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SUSTAINABLE ECONOMY THROUGH CONCEPTS OF VIRAL MARKETING IN SUSTAINABLE BUILDING

ABSTRACT: It is considered that the basic functions in a company are marketing and innovation, whose main activities are aimed at generating profit. Everything else is seen as an expense. In this sense, marketing is considered a sector whose activities are mandatory and necessary in every company. The modern age has brought technological revolutions which cause changes to happen daily. For this reason, companies have a difficult task to find a unique and creative way to attract and then retain customers.

Viral marketing, as a marketing revolution technique, uses social media instead of "word of mouth" to mass-promote a product to consumers. The goal of viral marketing is to awaken an emotion in consumers, so they would pass it on to others, thus transmitting the message like a virus. It is often considered that the function of marketing does not have to be represented in certain activities. Nevertheless, the green agenda of sustainable development and construction is happy to use viral marketing and social networks in addition to the classic use of sustainability as innovative and creative business and construction. In this way it also uses technologies, the Internet and social networks that provide a whole range of new opportunities for innovative and creative approach to the global market.

Key words: marketing, viral marketing, sustainability, construction, innovation.

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INTRODUCTION

"The new millennium, with urban life and the construction of buildings in which we live, with industry and design, has brought a multitude of innovations in all areas, which points to the direct responsibility of humans in relation to the consumption of the natural resources of the planet and the damage caused by irresponsible actions of humans. Companies where business people do not react to changes in the markets and the fact that development and growth had negative consequences on the environment generally and the environment in which we live, stay, work and spend time, to our great regret"². Something that was considered a winning strategy last year can already become wrong this year, which leads to the fact that today there are two types of companies, those that change by adapting to the needs of modern business focused on the necessity of raising environmental awareness among people, and those that disappear.

Marketing and creativity, as well as innovation in the company, are not only a factor in order to "win" the competition, but also a factor of survival in the market in accordance with the changed needs of business, which are closely related to the concept of sustainability, ecological, economic and social benefits in every country where permanent solutions are necessary, which, having in mind certain activities, puts green architecture and sustainable construction in the foreground in accordance with the green agenda of the European Union. One of the technological forces thanks to which the revolution is taking place is digitization, which enables data to be written in *bits*.

Marketing, as a forerunner of viral marketing, represents "The concept of planning, finding conception, pricing, promotion and distribution of ideas, products and services with the aim of creating conditions for exchange to the general satisfaction of individuals and organizations, i.e. management that guarantees identification, prediction and satisfying of consumer needs in a cost-effective manner."³ Advances in technology have not only created new ways for the market to disseminate information, but also enabled consumers to disseminate information online or through other digital media that challenge traditional marketing practices. Viral marketing is considered a new direction, and for this reason the aim of this paper is to determine how viral marketing – related to sustainable construction and economic aspects of sustainability – affects the mindsets, attitudes and desires of consumers in the global consumer society.

² www.brianlack.co.rs (accessed on January 14, 2024)

³ pdfcoffee.com (accessed on January 14, 2024)

In the 21st century, at the time of globalization, privatization, technology development, strengthening the position of customers, and increasing competition on the market, companies and industries are changing their strategy and directing it more and more towards the common good and environmental protection, reduction of harmful gases, green agenda and overall sustainability of all activities: economy, tourism, hunting and fishing, agriculture, construction of so-called green buildings and so on. Sustainable development is becoming the focus of thinking for every function in the company, not just marketing. "Marketing is no longer just an option for company to improve its status on the market, but the possibility of survival and the ability to present their service/product in a better way than the competition, with all the necessary innovation and creativity⁴ in devising their strategy in order to retain existing and win new consumers/customers/users". In the age of modern technology and the age of social networks, marketing is increasingly becoming an inexpensive way to promote products and services. Viral marketing is considered a newer version of the "word of mouth" marketing activity, which takes place on the Internet and through social networks. The effects of a viral marketing strategy are messages to consumers, with the aim to promote using (primarily buying) services/products, in the form of photos and videos that have an effect on consumers. The goal of viral marketing is to awaken an emotion in consumers, so they will pass on their emotion to others, and the message they felt to be transmitted similar as a virus.

Viral marketing is not an exception in sustainable development also, having in mind that sustainability is an imaginary concept for most people, and through viral marketing it approaches the consumer who realizes the importance of sustainability and positive impact not only in the economic sense but also the need to change the way of thinking and living in accordance with the green agenda.

The subject of this research is the study and research of both viral marketing, with its advantages and disadvantages, and the sustainable development, green architecture, construction of smart buildings, economic profitability and living in harmony with nature for the purpose of a better quality of life for future generations.

The aim of this paper is to explain the theoretical concept of viral marketing, sustainable development and economic aspects of sustainability, green building and examples of good practice in relation to sustainability and development.

The assumptions on which the research is based were created in accordance with the subject and goal of the work:

⁴ symorg.fon.bg.ac.rs (accessed on January 14, 2024)

1. Viral marketing is one of the ways to virally promote services/products by gaining competitive advantage for free.
2. Viral marketing is necessary in the modern age in the field of green architecture, construction and sustainability.
3. Green architecture is a method of designing buildings that is based on sustainability and the use of building materials when designing with the aim of adapting them to the environment.

THE CONCEPT OF VIRAL MARKETING

Wilson describes viral marketing as “any strategy that encourages individuals to spread a marketing message to others. In this way, the potential for exponential growth in exposure and impact of the message is created.” In the paper *Viral Marketing Online*, Wilson explains how it is actually any advertisement that spreads itself in the same way as viruses. It differs from viruses since this form of marketing uses digital media (Willson, 2001). Therefore, the concept of viral marketing refers to a message that spreads to other people because the original recipient liked the content and decided to pass the message on. This type of online communication is equivalent to word-of-mouth communication in off-line marketing, i.e. live. Many viral marketing activities occurred more by accident than by design, and theory seems to have developed after the practice. According to Wilding (Wilding, 2001), viral success requires good business people to notice and develop an activity, not to initiate it.

Viral marketing takes the basic nature of multi-level marketing and applies it to customers, making each of them a salesperson. This marketing relies on Metcalfe's Law, named after Robert Metcalfe⁵, which states that the usability of a network is proportional to the squared number of its users. It is considered that this phenomenon best explains the concept of viral marketing because the pattern of communication is similar to the pattern by which particular infectious viruses have the ability to move through the entire set of interactive hosts.

The difference between viral and traditional marketing is the media used and the potential explosion of growth. Viral marketing is more about accidental discovery than planned spread, which is also the case with word-of-mouth marketing. The emphasis is on creating a message worth spreading, but that does not promise spreading; in other words, creating a message and what will follow after it are two different and uncorrelated things. So, marketers can

⁵ Robert Metcalfe is an engineer and entrepreneur from America. He is one of the co-inventors of Ethernet.

create messages, but they cannot determine their distribution. Of course, this does not rule out the possibility of marketers carefully choosing whom to send messages to, bearing in mind that they may not affect what happens with the message after the first sending.

*Intrapromote*⁶ digital marketing agency believes that "messages, so-called viral objects, should be designed so that they particularly appeal to the target market group, that is, the target market. The key is to introduce these objects into the digital form of the network in an acceptable way, unlike offensive spam. These objects should be in accordance with the digital spirit of a certain affinity within a certain community." An example of this would be contributing to a discussion on an internet forum.

Successful viral marketing is considered to be free and at the same time specific. Along with these two qualities, viral marketing campaigns are based on one of three models, namely the promotion model, the incentive model, and the loyalty model. Wilding, guided by experience, states that jokes, games and contests take the leading place in viral marketing stakes and fall into the category of promotional models.

This model generates enough interest that consumers are willing to share the content with their friends without receiving any incentives. In this model, Wilding explains, the trick is to require the content to somehow enhance or represent the sender's personality or match the recipient's personality so that the sender feels they must present it to the recipient. Another model, incentive-based one, allows the sender to be rewarded for their actions. This model is the most common since the recipient is only a component of the money-making mechanism. The third model, the loyalty-based one, combines elements of affiliate programs and provides financial rewards, but only if the recipient engages in some way.

Viral marketing is neither promising nor easy to implement. There are several prerequisites for the success of a viral marketing campaign. Among the main ones are the attraction of emotions and the absence of obstacles to messages that stand out. A viral message is always directed to a certain emotion; therefore, it should be created in a way that will cause a certain feeling. A successful viral message spreads very quickly across different social media platforms. The main difference between viral and ordinary marketing is how the messages reach the target audience. With viral marketing, messages arrive gradually, slowly building momentum; whereas in conventional marketing, messages are shown to a mass audience all at once. The next important difference is in the way the organization (company) sends its messages. Viral marketing depends on social networks and the sharing of the

⁶ Digital marketing agency specializing in Search Engine Optimization, Social Media Marketing, Content Marketing, Mobile CEO. Headquarters in Hudson, Ohio, USA.

message on those, while campaigns of conventional marketing mainly take place around events where the message can reach millions of people in an instant.

Other differences that should be mentioned are the increased scope of influence, the expanded possibilities of recipients and the possibility of exerting influence that is greatly increased. The most important part of viral marketing success is developing engaged businesses that encourage consumers to pass on the message. Marketing managers choose one of three different ways to start viral advertising: using an e-mail strategy, an online advertising strategy, or an offline advertising strategy.

There are several steps that are considered essential when conducting viral marketing (Filipović, 2022)⁷:

1. Precise setting of the idea, the goal and the final results to strive to.
2. Content creation - preparing the message according to the requirements.
3. Finding the right viral channels and target audience, understanding their interests and connections.
4. Launching a viral campaign (through pre-selected channels).
5. Use of web analytics to monitor key campaign success parameters.

These two marketing types have the same goal, but the choosing one of them depends on how quickly we want the message to spread. In any case, an effective marketing strategy and patience are required.

Viral marketing and consumer emotions

The concept of viral marketing suggests that marketers (sellers) of certain products or services can continue to use the power of interpersonal networks to promote their products or services. This form of communication between customers and clients is an effective means of transforming electronic communication networks into influential networks. As already mentioned, viral marketing uses existing social networks by encouraging customers to share product information with their friends. What is also true with viral marketing is that the viral nature of the internet means that a negative comment about a company can spread faster than a forest fire and it is always very difficult to undo the damage caused.

However, Klopper points out that the viral marketing concept allows consumers to spread information online, which has begun to replace what was traditionally called word-of-mouth. Successful marketing campaigns consist of

⁷ mbs.edu.rs and www.ekof.bg.ac.rs (accessed on January 14, 2024).

an engaging message that includes imagination, fun and encourages ease of use and visibility using a combination of technologies.

Like in any other marketing activity, the emotion conveyed by a viral marketing message is often just as important as the factual information. Electronic content is often shared more quickly when the recipients of the message feel a strong emotional connection. Those emotions apply to marketing as a whole, not just to viral marketing. There are six emotions that regulate the behavior of the receiver of information, namely:

1. Surprise - considered to be the most important emotion for all marketing efforts. A sense of the unexpected creates a stronger impression on recipients. However, relying on surprise alone would be a mistake, as it has a much greater effect when used in combination with one of the other five emotions.

2. Joy - considered a good choice when companies want to revive an already existing product on the market.

3. Sadness - can be used as a negative emotion in marketing and is best used when a quick response to a specific event is required. However, the downside of this emotion is that it often encourages short-term commitments instead of long-term ones. Balancing sadness with a sense of hope can help create a more grounded message.

4. Anger - the most appropriate emotion for messages that want to cause a quick response, for example to an injustice. Like sadness, this emotion works best for short-term actions.

5. Fear - used in marketing campaigns, but it primarily applies to political campaigns. This emotion is also oriented towards short-term commitment. It should be evoked sparingly, as it may trigger a mixed response from the target market.

6. Ambiguity - best used when targeting young men and can give the image of how rebellious they are. Men share messages that include ambiguous humor twice as often as women.

Advantages and disadvantages of viral marketing

The leading advantage of viral marketing compared to advertising through traditional media (television or print ads), from an economic perspective, is that it is cheaper and more accessible. It is not necessary to spend a large sum of money to get airtime, there is no printing or distribution fee. The design of viral marketing enables all this and is therefore more effective than the current form of advertising that we are used to.

The generation that is most active on social media are millennials (people born in the 1980s and 1990s), and this is also the generation that has the least

confidence in traditional advertising. During certain research⁸, it was determined that influencers have a greater influence on them than the advertising of the companies themselves.

In the European Union, the type of marketing based on the concept that influencers promote the products of a certain company on their profiles or in videos and receive adequate compensation for this is considered illegal, while in America this is not the case, but is regulated by law. For these reasons, the YouTube platform allows influencers to add a note to their videos indicating promotional activities with the phrase "Includes paid promotion".

Everything that has an advantage has its disadvantages too, including viral advertising. The biggest drawback is the lack of control. This lack of control is reflected in the moment when a message spreads to enough people, and the creator no longer has control over its distribution and use. The problem arises if the message is interpreted incorrectly, or if any error occurs, since it is increasingly difficult to eliminate that error, which can result in a negative impact on the image of the company itself. Another risk is pooling risk. As mentioned, there is no way to control who receives and who shares messages, so when people and groups start sharing content, there is no control over whom it reaches. This leads to the fact that people spreading the company's message may be someone the company would rather not work with. Among other shortcomings, there are the lack of legal and ethical standards, dependence on consumers and potential negative impact, i.e. a negative feedback effect.

Types and principles of viral marketing

At the core of this topic, there are two different types of viral marketing – active and passive one. Passive viral marketing essentially broadcasts the brand through some type of medium without it being the focus of the content. It can be equated to something like watermarking a viral video. Active viral marketing works differently: there must be some kind of call to action and participation of the recipient. A good example of this would be some kind of social media contest where any contestant is interested in sharing or commenting on a particular page, which would eventually result in it spreading like wildfire.

When talking about the principles of viral marketing, one should take into account the six basic principles that lead to maximum success and efficiency, and they are:

⁸<https://www.forbes.com/sites/andrewarnold/2018/01/21/millennials-hate-ads-but-58-of-them-wouldnt-mind-if-its-from-their-favorite-digital-stars/#54601d4e59ca> (Accessed on March 31, 2020)

1. Availability of products or services. It results in viral spread which in turn produces a larger audience of potential customers.

2. Easy transfer to others. Viral marketing campaigns only spread when they are easy to spread. Users of social networks are constantly bombarded with information and this can result in poor attention span. Therefore, concise and short messages are the most effective ones.

3. Simple scaling.

4. Explosion of common motives and behavior. In order for the campaign to reach its full potential, it is necessary to include appeal by the usual motivating factors (the need to be known, loved, understood). Companies that create their messages in accordance with these factors have more chance of success.

5. Use of existing communication networks. Viral marketers who manage to place their message in the existing communication between people have the potential to multiply their dispersion quickly.

6. Taking over other people's resources.

SUSTAINABLE ECONOMY

"One of the prerequisites and basic drivers of the general development of humans and civilization are energy sources. The measures implemented and the goals pursued by implementing the energy policy must be aligned with the concept of sustainable development" (Radovanović, 2019). Energy resources were concentrated in certain parts of the world during the last decades of the 20th century, with the intention of becoming a complex and important object of world trade.⁹ These countries have a great economic advantage that results from the very possession of large amounts of energy, and on the other hand, the need to constantly increase that amount, which would ensure sufficient amounts for the normal functioning of society as a whole¹⁰. According to Marković (2005), *"Sustainable development should be a concept that will treat economic and ecological interests in a complementary manner."*

Sustainable development includes 3 aspects:¹¹

- "Environmental protection, which means that natural resources are used in a manner and with appropriate management aimed at preventing pollution of resources such as: water, air, soil, waste recycling and the like;

⁹ educons.edu.rs (accessed on January 14, 2024)

¹⁰ odrzivirazvoj.wordpress.com (accessed on January 14, 2024)

¹¹ odrzivirazvoj.wordpress.com (accessed on January 14, 2024)

- The social aspect, which is focused on the standard of living, education, community, equal opportunities;
- The economic aspect related to profit generation, cost reduction, general economic growth, research and development".¹²

The possibility of achieving sustainable development in the Republic of Serbia lies in the introduction, adaptation and application of the principles that are dominant in the European Union countries, i.e. the principles established in the Lisbon Strategy, which are related to increasing competitiveness based on knowledge, innovation and entrepreneurship.¹³

When defining all aspects of sustainable construction and the use of materials in accordance with the Green Agenda of the European Union, it is necessary to pay attention to the definition of terms related to sustainable development and sustainability, but also to the so-called circular economy, which is based on the use of natural resources during the production of goods and/or services with the aim of maximizing the lifetime and value of the said products/services and also to simultaneously minimize the level of waste material so that at the end of the use cycle, everything produced in the production process can be put back into the same process as a newly created value.

According to Vukadinović, *"The need to satisfy both the basic and higher demands of humans as an economic beings has brought humanity from prehistoric times to the present day in a position where the average Homo economicus is increasingly becoming a consumer of the mass production market, which in numerous segments of the economy is reduced to the overexploitation of resources... Known as global goals, the Sustainable Development Goals (SDGs) are the result of the Millennium Development Goals and emphasize that the fight against poverty goes hand in hand with the fight for economic growth and industrialization, along with numerous social needs for health, education, social protection, a healthy environment and a community resilient to climate changes."* (Vukadinović, 2022:11).

"In a circular economy, growth is decoupled from the consumption of scarce resources. Products and materials are kept in productive use as long as possible, and when they reach the end of their use, they are effectively returned (or looped) back into the system" (Vukadinović, 2022: 17). The circular economy is applied by employers who apply new business models, as well as responsible consumers (Kirchherr, Reike and Hekkert, 2017). The circular economy makes good use of natural resources through high resource efficiency

¹² odrzivirazvoj.wordpress.com (accessed on January 14, 2024)

¹³ faolex.fao.org (accessed on January 14, 2024)

and waste prevention, with minimal end-of-life material discard in the manufacturing sector so that it is restorative and regenerative by design.

A series of systemic solutions that provide a response to climate change is called the circular economy: this name is cumulative since it includes problems related to climate change; pollution of air, water, agricultural land and the like; loss of biodiversity and increase of waste. This economy rests on three basic principles, namely: elimination of waste through circular design; circularity of materials and products, and renewal of nature. The foundation of the circular economy is based in ecological economics, which studies the interrelationships of natural ecosystems and systems in the economy, and its focus is on the retention of materials in the system through the continuous material circulation, the elimination of toxic substances, the reduction of the use of biological and technological resources, renewable energy sources, the reduction of production waste to zero or close to zero and to the overall well-being of natural ecosystems and people.

Socio-economic aspects of sustainability

The material is used too much in the production of goods and services in the Republic of Serbia, which raises the question of the extent of recycling, which is insignificant in relation to the quantity, and this has a negative impact including a general depletion of resources and waste management costs. For this reason, one of the priority tasks that the Republic of Serbia must implement relates to measures to restrict the so-called "dirty" production and measures aimed at diversification of production and at use of energy and materials, especially for those resources that are classified as non-renewable.¹⁴ Although the quality of life is a subjective feeling, by which an individual expresses their satisfaction with their way of life, when viewed more broadly it can be described as the relationship between the individual and their environment in which they live and work: physical, health, social and economic environment. Sustainability implies a lifestyle of every individual in society that is ecologically aware, healthy, safe, solidary, participatory, and differentiated.¹⁵

The sustainable development as a concept is basically aimed at the preservation of natural ecosystems and the rational use of the country's natural resources, as well as at methods and management related to raising the quality of the environment and life in a safe and healthy environment. Accordingly, sustainable development represents the stated need of humans to preserve and protect nature on a foundation that are sustainable, using it to the extent allowing for nature to reproduce. In cases where nature is exploited without

¹⁴ extwprlegs1.fao.org (accessed on January 14, 2024)

¹⁵ cis.org.rs (accessed on January 14, 2024)

any control and excessively, from the point of view of the environmental capacity, it will lead to a disruption of the ecological balance, and the consequences will be unimaginable and could lead to ecological disasters. The concept of sustainable development puts the quality of the living environment and the environment in the first place¹⁶. Eradication of poverty and reduction of differences in the standard of living in different parts of the world are essential to achieve sustainable development and meet the needs of individuals, while the task of nations is to cooperate in preserving, protecting and restoring the "health" and value of the Earth's ecosystem.¹⁷

The priority of economic development is economic growth, accompanied by the attraction of direct foreign investments, better conditions in the business environment by paying more attention to economic freedoms: full protection of property (especially intellectual property), freedom of contract, liberation of the internal market from state control, privatization, denationalization, lowering of customs and non-customs barriers, low state spending, low taxes, moderate regulation, removal of administrative barriers for starting, running and ending business, freeing up capital and current transactions, free exchange rate formation and suppression of non-economic rents, corruption, gray economy and tax evasion.¹⁸

SUSTAINABLE BUILDING

"In the last decades of the 20th century, the world is faced with attempts to build systems in various ways that will be based on sustainable production and consumption, and this concept is based on the production of greater added value with as little consumption of materials and energy as possible, while taking much care that the impact on the environment is as small as possible in order to leave future generations with better chances for a quality life in a healthy environment".¹⁹

Green architecture and construction with sustainable materials

The environment represents a direct or indirect surroundings of human beings from which various capacities are drawn for the normal functioning of the life and work of every person. For this reason, its value has a special social interest to be protected both on a global level and through specific measures

¹⁶ www.menadzment.tfbor.bg.ac.rs (accessed on January 14, 2024)

¹⁷ repozitorij.ufzg.unizg.hr (accessed on January 14, 2024)

¹⁸ cis.org.rs (accessed on January 14, 2024)

¹⁹ www.ekourb.vojvodina.gov.rs (accessed on January 14, 2024)

and actions by citizens, preventive and repressive alike, as well as by competent authorities and institutions.

When talking about construction, green architecture and an environment with less waste that will disrupt and pollute it, it all starts with stating the consequences²⁰ and ways of solving the issue of waste, reducing the consequences of harmful emissions, use of "green" packaging, recycling existing by-products, with the aim to later focus on clean, material- and energy-saving production²¹ and construction of green buildings with sustainable and selected materials; or organic agriculture that will produce safe and healthy food.

"During the production of goods and the provision of services in the Republic of Serbia, it was observed that too much material is used, and at the same time the volume of recycling is minuscule, which has a negative impact, depletes the resources, and increases the costs of waste management. For this reason, the Republic of Serbia must urgently take harsh and unpopular measures to restrict "dirty" production and technologies, as well as measures aimed at unnecessary waste of energy and material from non-renewable resources."²²

Green architecture as a method of designing buildings is based on sustainability and the use of designated building materials with the aim of adapting to the environment, that is, to focus the construction on energy-efficient and environmentally friendly homes and their exteriors (facades).

From the very beginning of a smart, i.e. green building, steps are used that are aimed at sustainability and development: the very design of the project, the location, the choice of materials used, and after that the construction that should be harmonized with the ecosystem or in its favor. Although many consider that the "green building" is a novelty in the field of construction and materials used in the world of architecture and construction, it is necessary to know that in principle people are returning to their roots with this method of construction, because since times immemorial materials such as mud, straw, wood and stone were used for building homes not only in Serbia but also in the world.

We should never forget the fairy tale about the wolf and the three piglets, where story about three forms of construction appear: straw, mud, stone... The same applies to the renewable energy of the Sun, wind and water.

In the modern world, green architecture means the design, construction and management of buildings with minimal use of resources and less negative impact on the environment, which means that a green building uses the land in an efficient way: it uses materials, energy and water with minimal (or no)

²⁰ www.ekourb.vojvodina.gov.rs (accessed on January 14, 2024)

²¹ cis.org.rs (accessed on January 14, 2024)

²² faolex.fao.org (accessed on January 14, 2024)

waste. Also, indoors, it provides a healthy environment and restores or improves the natural environment.

Materials for the construction of green buildings

A very important element for the sustainability of construction is the materials used, which ensure the energy efficiency of buildings. Energy efficiency refers to well-done thermal insulation, but also to other components that should be respected during construction and that primarily depend on the size of the building (e.g. controlled ventilation, economical heating/cooling systems and so on). Carpentry is a component that is given special attention to, since the insulation of the living space depends on whether the doors and windows seal well. It is necessary to use devices with low electricity consumption, and the best ecological materials are wood, bricks, straw, stone, Simprolite wall, concrete and the like.

Traditional or conventional construction uses natural resources maximally and creates waste, while green architecture, on the other hand, offers advantages in relation to ecological, economic and socially positive aspects that are reflected in construction methods at any stage, an integrated approach from the earliest stages of construction project to the very end, with numerous effects that successfully achieve global goals aimed at solving climate change, creating sustainable and successful communities and initiating economic growth.

The main benefits include the environmental impact by protecting the ecosystem and biological diversity; improving water and air quality; waste reduction and preservation and restoration of natural resources, and in economy sense, those advantages are aimed at increasing the value of the real estate and the impact on the productivity of tenants, that is, people who live and work in green buildings.

Social benefits refer to better health conditions and comfort, better indoor air quality and better quality of life in general. Older buildings can also be made green, since green architecture does not mean only new construction, but green building principles can be integrated into existing buildings. Green restoration and renovation can be achieved on any house, residential or commercial one, hotel, even on sports stadiums and production facilities by, for instance, installing solar panels on the roofs, replacing classic lighting with LED lighting, rearranging water installations and the like. It is important to add that the renovation can include the use of the so-called green materials such as wood, stone, earth, or go a step further by recycling waste (e.g. tires, glass/plastic bottles, etc.).

Finally, it should be noted that sustainable and green architecture are not the same, since sustainable architecture implies the use of renewable energy

sources and minimal negative impact on the environment, while in practice sometimes happens that green construction does not meet these conditions despite the rational consumption of resources. One of the most common examples is the large production of carbon dioxide during the transportation of building materials, which disrupts the ecosystem, even though the material used is considered sustainable.

For a building to be sustainable and green, the way it is designed is important, as well as the construction itself in relation to the environment. The environment sets the foundations and guidelines for future design, and green construction must respect the immediate ecology of the area where it is built and practically blend in (be in harmony) with it.

Only when these conditions are met it can be considered that people really live with full respect and appreciation for the environment, that they design beautiful, energy-efficient, ecologically acceptable residences and workplaces that will emphasize our ability to have desire and the ability to adapt to nature without disturbing its harmony and preserving the environment.

VIRAL MARKETING IN THE FIELD OF SUSTAINABLE CONSTRUCTION

The role of viral marketing stems from the very revolutions in the historical development of human beings: the third industrial revolution applied electronics and information technologies to automate production, and the fourth industrial revolution is built upon the third digital revolution. According to Vukadinović (2022) and the World Economic Forum, in 2019 alone more than 92 billion tons of materials were processed and separated, which contributes to the problem of reducing global CO₂ emissions, and the waste that is created (such as textiles, food, plastics, electronics) directly affects the environment and people's health, while the circular economy itself promotes the reduction of waste and the use of natural resources in a safe and secure way.

The viral marketing may be a great help in presenting this data through photos that show the ways of environmental pollution, but also as the way of fighting to preserve it through the "smart" use of resources that we use in production, consumption and all other activities, taking into account economic aspects and rationality in implementation of sustainable development and its principles. A polluted environment means²³ the destruction of not only the part of the natural values and resources, but also the destruction of part of the future of the next generations. Numerous ecological problems arise because there is

²³ zuns.me (accessed on January 14, 2024)

a wrong conception in the waste management system that is not based on ecological principles, and which prevents proper handling of waste, which would not lead to ecologically harmful consequences.

"The benefits of sustainable construction are felt by everyone, from companies engaged in production, contractors who realize direct economic benefits and better access to the market, through the economy and increased profits due to the production of quality services and/or products, to consumers who can choose²⁴ a high-quality, safe and a healthy home, i.e. life equipment for themselves and for their family". It is the job and task of viral marketing to present these advantages in the right way and to highlight what is the essence of the marketing function, regardless of what type of marketing is being talked about.

What significantly affects the increase in the number of views, and thus the promotion of viral marketing and faster spread, is when celebrities participate in campaigns related to humanitarian work in the field of environmental protection, living in buildings/houses/objects that were built using green architecture and construction with selected materials that do not pollute the environment.

CONCLUSION

People in their daily life make an effort to improve living standards, knowingly or unknowingly endangering the environment and even themselves. The household is the basic consumer unit which in modern living conditions increases consumer activities, and thus the amount of waste. It can be summarized that with the very process of building one's home, a person begins the process of sustainable development and sustainability. By applying sustainable construction and green architecture, they take important steps in preserving the environment. Sustainable economy and sustainable construction are the future of the modern world, the basis of which is sustainable development that promotes renewable energy sources (air, water, forests) that should be used economically so that they are available for future generations. This means that the principles of sustainable economy (economic sustainability) are pointed towards achieving goals that ensure economically efficient development and that resources being managed in the best possible way so that future generations can also use them successfully. This concept requires the formation of a new ecological awareness, the increase of the responsibility of the state administration, the appropriate revision in the spheres

²⁴ www.bugi.unsa.ba (accessed on January 14, 2024)

of the economy and the legal order, as well as the inclusion of science that would offer adequate solutions to the observed current development problems.

Viral marketing plays a big role in this process as a marketing revolution technique that uses social media instead of "word of mouth" in order to mass present a service/product to consumers, in a way that brings closer the very need of construction using selected materials that will have as little waste as possible and the greater energy efficiency, which would meet the needs and conditions of modern living and improve the quality of human life from the aspect of sustainable development. Viral marketing shows that "word of mouth" travels faster through media, and at low cost. Based on the research of the theoretical part of the paper, the conclusion is reached that environmental protection, green construction and life based on sustainable development keep pace with technology and changes in the market in relation to how companies dealing with green architecture use viral marketing as one of the ways of promoting services/products and improving their image on the market.

Based on theoretical and empirical research, it can be said that viral marketing is necessary in the modern world when changes happen every day and is the one of the ways to gain a competitive advantage if the essence and positive emotion, uniqueness, and finding ways to interest followers on social networks are properly used. Given that technology is constantly advancing and that the current period can be called a technological revolution, marketing on social networks is becoming necessary in all activities, including the use of green architecture and all aspects of sustainable construction. It can be summarized that viral marketing should bring the basic motto of sustainable construction closer to people and other relevant factors, and that sustainable construction points to major global challenges related to the significant environmental impact of the construction industry and to economic and social benefits with the guarantee of the highest quality of aesthetics, strength and durability, but also the entire lifetime of the building, which includes the choice of materials, demolition and recycling.

REZIME

ODRŽIVA EKONOMIJA KROZ KONCEPTE VIRALNOG MARKETINGA U ODRŽIVOJ GRADNJI

Smatra se da su osnovne funkcije u kompaniji marketing i inovacije čije su osnovne aktivnosti usmerene na stvaranje profita. Sve ostalo se posmatra kao trošak. U tom smislu marketing se smatra sektorom čije su aktivnosti obavezne i neophodne u svakoj kompaniji. Savremeno doba je donelo tehnološke revolucije, u kojima se promene dešavaju svakodnevno. Iz tog razloga

kompanije imaju težak zadatak da pronađu način koji će biti jedinstven i kreativan kako bi privukli, a potom i zadržali kupce.

Viralni marketing kao tehnika marketinške revolucije u tu svrhu koristi socijalne medije umesto „usmene reči” kako bi se masovno predstavio proizvod potrošačima. Cilj viralnog marketinga je da probudi emociju kod potrošača, da oni njihovu emociju proslede drugima i da se poruka koju su osetili prenosi poput virusa. Iako se često smatra da funkcija marketinga ne mora biti zastupljena u određenim delatnostima i aktivnostima, zelena agenda održivog razvoja i gradnje rado upotrebljava viralni marketing i društvene mreže i na taj način, pored klasičnog posmatranja održivosti kao inovativnog i kreativnog poslovanja i gradnje, koristi tehnologije, Internet i društvene mreže koje pružaju čitav niz novih mogućnosti za inovativan i kreativan pristup globalnom tržištu.

Ključne reči: marketing, viralni marketing, održivost, gradnja, inovativnost.

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