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SUSTAINABLE MARKETING FOR SUSTAINABLE DEVELOPMENT

Abstract:

This paper aims to highlight the mutual interrelation between sustainable marketing and sustainable development. Sustainable development is viewed as an established three-dimensional concept comprising economic sustainability and prosperity, social equity and environmental quality. In order to achieve their full synergy, it is necessary to activate sustainable marketing, which is understood not only as a sustainable and profitable relationship with the customers, natural and social environment but also as a variety of socially responsible marketing or, on a wider scope, as a variety of social marketing or ultimately, a variety of macromarketing. Sustainable marketing can contribute to sustainable development not only through everyday's practice of minimizing the environmental impact but also by implementing new policies and strategies to bolster a wider concept of sustainable growth as a fundamental part of economic entities.

Keywords:

economic sustainability, green marketing, socially responsible marketing, sustainable marketing, sustainable development

JEL Classification: M31, Q56

1 Introduction

Mankind has been unstoppably, particularly in the last couple of decades, rushing forward whereas the term 'forward' appears to be rather doubtful in its meaning. On one hand, there is an assumption that the advancement of information and communication technologies, before all, encourages fast living and swift work performance and on the other hand, the race for higher economic growth and profit rates leads to negligence of the now fairly negative human impact on the environment, which is particularly related to various issues such as population growth and healthcare, healthy food and water, climate change, urbanization, ecosystem damages etc. What is also happening is an obvious decline in natural resources on one side and an increase in the demand for resources on the other side. Consequently, the world, particularly developed societies, sheds light on the quality instead on the quantity of living and hence it has come to sustainability as a megatrend, which is mostly reflected in the sustainability development of certain societies and of the world as a whole. This paper attempts to establish interdependence and interaction between sustainable marketing and sustainable development since sustainable marketing can and must provide support to the enhancement of sustainable development.

Sustainable marketing is here perceived, which is demonstrated in below lines, as the last phase of the evolutionary process from conventional (transactional) to ecological, environmental and green marketing. As a discipline, marketing has always followed socio-economic development and reflected current socio-economic relations. With growing environmental awareness of modern society at all levels appeared sustainable marketing. The role of marketing in achieving sustainable development arises from the fact that marketing comprises extensive theoretical and practical knowledge related to customer behaviour and to promotion of new ideas. The philosophy behind sustainable marketing should be a framework for the activities of all economic and non-profit entities on the contemporary market, and of other stakeholders such as the government and local/regional authorities.

This paper provides for an introduction to the term of sustainability in the first place, then guides us through the term of sustainable development and finally makes us familiar with the evolutionary process which has resulted in sustainable marketing. In the very end, a mutual interrelation between sustainable marketing and sustainable development is exhibited.

2 About sustainability and sustainable development

Sustainability is a relatively recent notion and its true meaning is often linked with the emergency alert which served as a warning about the negative effect of humans on their environment. This alert was taken seriously for the first time at the United Nations Conference on the Human Environment in Stockholm in 1972, then with the publishing of a book entitled *The Limits to Growth* (Meadows *et al.*, 1972) and finally after the world oil crisis in 1973 and 1979/1980 and environmental disasters such as the

Bhopal tragedy (1984), the discovery of the Antarctic hole in the ozone layer (1985) and Chernobyl (1986). The ultimate response to the claims of the neoclassical economic school about unlimited resources and infinite economic growth seems to be the Brundtland Report (1987) and the United Nations Conference on Environment and Development in Rio (1992). The Brundtland Report is known for its prominent definition of sustainability: "Meet(ing) the needs of the present without compromising the ability of future generations to meet their own needs". This definition is primarily criticized for a lack of unambiguous designation of some of its elements. First of all, the term of needs is not clear since one cannot know which needs are comprised therewith and particularly, how to determine the level of satisfaction of needs of different people. Secondly, nothing is known about the wishes, preferences and needs of future generations. Accordingly, there is a question who should decide on how to distribute welfare among present and future generations and whether the state can represent the interests of future generations or not (Kordej-De Villa, 1999: 322). Regardless of the aforementioned, one should be aware of the fact that the scope of the term of sustainability obviously exceeds the scope of environmental protection due to the comprehensive character of the latter. It is applied to achieve economic growth without environmental degradation. Simply put, however, sustainability is the ability of a system to maintain or renew itself perpetually (Martin and Schouten, 2012: 2).

It is worth mentioning that the term of sustainability has so far been encompassed by countless definitions and has been applied along with a number of various notions such as sustainable marketing. Irrespective of the variety of the definitions of sustainability and their applications, one may speak about three dimensions of sustainability, economic, social and environmental one, i.e. about a "triple bottom line" which can be shown as 'pillars', concentric circles or interlocking circles (Adams, 2006: 1-2). In this view, economic sustainability can be denoted as achievement of growth, efficiency and 'fair' distribution of wealth. Social sustainability implies participation in the decision-making process, mobility and cohesion, realization of social identity, institutional development and other. Environmental sustainability honours the integrity of various ecosystems, their carrying capacity and protection of natural resources, including biological diversity. In other words, sustainable development is aimed at achievement of a balance between demands for improvement of life quality and for accomplishment of social welfare and peace for everyone, and demands for preservation of integral parts of the environment as a natural resource that present and future generations depend on, which, as a whole, designates the civilization sustainability of a society. Each of the three areas needs to be optimized within itself and then with respect to the other two areas.

According to Peattie (2001: 131-132), the concept of sustainability is significant because:

- It pulled together issues relating to the physical environment, society and economy and recognised their interdependence. Previously, these were presented as separate agendas between which interests were traded off (in

particular, environmental protection and economic growth were presented as a choice).

- It was an idea that companies, governments and environmental groups could all agree about (even if some were concerned about sustaining the economy in the long term while others were more concerned about sustaining the natural environment). This provided new opportunities for partnerships and collaborations.
- It took a global perspective and recognised most “environmental problems” as symptoms of our unsustainable production and consumption systems.
- The concept was widely discussed and, at least in principle, adopted as a strategic aim by the majority of the world’s governments and major corporations.

Like to the term of sustainability, there is no universal definition to sustainable development, though its foundations include the fact that it is oriented to economic and social progress, without affecting the natural equilibrium. A crucial moment in the global acceptance of sustainable development was the aforementioned UN Conference on Environment and Development held in Rio de Janeiro in 1992. Also known as the Earth Summit, it gave a definition and meaning to the syntagma of “sustainable development” as: “Alignment of economic growth, on the one hand, and rational use of natural resources, on the other”. This definition has faced some criticism which is mostly reduced to a lack of an emphasis on the integration of economic, social and environmental development which have all been elaborated in above lines. Therefore, Praude and Bormane (2013: 166) have proposed the following definition: Sustainable development is integrated and balanced development of public wealth, environment and economics meeting the physiological, social and other needs of people and ensuring preservation of the environment and ecological diversity without jeopardizing the possibilities of meeting the needs of future generations. In any case, the concept of sustainable development is based on three major considerations: balanced economic growth, protection and conservation of the environment and respect for and promotion of social and human rights. Although the first two aspects were more prominent in the beginning, people started to pay more attention, as the idea was evolving, on the reinforcement of its social aspect. The key concepts of sustainable development refer to needs and limitations. Needs of the present can be understood as the quality of life. However, the world is experiencing a great gap between rich and poor countries and unequal distribution of wealth. Sustainable development means covering at least the basic needs of all people; all other living standards have to be sustainable (Reutlinger, 2012: 10-11). On the other hand, sustainable development enables, in the principle, an enterprise to effectively distribute its resources in order to satisfy the interests of all the interested parties and cater for the possibility of successful development of its business in the future. It is important to remember, however, that sustainable development cannot be achieved without committed participation of all social entities and segments. One needs to

establish a framework through which it will be possible to decentralise the means for and the decision-making regarding sustainable development and formulate a sustainable development strategy at the level of counties and towns as part of the national development strategy. It undoubtedly means that governments, communities and businesses have all responded, to some extent, to the challenge of sustainability.

As mentioned earlier, if sustainable development is viewed as a system, it can involve three interlinked systems. These are a sustainable economic system, a sustainable social system and a sustainable environmental system (Saxena and Khandelwal, 2010: 60). The sustainable economic system exists entirely within a sustainable society because all parts of the human economy require interaction among people. The sustainable social system, in turn, exists entirely within an environmental or a biophysical system. Thus, sustainable development involves a simultaneous pursuit of economic sustainability and prosperity, social equity and environmental quality. These goals can only be achieved if accurate interaction of the three constituent parts is identified in “the triple bottom line” (Danciu, 2013, 387). However, this interaction can be presented in another corresponding way. In fact, the phrase “the triple bottom line” was first coined in 1994 by John Elkington, the founder of a British consultancy called SustainAbility. His argument was that companies should be preparing three different (and quite separate) bottom lines. The first one is the traditional measure of corporate profit — the “bottom line” of a profit and loss account. The second one is the bottom line of company’s “people account”— a kind of a measure indicating how socially responsible an organisation has been throughout its operations. The third one is the bottom line of company’s “planet account” — a measure of its environmental responsibility. The triple bottom line thus consists of three Ps: profit, people and planet. It aims to measure the financial, social and environmental performance of a corporation over a period of time. Only a company that produces a TBL takes account of the full cost involved in doing business (The Economist, 2009).

3 From conventional to sustainable marketing

Marketing as a business concept of economic entities is featured by intensive interactive action with respect to its environment. It can be stated that the possibility of application and realization of a marketing concept surely depends on a concrete socio-economic environment. It means that the tasks which are to be performed by marketing and its environment should define the appertaining changes in the process of its functioning. The following definition is approved by the American Marketing Association Board of Directors: Marketing is an activity, a set of institutions and processes for creating, communicating, delivering and exchanging offerings that have a value for customers, clients, partners and society at large (AMA, 2014). Since its first appearance in the mid 20th century, marketing has, primarily on paper and then in practice, evolved in the spheres of its interests, particularly in the sphere of non-profit marketing (Shapiro, 1974; Kotler, 1975; Ackerman, 1986; Kotler and Andreasen, 1991; Espy, 1993; McLeish 1995; Rados 1996; Sargeant, 1999), followed by the sphere of social/societal marketing (Kotler and Zaltman, 1971; Luck, 1974; Kotler and Roberto, 1989) and macromarketing (Grashof, 1973; Fisk, 1980). It has resulted from

the efforts to direct contemporary marketing to issues logically imposed thereon by the development of society and social relations on one hand and thus by the development of marketing as a certain philosophy of living on the other hand. Only later it came, due to the development of the aforementioned branches of marketing, to emergence of marketing related to environmental concerns in the form of ecological marketing, environmental marketing, green marketing, environmental marketing and finally in the form of sustainable marketing. Generally speaking, marketing has actually gone through three phases which have been oriented towards their own corresponding goals: production orientation (organizational goals), consumer orientation (consumer goals) and societal orientation (societal goals). This paper is particularly interested in the first phase which strives to accomplish ecological and social goals. The below lines first present the evolution of marketing in the context of the above issues, which serves as a tool for comprehension of the place and role of sustainable marketing which is, any way, the scope of this paper.

First of all, non-profit marketing is marketing that works to serve the public interest, as opposed to marketing purely for financial gain. Non-profit marketing is conducted for organizations such as relief agencies or charitable groups; individuals such as political candidates; or ideas such as the right to freedom; as well as for goods and services, and it is more likely to promote social programmes and ideas such as highway safety, recycling, gun control or energy conservation (AllBusiness, 2014). It is obvious that the framework of non-profit marketing should primarily encompass sustainable marketing in a broader sense. On the other hand, social marketing is actually a form of non-profit marketing and can be defined in two ways: 1. (environmental definition) The branch of marketing that is concerned with the use of marketing knowledge, concepts and techniques to enhance social ends as well as the social consequences of marketing strategies, decisions and actions. 2. (social marketing definition). Marketing designed to influence the behaviour of a target audience in which the benefits of the behaviour are intended to accrue primarily to the audience or to the society in general and not to the marketer. Social marketing is sometimes confused with the social impact of marketing. Social marketing can be carried on by for-profit, public and private non-profit organizations or by individuals (AMA, 2014). It is clear that social marketing makes us closer to the actual place and perception of the role of sustainable marketing in the former. After all, sustainable marketing is most likely to find its place within the system of macromarketing since macromarketing is a study of marketing processes, activities, institutions and results seen from a broad perspective such as a nation, which investigates cultural, political and social as well as economic interaction (AMA, 2014). This is particularly true due to the fact that macromarketing seeks to consider more systematically the interrelationship between marketing systems and a society, with a particular emphasis on the consequences of marketing activities on environmental quality and societal welfare (WBCSD, 2002). Macromarketing also interrogates how marketing should be carried out in order to meet the goals of a society and in order to optimize social benefits.

The aforementioned implies that the concept of sustainable development represents both a social and business paradigm (Ham, 2012: 51). When it comes to management of business processes, application of the sustainability concept is often perceived within the framework of a broader concept of socially responsible business as its significant and inseparable part. Chahal and Sharma (2006: 205) define company social responsibility as the firm's obligation to protect and improve the welfare of a society and its organizations now as well as in the future. It is achieved through company various businesses and social actions. Thus it is ensured that a company generates equitable and sustainable benefits for various stakeholders". Socially responsible business is, judging by its content, indeed a broader concept than the one of sustainable development, but one can assert that in regard to its scope, socially responsible business represents diverting attention from common social issues, which are viewed from the macro aspect, to the concept that refers to business operations of legal entities. It is obvious that there are two concepts - social marketing and socially responsible marketing, though, both of these concepts are directed towards improvement of a social environment, however, it is not one and the same. Socially responsible marketing is ethical approach of an enterprise towards consumers and general public, whereas, the social marketing, on its turn, includes convalescence, education and improvement functions. (Andersone and Gaile-Sarkane, 2010: 198-199). The concept of socially responsible marketing is widely used and sometimes it is hard to comprehend is it just a modern approach towards attracting the attention of consumers or is it a true necessity dictated by the market. Social responsibility is in any case linked with business which is characterized by a positive attitude and effect on the society in which a concrete enterprise operates. It also means that people and organisations shall ethically and delicately treat social, economic and environmental issues and try to resolve them in the society's interest, both now and in the future. Sustainable marketing is actually a version of socially responsible marketing or more broadly, a sort of social marketing.

Let us make another step in the analysis of the evolution of marketing, precisely in the specific area which represents the scope of this paper – study of the evolutionary phases that lead to emergence of sustainable marketing. As it has been laid down in the conceptual designation of sustainability and sustainable development, the marketing theory involves various contemplations, particularly about determination of a category system in that field. Moreover, there are no unanimous standpoints both on this evolutionary process and on the name of some of its evolutionary phases. Although synonyms, names and their meanings are not fully identical, particularly due to their different time of appearance. Highlights of the relating considerations of some authors (Bhaskar, 2013: 142; Ham, 2012: 95; Hunt, 2011: 7; Omkareshwar, 2013: 21; Peattie, 2001: 129) suggest that it is most appropriate to present the aforementioned evolutionary process in the following four phases:

(1) 1970s — Ecological marketing (Henion and Kinnear, 1976) is, as suggested by its name, oriented towards resolution of environmental problems and reduction of the effects of harmful products, which largely refers to air pollution, exploitation of oil

reserves and the influence of pesticides and similar chemical products that have negative impact on the ecosystem.

(2) Late 1980s and 1990s — Environmental marketing (Coddington and Florian, 1993; Frause, 1993; Polonsky and Mintu-Wimsatt, 1995) is intended to minimize environmental damages by promoting conscientious demand of consumers and thus to open the possibility to achieve sustainable advantage.

(3) Late 1980s and 1990s — Green marketing (Dahlstrom, 2011; Ottman, 1998 and 2011; Wasik, 1996) is primarily focused on pure technological processes resulting in new innovative products which take account of global pollution and waste. It means that enterprises should put great efforts into environmental protection and encourage demand for environmentally friendly products and services.

(4) Late 1990s and early 2000 — Sustainable marketing (Belz and Peattie, 2012; Chhabra, 2010; Emery, 2011; Fuller, 1999; Martin and Schouten, 2011; Peterson, 2013, Sheth and Parvatiyar, 1995) represents though a more radical approach striving to meet the full environmental costs of production and consumption and hence to create a sustainable development and a sustainable economy.

The following lines briefly describe the precedent of the current concept of sustainable marketing. Here one can start with conventional marketing which had to, after 50 years of its existence, modify its fundamental assumptions in accordance with the changes affecting its environment. In market economies of the West, marketing used to be based on the concept that was before all concentrated on making profit. Later on, until the 1970s, marketing had almost been solely focused on customers and satisfaction of their needs while since that time, marketing has taken care of society and human welfare. Therefore, one needs to take into consideration objective criticism of marketing which results from deviations in its application, a shift from its original principles and negation of its fundamental goals. Contemporary marketing trends directly or indirectly indicate the transformation of marketing from mass to the so-called micromarketing, shedding light on individuals and their special needs, customs, beliefs and conduct. The meaning of environmental protection, the results of a higher level of people's awareness of the need of preservation of the environment and sustainable development have brought to, among other things, a review of the fundamental marketing principles. The conventional marketing concept has therefore transformed into its aforementioned types that are based on the social and macromarketing approach to perception of things.

The characteristics of ecological marketing are the following (Peattie, 2011: 130):

- It is narrowly focused on specific “environmental problems” such as air pollution, depletion of oil reserves, oil spills and the ecological impacts of synthetic pesticides such as DDT. The emphasis is on pollution and resource depletion (particularly energy resources) and on local or national concerns.
- It seeks to identify particular products, companies or industries which have been causing, or in a position to help solve, these particular problems.

- It is debated across a relatively narrow “front line” of industries including automobiles, oil and agro-chemicals.
- It is something of a “minority sport” with relatively few consumers and companies significantly changing their behaviour.

With respect to ecological marketing, according to Bhaskar (2013: 142), green marketing is marketing of products that are presumed to be environmentally safe. Thus green marketing incorporates a broad range of activities, including product modification, changes to the production process, packaging changes as well as modifying advertising. Green marketing refers to the process of selling products and/or services based on their environmental benefits. Such a product or service may be environmentally friendly or produced and/or packaged in an environmentally friendly way.

We are able to define green marketing as a study of all efforts to consume, produce, distribute, promote, package and reclaim products in a manner that is sensitive or responsive to ecological concerns. The inclusion of "all efforts to consume" recognizes that many entities are involved in green marketing. Green marketing is not limited to governmental or non-governmental organizations nor is solely an activity undertaken by consumers. Manufacturers, wholesalers, retailers and service firms have all an opportunity to contribute to green marketing (Dahlstrom, 2011: 5). On such an occasion, it is important that green marketing holders have a proactive approach in their business, which helps them realize their competitive advantage in the end.

Although green marketing represents, in its essence, a step forward of exceptional quality concerning the respect for environmental and similar issues, its basic flaw can be reduced to the fact that it needs to be made more sustainable. It means that sustainability should also be incorporated into public policy goals. For that purpose, minds of consumers, i.e. the demand, should experience, along with those of green marketing holders, i.e. the supplying party, a radical change. Indeed, most of the consumers on the market should act in compliance with the goals of raising the level of their life quality in the long run. They should be aware of the need to think about their own consumption, shopping habits and lifestyle in a sustainable way. Unfortunately, the global long-term recession makes it rather hard for them. People are generally unfamiliar with the idea of "sustainability" in its environmental sense. But once they understand it, they appear to identify it positively with its values and priorities. Indeed, many sense a possible relationship between sustainability and a good 'quality of life'; the notion of "sustainability" provides a tacit vocabulary for talking about the "long term" (MacNaghten *et al.*, 1995: 2). Due to that fact, sustainable marketing can be as well deemed as a higher developmental phase of green marketing.

Marketing as a discipline should always keep track with the socio-economic development and reflect current socio-economic relations. Therefore, sustainable marketing represents a new trend in satisfying the needs of customers and other stakeholders in a sustainable way. Hence sustainable marketing can be defined in the

following manner: Sustainable marketing is a holistic approach with the aim of satisfying the wants and needs of customers while putting an equal emphasis on environmental and social issues, thus generating profit in a responsible way (Reutlinger, 2012: 19). Here is also Fuller's definition (1999: 4) of this notion: sustainable marketing is a process of planning, implementing and controlling the development, pricing, promotion and distribution of products in a manner that satisfies the following three criteria: (1) customers' needs are met, (2) organizational goals are attained, and (3) the process is compatible with ecosystems. It is beyond any doubt that sustainable marketing facilitates satisfaction of threefold goals, the first two refer to marketing goals while the third one serves sustainable development, so this appears to reveal the holistic approach of sustainable marketing too. Surely, it is not so simple in practice since these are two groups with seemingly contradictory goals which can be still accomplished by designing an adequate strategy and company social responsibility. Moreover, achievement of superior performance while accomplishing these goals can lead to achievement of sustainable competitive advantage by adopting sustainable strategies of a concrete market organization. What needs to be stressed is that sustainable marketing is, among other things, an appeal to lengthen corporate time horizons and value continuity over profit. Most importantly, sustainable marketing is an appeal to accept the ecological and social limitations of the conventional corporate marketing philosophy (van Dam and Apeldoorn 1996: 53). Belz and Pattie (2009: 30-31) differentiate between sustainable and sustainability marketing since sustainable can mean durable and could therefore be understood as a long-lasting relationship with customers. It is that fact that contributes to the preference of the term of sustainable marketing, which is applied in this paper too.

The marketing theory as well as the appertaining practice may include the thesis on the necessity of integration of environmental value into marketing strategies and programmes of economic entities as possible sources of competitive advantage and soon as a condition for competitive parity on, before all, the international market. In this context, one can single out desired encouragement and development of the environmental awareness of individuals, companies and society in general. It is no wonder that accomplishment of both goals has to be based on the knowledge of environmental awareness as well as on the knowledge of demographic, socio-economic and psychographic specificities of customers according to the level of environmental awareness and undertaken environmental activities (Ham, 2012: 10). The task of sustainable marketing refers to long-term satisfaction of the needs of customers, organizations and society in general. It entails that products/services on the market shall comply with those requirements and cater for public social welfare, which discloses the impact of macromarketing on sustainable marketing. The aforementioned suggests that sustainable marketing represents a contribution of marketing to sustainable development and that it is oriented towards generation of value for the sake of customers while simultaneously reaching social and environmental goals.

4 Particularities of sustainable marketing

The philosophy which has set grounds for sustainable marketing needs to provide for a framework for action of all economic and non-profit entities on the contemporary market as well as of other stakeholders such as the state and bodies of local and regional government and self-government. The reason for this is hidden in the fact that the incorporation of environmental value into the marketing strategies of economic entities and entire regions and states still occurs to be a possible source of competitive advantage, but it is very likely to soon represent a source of competitive parity, i.e. survival on the global market. Sustainability is achieved through functioning of sustainable marketing only if all stakeholders, primarily economic and non-profit entities, direct their conduct from consumption-centric marketing to the benefits of sustainable development and in that sense, put efforts on all territorially encompassed levels, meaning local, national and international level.

Fuller (1999: 5-6) claims that sustainable marketing operates by means of application of five tenets:

1. Ecosystems are a physical limiting factor of marketing decisions.
2. The product system life cycle is an appropriate decision framework.
3. Pollution prevention and resource recovery are appropriate strategies for achieving sustainability.
4. A "multiplier-effect" exists if small environmental improvements (i.e. eco-cost savings) by firms and customers at the micro level are translated into large absolute improvements at the macro level.
5. Sustainable marketing is not an exercise in corporate altruism.

Furthermore, it should be noted that sustainable marketing at the same time functions as certain relationship marketing. Namely, sustainable marketing stimulates the capacity of economic entities to develop long-term relationships with their customers. Accordingly, sustainable marketing is also a practice of creating long-term satisfying relationships with key partners, customers, suppliers and distributors for the purpose of maintaining long-term preference and business. On such an occasion, the relationships are supposed to emerge when a customer is assured of the common way of thinking between customers and manufacturers or service providers. In case the grounds for such a common way of thinking include sustainability, then it shall be clear that sustainable marketing is a relationship. However, such a relationship needs to be expanded to the social and natural environment within a long period of time. In order to achieve that, one should design and implement appropriate strategies which are to be harmonized with ecosystems on a macro and micro level. After shaping appropriate sustainable marketing strategies that are supposed to result from established sustainable values and objectives, one is required to define a sustainable marketing mix (4 Ps - product, price, place - distribution and promotion) which is featured by its specificities needed for market appearance.

The first goal of sustainable marketing is to create and enlarge the market for sustainable products and services. In order to achieve such a goal, one key task is to

identify the demand for sustainable products and stimulate it. A first suitable way for stimulating sustainable demand refers to creation of a market for sustainable supply. Appropriate market segmentation could be another strategic move to stimulate sustainable demand. One of the most effective methods for stimulation of sustainable demand may be collaboration of the producer with a customer to co-create a sustainable product (Danciu, 2013: 390). Products as the starting and the most important element of a marketing mix have to be, in a sustainable form, aimed at satisfaction of the needs of the three previously mentioned interested parties under the condition that their long-term interests are not restrained. Among other things, it implies that products/services are entirely compliant with the needs and wishes of costumers and at the same time imperatively meet all of the environmental and sustainability criteria (relatively low energy consumption and a low level of pollution on the occasion of production, a low level of ecological footprint¹, positive impact on human health and similar). Product package has to be environmentally friendly, which means biodegradable or recyclable, relatively cheap, functional, transportable and storable. Product price as the second element of a marketing mix must involve a fair price or be ethically eligible and mutually fair for the producer and the consumer and in the function of achievement of fair profit for a business. In the principle, a price can cover some (para)fiscal charges (taxes, contributions etc.) which are alimented for environmental purposes. Like the price, distribution should, as far as sustainable marketing is concerned, also have a fair foundation and honour the fair trade principle, which implies mutual respect and equality of distribution partners, transparency, accountability and integrity in their mutual transactions, which can be revealed within sustainable supply chains and on the occasion of margin specification. In the end, promotion in the sphere of sustainable marketing can be exclusively based on applicable ethical and moral codes, providing it with broad, trustworthy, unambiguous and creatively tailored publicity related to environmental protection and sustainability, which should be oriented not only towards a wide variety of stakeholders but also to end users.

In any case, sustainable marketing, or more precisely marketing mix, is aimed at generation of value on behalf of customers while simultaneously accomplishing general social goals with respect to the environment. Apparently, sustainable marketing is a new vision, oriented towards efficient use of resources, thus providing the best value for consumers/users and other stakeholders, while taking into account long-term interests of society and the environment. In order to achieve this goal, it is necessary to design a marketing mix with some specific features. In terms of sustainable marketing, the traditional 4 P mix needs to be expanded with 4 S criteria, namely, satisfaction (satisfying consumers' needs), safety (of products and manufacturing processes for consumers, employees, society as a whole and the environment), social acceptability (regarding all company activities) and sustainability (of products, their manufacturing and other company activities).

¹ Ecological footprint refers to total exploited resources when making a certain product.

All in all, sustainable marketing should be free of the so-called sustainable marketing myopia which depicts the deformation emerging by neglecting socio-environmental attributes of a sustainable product/service at the expenses of customer benefits and values.

5 Interdependence of sustainable marketing and sustainable development

As previously mentioned, sustainable marketing is currently the highest level of the marketing evolution which puts the social and natural environment into the spotlight. At first glimpse, marketing and sustainable development seem to be contradictory notions. Marketing is oriented towards consumer/user satisfaction or ultimately, stimulation of consumption. Sustainable development aims to limit consumption so as not to jeopardize the quality of life for future generations. Nevertheless, sustainable marketing and sustainable development influence each other to a relatively great extent. It means that sustainable marketing exercise a proactive influence on sustainable development and vice versa, sustainable development has effect on sustainable marketing. According to Danciu (2013: 397) sustainable marketing, pursuant to the triple bottom line concept has effect on economic, social and environmental sustainability. Sustainable marketing helps economic sustainability by establishing credibility for the sustainable efforts and solutions of a business. The areas where credibility has to be obtained may comprise corporate and product brands, responsible product use and disposal practices. Another area of support provided by sustainable marketing consists in developing and marketing higher quality products with social impact based on sustainable innovation, lasting products, developing sustainable brands which offer practical benefits like better ratio quality/price and cost/undesirable effects on resources and environment. Social sustainability is improved by teaching consumers how to solve important issues with the help of sustainable marketing solutions, which appears to be a powerful contribution to the maintenance and improvement of sustainable development. Other contributions provided by sustainable marketing reflect in creation of jobs in agriculture and other industries, and in an increase of income of producers and marketers. Production and consumption of sustainable products and services which have qualities for a healthier use (ecologic, bio, organic) may improve the consumers' health and increase labour capacity and life expectance. Through environmental sustainability, consumers are stimulated to become sustainable. It is achieved by supplying them with products with added value in terms of better health and environmental preservation. At a wider level, the biophysical environmental benefits from the protection of Earth's support systems (air, water, soil), the saving of renewable resources, the stimulation of saving the non-renewable resources, the increase of environmental awareness.

Sheth and Parvatiyar (1995: 7) share the opinion that the critical role of marketing in development will be appreciated only if it, through sustainable marketing, meets the needs of the present generation without compromising the ability of future generations to meet their own needs. This is not anything else but respecting the fundamental postulates of sustainable marketing on one and of sustainable development on the

other side. It also means that life quality must not be derived only from the quality and quantity requirements of consumed products/used services but also from a reached quality level of the environment. At this point, sustainable marketing can play the key role, particularly its part which seeks to explore the needs and wishes of consumers as well as the requirements of sustainable development, which is achieved by making marketing research operational. Entities that implement sustainable marketing should, in practice, therefore balance in a way between these two requirements. One of the tasks and missions of sustainable marketing refers to conversion of a non-belief into a belief or an opinion, an opinion into an attitude and an attitude into a value. Ultimately, it should end up in a conduct change or adoption of a particular practice, in this case the sustainability practice. In line with the aforementioned, the goal of sustainable marketing is supposed to refer to behavioural changes, which means that attitude changes are not enough since they can only be prerequisites for behavioural changes. In order to induce behavioural changes, members of target market groups need to be characterized by some of the following features: (1) change of the value system, (2) personal motivation (primary or selective), (3) level of education and/or knowledge (4) will for a behavioural change. Since the final goal refers to reaction of target market adopters, the category of social changes gets closer as the group of target market adopters grows. In fact, it comes to social changes when particular ideas or conduct are accepted by most of the members of a society. It similarly relates to conduct compliant with the sustainable development. Accordingly, sustainable marketing strives to initiate social changes and social conduct as a result of willing and conscious action of society members aimed at acceptance of sustainability on the scale of social values of a higher quality and at acceptance of responsibilities and risks for all the consequences arising therefrom in the future. In order to achieve that, a certain level of the social value system as well as a predictable projection of its development should come into existence. It all assumes significant changes in the minds of people and changes in the proactive perception of sustainable development, especially by subjects/holder of sustainable marketing. Apparently, this is the necessity of development of proactive corporate marketing strategies which continuously need to support sustainable development in everyday's economic activities and practice. Sheth and Parvatiyar (1995: 19) suggest that marketing practice must redirect consumer needs towards ecologically safe products and practices through technological innovations. In addition, it must encourage re-consumption of products through recycling of waste and excess capacity. Finally, it must reorient its marketing mix to develop and promote ecologically safe products and reorganize itself to achieve this aim. The greatest limitation in this view relates to the fact that the discussion on sustainable development to date has become increasingly rhetorical instead of being a clear guide to action, leading to a great deal of scepticism about the whole concept (Nkamnebe, 2011: 218).

Do not forget that on the other hand, sustainable development is continuously influencing sustainable marketing in the form of feedback as to direct the latter towards objective and current sustainable goals. Sustainable marketing is marketing that arises from the concept of sustainable development (van Dam and Apeldoorn,

1996: 46). The synergy between sustainable marketing and sustainable development does not appear as a phrase but as a necessity. It means that sustainable marketing has to uninterruptedly re-examine its place and role as well as organizational activities in the function of sustainable development. It can be done by means of comprehensive marketing control and establishment of a system of marketing metrics based on environmental regulations within the legal environment. Finally, Williams (2009) reports that it is essential that firms examine the ways in which marketing can become more sustainable and only those that tackle this issue will succeed in the future. The starting point of development management has to include marketing and it may sound too ambitious if one says that marketing management is, for the greatest part, actually development management. In other words, marketing as a creative economic process, business concept and certain philosophy of living should identify, in the first place by prosperous anticipation methods, which technological tendencies, that should be subject to general economic and sustainability development and be in compliance with the capacities of a concrete country, need to be followed. Marketing and sustainable marketing must not be, at this point, perceived as a sort of a "magic stick" since it should be expected to offer a final solution to the current problem of unsustainability. Nevertheless, an insight into the merits and limitations of sustainable marketing, controlled and directed by a balanced system of regulations and laws— incentives and punishments—would be a major step towards sustainable economic development (van Dam and Apeldorn, 1996: 54).

6 Conclusion

Based on all the aforementioned, one can conclude that marketing has resisted the challenges set by sustainable development, primarily by transposing into the form of sustainable marketing and thus adapting to the new requirements. Such sustainable marketing, accompanied with its original principles, is focused on the future while satisfying the needs of customers and the profitability of investors and as such, tends to distribute the costs in a fair way. What is after all most important is that sustainable marketing tries to achieve the goals of social development. The contribution of sustainable marketing to sustainable development will increase in the future if at business, the social and environmental level at least meet the following requirements (Danciu, 2013: 398):

- 1) The general development strategy is based on sustainable business, political, governmental and legal practices.
- 2) Businesses deliver marketing strategies, plans and activities that create ongoing growth, social development and environmental preservation.
- 3) Businesses and people minimize the use of resources and its negative impact on future generations on a permanent basis.
- 4) People are empowered to meet their own economic, social and environmental needs and build stronger communities that seek local and global economies, a better quality of life and safer environment.

One can say that the role of marketing in the achievement of sustainable development arises from the fact that it is marketing that possesses the most comprehensive theoretical and practical knowledge pertaining to the costumers' conduct and promotion of new ideas. The goals of sustainable development require making changes to a broad population, i.e. generation of a critical mass, since in most cases, it comes to a minor individual effect which can lead to, by creating synergistic effect, major changes. Carefully shaped and authentic marketing communication plays the key and irreplaceable role in that process. The role of marketing theoreticians consists of systematic data collection, their analysis and definition of the scientific relation between marketing and ecology and of providing concrete scientifically-based tools, models and guidelines for practical action (Ham, 2012: 9).

Sustainable marketing can contribute to sustainable development not only through everyday's practice of minimizing the environmental impact but also by implementing new policies and strategies to bolster a wider concept of sustainable growth as a fundamental part of economic entities. Sustainable marketing should therefore be regarded as an initiator and trigger of a sustainable society in a way that all of its functions are focused on the goal to preserve and protect environmental and social factors and finally, on creating a general culture of sustainability within a society. Sustainable marketing is undoubtedly a social, ecological and nature-centred model and hence it has great potential as a force for shaping cultural changes of the whole society. Bearing in mind the fact that marketing has, in a number of cases, largely contributed to the creation of many unsustainable habits, one can assert that its version in the form of sustainable marketing may, due to its authenticity, community and responsibility, represent its, so to say, "redemption" and classification into an extremely desirable type of business conduct which will be seen as a function of sustainable development and thus as a benefit for future generation.

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