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THE EVOLUTION OF A FORMATION AND DEVELOPMENT OF SUSTAINABLE MARKETING

EWOLUCJA PROCESÓW GOSPODARCZYCH EKOLOGII I ROZWÓJ ZRÓWNOWAŻONEGO MARKETINGU

ЭВОЛЮЦИЯ СТАНОВЛЕНИЯ И РАЗВИТИЯ МАРКЕТИНГА СБАЛАНСИРОВАННОГО РАЗВИТИЯ

Abstract

The paper considers the problem of the interrelationship of ecology and marketing. The historical stages of the formation of such relations and of their development have been determined. The determination of the ecological marketing, of green marketing, of sustainable marketing has been given.

The issue of the development of sustainable marketing and its connection with the concept of the sustainable development of society have been studied. The analysis of the development of ecological marketing in Ukraine has been done. Main guidelines are traced of the development of sustainable marketing for present-day conditions of Ukrainian economy.

Keywords: *Non-commercial marketing, ecological marketing, green marketing, sustainable development, sustainable marketing.*

Streszczenie

W artykule rozważa się problematykę dotyczącą powiązania kwestii ekologii i marketingu. Opisane są historyczne uwarunkowania genezy relacji, wzajemnych stosunków i rozwoju problematyki marketingu ekologii. Wyjaśniono pojęcia marketingu ekologicznego, marketingu proekologicznego oraz zrównoważonego marketingu.

Poza tym opisano problematykę marketingu zrównoważonego rozwoju z uwzględnieniem ekologii i związku z koncepcją trwałego rozwoju społeczeństwa. Przeprowadzono analizę rozwoju marketingu problematyki ekologii na Ukrainie. Kluczowe wytyczne są związane z marketingiem zrównoważonego rozwoju w kontekście rozwoju ukraińskiej gospodarki.

Słowa kluczowe: *marketing niekomercyjny, marketing ekologiczny, marketing proekologiczny, zrównoważony rozwój, zrównoważony marketing.*

Аннотация

В статье обсуждаются вопросы соотношения экологии и маркетинга. Определены исторические этапы становления этих отношений и их развития. Приведено определение экологического маркетинга, зеленого маркетинга, сбалансированного маркетинга.

Исследовано вопросы развития маркетинга сбалансированного развития и его связи с концепцией сбалансированного развития общества. Приведено анализ развития экологического маркетинга в Украине. Определено основные направления развития сбалансированного маркетинга для современного состояния экономики Украины.

Ключевые слова: *Некомерческий маркетинг, экологический маркетинг, зеленый маркетинг, сбалансированное развитие, сбалансированный маркетинг.*

Introduction.

Often marketing is conceived as an instrument of the negative influence on the environment, in the first place this is caused by the commercial component of marketing activity. However, specialized scientific literature comprises a substantial number of works devoted to the interrelationship between marketing and environment. A number of scholars see marketing as an instrument for preventing real and potential ecological catastrophes.

Questions of the interrelationship of marketing and ecology were considered by such researchers as Fisk G., Henion K., Wasik J., Ottman J., Bhaskar H., Fuller D., Chhabra D., Peattie K., Hunt S., Omkaresjwar M., etc. Among native authors this problem was studied by Sadcheko O., Kharichkova S., Vychevych A., Vaidanich T., Didovych I., Malchuk M., Martynyuk O.

At present some principles were formulated concerning the interrelationship of marketing and environment, however, temporal frameworks are not distinctly discriminated for applying this or that marketing concept, and in Ukraine an integral system of using marketing, sustainable development was not formed.

Results and discussion.

One of marketing classics F.Kotler (1) distinguishes 5 concepts of marketing on

the basis of which enterprises build their commercial activity, among them the concept of social-ethical marketing which envisages "orientation at needs of consumers and their meeting by more efficient methods to improve the wellbeing of consumers and the society as a whole". This principle laid the basis for the coexistence between marketing and environment as its improvement. The development of non-commercial marketing widened the sphere of applying instruments of marketing activity and gave a new impulse for developing this direction.

In 1975 Henion K., Kinnear T. published a book "Ecological marketing" [2], who first determined the term "ecological; marketing". According to this definition, "ecological marketing embraces all marketing measures directed at removing consequences of already existing ecological problems". This work may be regarded as a result of increased attention and trouble (it acquired impulses in the 1960s) on the part of the academic world to ecological problems. The book raises questions of ecological balance from the point of view of marketing, and it is one of the first works in this field which defines the birth of at least absolute new direction of marketing development. It is to be noted that a year before the issuance of this book Fisk G. published

his research “Marketing and ecological crises” [3].

Works of this period are devoted to the interrelationship between marketing and different ecological problems on the whole, the term “ecological marketing” is recognized. It gets wide application approximately in mid-1980s. One of the specific features of the development of ecological marketing during this period is a relatively narrow orientation at ecological problems, such as oil spillage, air pollution, depletion of oil fields, destruction of ecosystems on the account of pesticides and herbicides use, etc. Another characteristics of this period is the tendency to disclose certain products and companies which either cause ecological issues, or may help their solution. Besides, at this stage the ecological conception in the sphere of marketing is shared by a very narrow range of companies and consumers.

After a series of ecological catastrophes among which are: a tragedy in the Indian city of Bhopal (1984), an emergence of ozone layer (1985), a catastrophe at Chernobyl APS (1986), and the revelation in mass media of these events for many people eyes are opened to ecological problems which become the subject of active discussion. In Europe and the USA there emerges a “green” wave of consumers requiring ecologically pure products, ecologically clean manufacturing technologies, priorities for “green” political parties (which concern the protection of environment and people’s health). Therefore, in works by Coddington W. and Florian P. [4] and Polonsky M. [5] the stress is put on decreasing the harmful influence of enterprises on environment and the formation of the corresponding demand of consumers for ecologically clean products as the main task of ecological marketing.

In the 90s in scientific literature they began to use the term “green marketing”

(Wasik J.F. [6], Ottman J.A. [7]). According to Bhaskar H. [10], “Green marketing is the marketing of products which are to be safe”. Thus, green marketing comprises a wide specter of measures, including the modification of goods, changes in manufacturing process, in packaging. Green marketing concerns the process of the sale of goods or services on the basis of their ecological advantages. Such product or service may be ecologically clean, or their manufacture and packaging are carried out by an ecologically clean method.

In works by Wasik J. [6], Dahlstrom K. [8], Ottman J. [9] main attention in the first place is concentrated on introducing ecologically clean technological processes resulting in new innovation products which take into account the global pollution of environment and the utilization of wastes. This means that enterprises are to make great efforts in the sphere of environment protection and to endorse the demand for ecologically clean products and services. Green marketing in the period from the end of the 1980s to the end of the 1990s is characterized by adopting decisions for a more global perspective in marketing management which takes into account such fundamental factors as global warming, climate change, reduction of ozone layer, etc.; increased consumption interests.

In 2000 Fuller D. gives the first definition of the term “sustainable marketing”, who determines it as “the process of planning, implementing and controlling the developments, prices formation and product distribution in such a way which guarantees the observance of the following three criteria:

- meeting consumers needs;
- guaranteeing the achievement of organization purposes;
- the whole process is to be in harmony with ecosystem” [11].

It is to be said that in 1983 the General Assembly of UNO set up the World Commission on Environment and Development (WCED). The head of Commission became the prime-minister of Norway Gru Charlem Brundtland. The tasks of Commission included the development of basic principles, indices of sustainable development and also of the global ecologic economic program of actions.

In 1987 by results of the G.C.Brundtland Commission a report "Our common future" was published in which was presented a new conception of sustainable development as an alternative of development based on unrestricted economic growth. In the report "Our common future" for the first time the notion was clearly defined of sustainable development which is treated as the development under which the present-day generations meet their needs, and here no threat is put to the possibility of meeting demands of generations to come.

However, the official recognition of the idea formulated in the report "Our common future" had been done only in 1992 at the International Conference of UNO on Environment and development in Rio-de-Janeiro. By results of G.C.Brundtland Commission work a new principle was adopted of world development which was named as sustainable development.

Therefore, the further development of sustainable marketing was based on clear-cut developed conception which got the name "sustainable development" which is stressed in works by Chhabra D. [12], Emery B. [13], Hunt S. [14], Belz F. and Peattie K. [15].

Considering the above mentioned scientists Hunt S., Bhaskar H., Omkareswar M. [14,10,17] in their studies distinguish such stages of formation and development of sustainable marketing:

- from 1970 to 1980 – Ecological marketing directed at the solution of ecological problems and reduction of the influence of harmful emissions which have a negative influence on ecosystem;
- from 1985 to 1999 – Green marketing which in the first place is concentrated on ecologically clean technologies resulting in creating new innovation products. This means that enterprises must put substantial efforts in the sphere of environment protection and to endorse demands for ecologically clean products and services;
- from the beginning of 2000 – Sustainable marketing which is a more radical approach and tries to meet all ecological expenditures of enterprises and consumption, and therefore lead to sustainable development of economics.

It is to be mentioned that in Ukraine the questions of marketing development were to be studied after gaining independence and the transfer of economics to market conditions of management. The rapid growth of marketing in different branches of national economy put before Ukrainian researchers an issue of ecologizing marketing. At present Ukrainian scientists use in their works the term "ecological marketing". This question is most fully discussed in works by Sadchenko O.V. [18, 19, 20, 21]. In the opinion of Sadchenko O.V. and Kharichkov S.K. ecological marketing – "is not only providing the maximum growth of consumption, the widening of consumptive choice, of consumptive satisfaction and the maximum growth of life quality, but also the support for stable, sustainable development of territories and the preservation of the high quality of natural environment" [18].

Representatives of Lviv school of ecological marketing A.Vychevych,

T.Vaidanich and I.Didovych (2002) propose to define ecological marketing as “the function of management which organizes and directs the activity of enterprises (or organizations) connected with the evaluation and transformation of consumers’ demands into ecologically oriented demand for goods and services which contribute to the preservation of qualitative and quantitative level of main ecosystems, meet the needs both of separate persons but also of organizations or society on the whole” [22].

Kozhushko L.F., Skrypchuk P.M. developed their own interpretation of the concept asserting that ecological marketing is “the market-oriented type of management activity being a part of the general system of marketing directed at the determination, forecasting and satisfaction of consumptive needs in such a way as not to violate the ecological balance of natural environment and to contribute to the improvement of the state of health of society” [23].

In his subsequent works Sadchenko O.V. distinguishes the following conceptions of ecological marketing:

Ecological marketing I (“ecological” marketing) – marketing of goods and services (classical marketing) taking into account ecological norms and restrictions as the most important factor of environment.

Ecological marketing II (marketing of ecological goods and services) – a specific type of marketing caused by the emergence of ecological requirements of population in connection with the worsened quality of environment and increased ecological consciousness of public.

Ecological marketing III (marketing of natural resources and conditions, marketing of nature use) – a corporative type of ecological marketing the subjects of which are local organs of power and national governments – judicial hosts of

natural resources located on the territory of regions and states.

Ecological marketing IV (marketing of nature protection activity and restoration of environment) – a noncommercial type of ecological marketing the purpose of which is the preservation of environment and biosphere genetic fund and also the implementation of corresponding measures concerning the restoration of violated ecosystems and of separate components of natural environment.

Ecological marketing V - marketing of ecological knowledge, technologies and innovations – a variant of ideas marketing.

In the framework of the conception of a network eco-marketing (*the sixth conception of ecological marketing – VI*) – a marketing in the system of relations of sustainable development is considered as a not separate process of social restoration or as a fragment of the movement of resources and goods in one cycle but as a unitary link embracing the whole nature-resources- emissions- goods cyclic process taking into account side ecological effects [21].

Malchyk M.V. Martynyuk O.V. (2015) “use the term “ecological marketing” and as a synonym to it – “green marketing” bearing in mind their identity and relevance to this conception in its essence” [24].

As is seen, native researchers use only the term “ecological marketing” inserting into it questions connected with “sustainable development of territories”, “preservation of ecosystems”, “ecological balance”. We consider that it is expedient to distinguish the marketing of sustainable development as a separate direction of marketing activity on the basis of which there is the arrangement of distinct interaction between consumers, economics and ecology. In our opinion, the marketing of sustainable development is the process of planning and

implementing the intention concerning implementation of ideas of goods and services by way of exchange which meets the aims of consumers and contributes to the sustainable development of society.

At present the marketing of sustainable development is actively used by countries of the great seven. Thus, France or Great Britain still do not decrease consumption, and the site of the European centre of corporative social responsibility (CSR) says [25] that to upkeep their level these countries are in need of resources for three Earth planets, and the USA – for six ones. However, the same source gives data that the number of “ethically oriented” consumers (that is, the main criteria of whom take into account ecological and social aspects of goods) in Great Britain grew during 6 years from 10% to 32%, in France – to 22%. Big companies implement principles and standards of “eco” not to increase their image but to make ‘sustainable’ as a significant component of their long-term strategy considering this direction to be a real source of competitive advantage.

Principles of sustainable marketing got to be formed in the management by mighty corporations. They include:

- orientation at future – the conception of sustainable marketing advances to the foreground the comparison between needs of present generation and generations to come;
- justice – present-day social economic order could hardly be named just because the cost and advantages of industrialization are unevenly distributed among people;
- accent on needs and not on desires [16].

Conclusions.

1. Stages are determined of developing relations between ecology and marketing. To date such are ecological marketing (1970-1990), green marketing

price formation, advancement and (1990-2000) marketing of sustainable development (since 2000).

2. It is pointed out that the development of sustainable marketing is closely connected with introducing the concept of the sustainable development of society.

3. In Ukraine at present ecological marketing is dominant.

4. The definition is presented of the marketing of sustainable development as the process of planning and implementing intentions concerning price formation, advancement and implementation of ideas, goods and services by way of exchange which meets aims of consumers and contributes to sustainable development of society.

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