

The role of green marketing in achieving sustainable development

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Green marketing

- ...is the marketing of those products that are presumed to be environmentally safe, organic and do not give adverse effect to the environment (AMA)
- ...environmental marketing, organic marketing, sustainable marketing
- ...refers to holistic concept
- ...term appeared at the end of the 1980's
- ...offers benefits to individuals, organizations and to the natural environment



Sustainable development

- ...means satisfying the contemporary needs without sacrificing the future generations' benefit.
- ...is a framework for shaping policies and strategies of sustained economic and social progress
- ...can be understood as maintaining balance between use, saving and renewal of all our resources



Goals of green marketing

- Eliminate the concept of waste
- Reinvent the concept of product
- Make prices reflect actual and environmental costs
- Make environmentalism profitable
- Bringing out product modifications
- Changing in production processes
- Packaging changes
- Modifying advertising



Green marketing and sustainable development

- Green marketing is pivotal to the sustainable development and there are many reasons for that:
 - reduced cost,
 - expanding export by broking down green barriers,
 - establishing the enterprise's green image,
 - being more competitive
 - avoiding green tax.



Reasons for using green marketing

- Opportunity for achieving objectives
- Moral obligation to be more socially responsible
- Governmental bodies are forcing firms to become more responsible
- Competitors' environmental activities pressure firms to change their environmental marketing activities
- Cost factors associated with waste disposal, or reductions in material usage forces firms to modify their behavior



Problems with green marketing

- Firms must be sure that their green activities are not misleading to customers or industry and do not breach any of the regulations or laws
- There is lack of standardizations to authenticate claims in green marketing campaigns
- Protection of environment must be seen as long term investment
- Green marketing must be focused on customers benefits



Differences in ecologically responsible behavior among consumers from the former Yugoslavia

- There are differences in **ecologically responsible purchasing** between consumers from Montenegro and all other former Yugoslav countries.
- Consumers from Montenegro are significantly less ecologically responsible for purchasing.
- There are differences in the **consumption of products in an environmentally friendly manner** between consumers from Montenegro in relation to consumers from Serbia, Croatia, Slovenia and Macedonia.
- Consumers from Montenegro considerably less consume products in an environmentally friendly manner.



Differences in ecologically responsible behavior among consumers from the former Yugoslavia

- There are differences in the **disposal of waste** in an environmentally friendly way, among consumers who are from Macedonia in relation to consumers from all other countries in which the survey was conducted.
- Consumers from Macedonia considerably lower the waste in an environmentally friendly manner.



Conclusions

- Green marketing provides an opportunity to the companies to increase their market-share by introducing eco-friendly products
- Marketers have the responsibility to make the consumers understand the need for and benefits of green products as compared to non-green ones
- Green marketing is pivotal to the sustainable development
- Green marketing assumes even more importance and relevance in developing countries
- There are differences in ecologically responsible behavior between consumers from different ex Yugoslav countries
- The lowest ecological awareness is in Montenegro



THINK CLEAN!
THINK GREEN!
THINK ECO-FRIENDLY!



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