

## ECO-MARKETING, A SOLUTION FOR SUSTAINABLE DEVELOPMENT

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### Abstract

*Considering the economical principles and the ecological ones, eco-marketing comes like a solution for our society's needs. It is the solution by means of which the economy can improve without harming the environment or the humans. (Budeanu C. Calinescu, E. 1982) Only such kind of development will allow future generations to inherit a natural green dower, a healthy and clean life. The aim of this paper is to show how eco-marketing can be the solution for the life lasting development*

**Key words:** eco-marketing, environment, economic process, sustainable development.

### INTRODUCTION

In the last years more and more aware of the strong bond that exists between economic and natural environment. In this sense, certainty is that between the two elements must be made to combine the most effective strategies and policies. Theoretically, in this view environmental policies occur only when the economic and reached their goal, but in a way that affects the natural environment.

A long-term development includes interdependence between the environment and decision-making system and integration planning of ecological elements in socio-economic strategy designed to ensure the stability of global phenomena. (Bran Fl., 2002)

Seeing things from a historical perspective, in the first stage it was considered that economic growth and environmental protection there is no significant link. "Some experts have found that emissions in the environment have no influence on growth rates. This is supported by the fact that separation of pollution from economic growth as the result of substitution and savings in the use of resources". ( Bran Fl., 2002) For this reason a halt economic growth would not necessarily reflect a significant reduction in pollutant emissions. On the other hand, the idea that economic growth would inevitably involve an increase in consumption of energy and raw materials and, consequently, an increase in emissions. This was confirmed by everyday life and surrounding reality. The separation of the two realities is only one because the relative economic performance in some areas leading to the emergence of new types of pollution sources. (Stugren B., 1994)

## **MATERIAL AND METHOD**

Studies in this direction have shown that an economy has the characteristics of a sustainable economy, only if it complies with the principles of ecology. (Halfon E., 1979) These principles are true and support the ecosystem's natural cycles. Without application of ecological principles in the organization and functioning of the economy will inevitably enter the process of self-destruction. A handy solution for these problems is provided by eco-marketing.

The eco-marketing term was launched in Germany, about two decades ago and half, almost around the year 1978. (Odum E. P., 1971) The eco-marketing aims to achieve a balance between present social and economic activities on the one hand, and interests: individual and collective - and the whole society groups, medium and long term or, in other words, to harmonize the interests of consumers with the requirements environmental protection, on the other. Methods, techniques and instruments of marketing can be used for public awareness, education of members of society in the spirit of the environment, the environmental notification regarding their own actions. (Florescu C., et al, 2003)

The eco-marketing aimed at environmental protection, on the one hand and environmental products and services, on the other. The eco-marketing can be defined as a specialization of social marketing, comprises a set of activities aimed at identifying, influencing and satisfying consumers of goods and services. (Fruja I., et al, 2002) Marketing green products and services must take into account the classification of products and services based on instant gratification that they offer consumers and the principles of the health of consumers and the environment long term. The eco-marketing addresses the social domain (associations, organizations, public) and the economic (education policy makers).

## **RESULTS AND DISSCUSIONS**

Regardless of the target group, eco-marketing promotes the idea that environment is a public good, to be protected and respected, regardless of prevailing interests at a time, which is consistent with the principles of sustainable development. Professionals working in the field will be to identify potential eco-marketing consumers of environmental goods and services, to train and educate them so that their needs to be transformed accordingly. (Polonsky M., 1994) Companies by applying the principles of ecological marketing that can benefit from a number of advantages, namely: winning new consumer segments, advance the competition, achieving higher revenues in the long term, improving the image, saving costs by anticipating possible negative effects, access to new markets. (Henion K.,

Kinnear Th., 1976)

It is also expected to confront companies and a number of elements that are at a disadvantage - because of the principles of eco-marketing: low demand for organic products, the lack of "clean" technologies, high costs of environmental investments, different opinions current in-house, a law still incomplete and not sufficiently effective. (Puia I., et al., 2001)

The eco-marketing can be considered as the domain of marketing that is concerned with products 'clean' in terms of legal, excluding of course those that circulate on the black market, smuggling excluding the products (which is obviously a partial approach to the concept). Ecological marketing practices must be supported by:

- overall assessment of current performance of firms in relation to the environment;
- involving real activity tracking, analysis, reporting results and determining the performance improvement in this direction;
- developing a sustainable environmental policy, with clear objectives and an action program;
- updating of information on legislative changes that occurred in this area;
- investment in preparing and educating staff, acquisition of knowledge and environmental technologies;
- assist consumers and the development of their education programs, to strengthen their responsibility towards the environment by providing information, products, etc. recovery services.,
- providers of education programs;
- collaboration in environmental programs;
- membership in a larger extent, the values of marketing: selling benefits, not products, and company core values, not just products. (Manoliu M., Ionescu C., 1998)

Marketing is materialized in the creation of environmentally safe, recyclable and biodegradable packaging of a more rigorous control of pollution, carrying out activities with low power consumption. (Fuller D., 1999) Balance, as required in all areas of economic and social life can not always be achieved, among others, due to factors such as selfishness, greed, ignorance, and narrow conceptions without perspective, self-centered attitudes.

Economic process can be a destabilizing factor, both through its impact specifically on resources and the discharge into the nature of large quantities of waste. Contaminated product is a reality. (Pettie K., 1992) Transform it into a product "clean" will make a properly informed public, the awareness of this problem. Importance of communication is crucial. Environmental protection is achieved through the use of natural resources, prevent and combat all types of pollution and harmful effects of natural

phenomena.

The environmental protection work is aimed not only rational use of resources, but also: matching activities and localities systematic planning measures to protect natural factors, adoption of technology as cleaner production, equipment and technological installations vehicles with devices that generate pollutants and efficient plant to prevent harmful effects on the environment and optimal recovery of usable waste substances, promotion of technical cooperation, economic and scientific cooperation in this field. (Pop D., 2009)

Marketing is criticized quite often: sometimes it is considered that this area of activity-specific approach leads to new needs, previously nonexistent, are sometimes considered only disadvantages arising from the so-called "consumer society" (waste, pollution). One of the possible solutions in terms of achieving a balance between environmental protection and meeting consumers' interests (short, medium and long) is the sustainable development.

The classic definition of the concept of sustainable development is given by the Brundtland report, namely "that type of development that ensures present needs without compromising the ability of future generations to meet their own needs".

Components of a strategy for sustainable development type are, inter alia: stabilizing population growth, promoting renewable energy, conservation and protection of ecosystems, recycling of materials. Development of "sustainable" will attempt to harmonize the productive potential demographic policy, at national, regional and worldwide. (Bumbu I., 2005)

There is direct relationship between economic development level and type of consumption by individuals, groups and individuals from society as a whole. In this sense, sustainable development means promoting values that encourage those types of use does not affect the natural balance and not beyond the reach of members of society at a time.

The Brundtland report (United Nations., 1987) defines seven economic and social policy objectives towards achieving sustainable development.

1. resizing growth to preserve natural resources;
2. changes growing quality report;
3. essential needs (work, food, energy, water, housing, medical care) for all residents;
4. ensuring a sustainable growth of the population;
5. preserve and enhance the resource base;
6. technological restructuring and implementing its risk control;
7. integration decisions on economy and environment in a unique process.

(Vădineanu A., 1999)

## CONCLUSIONS

A sustainable society is one that shapes their economic and social system so that natural resources and life support systems are maintained in a balanced balance.

In conclusion, marketing concepts and sustainability is all from an integrated approach to environmental issues - economic - social, whose implementation is completed with satisfaction the long term, the real needs of consumers.

Ecological marketing can be found both at the macroeconomic level (the area that stimulates consumer education and their lifestyle orientation to sustainable consumption) and the microeconomic level (helping companies in their sustainable development approach).

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