a tendency to transition to the information society, where information is a commodity, but such a transition is possible only in conditions of sufficient provision of society with material goods. Thus, social innovations include new strategies, concepts, ideas and organizations that satisfy any social needs - from working conditions and education to the development of communities and health care, contributing to the expansion and consolidation of civil society. 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.

Marketing experience economics in the conditions of sustainable development, that is, marketing changes in the sphere of economic and environmental relations, could become a lever for enhancing economic development. In modern theories of social development, there is a tendency to consider social innovation as economic, environmental, political, emotional, ethical innovation. This is argued by the fact that it is these structures that are the mechanisms for implementing changes that have matured in the depths of society, and without their help they simply cannot be implemented. The economics of experience is associated with the changes, so marketing approaches will reflect all the socio-economic-environmental changes in the interests of consumers and real estimates or assortment, quality and other parameters of products and services being produced and sold.

Conclusion. The basis of the strategy of the economy of impressions (in particular, when developing the strategy of the "blue ocean") is the innovation of value - this is not a competitive advantage, but what makes competition simply unnecessary due to the company reaching a whole new level. In contrast to the classical competitive approach, in order to use the strategy of innovation of value, it is not necessary to choose between low costs and high value. This strategy allows you to simultaneously create high value at low cost. The convergence of technologies, industries, markets, products, will expand the traditional boundaries of industries. In this regard, multidimensional studies of marketing systems that are part of integrated socio-ecological-economic systems, combined by information flows, are necessary. 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 natural environment. Reducing pollution and preserving natural resources becomes beneficial for the economy of impressions (experience, skill). The globalization of the world economy, facilitating the economic interaction between states, stimulates the growth of the economy of impressions, accelerates and increases the scale of the exchange of advanced achievements of mankind in the economic, scientific, technical and intellectual sphere, which, of course, contributes to the general progress of mankind.

Keywords: marketing, economics of experience, sustainable development, innovation, price, market, information and communication technologic, social innovation.

Problem statement and its connection with important scientific and practical tasks. During the period of the ecological crisis, society faced global problems of environmental pollution, depletion of natural resources, and disruption of connections in ecosystems, which undermines the very basis of human life. Reforming the economy of Ukraine involves a structural reorganization in the field of use, protection and reproduction of natural resources, covering the banking, financial and credit systems, investment, innovation policy and direct environmental management at private and state enterprises. The priority area for improving the mechanism for implementing the state economic and environmental policy is the reform of the legislative and regulatory framework for environmental management. To effectively solve economic and environmental problems, a set of certain methods, techniques, and technologies is needed. To manage events, it is necessary to form public opinion and mood, to purposefully establish communication ties with various groups of the public, that is, changing the existing concept of socio-economic development can change the existing order.

The communication policy of the economics of experience includes the definition of communication goals, ways to achieve them, the content of information distributed to various audiences, and feedback planning. It should be borne in mind that without the optimal amount of necessary, reliable, versatile economic and environmental information, it is impossible to determine any intermediate goals, nor ways to achieve them, or the target audience. Identification of information and communication problems begins with the collection of information about the external environment of the organization.

Sustainable socio-economic development of Ukraine is largely determined by the state of the environment and the level of use of natural resource potential. The need for a balance between the economy and the environment has led to the fact that marketing experience economics began to appear and stand out in the marketing system. Sustainable development targets are high quality of life and the level of economic development, as well as environmental stability. The economy of experience (impressions) is a type of economy where, unlike all the previous ones, the main productive resource is something non-material -

information, the production, processing and dissemination of which is carried out by the vast majority of active labor. The basis of the economy of experience is a set of industries producing a variety of information, the coordinating mechanism is the information market, and the connecting system is the information infrastructure. The technological base of the economy of experience (impressions) is formed by the latest marketing information and communication technologies.

Analysis of recent publications on the problem. At present, a direction has arisen - the economy of experience, studying changes in needs as a result of additional impressions. Foreign researchers appeared (Adrian J. Slywotzky, Joseph Pine, James Gilmore, E. Toffler, B. Schmitt, D. Rogers, K. Wrocos [1, 2, 8, 10, 11,18]and others) and domestic researchers (Pekar V., Graftsky M., Barsukov A., Komarov K. O., Porotnikova N. [3, 5, 6, 7]etc.), working in the framework of this area. But any scientific and practical research intuitively or consciously proceeds from certain value orientations that determine the choice of the innovation itself, the ways of its implementation, etc.

An analysis of existing experience in the field of marketing the economy of experience (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.

Allocation of previously unsolved parts of the general problem. When studying publications on the economics of experience, it was revealed that due attention is not paid to the convergence of social innovations, the economics of experience, and sustainable development. Consideration should be given to the marketing of “service-impressions” in an environmentally-innovative space.

Formulation of research objectives (problem statement). The aim of the article is to determine, in the context of sustainable development, the basic directions of marketing the economy of experience by substantiating the theoretical and practical foundations of the formation of the mechanism of innovative and environmental development.

An outline of the main results and their justification. P. Drucker, one of the founders of modern concepts of social and managerial innovations, wrote that it has social value, that social value is a change in the habitual type of thinking and lifestyle. The introduction of dynamism into a “stable” order, the creation of a higher level of uncertainty, - according to P. Drucker, the essence of innovative activity as a social and managerial process [4]. The economy of experience can be attributed to the social innovative concepts of Drucker P. After all, social innovation is a new strategy, tactics, company, through which social needs are met. Social innovations are of great importance for economic development, through the improvement of equipment and technologies, new business models to improve the quality of life of people and social infrastructure in accordance with global trends. The goal is to achieve sustainable development of society in which the satisfaction of environmental, economic and social needs is carried out in a balanced manner. The current stage of development of the global economy has a tendency to transition to the information society, where information is a commodity, but such a transition is possible only in conditions of sufficient provision of society with material goods.

Thus, social information innovations include new information approaches that satisfy any social needs, from working conditions and education to the development of communities and health care, contributing to the expansion and consolidation of civil society. The main and determining value of which is not material benefit, but information that can be manifested in impressions. The criteria for the transition of society to the economy of experience can be reduced to the following aspects: the number and proportion of people employed in the service sector exceed absolute and relative employment in all areas of material production; the share of services in the gross domestic product, which exceeds 70%; the growth rate of production and sales of intangible goods is higher than the growth rate of production and sales of physical goods; investments in intangible sectors of the economy in terms of volume and pace are greater than investments in tangible ones.

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.

Intelligent technology, the introduction of 5G will be a key factor in the effectiveness of sustainable development. Smart, environmentally sustainable homes, cities will require the introduction of emotional, environmentally friendly products and services, using the latest eco-innovations to reduce energy consumption and improve all aspects of human life. Social innovations should be aimed at supporting the economy of experience, which will be able to resolve with the help of scientific and technological progress the contradiction between the economy and environmental problems arising from its activities. Ensuring the protection of the environment is one of the main goals of the economics of experience, as in the information

society natural landscapes and the relationship of people with wildlife will be in greater demand. Social innovations contribute to the development of the economics of experience, on the one hand, and, on the other hand, the economics of experience is constantly looking for and undertaking ways to help meet a range of social needs. Socially innovative expediency is the correspondence of a phenomenon or process to a certain, relatively completed state, and the goal can be material, which will show the client that the money invested in a product or service will pay off as a result of receiving, satisfying an emotional upsurge, that is, an ideal model. Expediency is considered, on the one hand, as an immanent (internal) interconnection of an object about itself, and on the other hand, as a certain relation in the sphere of interaction between an object and a subject.

It is the marketing of the economy of experience in the conditions of sustainable development, that is, the marketing of changes in the sphere of economic and environmental relations, that could become a lever for enhancing economic development. In modern theories of social development, there is a tendency to consider social innovation as economic, environmental, political, emotional, ethical innovation. This is argued by the fact that it is these structures that are the mechanisms for implementing changes that have matured in the depths of society, and without their help they simply cannot be implemented. The economics of experience is associated with the changes, so marketing approaches will reflect all the socio-economic-environmental changes in the interests of consumers and real estimates or assortment, quality and other parameters of products and services being produced and sold.

Social-innovative activity - a type of activity related to the transformation of ideas (usually the results of scientific research and development or other scientific and technological achievements) into technologically new or improved products or services introduced on the market into new or improved technological processes, or production methods (transfer) of services used in practice. Modern equipment and technology requires from the employee not just experience, qualifications, skills and dexterity, but a certain system of scientific knowledge, high general education, which allows you to navigate throughout the production, meet the requirements of growing professional mobility, the speed of mastering technical innovations and scientific discoveries.

The globalization of the world economy is the increasing interdependence of economies of different countries of the world due to the growth of cross-border movements of goods and services, export and interweaving of capital, intensive exchange of information and technologies. In essence, it expands the boundaries of the development of an experience economy. It is the logical expression of the growing internationalization of economic interaction and mutual influence.

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

- deepening the international division of labor due to differences in the allotment of countries of the world with economic, environmental resources, which leads to cooperation in the field of recreational and tourist destinations, etc .;
- computer-informational development, a revolution in telecommunications based on electronics, cybernetics, satellite communications systems. Coverage of virtually the entire planet with the Internet computer connection;
- 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 convergence of technologies, industries, markets, products, will expand the traditional boundaries of industries. The convergence of economics, ecology, technology, management and marketing will contribute to the development of an experience economy, the share of newly created value will increase due to new impressions, sensations, which will lead to an improvement in the quality of life. The economy of experience has arisen because society needs positive emotions to, in the future, increase labor productivity and efficiency. The speed of introduction of scientific and technological progress does not always positively affect human biology and psychology, therefore new approaches, leverage for effective work are needed.

Representatives of different sectors, which in the past worked in isolation from each other, are now joining forces to create innovative products and services that help in the development of society. Some companies have a partnership approach, working with non-governmental organizations and civil society through independent programs, while others use innovation to develop local infrastructure.

The main characteristics of marketing experience management (impressions) in the conditions of market convergence are:

- development of sustainable policies using information and communication technologies, political analytics and forecasting;
- forecasting and taking into account in practice positive and negative trends in the development of social phenomena, developing measures to localize and eliminate shortcomings, determining the need for changes, innovations and taking practical steps to implement them;
- analysis, generalization and interpretation of social, environmental and political indicators characterizing the state of a district, region, country;
- organization and conduct of empirical research on the study of socio-political, socio-economic, cultural and ethical processes in the region (region, country) to search for optimal managerial decisions;
- the application of rational methods of searching, processing, storing and using the necessary social, political, economic and scientific information.

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 natural environment. Reducing pollution and preserving natural resources becomes beneficial for the economy of impressions (experience, skill). 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.

An important direction in pursuing the marketing policy of the economy of impressions is the creation of new goods (services) and the determination (forecasting, prediction) of the type and time of appearance of new goods (services) and their impact on the nature of demand. Market competition is certainly a positive and necessary phenomenon. However, when consumers are no longer able to distinguish one manufacturer from another, when the significant differences between the products on the market disappear, the time comes to change the strategies of companies trying to be leaders. A departure from standards, the creation of something completely new, is needed. Many companies are moving to “a blue ocean» strategy. When using this strategy, the main focus is on creating new markets at the stage of product development and improvement. “Blue Oceans” is an unknown, free from competition space, that is, industries and impressions that do not yet exist. In the "blue oceans" demand is not recaptured, but created. There are no competitors because they cannot be there, your product or service is innovative and therefore there are no rivals, you are alone in this market. The concept used in this case is formulated in such a way as to encourage managers to focus on creating those markets that no one has yet claimed, i.e. not contested with other participants.

You can create two marketing approaches to the implementation of the economy of impressions:

1. you can offer a completely new industry;
2. to develop new opportunities for existing production, which will lead to the expansion of its strategic borders.

The basis of the strategy of the economy of impressions (in particular, when developing the strategy of the “blue ocean”) is the innovation of value - this is not a competitive advantage, but what makes competition simply unnecessary due to the company reaching a whole new level. In contrast to the classical competitive approach, in order to use the strategy of innovation of value, it is not necessary to choose between low costs and high value. This strategy allows you to simultaneously create high value at low cost.

Impression marketing is a type of human activity that complements and increases the value 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.

Typically, the concept of “new product (service)” includes changes in the form, content, packaging, for the service, the originality of its submission, which are relevant to the consumer. It is the struggle for the consumer, when it is necessary not only to reduce production costs, but also to create new goods (services) with higher consumer characteristics. The shortage of unique and specific places is limited, so the minimum price for such a service will always be determined by a similar service in other "worse" conditions.

The basic principles of marketing services-impressions practically do not differ from the principles of marketing, but there are specific features that must be observed in the economy (experience) of impressions, for example, are that marketing technologies move to a new level of development, economic and environmental leverage consumers are changing and consumers are looking for new goods and services in an age of rapid change and speed in the economy.

When considering the environmental component in the economy of experience, we can consider the following direction, which were identified earlier in [14, 15], but are now more fully disclosed:

1. The originality of a product or service lies in its natural quality. Today, consumers are willing to overpay for environmentally friendly goods. When considering, for example, land resources, we can talk about organic farming. The development of organic farming contributes to the creation of new jobs, protects the natural environment and preserves natural resources such as groundwater and lakes. Organic farming is a form of sustainable agriculture. But, unfortunately, there is no single acceptable international standard. Since the standards adopted in different countries differ from each other, foreign buyers, purchasing organic farming products for sale on their domestic market, may be faced with the fact that the purchased products in their country will not be designated as organic. In order to avoid such situations, which could undermine the market for organic products, in 1991 the European Union adopted Regulatory requirements 2092/91 for the production of organic products. In subsequent years, they were adjusted. Now, regardless of the country, any agricultural product produced in accordance with these requirements is considered organic in the EU countries. And although this direction can be considered usual for agriculture, with the help of the economy of impressions, marketing of impressions services will speed up the development of organic farming, which is one of the forms of sustainable agriculture.

2. Location. Sanatoriums, health centers, recreation and health centers, camp sites are located in places where additional environmental rent is created, which allows you to get additional profit due to the unique location and originality of the service.

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

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

5. Conservation of the biodiversity of our planet.

Thus, the market for environmental goods or services is defined as:

- the market for environmental goods (environmentally friendly equipment and consumer goods, including environmentally friendly food, materials for housing etc.);
- market for environmental production (non-waste technologies, as well as environmentally friendly technologies, production of equipment for monitoring and environmental protection, treatment of emissions and effluents, waste treatment, rehabilitation and rehabilitation of territories, liquidation of consequences of accidents, restoration of natural resources, etc.);
- the market for non-material environmental services (research, engineering, legal, auditing, educational, advertising, consulting services, as well as services in the areas of environmental certification, certification, metrological certification and standardization, monitoring, etc.);
- the market for "environmental capital" and financial and economic activities in the field of ecology (settlements and collection of environmental payments, environmental insurance, environmental banks and exchanges, environmental funds, etc.);
- the market of "environmental labor", that is, accounting and creating new jobs.

Consider the marketing mix in an era of experience:

Product. The product of the economy of impressions is: a product or service plus an additional product or service that creates additional profit as a result of impressions. Impression - entertainment, training, the possibility of personal participation, self-expression, development of social contacts and skills (socialization), etc. are factors that create added value. Additional costs in the originality or uniqueness of a product or service are paid off and bring additional profit.

An impression can become an indirect commodity and have economic and psychological qualities; it is a means of achieving any pleasure. An impression can, like any type of business, be accompanied by risks and have negative utility, or disutility. Negative utility rapidly increases as a function of the intensity or duration of the impression, which will continue until the subsequent increment brings more impressions than the increment of the product (service) obtained in this way brings pleasure. But, such a product, as well as the psychological state of a person, can get tired, tired of the explosion of emotions and surprises, and this additional value begins to bring negative usefulness.

According to Jevons, the most important thing for the economy is to maximize pleasure. How useful the good we have depends on the quantity we have. According to Jevons, the degree of utility is the utility of the increment of the good. From the point of view of William Jevons, the most interesting thing for economists is the usefulness of the most recent gain in wealth. He called this utility the last degree of utility. The greater the increase in the good, the more the marginal degree of utility decreases. This principle is called the first law of Gossen, but William Jevons considered himself the discoverer of this "great principle." Jevons formulated a sequence of dependencies, known as the "Jevons chain": production costs determine supply - supply determines the last degree of utility - the last degree of utility determines value. Jevons's chain connected his theory of exchange with the theory of labor and production: the amount that each person produces will depend on the result of the exchange, since this can significantly change the conditions for the usefulness of the goods received and the negative usefulness of labor [19].

Price. The price of a product (service) of the economy of impressions develops and increases in the first case - due to location, additional rental costs and additional profit for the uniqueness of receiving a service in this area or the price of a service only increases due to the impression of a product or service and covers the cost of the service. In the second case, the price of the service is adjusted relative to the 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.

There is a good business qualifier. Try to answer the question of why you charge money from your customers. If for materials - you work in the commodity business. If for useful objects - your business is salable. If for useful actions - your service business. If you are in the business of impressions, the consumer pays you for the time spent with you [2,6].

Place. "Place" (channels and methods of delivering goods / services to consumers) is also undergoing changes in the economy of impressions. First, more and more often a product / service is delivered to the consumer wherever he wants, eliminating the need to go somewhere. Secondly, the concept of "third place" (not a house or office) arises where consumption is possible. At one time, Starbucks coffee chain played on the idea of a "third place". Thirdly, the place of receipt of the goods or services may be unexpected for the consumer. The economy of impressions unites (sometimes paradoxically) different spheres of life, generating neologisms, such as infotainment (informing and entertaining "in one bottle"), edutainment (education and entertaining at the same time) entershopping ("entertainments"). Faith Popcorn has a lot of such words: bankoraunt (a bank and at the same time a restaurant), agritainment (we would call it "green tourism"), etc. And all this is done by dreamketing (marketing of dreams) [6].

Promotion. The economy of experience (impressions) makes everyone think only of the attention of consumers. Attention is the most expensive, easy to lose and hard to return. Tools such as: new communication channels - more personalized, more interactive, help to capture attention; game, humor, shocking impressions, etc.

Marketing tools are varied and effective for promoting goods and service-impressions. Among these tools are viral marketing, information marketing, the use of Big Data (Target online retailer), content marketing for B2B (B2C), custom content marketing, news surfing (newsjacking), direct marketing, internet marketing, referral marketing, hidden marketing, network marketing, holistic marketing (transferring emphasis from goods to customers and from selling goods to satisfy consumer needs), exhibitions, point-of-sale marketing (POS, point of sale), event marketing, immersive spaces (interactive trading floors, corporate museums, branded attractions and playgrounds, virtual spaces, etc.) and others. Traditional advertising media are becoming increasingly non-standard (for example, in outdoor advertising) or used in an unconventional way (for example, the segment of product placement on television is growing).

Impression marketing actively uses the consumer to distribute marketing messages through rumors ("word of mouth", "gypsy mail"), myths, client communities (including virtual ones), Web 2.0 (user generated web content) etc. [6].

And in order to apply one or another marketing tool of the economics of experience, it is necessary to determine the economic value of the goods, which consists of the main stages:

1. determining the price (or costs) associated with the use of the good (product or technology) that the buyer is inclined to consider as the best of the alternatives that are really available to him;
2. identification of all parameters that distinguish your product both for the better and for the worse from the alternative product;
3. assessing the value for the buyer of the differences in the parameters of your product and product alternative;

4. summation of the price of indifference and assessments of the positive and negative values of the differences between your product and the alternative product.

Marketing of “service-impressions” - marketing, the task of which is to promote services as a result of new, unique impressions on the market. Marketing of “service-impressions” 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-impressions”.

Using the tools of marketing communications, one should remember: correspondence of communication with the brand (its strategy, values); correspondence of communication to the target audience, its values and needs; richness and memorability; the presence of elements of not only entertainment, but also involvement; integration and unidirectional (“coherence”) of all tools.

Of course, if the emphasis is shifted from production to impression, then marketing tools should use the features of the sale of goods and impression services. Under the influence of scientific and technological progress, the human impact on the environment has increased and the marketing of the experience economy should include processes such as the protection and rational use of surface and groundwater; the protection and rational use of land resources, the protection of soils from industrial wastes; air protection; protection and rational use of mineral resources; rational use and preservation of production waste and household waste; protection against noise and magnetic pollution; protection and rational use of flora and fauna; prevention of the consequences of possible environmentally hazardous situations; nuclear and radiation safety. The implementation of the proposed measures requires the implementation of a system of legal, social and economic-environmental levers that ensure effective management of sustainable economic development. Innovative and ecological approaches of the economy of impressions consist in changing the proportions between the economy, the economy of impressions and the ecological economy, which are based on the use of the results of scientific and technological progress in the form of the production of new goods (impression services), the use of new technologies, knowledge, etc. The mechanism for managing innovative development of the economy, the economy of impressions and the ecological economy should be considered as an ordered set of institutional settings that ensure that business entities achieve predicted development results while maintaining the country's natural resource potential and the environment.

Conclusions and perspectives of further research. With an effective 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. Complicated innovations require a very special configuration that can bring together professionals from different professions into well-functioning ad hoc (special) project teams. Using the term that has become widely known thanks to the work of Alvin Toffler, we can say that these organizations are adhocracies of our society (Toffler, 1970) [10]. Modern marketing approaches for the implementation of innovative goods and services require diverse knowledge and, therefore, the creation of adhocratic teams.

The basis of the strategy of the economy of impressions (in particular, when developing the strategy of the “blue ocean”) is the innovation of value - this is not a competitive advantage, but what makes competition simply unnecessary due to the company reaching a whole new level. In contrast to the classical competitive approach, in order to use the strategy of innovation of value, it is not necessary to choose between low costs and high value.

This strategy allows you to simultaneously create high value at low cost. The convergence of technologies, industries, markets, products, will expand the traditional boundaries of industries. Multidimensional studies of marketing systems that are part of integrated socio-ecological-economic systems, united by information flows, in the process of formation of market structures of the experience economy will allow solving the problems of combining the interests of the economy, society and improving the environment. Reducing pollution and preserving natural resources becomes beneficial for the economy of impressions (experience, skill). Marketing of experience economics - the ability to use marketing technology for additional company income by creating consumer experiences.

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