



ECO-MARKETING IN THE FURNITURE INDUSTRY: HOW THE USE OF LOCAL MATERIALS AND SUSTAINABLE SOLUTIONS INFLUENCES BRAND PERCEPTION

Graf Gudz (Graf-Gudz) Svetlana

ORCID: 0009-0002-9365-6916

Bachelor's Degree in Marketing,

Office Manager, Marketer,

Business Co-Owner, Kitchen Masters, LLC

6818 Pinehurst Rd, Baltimore, MD 21212

Abstract. The article is devoted to the study of how the use of local materials and environmentally oriented solutions affects brand perception within the framework of eco-marketing in the furniture industry. The aim of the article is to identify the main components of eco-marketing in the furniture industry. General scientific methods of cognition were used in the course of the study: analysis, synthesis, generalization, systematization, deduction, and induction. The results of the study show that eco-marketing in the furniture industry has become widespread in response to global challenges of environmental responsibility, sustainable development, and the growing trend of conscious consumption. It has been established that the growing market for eco-friendly furniture, which reached USD 50.44 billion in 2024, demonstrates strong consumer interest in products that meet ecological standards. The study reveals that modern marketing strategies go beyond traditional tools such as certification, eco-packaging, and design, and actively incorporate Industry 4.0 digital solutions that ensure transparency, traceability, and the ability to communicate the environmental footprint of each product unit. It is shown that within the Marketing 4.0 paradigm, eco-marketing focuses on emotional engagement, behavioral attitudes, and the value motivation of consumers, creating an emotionally rich brand experience. The research identified that for the target audience of eco-friendly furniture—particularly millennials—key purchasing factors remain quality, design, durability, and fair pricing, while environmental friendliness is a desirable but not decisive feature. It has been demonstrated that a successful marketing strategy must consider these consumer priorities and ensure transparent communication regarding material composition, certification, and environmental impact. The use of local materials is emphasized as particularly effective, helping to reduce costs, optimize logistics, and simultaneously shape the brand's image as responsible, economically efficient, and environmentally progressive. The study substantiates the relevance of adopting circular economy principles, emphasizing product life cycle, digital transformation, and consumer education as key directions for the development of eco-marketing in the furniture sector. The practical significance of the research lies in the formulation of recommendations for furniture companies on how to effectively position their brands by integrating ecological strategies into marketing.

Keywords: eco-marketing, furniture industry, local materials, brand perception, sustainable development.

Introduction

In the context of the current global environmental crisis, marked by increasing greenhouse gas emissions, overconsumption of natural resources, and growing waste levels, consumer society is paying more and more attention to eco-friendly products as a way to reduce negative environmental impacts. Environmentally responsible



products are becoming increasingly in demand across various sectors of the economy, from the food industry and textiles to construction, transportation, and electronics. This trend is driven not only by shifts in consumer priorities but also by strengthened government regulations, enhanced international environmental standards, and the growth of responsible business practices. Today, eco-products are not merely alternatives; they represent the foundation of a new paradigm of production and consumption aligned with the principles of sustainable development.

This trend is particularly relevant in the furniture industry, which has traditionally been associated with high consumption of natural raw materials, especially wood, and a significant ecological footprint throughout production, transportation, and disposal stages. Given that furniture is a long-term use product, ecological innovations in this field have considerable potential to reduce human impact on the environment. The use of certified materials, the implementation of eco-design, waste reduction, environmentally friendly packaging, and green logistics are becoming not only elements of corporate responsibility but also key components of marketing strategies that align with the values of today's consumers. Therefore, the greening of furniture products plays a crucial role in the broader transition toward a green economy.

Literature Review

The issue of eco-marketing in the furniture industry – particularly how the use of local materials and eco-friendly solutions affects brand perception – has not been extensively explored in academic literature. For this reason, the study draws on related sources that partially address aspects of sustainable design, consumer behavior, green marketing strategies, and brand environmental responsibility.

Notable contributions to this topic have been made by authors such as M.S. Bumgardner and D.L. Nicholls [1], L. Linkosalmi and colleagues [5], and R. Ševčíková and L. Knošková [7], who outlined general principles of sustainable design with a direct link to building a positive brand image. T. Yeğin and M. Ikram [12] applied an integrated approach to assess the effectiveness of green brands during the Marketing 4.0 era, enabling evaluation of brand perception through the lens of eco-marketing elements. Theoretical insights by K.L. Keller [4] are also significant, particularly his



analysis of how secondary associations can enhance brand equity, including environmental attributes.

Despite the existence of individual academic publications, the topic remains insufficiently systematized, which highlights the need for a comprehensive analytical approach. As a result, various scientific cognition methods were used to collect, organize, and systematize relevant information within the framework of the chosen research topic.

Purpose of the Article

The aim of the article is to identify the key components of eco-marketing in the furniture industry.

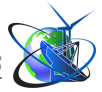
Research Results

Eco-marketing in the furniture industry is gradually evolving from a marginal communication tool into a strategic direction for companies aiming to meet the demands of sustainable development. Growing consumer awareness of environmental issues – such as deforestation, CO₂ emissions, and waste disposal – is driving demand for eco-friendly products. In response, manufacturers are implementing sustainable practices across all levels of the production and distribution chain. As a result, eco-marketing in the furniture sector not only shapes new consumer priorities but also supports the institutionalization of environmental standards in corporate governance, creating conditions for long-term competitiveness in the global market.

The eco-friendly furniture market in the United States shows a consistent upward trend, driven by increasing interest in sustainable lifestyles and environmental responsibility among consumers. In 2023, the market was valued at USD 46.77 billion, and by 2024, it had grown to USD 50.44 billion. With an annual growth rate of nearly 8%, the sector presents promising investment opportunities [2].

Despite the rising popularity of eco-products, including eco-friendly furniture within certain consumer segments, overall public awareness of the importance of this sector remains limited. Studies conducted among design teams in the furniture industry identified several key challenges for sustainable design:

- limited knowledge of sustainable design principles among manufacturers;



- low consumer awareness of eco-products and their characteristics;
- lack of a clear vision for the future development of the furniture industry in terms of sustainability;
- weak legal protection of intellectual property rights [11].

In the current context of increasing popularity of environmental discourse in marketing, some furniture brands, lacking sufficient understanding of genuine eco-production principles, attempt to position themselves as “green” by incorporating individual elements such as natural materials and labeling products as “eco.” However, the natural origin of raw materials alone does not ensure a product’s environmental integrity. A truly eco-oriented product must adhere to a holistic approach that includes the use of recyclable or reusable materials, safety for human health, and the potential for repair, recycling, and proper disposal at the end of its life cycle. Developing such an integrated environmental strategy requires the involvement of specialized professionals during the design phase, capable of incorporating eco-technologies into all stages of the product life cycle – from concept to end of use [11].

When designing furniture products, designers have significant potential to influence the environmental and social contribution of their work. As noted by Ševčíková R. and Knošková L., more than 80% of a product’s environmental impact is determined at the early stages of production. In this context, marketing is not limited to sales activities – it includes planning the entire organizational structure of production: supplier selection, manufacturing location, logistics companies, and more [7].

Linkosalmi L. also emphasizes that eco-friendly furniture manufacturing is a multi-factorial process. One critical factor is the level of greenhouse gas (GHG) emissions associated with wood. It has been found that the primary sources of GHG emissions are materials, packaging, logistics, and the production process, with materials and production accounting for the largest share, while transport and packaging have a smaller impact [5]. To address all environmental aspects throughout the production cycle, the life cycle concept has been introduced [5]. According to a study of Dutch small and medium-sized enterprises (defined as having ≤ 200



employees) [5], the core principles of eco-design include:

1. use of recyclable materials;
2. durability and reliability of products;
3. low energy consumption;
4. repairability;
5. waste reduction during manufacturing;
6. clean production technologies;
7. reduced product weight;
8. use of non-toxic materials;
9. minimized packaging;
10. packaging reuse.

Yeğin T. and Ikram M. refer to these as the “Ten Golden Rules of Eco-Friendly Products,” adding another crucial component: minimizing the use of fasteners [11].

The use of local materials and the implementation of eco-friendly solutions not only enhance a brand’s environmental image but also help reduce production costs and environmental pollution. By lowering logistics expenses – shorter transport routes, reduced fuel consumption, and decreased CO₂ emissions – companies achieve a dual benefit: optimized production costs and minimized environmental impact.

Local materials eliminate the need for costs associated with import, storage, and long-distance transportation, which is especially relevant given rising energy prices and stricter emissions regulations. This approach helps shape consumer perception of the brand as efficient, responsible, and economically rational – capable of aligning environmental principles with financial logic. In the end, cost reduction and pollution mitigation through logistics optimization become a significant competitive advantage, strengthening brand trust in the sustainable consumption market.

In the production of kitchen furniture, various eco-labeling systems are widely used to confirm that products meet the criteria of sustainable development, environmental safety, and human health protection. Among international standards, the most common certifications are FSC (Forest Stewardship Council) and PEFC (Programme for the Endorsement of Forest Certification), which ensure that the wood



is sourced from forests managed responsibly from both environmental and social perspectives. In addition, the Cradle to Cradle certification covers the entire product life cycle, evaluating materials based on five criteria: health safety, reusability, use of renewable energy, water resource management, and the manufacturer's social responsibility.

Within the European context, key systems include EU Ecolabel – the official labeling of the European Union that covers the entire life cycle of furniture; Nordic Swan – a Scandinavian eco-label used in Northern European countries; and Blue Angel – a German certification focused on reducing harmful emissions and ensuring the environmental safety of household products. In the United States, the leading furniture-related labels are Green Seal, which confirms compliance with strict environmental standards, and GREENGUARD – a certification that ensures low levels of volatile organic compound emissions, which is especially important for interior products, including kitchen sets. The use of these labels in the furniture industry, particularly in kitchen production, reflects the integration of eco-design principles, environmental responsibility, and concern for the health of the end consumer.

Packaging design should be minimalist, using nature-associated colors (green, blue, brown) and made from recyclable or reusable materials. Packaging, as part of eco-marketing, has both aesthetic and protective functions, but also a communicative one: it should clearly convey the product's environmental value while avoiding misleading or false claims that could be considered greenwashing. As a result, eco-labeling and packaging must create a cohesive visual and semantic image of a sustainable product that aligns with principles of transparency, credibility, and environmental responsibility [3].

When developing a marketing strategy for eco-friendly furniture, it is crucial to understand consumer preferences and values. For manufacturers, choosing an eco-oriented approach is often a core business principle. For consumers, however, environmental factors are seen as added value rather than a primary decision driver. Research by Ševčíková R. and Knošková L. shows that 99% of consumers prioritize quality when choosing furniture, 99% consider style, and 98% value fair pricing. On



average, respondents expect furniture to last at least eight years. Furthermore, 57% of those surveyed are willing to pay 5–10% more for products they perceive as eco-friendly. This indicates that while customers are open to paying for natural materials, they often overlook the environmental aspects of the production process [7].

There is also a clear demographic profile for eco-conscious furniture consumers. In the United States, a significant generational gap exists in the intention to make environmentally driven purchases. Survey results show that millennials are twice as likely (75% vs. 34%) as baby boomers to state they are determined or likely to change their consumption habits to reduce environmental impact. Millennials are also more willing to pay extra for products made with environmentally safe or sustainable components (90% vs. 61%), organic/natural ingredients (86% vs. 59%), or those demonstrating social responsibility [3].

Shrum et al. developed a psychographic profile of the “green” consumer. Their findings indicate that such consumers are cautious buyers who actively seek product information, including advertising. At the same time, they exhibit a degree of skepticism toward advertising messages. Given their awareness of environmental products, marketing strategies must be well-crafted and free of superficial “greenwashing” elements [7].

The main directions of eco-marketing, considering consumer preferences, cover strategic, technological, and communication aspects of promoting environmentally responsible products. These elements form an integrated marketing system focused on reducing the environmental footprint of products and meeting the expectations of modern consumers [8].

One of the key drivers for advancing and expanding green marketing is the widespread use of the Internet. In particular, Industry 4.0 technologies have opened up new opportunities for environmental marketing while also initiating a shift toward the era of Marketing 4.0, which focuses on consumer emotions, intentions, perceptions, and behavior. In light of growing global environmental concerns, the literature recommends that brands across all industries adopt green marketing strategies to meet the expectations of eco-conscious consumers [11].

**Table 1** – Directions of eco-marketing for sustainable furniture production

№	Eco-marketing direction	Essence and examples of implementation
1	Focus on product life cycle	Designing and promoting furniture with a long lifespan that is easy to repair and recycle
2	Support for circular economy	Introducing reuse models: modular design, product leasing, and end-of-life recycling
3	Communication of environmental certifications	Actively promoting certifications (FSC, OEKO-TEX, GREENGUARD) as proof of sustainable sourcing and safety
4	Transparency about material composition	Providing full disclosure of materials used in production, including compliance with Prop 65 requirements
5	Consumer education campaigns	Informing consumers about the impact of furniture on health and the environment, running awareness campaigns and eco-training
6	Targeted communication to eco-conscious groups	Tailoring marketing messages to millennials and other audiences inclined toward responsible consumption
7	Integration of social responsibility	Highlighting fair labor practices, worker safety, and transparent supply chains in marketing communications
8	Use of digital technologies (Industry 4.0)	Applying IoT, AI, and robotics to optimize production, reduce waste, and increase efficiency
9	Marketing of innovative packaging	Developing and promoting packaging that is easily recyclable or made from recycled materials
10	Positioning the brand as “green”	Building a sustainable brand image through participation in global initiatives, CSR reporting, and green branding

Systematized based on [8]

This type of marketing should concentrate on creating an interactive, personalized, and emotionally rich consumer experience where environmental responsibility becomes a central part of the brand’s identity. Industry 4.0 technologies – such as big data, artificial intelligence, the Internet of Things, blockchain, and augmented reality – not only enable the optimization of furniture manufacturing processes with minimal environmental impact but also ensure supply chain transparency, verify environmental certifications, and generate digital product passports with information on ecological footprint and available reuse or recycling options.

Effective green marketing within the 4.0 paradigm appeals to consumers’ intentions and ethical motivations: campaigns must communicate not only the functional quality of eco-furniture but also the consumer’s contribution to



environmental preservation through responsible choices. Social media, content marketing, and review platforms serve as key two-way communication channels with the audience, where the brand acts as a partner in the shared pursuit of a sustainable future. As a result, Marketing 4.0 in the field of eco-friendly furniture production aims not only to drive purchase behavior but also to build emotional loyalty rooted in shared values, transparency, and engagement.

Conclusions

Eco-marketing in the furniture industry has become widespread as a response to the growing global demand for environmental responsibility, sustainable development, and conscious consumption. Its relevance is evidenced by the steady growth of the eco-friendly furniture market, which was valued at USD 50.44 billion in 2024. The application of environmental strategies in marketing goes beyond product positioning through certification, eco-packaging, and design – it also involves integrating Industry 4.0 digital solutions to communicate transparency, traceability, and the environmental footprint of each product unit. Within the Marketing 4.0 paradigm, eco-marketing is focused on emotions, behavioral attitudes, and the value-driven motivations of consumers, creating an emotionally engaging brand experience.

Consumers of eco-friendly furniture demonstrate increased attention to quality, design, durability, and fair pricing. While environmental factors are appreciated, they are not decisive – this is particularly evident among millennials, who are the most active supporters of sustainable lifestyles. Manufacturers must consider this consumer profile by offering products that combine functionality, aesthetics, and environmental benefits while ensuring transparent communication about certification, material composition, and ecological impact.

The main directions for marketing development in the furniture sector include a focus on the product life cycle, support for the circular economy, digital transformation of production, communication of social responsibility, and consumer education. It is especially important to emphasize that the use of local materials and eco-oriented solutions not only reduces costs and logistical burden but also shapes consumer perceptions of the brand as responsible, economically efficient, and environmentally



progressive – a significant advantage amid growing competition in the sustainable production market.

References:

1. Bumgardner M.S., Nicholls D.L. Sustainable Practices in Furniture Design: A Literature Study on Customization, Biomimicry, Competitiveness, and Product Communication. *Forests*, 2020, №11(12), 1277. URL: <https://doi.org/10.3390/f11121277>
2. Eco-Friendly Furniture Market by Product Type, Material, Sales Channel, End User, Distribution Channel, Price Range, Application, Style - Global Forecast to 2030. *researchandmarkets.com*, 2025. URL: <https://www.researchandmarkets.com/report/eco-friendly-furniture>
3. Global Consumer Confidence Survey, conducted in collaboration with Nielsen Q1 2017. URL: <https://www.conference-board.org/pdfdownload.cfm?masterProductID=20727>
4. Keller K.L. Leveraging Secondary Associations to Build Brand Equity: Theoretical Perspectives and Practical Applications. *Int. J. Advert.*, 2020, №39, 448–465. URL: https://www.researchgate.net/publication/338694326_Leveraging_secondary_associations_to_build_brand_equity_theoretical_perspectives_and_practical_applications
5. Linkosalmi L., Husgafvel R., Fomkin A., Junnikkala H., Witikkala T., Kairi M., Dahl O. Main factors influencing greenhouse gas emissions of woodbased furniture industry in Finland. *Journal of Cleaner Production*, 2016, №113, 596–605. URL: <https://doi.org/10.1016/j.jclepro.2015.11.091>
6. Nguyen-Viet B. The Impact of Green Marketing Mix Elements on Green Customer Based Brand Equity in an Emerging Market. *Asia-Pac. J. Bus. Adm.*, 2022, №ahead-of-print. URL: https://www.researchgate.net/publication/358618886_The_impact_of_green_marketing_mix_elements_on_green_customer_based_brand_equity_in_an_emerging_market
7. Ševčíková R., Knošková L. Sustainable Design in the Furniture Industry.



2021, №20. URL: <https://doi.org/10.18267/pr.2021.krn.4816.20>

8. Shrum L.J., McCarty J., Lowrey T. Buyer characteristics of the green consumers and their implications for advertising strategy. Journal of Advertising, 1995, №24, 71–82. URL: <https://doi.org/10.1080/00913367.1995.10673477>

9. Sustainable upholstery furniture: what strategies and technologies? lectra.com, 2025. URL: <https://www.lectra.com/en/library/sustainable-upholstery-furniture-what-strategies-and-technologies>

10. The Evolution of the Sustainability Mindset – Nielsen, The Sustainable Consumer – the theme for World Consumer Rights Day 2020. consumersinternational.org, 2020. URL: <https://www.consumersinternational.org/what-we-do/world-consumer-rights-day/sustainable-consumer-2020/>

11. Valipoor S., Ujang B. Challenges of sustainable design in Malaysian furniture industry. IACSIT Press, 2011, International conference on environment and industrial innovation, 60–64. URL: https://www.academia.edu/5317631/Challenges_of_Sustainable_Design_in_Malaysia_n_Furniture_Industry

12. Yeğın T., Ikram M. Performance Evaluation of Green Furniture Brands in the Marketing 4.0 Period: An Integrated MCDM Approach. Sustainability, 2022, №14(17), 10644. URL: <https://doi.org/10.3390/su141710644>



CONTENTS

Innovative economics and management

http://www.moderntechno.de/index.php/meit/article/view/meit39-03-004	3
THE ROLE OF THE PRIVATE SECTOR AND BUSINESS IN THE DEVELOPMENT OF SMALL TOWNS (A CASE STUDY OF UKRAINE AND THE USA)	
<i>Mariya Vlasova</i>	
http://www.moderntechno.de/index.php/meit/article/view/meit39-03-010	17
ADAPTATION OF MARKETING STRATEGIES TO THE MENTAL AND BEHAVIORAL CHARACTERISTICS OF THE TARGET AUDIENCE	
<i>Liudmyla Voloshko</i>	
http://www.moderntechno.de/index.php/meit/article/view/meit39-03-016	30
ASSESSMENT OF THE FUNCTIONING OF CREDIT UNIONS IN UKRAINE	
<i>Hnydiuk I.V., Marshuk L.M.</i>	
http://www.moderntechno.de/index.php/meit/article/view/meit39-03-018	36
ACCOUNTING FOR PAYABLE DEBT IN THE ENTERPRISE MANAGEMENT SYSTEM	
<i>Hladii I. O., Krupelnitska I.G.</i>	
http://www.moderntechno.de/index.php/meit/article/view/meit39-03-019	45
GLOBAL TRANSFORMATION OF THE ROLE OF ACCOUNTING AND CONTROL IN THE DIGITAL ECONOMY	
<i>Datsenko G.V., Maister L.A.</i>	
http://www.moderntechno.de/index.php/meit/article/view/meit39-03-020	53
NON-PERFORMING LOANS (NPL) IN THE BANKING SYSTEM OF UKRAINE	
<i>Prutska O.O., Abdullaieva A.E.</i>	
http://www.moderntechno.de/index.php/meit/article/view/meit39-03-021	63
IMPROVEMENT OF TAX REGULATION AS A COMPONENT OF FINANCIAL AND ECONOMIC POLICY	
<i>Nikitishin A.O., Timoshenko N.M.</i>	
http://www.moderntechno.de/index.php/meit/article/view/meit39-03-040	71
PRACTICAL APPLICATIONS OF ARTIFICIAL INTELLIGENCE IN NONPROFIT MARKETING COMMUNICATIONS	
<i>Olha Lytvynchuk</i>	
http://www.moderntechno.de/index.php/meit/article/view/meit39-03-041	82
SYSTEM OF STRATEGIC MANAGEMENT OF THE COMPANY UNDER CONDITIONS OF UNCERTAINTY AND CRISIS CHANGES	
<i>Azizov O.</i>	



http://www.moderntechno.de/index.php/meit/article/view/meit39-03-042	88
TRANSFORMATIONS IN THE GLOBAL MARKET UNDER THE INFLUENCE OF GEOPOLITICAL AND ECONOMIC FACTORS	
<i>Oliinyk A.M.</i>	
http://www.moderntechno.de/index.php/meit/article/view/meit39-03-043	94
RELATIONSHIP MARKETING IN LOGISTICS CHANNELS	
<i>Maksiutenko I.E., Samoilenko A.A., Kulik A.V.</i>	
http://www.moderntechno.de/index.php/meit/article/view/meit39-03-047	104
FEATURES OF ADVERTISING ACTIVITY MANAGEMENT AT THE ENTERPRISE	
<i>Barabanova V.V., Rybalka M. O.</i>	
http://www.moderntechno.de/index.php/meit/article/view/meit39-03-050	113
AUTOMATING CUSTOMS DECLARATIONS WITH MULTILINGUAL OCR: A LOGISTICS AND ECONOMIC PERSPECTIVE	
<i>Voitsekh V.O.</i>	
http://www.moderntechno.de/index.php/meit/article/view/meit39-03-056	119
IMPROVING THE METHODOLOGY OF ACCOUNTING FOR INVENTORIES AND FIXED ASSETS OF AGRICULTURAL ENTERPRISES	
<i>Olha Maletska</i>	
http://www.moderntechno.de/index.php/meit/article/view/meit39-03-060	127
SOCIAL RESPONSIBILITY IN THE SYSTEM OF ENSURING THE COMPETITIVENESS OF AN ENTERPRISE IN THE GAS STATION MARKET	
<i>Ovsienko N.V., Petrovsky O.O.</i>	
http://www.moderntechno.de/index.php/meit/article/view/meit39-03-061	137
METHODICAL APPROACHES TO ASSESSING THE COMPETITIVENESS OF A RESTAURANT	
<i>Nikolaichuk O.A., Karakotc A.</i>	
http://www.moderntechno.de/index.php/meit/article/view/meit39-03-066	147
PERSONAL BRAND AS AN INTEGRAL COMPONENT OF MODERN PR TECHNOLOGIES	
<i>Buchynska O.V.</i>	
http://www.moderntechno.de/index.php/meit/article/view/meit39-03-068	158
ORGANIZATION OF MACHINERY AND TRACTOR PARKS OF AGRICULTURAL ENTERPRISES IN FRONTLINE AND DEOCCUPIED TERRITORIES	
<i>Petrov V.M.</i>	



http://www.moderntechno.de/index.php/meit/article/view/meit39-03-069	164
TOURISM POLICY IN THE CONTEXT OF WAR	
<i>Pecheniuk A.P., Oleksiyko S.L., Evtushok V.A.</i>	
http://www.moderntechno.de/index.php/meit/article/view/meit39-03-070	172
INNOVATIVE MARKETING OF STARTUPS IN THE SMALL BUSINESS SEGMENT: UKRAINIAN AND GLOBAL EXPERIENCE	
<i>Nataliia Sinelnikova</i>	
http://www.moderntechno.de/index.php/meit/article/view/meit39-03-073	184
FORMATION OF INNOVATIVE CAPITAL OF PROCESSING ENTERPRISES	
<i>Stanislav Palianytsia</i>	
http://www.moderntechno.de/index.php/meit/article/view/meit39-03-077	192
ECO-MARKETING IN THE FURNITURE INDUSTRY: HOW THE USE OF LOCAL MATERIALS AND SUSTAINABLE SOLUTIONS INFLUENCES BRAND PERCEPTION	
<i>Graf Gudz (Graf-Gudz) Svetlana</i>	



International periodic scientific journal

MODERN ENGINEERING AND INNOVATIVE TECHNOLOGIES

Heutiges Ingenieurwesen und
innovative Technologien

Indexed in
INDEXCOPERNICUS
high impact factor (ICV: 70.62)

Issue №39
Part 3
June 2025

Development of the original layout - Sergeieva&Co

Signed: June 30, 2025

Sergeieva&Co
Lußstr. 13
76227 Karlsruhe
e-mail: editor@moderntechno.de
site: www.moderntechno.de

Articles published in the author's edition





www.moderntechno.de

e-mail: editor@moderntechno.de