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GREEN MARKETING ROLE IN WASTE MANAGEMENT

Case
study

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JEL Classification

M31, Q53

Abstract

This study have exploratory character, aiming to conduct an analysis of the terminology used in the ecomarketing, and the way to approach green- marketing and waste collection activities in Romania.

Aside from ecological waste management process and we consider the economic component of sustainable development, supported component of the legal aspects related to the subject.

In other words, in this paper we intend to analyze in terms of terminology, legal and environmental policies but the most important aspects of waste management in companies in Romania.

The importance of the study is on both the analysis corroborated information relating to waste collection in Romania, and the SWOT analysis performed on the present situation in Romania.

According to Business Dictionary, Green Marketing represents the Promotional activities aimed at taking advantage of the changing consumer attitudes toward a brand. These changes are increasingly being influenced by a firm's policies and practices that affect the quality of the environment, and reflect the level of its concern for the community (<http://www.businessdictionary.com>).

According to the American Marketing Association, green marketing is the marketing of products that are presumed to be environmentally safe. The green marketing has evolved over a period of time. (<https://www.ama.org>)

Green marketing includes a wider range of organizational activities, such as; product modification, changes to the production process, packaging changes and delivery changes, and more (Polonsky, 2007).

Srinivasa (2013) think that "Green Marketing" refers to holistic marketing concept wherein the production, marketing consumption and disposal of products and services happen in a manner that is less detrimental to the environment with growing awareness about the implications of global warming, non-biodegradable solid waste, harmful impact of pollutants etc., both marketers and consumers are becoming increasingly sensitive to the need for switch in to green products and services

Pride and Ferrell (1993) say that green marketing, also alternatively known as environmental marketing and sustainable marketing, refers to an organisation's efforts at designing, promoting, pricing and distributing products that will not harm the environment.

Polonsky (1994) defines green marketing as all activities designed to generate and facilitate any exchanges intended to satisfy human needs or wants, such that the satisfaction of these needs and wants occurs, with minimal detrimental impact on the natural environment.

Elkington (1997) defines green consumer as one who avoids products that are likely to endanger the health of the consumer or others; cause significant damage to the environment during manufacture, use or disposal; consume a disproportionate amount of energy; cause unnecessary waste; use materials derived from threatened species or environments; involve unnecessary use of or cruelty to animals; adversely affect other countries.

Oyewole, P. (2001) defines a conceptual link among green marketing, environmental justice, and industrial ecology. He argues for greater awareness of environmental justice in the practice for green marketing. In his paper he identified another type of costs, termed 'costs with positive results,' that may be associated with the presence of environmental justice in green marketing. A

research agenda is finally suggested to determine consumers' awareness of environmental justice, and their willingness to bear the costs associated with it.

Fuller (1999) defined the green marketing as follows: "The process of planning, implementing, and controlling the development, pricing, promotion and distribution of products in a manner that satisfies the following three criteria: (1) customer needs are met, (2) organizational goods are attained and (3) the process is compatible with ecosystems".

Hemantha (2013) says : The term Green Marketing is the buzzword used in industry which is used to describe business activities which attempt to reduce the negative effect of the products/services offered by the company to make it environmentally friendly.

Sima (2013) talks in her articles about Environmental Management System (EMS): "The Environmental Management refers to the management of the environmental programs of an organization in a comprehensive, systematic, planned and documented manner. This system includes organizational structure, planning and resources development, implementation and enforcement of the environmental policies." According to Green Business Index, 70% of the registered companies in Green Business Index have implemented an environmental management system (EMS). Most of them come from the service and trade sector (<http://www.gbindex.ro>)

The ISO 14000 standards are general standards related to the environmental management systems designed to control the impact of the overall organization's processes upon the environment.

These standards define models of the environmental management systems that can be implemented by an organization for the internal or external purposes, it provides tools for assessing the environmental management system's compliance with the selected benchmark, for the environmental performance assessment, preliminary analysis and the environmental assessment of the organization's sites." (in Sima 2013)

Differences between environmental and financial reasons behind procurements made at the organizational level are obvious. In order that a company should establish that "green" attributes are very important for its customers, it must evaluate what makes its customers buy green products and how important are the products' "green" characteristics to them. Implementing a green marketing strategy is not an easy task. However, it is possible for any company to implement green strategies. This requires an assessment of the entire company, including goals, objectives and available resources. A company should have a clear vision what it is in fact and what it aims to achieve by engaging in green activities. Most often, the solution is to adopt a mix of strategic several

models that have an individual character to be compatible with its objectives and specific resources. The prerequisite of any successful green strategy is represented by honest communication. (Sima, 2013)

Marketing strategies affect the marketing mix of a company, and this is especially obvious when it comes to using green marketing strategy. The types of product or service as well as the target consumer to whom it will be sold represent further important factors. A company must consider whether the green attributes of a product are themselves strengths or simply additional benefits, because it will affect all aspects of the marketing mix. (Sima, 2013)

The green marketing activities should not be highlighted as key attributes or clearly advertised, except for the case when they would significantly increase sales, eventually leading to additional profit. However, it does not mean that the green changes should be implemented within the marketing mix. The way in which these changes are implemented will differ from company to company. Most companies take into account the environmental concerns when they consider the development of new products. (Sima, 2013)

About the future of the green marketing both the Kilbourne-Beckmann et al., (1998) and Peattie (2001) emphasised that the role of green marketing has to be changed according to the challenges of the 21st. century, and problems mentioned earlier. Sustainable green marketing means respect toward the need of future generations, the view of needs instead of desires and the democratic change of the recent social and economic system.

When we talk about green marketing strategies we conclude that the Marketing literature on greening products/firms builds on both the societal and socialmarketing research. Societal marketing implies that organizations (governments, businesses and nonprofits) need to determine the needs of target markets and to deliver the desired satisfactions in a way that enhances the consumer's and the society's well being. Social marketing focuses on designing and implementing programs that increase the acceptability of a social idea, cause, or practice in (a) target group(s) (Kotler, 1994).

Having as a starting point an information analysis related to the waste situation in Romania, in our scientific approach we proposed, including a SWOT analysis, analysis through which we reveal key aspects of green marketing strategy, highlighting in essence strengths, weak points, opportunities and threats (Table 1).

CONCLUSION

So, we can conclude that the term *Green marketing* refers to the planning, development and promotion of products or services that satisfy the needs of

consumers for quality, output, accessible prices and service, without however a negative affect on the environment, with regard to the use of raw material, the consumption of energy etc (Peattie and Crane 2005, Pride and Ferrell 2008).

Rahul et al (2013) think that Now this is the right time to select "Green Marketing" globally. It will come with drastic change in the world of business if all nations will make strict roles because green marketing is essential to save world from pollution. From the business point of view because a clever marketer is one who not only convinces the consumer, but also involves the consumer in marketing his product.

Sima (2013) think that the Romanian companies, which have adopted such strategies, did it for two main reasons:

1. To present to the public a "greener" image in order to project it on its products - "greenwashing";
2. To able to cope with the environmental legislative and regulatory system which really are increasingly severe, especially when we talk about countries from Western Europe. "In this context, it was launched the idea that sustainable economic growth (growth that is achieved through measures to allow its dissociation from the negative impact on the environment) should be judged not only by the Gross Domestic Product (GDP), but rather by the Sustainable Domestic Product (SDP)." (Ordanini, 2006).

The interest on these issues has begun to be manifested in marketing and communication campaigns of multinationals and of the large companies, initially, at the level of the social responsibility platform, and later through the introduction on the local market of the products considered organic (Sima, 2013).

Prakash (2002) observes that the green marketing subsumes greening products as well as greening firms. Though normative concerns impact consumers' and firms' decision making, economic aspects of green marketing should not be neglected.

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Table 1:SWOT type analysis about the situation of waste in Romania

Strengths	Weaknesses
<ul style="list-style-type: none"> - The fact that it can be quantified the proportion of the amount of waste with environmental impact - The existence of programs to collect plastic waste from nature - The possibility of accessing European funds for the development programs through which the amount of waste can be reduced - The economic agents, especially, understood the importance of proper management, based on a coherent policy for this type of waste 	<ul style="list-style-type: none"> - Not all economic agents have implemented a certified quality system for environment or an integrated system - The abolition of collection points for paper waste surcharge for recycling purposes
Opportunities	Threats
<ul style="list-style-type: none"> - The possibility to implement appropriate environmental awareness campaigns that are about to be conducted - Once selectively collected, waste can be harnessed more easily and effectively - The situation of knowing the percentages of different types of waste on a minimum of years can lead to the implementation of policies - The possibility to access European funds 	<ul style="list-style-type: none"> - Amounts in which there is selectively collected waste are relatively small compared to what is produced - The abolition of centers that collect waste paper and glass for recycling purposes - Lack of interest of the authorities towards the problem of selective collection