

Green marketing is a marketing of the future

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It is recognized that the “non-sustainable” types of production and consumption are the main causes of environmental degradation. They deepen both poverty and social inequality in society that is why there has appeared the Green market or Ecomarketing.

The Ecomarketing term was introduced in Germany about two and a half decades ago (in 1978). Methods, techniques and specific tools of Marketing can be used to educate members of society in a spirit of respect for the environment, the appeal of environmental factors regarding their own actions.

Ecomarketing covers the areas of environmental protection, on the one hand, and environmental products and services, on the other. Ecomarketing may be defined as a specialization of social marketing, consisting of a set of activities aimed at identifying, influencing and satisfying consumers’ needs of ecological goods and services [1].

Ecomarketing addresses the social domain (associations, organizations, public) and the economic domain (education policy makers). Whatever the target group, ecomarketing promotes the idea that the environment is a public good, good to be protected and respected, regardless of prevailing interests at a time [2].

There is a number of concrete action programs under which developed countries have committed to take initiatives to put into practice sustainable consumption types, encouraging the optimal use of resources and reduction of waste production. If we refer to Moldova, then ecomarketing can be found in tourism, called ecotourism. Ecotourism is a form of tourism, based on knowledge of nature, cultural exchange and respect for ambient. Once we have developed this kind of industry, the country's economy will hopefully improve.

Ecomarketing can also be used to improve the environment, and in this way we can control such natural phenomena as global warming, ozone layer damage, pollution areas, and many other issues that have appeared once with the development of industry.

Referring to ecomarketing functions we will enumerate the general functions, such as:

1. Investigation of the market, the consumer needs;
2. Connecting dynamic business activity and social environment;
3. Satisfying superior consumer needs;
4. Maximizing profit.

And specific ecomarketing functions are as follows:

1. Consumer education;
2. Achieving a balance between marketing and general principles of environmental protection;
3. Promoting a new image of the company and its products [3].

From my point of view, Green marketing is a new beginning to a new society that promotes a new way of living, a society based on the improvement of ecological environment. This type of marketing is meant to change consumer's attitude towards environmental protection, namely, to transform the consumer needs to demand.

Bibliography:

1. Kotler, P., *Marketing Management*, Bucharest, Editura Teora, 1997, p.7.
2. Stoian Mirela, "*Ecomarketing*", Bucuresti, 2000, pag .43.
3. <http://www.ecomarketing.com.au/>