

THE EOLOGIC MARKETING

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Abstract

The ecologic marketing is generated by the quick economical development which didn't take into consideration that some kind of activities destroy the environment. The economical activities, even those closely supervised, will generate sooner or later, negative effects upon the environment and this will determine different organisations to improve their ecological performances. (Fuller D., 1999)

Key words: ecological marketing, green marketing, eco-costs, relationship marketing.

INTRODUCTION

It is a relatively new concept, which is used more synonymous terms: marketing "green" eco-marketing, green marketing, sustainable marketing. (Stugren B., 1994) Regarding the terms used in the literature to define the same topic, they varied from one researcher to another and from one period to another. Thus, there are terms, "green marketing" (ecological marketing, marketing ökologischer) Henion and Kinnear at -1976 and -1978 Tietz, "green marketing" (Green Marketing, Environmental Marketing) from Prothero - 1990, Peattie and Charter - 1992, Ottman - 1993, Coddington - 1993, and Polonsky - 1994, "eco-marketing" - in Schreiber and Fuller - 1994, "sustainable marketing" (sustainable marketing) to Sheth and Parvatiyar - 1995 and Fuller - 1999 (Baker M., 1994), (Peattie K., 1992), (Polonsky M., 1994) (Tietz B., 1978).

In literature the term is used mainly in Romania as environmental marketing. The ecological marketing specialization within the broad of marketing process is placed in the non-profit marketing fields, generically called social marketing. ecological marketing can be considered a branch of social marketing, marking it as a "general effort involved in creating safer products, recyclable and biodegradable packaging of intending to stop environmental degradation". (Balaure V., 2003)

MATERIAL AND METHOD

As Paul Hawken emphasized in his "The ecology of Commerce", (Hawken P., 1993) the question to be answered and found to be addressed, primarily corporations that dominate the planet, is how to direct the

production and consumption processes so that still satisfy the needs of people and at the same time to prevent environmental degradation? This requires three issues to be resolved charge that may be reflected in the other three questions: what is necessary? (this refers to materials and energy resources to be taken from the environment), what will happen? (while we refer to goods and services that will result), which is wasted? (referring to environmental costs (eco-costs), which can be defined as all costs organizations, consumers, the company related to waste, pollution and destruction of natural systems, production processes and consequences of taking resources from the environment). (Odum E. P., 1971)

Making products means taking resources from the environment involves a series of consumption and waste, is associated with both consumer satisfaction and the waste resulting from consumption. So, are generated environmental impacts, embodied in its degradation. (Halfon E., 1979) This means reinventing systems of production and marketing of goods, leading to favorable results in terms of the environment.

We talk about green marketing both at micro and macro level, not only with companies dealing with environmental problems and leading environmental policy. And exactly what takes place at company level in relation to environment and pollution, is directly influenced by the policies, mechanisms, instruments and national or Community regulations (in the EU) environmental protection. (Budeanu, C. Calinescu, E., 1982)

Given the objectives which they propose the ecological marketing can be integrated as a concept broader for societal marketing, marketing seeking to meet consumer needs, objectives and welfare organization, at the same time. (Pop D., 2009) It involves concern for both environmental issues and consumer health. K. Peattie (Peattie K., 1992) defines green marketing as "the management process responsible for identifying, anticipating and satisfying consumers and society in a profitable and sustainable manner", and D. Fuller (Fuller D., 1999) highlights the same idea by saying that "sustainable marketing is the planning, implementation and control of development, pricing, promotion and distribution of products in a manner that satisfies the following three requirements: Consumer needs are met, the organization aims to be achieved, the process is compatible with ecosystems ". It should be noticed in this context that we talk about green marketing as an extension of societal marketing that embraces society's increasing concern about the environment, that American and English literature (Peattie and Charter, Fuller and Buttler, Ottman, Coddington) this is seen primarily in the context of societal marketing.

RESULTS AND DISCUSSIONS

The marketing is an ecological marketing oriented to future as Donald Fuller said.

The explanatory dictionary of marketing are outlined criteria by which to conduct environmental marketing, and emphasize the idea of coming to green marketing integrated marketing company:

- "provide any satisfaction to consumers that help improve quality of life, permanent, unlimited;
- consistently and continuously provide products and environmental services performance in terms of environmental protection and health, but also the primary benefits immediately, which at the same time ensures a high economic efficiency;
- targeting consumers to those products and services that protects the current generation and future ones".(Fuller D., 1999)

To achieve compatibility with ecosystems is necessary to integrate the decision-making processes of marketing objectives pollution prevention (P2) and resource recovery (R2). They should be considered in that order, assuming P2 preventive action (waste production, waste, pollution is stopped from the start) with implications for reducing cross-present and future costs and assuming R2 remedial action (of waste cannot be avoided, to be recovered resources and wastes that are disposed in the environment not harmful to ecosystems), which will generate some additional costs. (Hawken P., 1994)

ecological marketing concept is relatively new in the range of marketing disciplines. You can make a connection between this concept, we are particularly interested, and another new branch in marketing, relationship marketing. The latter "involves creating, maintaining and strengthening relations with customers and other business partners' entrepreneur with a long-term horizon of action'. (Adăscăliței V., 2007)

We can look from the perspective of environmental marketing relationship marketing on the part of consumers' loyalty towards and on the other side of the strengthening relations with other partners.

Strengthening relationships with consumers of green marketing by ecological considerations are done by providing a healthy food, an electric device with low power consumption of a product made with low raw material, etc. zero landfill conditions. (Odum E. P., 1975) Obviously, in the first two examples the producer task is simple, the benefits are perceived by consumers as direct and very important. In the third case communication is essential with design changes to consumer concern towards environmental, ecological benefit of being perceived as an indirect one, which might influence him in the long run.

Beyond the boundaries of decision making in environmental marketing, channel marketing limits. The product is followed throughout his life individuals, from raw material stage to the consumption and post consumption. Applying ecological marketing organization will be interested in how it operates its suppliers, for example in terms of attention paid to environmental issues. It will help them in carrying out an activity compatible with the ecosystems, thus creating better relations in the long run with them. (Fruja I. , et al, 2002)

Returning to a time-bound assessment of ecological marketing concept, it must be said that during his appearance coincides with the emergence and development of social marketing concept and societal marketing with the development. Although green marketing has gained consistency, becoming prominent in the context of marketing theory and practices in the late '80s and early '90s, his issue was first discussed much earlier. Thus, American Marketing Association held its first seminar on green marketing in 1975, and its outcome has resulted in the first book on the subject called "green marketing", having as authors Henion and Kinnear, which appeared a year later in 1976. (Henion K., Kinnear Th., 1976)

In this first part of the paper the green marketing has been defined as "the study of positive and negative aspects of marketing activities related to pollution, depletion of energy crisis". This definition may be considered useful as a starting point, but to be comprehensive definition of green marketing must be wider. (Florescu C., et al, 2003)

Later Bruno Tietz, in 1978, defines "legal marketing in conjunction with the fundamental problems of ecology to achieve environmental requirements and to strengthen environmental awareness". (Bruno T., 1978), (Tietz B., 1978)

It should be clearly stated that no definition or terminology was universally accepted, and this lack of similar views is a big part of the problem of how to assess if all researchers look different perceptions of what studying.

Peattie and Charter make a clear distinction between the definition and optics from the '70s on the subject in question and the concept more clearly and rennet of the '90s. They highlight the different ways of reporting on environmental issues in the two periods. While concern for environmental issues in the 70s mean:

- focus on environmental issues,
- focus on local issues, the negative effects of business activity on the environment,
- an intellectual elite as a source of support,
- campaigns based on growth forecasts to predict future evident

environmental problems

- economic activity seen as a source of problems facing the environment,
- desire with zero growth, in her 90s differentiate by:
- focus on fundamental issues of social systems, economic, technological, legal, natural,
- focus on global issues and the dynamic relationship between business activity and the environment,
- a broad base as a source of support,
- campaigns based on highlighting current levels of degradation of the natural environment,
- economic activity seen as part of the solution,
- desire sustainable growth. (Peattie K., 1992)

CONCLUSIONS

This concept of combining concern for the environment, encourage conservation traditionally means, with marketing, which aims to stimulate and facilitate consumption, may appear paradoxical, as Peattie said (Peattie K., 1992). In this context, it must be said that sustainability as the cornerstone of the philosophy of green marketing, sustainable consumption and production which in terms requires a standard of life now that is not achieved at the expense and the expense of future generations living standards, solves this apparent paradox .

If you reflect on the conceptual links between sustainability and green marketing may seem only natural the latest term used for the subject under discussion, namely, that of sustainable marketing. No matter what terms they would use it is clear that this branch of marketing has gained consistency and developed practical application was accompanied by development and conceptual clarification.

In conclusion, we can say that although the literature does not provide a conjugation of views towards a unanimous opinion on green marketing content and terminology used is also very diverse, there is increasing concern in the development and direction at both national and international. Obviously, this occurs in the context of the growing importance of conservation and environmental protection for sustainable development of the whole society.

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