

ECOMARKETING FOR THE COMPANY? WHY?

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Abstract:

Under current conditions when the economic world pass through a period of profound transformation, development and growth issues in close connection with the natural environment, requires a new vision concerning economic equilibrium and a new coordinated: the ecological balance. Ecomarketingul addresses the social field (associations, organizations, public) and the economic field (the education of policy makers). Regardless of the target group, the ecomarketing promotes the idea that environment is a public good, to be protected and respected, regardless of prevailing interests at a time. The most important task in environmental marketing related to the need to educate markets, the producers oriented on short-term benefits, immediate, in connection with long-term benefits that are brought by the environmental attributes of products.

Key words: ecomarketing, ecological product, ecological risk, sustainable development, consumer behavior.

JEL classification: Q50, Q30, M30

1. INTRODUCTION IN ANTITHESIS BETWEEN ECONOMY AND ECOLOGY

Environmental protection is now a major concern for companies[8]. Environmental management refers to the inclusion of environment planning in economic decision. The environment is a necessary support of economic and social development and its management is extremely important. Environmental management policy must be conceived as a continuous, dynamic process, which can be defined through a process of planning, design of new projects, environmental control system.

For an effective achievement of some training programs concerning a good environmental management, should be considered a series of key questions: first, an didactic approach by identifying those ways which to proceed from the analysis of real cases, in the second, must be achieve the continue resonance line of theory with its baggage of knowledge, with practice, through those final results. At the same time, given the environmental management, an essential aspect consists of training specialists, for then, people should be involved and trained in this process.

An environmental management program can not be done anyway. It is necessary to follow a series of steps from all stakeholders in the process: required a radiography of system, a look through its components: social, economic, institutional, legal. Defining objectives can not miss at all in this model of environmental management, which raises alternatives proposals which has to be evaluated by means of use and by the impact that these have on the environment. Finally, should be done a good control concerning the decisions adoption. It is clear that any program entails various problems that can keep by internal factors or external factors. Environmental management issues arise problemes concerning quantifying environmental variables, economic and social impact, and the juxtaposition of different environmental policies.

Given this context, the ecomarketing[10] imposes like an efficient tool in strengthening the company on various levels of activity. Of these we remember that companies have the opportunity to enter green markets easier, increase the competitiveness of our products, to improve their image, to cope more easily with external pressures that can come from civil society given the environment and its pollution. These objectives can be achieved only through the information and the compliance of the company. We ask ourselves if our century will be one of great green decision or it will be an traditional one. Paradigm appears when we compare the nature with the system created by man: the word waste does not exist in nature: matter cycles ensures a continuous and complete transformation of its elements. But man, by work making, became a producer of waste that

degrades in a fast rate the environment. Thus, we raise the issue of a way to get recycling for producing biodegradable products.

Contemporary era confront another dangerous phenomenon, global warming. If his counter efforts will be not sustained, higher temperatures will cause devastating effects. Ecological crisis which the planet passes is caused by the production and consumption systems that have exceeded the capacity of self nature. Trying to find those responsible, we turn to firms, in general, and to marketing, in particular. Marketing is the target of many critics, because, they say, it tries to sell quantities of increasingly large products, it generate exaggerated consumption, unjustified.

2. IS THE ECOMARKETING PROFITABLE? FOR WHO?

More and more small and medium companies are interested and actively involved in eco-friendly operations. Appeared in the United States in the late "80's and early" 90, and relatively new on the local market, green marketing is a concept that involves the promotion of products with environmental characteristics. As defined by the American Marketing Association, green marketing is the products marketing that are supposed to be safe in terms of environmental protection[6].

Green marketing, eco marketing or sustainable marketing is a marketing technique that promotes a product or service in terms of environmental benefits and environmental impact[1]. Take into account several parameters such as: organic production techniques to organic food, how to design labels and packaging and promoting and advertising products[5]. Green product or service may be green itself or may be produced or packed in a green way.

We find this concept known as sustainable marketing[1] because it is also responsible for identifying, anticipating and satisfying consumer demand in a profitable and sustainable way, without affecting human beings or the natural environment. In business culture and like an general perception, green marketing refers specifically to promote products and services with features targeted green. Alleged evidence of green marketing is that potential customers will see in the "green" service / product an added benefit and will make purchasing decisions accordingly. Moreover, the trend of the Community countries and even in Romania, is to look how it looks and what about that product. To what extent are we willing to pay extra for green products remains to be seen. Currently, we are witnessing a trend of consumption in this sense, consumers are more sensitive to environmental impacts of products and their health, and this trend will certainly increase in future years.

Thus, via green marketing or ecomarketing it promote an environmentally, friendly product based on environmental performance or by one improvement in this field or by the consumer benefits[7]. If we omit or emphasize either of these two components, we get a pseudo green marketing, found in the new literature as greenwashing. If, however, green marketing is done right, can become a very important tool in marketing strategy.

The ecomarketing aims to achieve a balance between social and economic activities and interests: individual and collective – the groups and society interes for a short, medium and long term or, to harmonize the interests of consumers with environmental requirements. It covers the fields of environmental protection, on the one hand, and environmental products and services, on the other. Meanwhile, the ecomarketing can be defined as a specialization of social marketing and it consists in a set of activities aimed at identifying, influencing and satisfying consumers of goods and services.

Ecomarketingul aims to define, to appoche and interrelate areas such as selling products, environmental protection, consumer education, etc. Ecomarketingul try to present a new philosophy on the conduct of production and consumption, the philosophy that places its focus element in education. Between environment and economy are interdependent and interacting actions[1]. In Romania, under current condition, thr problem of environmental and sustainable development should absolutely be part of all development strategies, both at macro and micro sectors, but too in the social one. There are a number of economic instruments - still in force - which is not stimulate

this approach: thus, the level at which competition occurs, state intervention in support of energy-intensive industries, providing differentiated facilities, give rise to profound imbalance in the use and conservation of resources. One of the serious problems facing Romania today is the low efficiency of resource use and various forms of energy. Reality has shown that human activity has a range of implications that can be felt in various fields. Thus, a particular technology produces indirect effects in addition to direct effects, which at one time, by assessing its implications may put under the question sign the validity and viability of such technologies.

3. CAN THE ECOMARKETING PRINCIPLE FUNDAMENT THE FIRM STRATEGIE IN A GLOBAL CONTEXT?

In the past consumers were informed only in general about environmental issues, but in the future the ecological information will be specialized and specific. Omission of information not presented too great ecological importance in the past. Consumer sensitivity to such omissions it will develop very much in the next years.

Within these changes, companies have been and are obliged to change previous strategies[2]. If before they had a big autonomy, economic activities are now increasingly determined from outside, by laws or consumer desires. Practical examples show that this approach is possible in a strategy compatible with the environment and its positive by specific activity of the company, which meet the same criteria.

For the firm is crucial the calculation of costs of the new strategies, a useful tool in this way being the cost-benefit analysis. In environmental protection field appears costs that can not be correct measured and which raises questions in light of efficiency.

Ecological marketing must take into account the requirements of consumers, particularly through product policy through changes in production and product life cycle[2]. An extension of ordinary testing procedures for new products should take into account the phases of production, use and abandonment of the product, the issue of resource intensity, safety features, the degree of maintenance, information and reuse. Burn products according recognized standards complete these possibilities. This is true for the packaging industry, where it is put the use question, on a increasingly scale, of single and multiple use of packages.

In the EU, environmental policy and its protection have evolved. Treaty of Rome, by the Single Act adopted in 1987, includes a special chapter regarding the environmental protection policy and provisions on the harmonization of relevant national laws. Also, in 1992 it was adopted a series of regulations aimed at European Eco-label, in 1993 settled the Community system of voluntary environmental management and control. The EU Council adopted in 1993, the fifth environmental program, named "Towards sustainability", including provisions for the period 1993-2000 and also new directives thereafter. U.E. Environment Policy, as it is required by the Maastricht Treaty, has the following principles[7]:

Precautionary principle;	Fix the source;	The "polluter pays"
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Ecomarketing firm strategy means adapting and adopting innovative elements in its culture and practice. Among these we include technological excellence, defined as a form of management that relate to innovation, environmental protection and profit. Technological excellence is actually the result of wanting to be a leader in environmental protection. Technological excellence also involves the use of management and ecologic marketing as indispensable tools in the competitive fight. This "green competitiveness" means carrying out concrete actions such as[7]:

Provision, anticipating of changes	Minimize the costs with environment protection	Obtaining a "green reflex"
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4. THE GREEN SAMSUNG MODEL REGARDING PRODUCTS – CASE STUDY[11]

Eco-Products

In 2004, Samsung developed and set up the Eco-Design Assessment system. This system manages product's compliance with environmental criteria developed based on resource efficiency, energy efficiency and eco-friendly materials. This system ensures that Samsung products and devices such as LCD and semiconductor to comply with the global environmental regulations as well as satisfies consumer demands for eco-friendly products. Samsung is also launching various innovative eco-products in the market and increasing the acquisition of global eco-labels and energy labels through the eco-design management system.

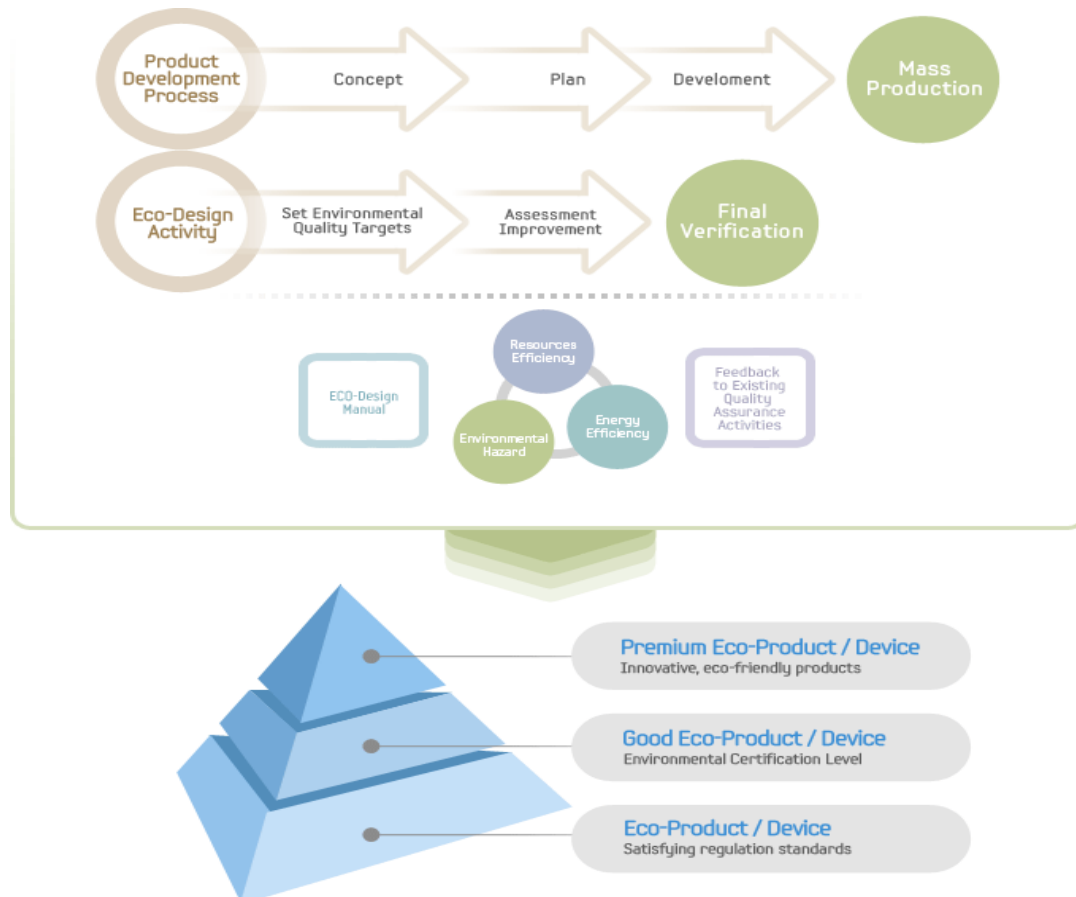
In 2009, the company updated Eco-Design management system, introducing the eco-rating system for all developed products. This assigns each newly developed product an eco-rating (Eco-Product, Good Eco-Product, or Premium Eco-Product) based on strict evaluation criteria.

Figure 1. Eco-evaluation Criteria

Coverage	Objective	Basis	Target			Comments
			2009	2011	2013	
Facilities	GHG Emission Intensity	Reduction (%) (Basic unit, t-CO ₂ /100 mil. Korean won)	8%↓ (6.85)	36%↓ (4.80)	50%↓ (3.72)	The target is set with 2008 GHG emissions as a baseline. GHG emissions were 7.44 (t-CO ₂ /100 mil. Korean won) in 2008
Products & Devices	Eco-Product	Good Eco-Product (%)	60%	80%	100%	Product Eco-Rating (%): Eco-Product, Good Eco-Product, or Premium Eco-Product, based on strict internal evaluation criteria with a baseline of 2008.
		Premium Eco-Product (%)	5%	20%	50%	
	Eco-Device	Good Eco-Device (%)	Develop Component Eco-Rating process in 2009, and establish targets in 2010			
		Premium Eco-Device (%)				

Source: samsung.com

Samsung has set a goal to ensure 100% of products exceed Good Eco-Product criteria by 2013. This will include introducing eco-friendly evaluation for products in the R&D stage, enhancing energy efficiency, and increasing the use of recyclable and eco-friendly materials.

Figure 2. Eco-Design Management Process & Eco-Rating System

Source: samsung.com

Samsung Electronics[11] believes that extending the lifespan of products is important for sustainability and has a policy on providing reasonable product warranty and service parts availability considering product categories, sales region and legal requirement.

Figure 3. The Period for Product Warranty and Service Part Availability

Products	Product Warranty	Service Part Availability
Mobile Phone	1 ~ 2 year	2 ~ 8 year
TV	1 ~ 2 year	2 ~ 10 year
Monitor	1 ~ 3 year	2 ~ 8 year

Source: samsung.com

In this way Samsung see a Green Strategy for its product categories [1]:

Smartphone - FOTA type OS upgrading service

FOTA (Firmware Over The Air) upgrading service will help smartphone users to upgrade the operating system of their phone at anytime and anywhere through wireless networks. It enables the user to upgrade their service without changing their phone.

Note PC - Battery life extension

Samsung Net book PC provides a battery life extension mode. When the PC is connected to main power, the user can set this mode which enables the battery recharging cycle to be extended by up to 2 times compared with other PC batteries.

Solar powered Netbook - Renewable energy use

In August 2011, Samsung introduced the NC215 netbook, equipped with photovoltaic cells on the cover. Two hours of exposure in the daylight enables up to one hour of netbook use.

Washing Machine - Inverter BLDC motor

Samsung washing machine has replaced previous universal motors with the inverter BLDC (Brush Less DC) motor. The BLDC motor operates without a brush and by removing this brush, the life span of the motor can be extended by up to two times in comparison with the universal motor.

Digital Camera - Universal Charging Solution(UCS)

All Samsung digital cameras have adopted the Universal Charging Solution (UCS) which can be used for other mobile equipment such as smart phone, camcorder etc. This UCS standard initiated by GSMA can reduce standby energy consumption and eliminates the need for discarding chargers and keeping multiple chargers for different products.

Eco-Labels

Many countries have voluntary eco-label programs to encourage businesses to market environment-friendly products and help consumers, both private and public buyers, identify eco-friendly products easily on the market. Samsung Electronics' products have been recognized for their eco-friendly design and technology, achieving eco-labels in many markets around the world. Below[11] are some examples of Samsung's eco-labeled products. By the year 2010, Samsung Electronics had achieved a total of 2,210 externally verified product environmental certifications. This means Samsung Electronics has the highest number of third party certifications out of 219 companies in the electronics industry.



Korea – China – Taiwan – Nordic Union – Germany – Eco Flower (EU) – USA – Sweden - Canada

Samsung Electronics provides the Product Eco-Declaration (PED) of all products to stakeholders upon request. The PED contains environmental information on products regarding specifications, energy and discarded product recycling activities.

5. CONCLUSIONS: THE SOLUTION! SOCIAL ORIENTATION OF THE COMPANY

Currently the environment is one of the global problems of mankind, which is closely related to economic development. Environmental protection can be characterized by dynamism, his evolution following the technological development and the complex issues facing the global economy.

Developed countries have many organizations, associations and governmental and nongovernmental organisms, financed and with a developed infrastructure, which performing a strong influence on environmental protection. In Western Europe perform their activity a lot of political parties, active environmentalist, supporting a complex environment protection legislation. In the U.S. operate other types of organizations, compared with Europe, but their concerns are similar, and in many cases more effective. In Romania the legislative drafting process is changing.

Thus, environmental information is a link between all the actors who play on the economic and social scene. By improving public access to environmental information available is intended, on the one hand, supporting conscious decision in this area and, on the other hand, a public information and education to eliminate consumptions unsustainable models. Ignoring environmental issues, both in Romanian society, but also globally, has several causes, including distinguished: economic difficulties faced by most members of society, insufficient or no education, lack of full

and accurate information, lack of appropriate legislation, etc.. But we can not omit the fact that society response to the impact of environmental degradation is conditioned, in a large extent, by a financial support. Not infrequently the contemporary period was called "information age". The concrete ways of production, communication, knowledge, etc.. have evolved rapidly due to many factors, including technological ones who are primordial. In this context, the collection, transmission, processing and disseminating information are key steps.

Mankind is in front of a continuous degradation of the environment. It is trying to build a new development - sustainable development, which aims to harmonize, on a long term, the production and consumption needs on the one hand, and an environment protection, conducive to life, to the another hand. In this new context, along with classic dimensions of the Planet, appear a 5th dimension, the informational one, that affects all systems and structures and overlaps the environmental dimension, both with a global vocation.

From the perspective of the elements above, the environmental policies must address at least two aspects, namely: environmental management, which will watch the amendment of all political, economic, ecological, social decisions. Ecological information is an element comprising at least two components:

- technical, information transferred to users or those interested must be of good quality
- communication with the public and changing attitudes towards environment.

During the following period EU Member States' policies have and will have an environmental dimension. All draft legislation must take into account the impact of their application environment. Thus, the key points of environmental protection strategies will be: the partnership between central and local authorities, businesses and public distribution of responsibilities between the protagonists of development, minimum standards on environmental protection, economic or fiscal stimulus for friendly environment products and services, the need to inform and educate the public, stimulating research and development in environment field.

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