

A Look on Green Marketing Management

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Abstract

First of all, the study radiographs Marketing status of 1980s and ascertains at that moment appeared Green Marketing through a real spiritual – material revolution. To clarify the revolutionary leap of Green Marketing is appealed to theoretic circumstance of emergence. The phenomenon through which from the elements of a low level are woken a composite of an inexplicable high level is called emergence. Through descriptive reconstruction of economical, financial, politics and technological factors evolution of 1970s is configured the idea that Green Marketing constitutes an emergence phenomenon.

Second, it is catagraphied the acceptance, promotion and developing of Green Marketing in Romania. At the same time, is ascertained practically that Romanian are sensible and responsible regarding to integration in intercessions that impose by Green Marketing.

Key words: green marketing, green marketing management, green producer, green product, green consumer



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APPARTITION, ASSESSEMENT AND CONSOLIDATION OF GREEN MARKETING MANAGEMENT

The 21st century absorbed a great unsolved issue of previous century – protection of the environment. Actual, there are many warning signals because of excessive pollution and of natural resources depletion. In spite of existent concernments in every country and international scale, oriented for environment protection and natural resources protection, preserving life, of ecological diversity is unanimous appreciated that the efforts are insufficient and unequal distributed on earth. The financial supporting of expenses for environment is dependent of economical situation of each country, so the existent gaps between countries will profound mark also this domain (Băndoi & Tomiță, 2009; Vasile & Man, 2012; Dima & Vladutescu, 2013b).

Sensitized, marketing registered at the end of 1980s a new revolution: it started to become “green”. Thus, the concernments comparison concerning environment protection emphasizes for 1970s, respective, 1990s a wide range of transformations. The concernment beside environment generated the green movement or ecology movement.

Ecology movement appeared and developed as a reaction to negative impact that human activities have on environment. The activists of this movement consider that the marketing target must be the life quality optimization; thus orientation and conception of marketing, is extending its goal – the life quality contains not only needs and desires satisfaction through goods and services, but also the quality of environment conditions in which human being works and lives (Dima & Vlăduțescu, 2012d; Vlăduțescu, 2012c; Măcriș, 2013).

Environment pollution can intervene in any of sequences of cycle: production – distribution – consumption. There are pollutant production area, or only pollutant production technologies, logistic processes (auto – transport) which affect environment as well an increasingly range of pollutant goods and services (Man & Nowicka-Skowron 2012; Dima, Man & Vlăduțescu, 2012). The action possibilities on the part of marketing, there are least principled, in any of these sequences: technologies improvement, orientation of consumers requests to non pollutant products, recycling of wastes and of packages. Environment pollution has today more drastic configurations with negative effects on air, waters, soil and subsoil. Pollution reducing, environment protection ask high funds both for research and for solution implementation. Symbiosis between ecology and marketing is known as different names: ecology marketing, eco-marketing, “green” marketing. Its responsibilities are oriented on the following factors: consumers, companies, govern. Ecologic marketing (green) has the role to inform the consumers about environment pollution issues severity and to educate them according to ecological principles base

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(Turcuț, 2011; Dima & Vlăduțescu, 2012b; Dima & Vlăduțescu, 2012c). The education must emphasize the customs training and a certain ecologic behavior of consumption, of recreation the environment conditions, of their protection. Also, it must to persuade the citizen that products and services performed on ecological bases are more expensive. The fee on "green products" has to be supported also by the consumers. This type of marketing has great responsibilities in orientation on ecological bases.

Ecologists are focusing their actions on promotion of environment protection means, of which costs to be included in the products price; many times they argue in favor of environment preservation through decreasing or, even stopping the economic growth. Generally, the issue consists of reconciliation of ecologic vision with individual and assembly interests, of society members (Vlăduțescu, 2006a; Vlăduțescu, 2006c). Thus, it was created the dispute: "green" marketing or "grey" marketing?

Economists, marketing people, business man forget or ignore intentionally a range of truths, many of them with value of truism, that concern relation between business and environment sectors. Thus:

- suppose that physical environment does not impose any limits of economical activities;
- treat the environment degradation as exterior aspect of business, that does not affect the market operations, or the request;
- do not grant any value to a thing that does not dispose of outlet market;
- underestimate the natural capital (earth, resources) by comparing with financial capital and with manpower;
- Consider as being free of charge (not associating any price) most of biosphere elements (air, water, genera etc.).

What is "green" marketing? Philip Kotler (2011) defines marketing as a process of managerial and social nature, through which individuals, or groups of persons, they obtain what they need or they want, creating and changing with others products or value. Starting from this definition, the attribute "green" assigned to marketing will confer, to this one, a range of new possibilities. So, circumstances after cases, to be "green" can has one or, simultaneous more acceptances: ecologic, sustainable, humanitarian, equitable, non-profit, natural, environment protection/preservation (Pisoi, Traistaru & Mandruleanu, 2005; Vlăduțescu, 2007b; Dima & Vlăduțescu, 2012a). Importance of green marketing is imposed by itself, because it can potentiates efficiently the cycle content and processes based on ecology and information, especially at technologies and applications level (Nowicka-Scowron, Dima & Vlăduțescu, 2012; Dima & Vlăduțescu, 2013a; Vlăduțescu, 2013d). This potential contribution places ecologic marketing in avant-garde of activities designed to stop environment degradation, to improve the life and to preserve the nature and existence quality on Earth, which to endow the next generations.

THE SITUATION OF ROMANIA

For Romania, where the issues, but especially the actions destined environment protection and its habitant life, starts to become more and more important both for authorities and for companies and citizens, the marketing solutions specific to vision and ecologic exigency can support the efforts that must put, as integration of the country in the great European family to be decided and plenary (Man & Gadau, 2009; Man, Rivas & Gadau, 2011; Man, Dima & Minea, 2011). Among concrete taken actions in some countries for environment pollution reduction can be enumerated:

- ecologic taxes paid to government;
- increase the gas cost;
- taxes for environment protection;
- decrease the taxes for some companies and increase the taxes to another companies from pollutant sectors;
- introducing of another taxes to create financial resources that will be used in ecologic purposes;
- implementation of ecologic fiscal reform to constant maintain of budgetary incomes achieved from taxes.

Ecologic reform is referred to taxes increasing of processes with high consumption of energy, water, raw materials, soil occupancy and concomitant, decrease another taxes of working personnel; assurance of transparency of using obtained funds from taxes and contributions with ecologic destination (Vlăduțescu, 2006b; Vlăduțescu, 2013b; Vlăduțescu, 2013c).

For Romania, where the issue, but especially the actions destined environment protection and of its habitants life, starts to become more and more important both for authorities and for companies and citizens, marketing solutions specific visions and ecologic requirement can support the efforts that must put for country integration in the European great family to be decided and plenary (Nowicka-Scowron, Dima & Vlăduțescu, 2012; Vladutescu, 2012d; Vladutescu, 2013a).

“Green” marketing is referred to promotion and advertising of products that have ecologic characteristics. This type of marketing contains all of those activities designed to generate and to facilitate any changes destined to satisfy human needs, with a minimum impact on environment.

Ecologic marketing or “green” marketing is responsible for consumer’s requirements satisfaction and of society profitably for company, but also sustainable for environment. This type of marketing is coached in general effort to create some more safety products, some recycle and biodegradable packages, to stop the degradation of environment (Vlăduțescu, 2007a; Vlăduțescu, 2009; Smarandache & Vlăduțescu, 2012; Dima & Vlăduțescu, 2013a). Ecologic marketing imposes its activities orientation to ecologic satisfaction interests of whole society. “Green” marketing represents a tool of ecologic marketing assertion being a systematic process that conveys to the knowledge market. “Green” marketing is referred to efforts made by a company to design, to promote, to establish a price and to distribute products which not harm.

CONCLUSION

Ecologic marketing can be used to increase the marketing process efficiency, performing in the same time, market investigation activities and consumption needs towards company adapting to marketing medium dynamic. In ecologic marketing vision, the developing of a company activity supposes the marketing concept integration at all durable developing process levels. To influence the ecologic market, it is necessary to substantiate a management politic within which the ecologic marketing strategies to influence the request and to structure the offer to capitalize the company advantages. So, ecologic marketing management and green marketing as managerial tool, suppose the knowledge of ecologic market, of company coordinates, of laws and courses mechanism that appears in this market evolution.

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