

## Primena zelenih alata u zelenom marketinškom pristupu

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**Apstrakt:** Zeleni marketing je promocija „zelenih“ ili ekološki prihvatljivih proizvoda kao potrošačke baze vrhunskog proizvoda. Podrazumeva čitav lanac životnog ciklusa proizvoda, sprečavanje ispuštanja zagađujućih materija u životnu sredinu i njihovo uklanjanje korišćenjem fitoremedijacije kao jednog od mnogih alata. Povećavanje socijalne zaštite povezalno je zdravstveno blagostanje sa održivim okruženjem i ekonomijom. Stoga povećani broj ekološki orijentisanih preduzetnika uključuje i zeleni marketing. Strateški cilj korporacija je podizanje svesti putem ekološki orijentisanih publikacija, ekološke maloprodaje, organskog ugostiteljstva/promocije, ekološkog uređenja, eko-konsaltinga itd. Dakle, zeleni alati, deo zelenog marketinga, promovišu i edukuju o emisijama ugljenika i zagađenje svakodnevnih aktivnosti potrošača i uticaj koji te aktivnosti imaju na krajnji proizvod. U kontekstu promena u poslovanju, zeleni marketing bi se mogao staviti u okvir razmišljanja životnog ciklusa. Uzimajući u obzir otpad kao konačni nusproizvod čak iu vitkoj proizvodnji, LCA uključuje nezaobilazne zagađivače ili proizvode, kao i sanaciju/fitoremedijaciju radi smanjenja uticaja štetnih proizvoda.

**Ključne reči:** zeleni marketing, zeleni alati, LCA, sanacija/fitoremedijacija

## Application of Green Tools in Green Marketing Approach

**Abstract:** Green marketing is a promotion of “green” or environmentally friendly products as a consumer base for the premium product. It implies the whole chain of a product’s life cycle, prevention of releasing pollutants into the environment and their removal using phytoremediation as one of many tools. Increasing social care linked health well-being with sustainable environmental and economy. Therefore, increased number of eco-minded entrepreneurs includes green marketing. A strategic goal of corporations is to raise awareness through environmentally minded publication, eco-friendly retail, organic catering/promotion, eco-friendly landscaping, eco-consulting, etc. Thus, green tools, part of green marketing promote and educate about carbon emissions and pollution consumers daily activities produce and the impact those activities have on the final product. In the context of the changes in business, green marketing could be put in the framework of life cycle thinking. Taking into account waste as a final by product even in a lean manufacturing, LCA includes unavoidable pollutants or products as well as the remediation/phytoremediation to decrease harmful product impact.

**Keywords:** Green marketing, Green tools, LCA, Remediation/Phytoremediation.

### Introduction

Current environmental issues include human activities, therefore, an increasing number of academic disciplines including marketing have integrated green issues into their literature. Increasing concern for the natural environment, point towards a changed perspective of many businesses in an attempt to address society’s justifying concern (Polonsky, 1994). Green marketing is a promotion of “green” or environmentally friendly products as a consumer base for the premium product. Sustainable, eco-friendly, or “environmentally friendly” terms encounter increasing consumer approval (Campbel et al. 2015; Sarkar et al, 2012). Sustainability of green marketing in terms of environmental management is essential for social development. The illustration of green promotion is being done to substitute the products that are highly risky to the environment with those that are environmental friendly (Stanton

and Futrell, 1987). Green marketing involve different attribute in the organizational operation that are required to be changed such as: product change, manufacturing method change. Supply chain is very important and should be modified that these products or services be close to desires or needs of the customers. These activities of green marketing are aimed to make possible the satisfaction of the customers and contribute sustainable environment. (Alhamad et al. 2019)

Next in this case is that environmental activities are rarely incorporated into corporate evaluative criteria. Many companies are using traditional business measures as are, profits, ROI, market share, and so on, to evaluate the success of green initiatives. Another, are just using more humane reasons. Companies have realized that doing stuff to be part of green initiative gives them a strategic opportunity and start position in market. When we are considering green marketing, many people lean to understand incorrectly, on specific individual activities, such as promoting green product characteristics or designing ecologically products that are less harmful for environment. Nevertheless, these activities are strategically important and necessary to the success of a greening program. Green marketing is a holistic, integrated approach that continually reevaluates how firms can get corporate objectives and meet consumer needs while minimizing on a long-term ecological harm. (Polonsky et al., 1994; Polonsky et al., 2001)

## **Marketing Mix of Green Marketing**

Every company has its own marketing mix. Some of them are using 4 P's and some 7 P's of marketing mix. The 4 P's of green marketing are that of a conventional marketing but the challenge for marketers is to use 4 P's in an innovative way.

Standard 4 P s for marketing is product, price, promotion and place:

(1) Product. The ecological objectives in planning products are to reduce resource consumption and pollution and to increase conservation of limited resources (Kellerman, 1978).

(2) Price is a critical and important factor of green marketing mix. Most consumers will only be prepared to pay additional value if there is a perception of extra product value. This value may be improved performance, function, design, visual demand, or taste. Green marketing should take all these facts into consideration while creating price.

(3) Promotion. There are three types of green advertising:

(I) Relates product/service and the biophysical environment;

(II) Advocates a green lifestyle by highlighting a product or service;

(III) Campaigns with a focal point to a corporate image of environmental responsibility.

(4) Place. The choice of where and when to make a product available, will have significant impact on the customers. Very few customers will go out of their comfort zone to buy green products. When looking through the literature there are several suggested reasons for firms increased use of Green Marketing. Five possible reasons are as follows:

(I) Organizations perceive environmental marketing to be an opportunity that can be used to achieve its objectives.

(II) Organizations believe they have a moral obligation to be more socially responsible. Government force firms to become more responsible.

(III) Competitors' environmental activities pressure firms to change their environmental marketing activities.

(IV) Cost factors associated with waste disposal, or reductions in material usage forces firms to modify their behavior.

(V) As resources are limited and human wants are unlimited, it is important for the marketers to use the resources efficiently without waste as well as to achieve the organization's objective. So green marketing is predictable.

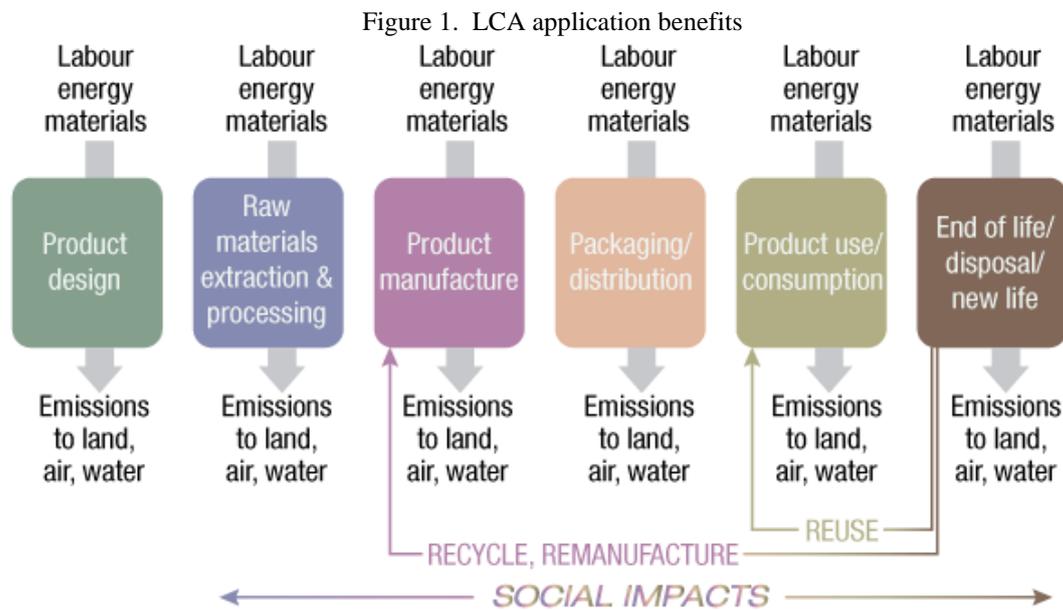
There is one question, how should companies handle the issues associated with green marketing. They must always keep in mind that consumers are in many cases unlikely to compromise on traditional product attributes and consumer's needs are always in a first place, such as convenience, availability, price, quality and performance. In other words, green products must have big attributes against non-green products to satisfy concerns from the huge majority of consumers. It's even more important to realize, that there is no green marketing strategy that is right for every company. The strategies that should be used under different market and competitive conditions range from the relatively passive and silent "lean green" approach to the more aggressive and visible "extreme green" approach. (Ginsberg et al., 2004). A good presentation of a product provides the opportunity for the consumer to get as one

with businesses showing environmental responsibility. The presentation policy aims to create an environmentally friendly firm image in the eye of the consumer and give environmental messages, how much the product is important to consumers (Boztepe, 2012).

There is growing interest among the consumers in the world for protection of environment. Worldwide evidence indicates people are concerned about the environment and are changing their behavior for it. As we now said, green marketing has impact for growing market for sustainable and socially responsible products and services. There is high number of nonprofit organizations in the world whose aim is to protect the environment. (Tiwari et al., 2011).

### Green technology towards green marketing

Life-Cycle Technology: Rather, right or wrong, firms are more and more held responsible for the environmental impact of their products and its ingredients across the whole life-cycle of product. For vertically integrated firms, this makes sense, because they control much of the value chain. (Martin Chartern Joint Coordinator, the Centre for Sustainable Design, UK (Ottman, 1998). The case study conducted in Italy provided useful insights in the application of LCA from the environmental aspect. The LCA is show to be very useful tool in decision making process (Fig. 1). Therefore includes entire supply energy consumption and a material properties and volume (Peano et al., 2015).

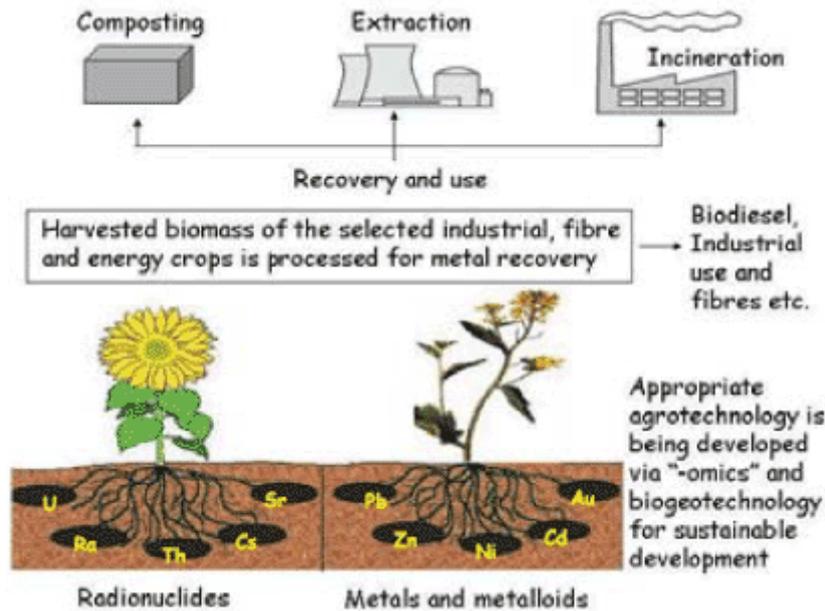


(Source: [www.lifecycleinitiative.org](http://www.lifecycleinitiative.org))

Nowadays, green new technology brings products without a harmful impact on nature and the environment (Karjaluo et al., 2009). Life cycle assessment (LCA) has related to product, process, or activity associated all the materials, emission and pollution released into the environment. This involves complete spectrum of environmental effects assigned to the final product. Taking into account waste as a final by product even in a lean manufacturing, LCA includes the remediation/phytoremediation as well as the effect of any pollutants or products on the assessment of product impact. (Chandra et al., 2018)

To provide environmentally friendly products, there is a need for an ecologically sound economy and organic agriculture to boost human potential towards an intact, functioning, and healthy environment. The risk of environmental pollutions is very high, therefore the use of microorganisms (Idi et al., 2015) and plants (Rungwa, et al., 2013; Nikolic and Stevovic, 2015; Nikolic and Tomasevic, 2020) to clean up contaminated environment presents an excellent solution. Application of both suitable photosynthetic bacteria and plants can eliminate pollutants such as pesticides, heavy metals, dyes, crude oil, etc. (Idi et al., 2015; Nikolic and Stevovic, 2015). Bioremediation and phytoremediation are natural, biological therefore an eco-friendly and efficient method of harmful contaminants elimination (Fig. 2).

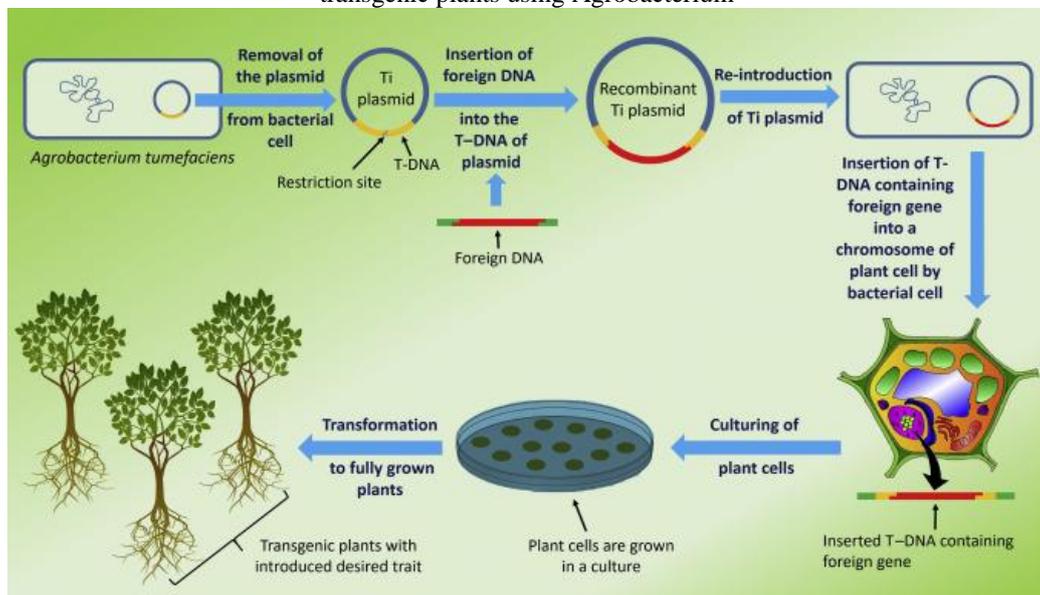
Figure 2. Phytoremediation as a green technology



(Source: Gratão et al., 2005)

Phytoremediation has become one of the most applicable, therefore cost-benefit and sustainable techniques for removal, sequestration, and/or detoxification of pollutants such as metals and metalloids (Cd, Co, Cu, Pb, Zn, Se, As, and Hg) from soil and water environments. Moreover, this plant-based method includes both conventional plant species and transgenic plants. Transgenic plants have become very popular among scientists because of their unique capability to remediate polluted environments where conventional plants fail. The benefits of green technologies especially phytoremediation reflect the genetic ability of plants to remove pollutants from soil. The unique properties of hyper accumulator plants are presented with a group of native or foreign/introduced genes (Nikolic and Tomasevic, 2020). Gene manipulation as a wide accepted engineering method brings ecologically friendly products contributing to green marketing (Fig. 3).

Figure 3. The transgenic plants' development showing major steps involved in the generation of transgenic plants using *Agrobacterium*



(Gunarathne et al., 2019)

## Conclusion

Going towards sustainable development, there is necessity for products improvement through promotion of green marketing, as well as green tools applications. To provide environmental-friendly products, there is a need for an ecologically sound economy and organic agriculture to boost human potential towards an intact, functioning and healthy environment. The paper shows that path to create eco-products include assessment of a product LCA together with phytoremediation, identified as one of the most applicable, therefore cost-benefit and sustainable techniques for removal, sequestration, and/or detoxification of wide range of pollutants from soil and water environments.

Make green thinking became part of almost every company culture. Companies embraced a green way of doing business and take part in a green initiative as a strategic opportunity and start position on the market. Taking into consideration all above mentioned, green marketing incorporate promotion, technologies and assessment as a whole to bring safe and healthy products to customers.

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