

COMMUNICATION IN THE ECOLOGICAL MARKETING

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ABSTRACT. The formation of the environmental protective behaviour is a major objective of the communication actions specific to ecological marketing. The ecological marketers must have in attention to conceive an effective message to the target audience, transmitted through appropriate channels and using specific and persuasive techniques. The objective nature of communication in the ecological marketing is affective (feeling creation) and conative (action stimulation), regarding the awareness raising of the target groups of the importance of the environment protection and the concrete prevention and stopping pollution actions.

Keywords: green/environmental/ecological marketing, pro-environmental behavior, marketing communication, environmental orientation

INTRODUCTION

Environmental issues have modified the way businesses compete in the marketplace, forcing them to adapt their strategic planning process to new legal, social, and economic requirements. The consideration of the ecology as a relevant variable for the achievement of the economic goals of the organization has led to the appearance of the concept of environmental marketing (Calomarde, 2000). The objective of this new vision of marketing is to satisfy the firm's and the consumer's needs in such a way that the external impact of their economic activity is minimized. In other words, the final aim of environmental marketing is to attain coherence between the general objectives of marketing as a discipline and the objectives of the natural system as an element of firm's environment (Coddington, 1993; Fuller, 1999; Peattie, 1995; Polonsky, 1995).

The evolution of the marketing function and a greater social awareness with respect to these issues have given the concept of environmental marketing a more global perspective in relation to the firm's economic activity. Some authors have considered environmental marketing as a wider concept whose responsibility to the environment is not confined to marketing green products, but also demands a reorientation of the environmental responsibility in all the areas, activities, and departments of the organization. These concepts stem from the fact that environmental marketing embraces a vast array of activities such as modifying products, changing the production process, adopting new technologies, or using green arguments in the communication policy (Polonsky, 1995). Coddington (1993, p. 1) considered environmental marketing as "marketing activities that recognize environmental stewardship as a business development responsibility and a business growth opportunity."

Furthermore, the NGOs with the mission to protect the

environment have a great contribution to the development of the green marketing, by their creativity in finding genuine and unique techniques to communicate with the population in the fight against her passivity concerning the environment issues.

In the literature are employed different terms, like "green marketing", "ecological marketing", or sustainable marketing, when referring to environmental marketing. It can be defined as a business philosophy which aims to (Fraj-Andres et al, 2008):

- satisfy consumers' needs for environmentally friendly products and services and to adapt the firm's behavior to the social and environmental values and ideals that prevail in today's societies.
- meet the firm's economic objectives, making companies realize that reaching this aim is not incompatible with the achievement of environmental objectives.
- achieve these objectives provoking the minimum environmental damage.

There are two main actors in the ecological or green marketing: the companies and the NGOs. In their marketing communication system, they are committed to plan and implement interrelated actions aiming to empower the consumers and the citizens as individuals responsible for the future of the planet.

The purpose of this paper is to analyze the main techniques used by the Romanian companies and NGOs in their communication efforts aiming to form the environmental behavior of the population as consumers and as citizens.

Main aspects concerning the relation between communication and ecological behavior formation

The ecological behavior of the companies

Banerjee (2002) and Banerjee et al. (2003) found that companies' ecological behavior can be manifested

through two dimensions that reflected, on the one hand, the degree of acceptance of ecological ideals within the firm's culture (environmental orientation) and, on the other hand, to what extent environmental issues are implemented into the strategic planning process (environmental strategy).

Focusing on the strategic dimension, environmental marketing plays a crucial role for firms aiming to reduce the negative environmental and social impacts coming from existing products and production systems (Peattie, 2001). Currently, environmental marketing is not seen as an isolated single strategy to sell green products targeted at consumers that are more sensitive to environmental ideals. Environmental marketing is employed as a business philosophy that expresses to what extent corporate commitment to environmental protection is beyond a mere communication strategy (Chamorro and Banegil, 2006). Thus, environmental orientation and environmental marketing are closely linked concepts since they involve integrating ecological values and ideals into the firm's internal culture and translating this commitment into specific strategies at the communicational and operational levels. (Faj-Andres et al., 2009).

The integration of ecological values and ideals into the company's culture may affect the development of green strategies at the marketing level.

Furthermore, the implementation of environmental management systems may positively affect the development of voluntary environmental marketing strategies such as product and packaging eco-design activities, the implementation of environmentally friendly distribution systems, or the integration of green messages into the company's advertising (Sroufe, 2003, as quoted in Faj-Andres et al., 2009).

The environmental orientation of the companies and their environmental behavior

The environmental orientation of the companies becomes concrete through the marketing communication system.

The marketing communication has two kind of target audience: internal (employees, shareholders) and external (general public, local community, stakeholders, opinion leaders). Therefore, the communication strategy will have two components, one for the internal target audience and other for the external audience.

In order to form an environmental behavior among the internal audience, the main messages can be the following:

The strategy targeted to the internal audience must be based on the following ideas:

- environmental issues are very relevant for the company;
- we make a concerted effort to make every employee understand the importance of environmental preservation;
- the company has a clear policy statement urging environmental awareness in every area of operations;
- environmental preservation is a high priority activity in the company;

- preserving the environment is a central value in the company.

A company has an environmental orientation if the following affirmations are included in the messages to the external audience can be:

At the basis of the communication strategy for the external audience must be placed the following ideas:

- the natural environment affects the activity of the company;
- the financial well being of the company depends on the state of the natural environment;
- environmental preservation is an issue on maintaining a good public image;
- environmental preservation is vital for the company's survival;
- the company strives for an image of environmental responsibility.

According to the Fraj-Andres et al. (2009), the signs of the environmental marketing in the activity of a company are:

- use of the environmental considerations in the product design;
- use of ecological and clean materials in packaging;
- develop market research to detect green needs in the markets;
- launch of green positioned brands onto the market;
- use of the recycled or re-usable containers in logistic;
- use of the recycled or re-usable materials in the products;
- use of the environmental consideration in distribution and reverse logistic system;
- selection of cleaner transportation systems;
- provision of information about environmental management to consumers and institutions;
- green alliances or collaboration agreements with governmental agencies;
- employ green arguments in advertising and promotions;
- use eco-labels and environmental certification;
- sponsorship or patronage of environmental groups or events;
- consider environmental aspects within the price policy.

The nature of the environmental marketing communication

The nature of the marketing communication objectives can be: cognitive (informative), affective and conative. Regarding the cognitive level, the companies can provide consumers with information to enable them to accurately compare product's environmental attributes (Vintila, 2010; Rhyne, 2010; Tulbure, 2010; Ogunniyi et al., 2011; Nedimyer et al., 2011). Much of the literature examining consumers' environmental behavior suggests that the more information they have, the more "environmentally responsible" their actions will be (Balderjahn, 1988; Burger and Corbin, 1992; Maloney et al., 1975; Gill et al., 1986 as quoted in Polonski et al., 1998).

At the second level is the communication has to create feelings regarding the environmental issues: destruction, pollution, lack of the responsibility for the future of the planet. The communication has to be impressive,

persuasive and creative in order to develop the environmental sensitivity of the message receivers.

At the third level, conative, the message have to encourage the action of the receivers, their pro-environment behavior.

Models of pro-environmental behavior of individuals

“Pro-environmental behavior” means behavior that consciously seeks to minimize the negative impact of one’s actions on the natural and built world (e.g. minimize resource and energy consumption, use of non-toxic substances, reduce waste production).(Kolmuss

&Agyeman, 2002) Numerous theoretical frameworks have been developed to explain the gap between the possession of environmental knowledge and environmental awareness, and displaying pro-environmental behavior.

The oldest and simplest models of pro-environmental behavior were based on a linear progression of environmental knowledge leading to environmental awareness and concern (environmental attitudes), which in turn was thought to lead to pro-environmental behavior.



Fig. 1 Early models of pro-environmental behavior(Kolmuss&Agyeman, 2002)

These rationalist models assumed that educating people about environmental issues would automatically result in more pro-environmental behavior, and have been termed (information) “deficit” models of public understanding and action by Burgess et al. (1998).

Another model was developed by Fishbein and Ajzen. In their view, that people are essentially rational, in that they “make systematic use of information available to them” and are not “controlled by unconscious motives or overpowering desires”, neither is their behavior

“capricious or thoughtless” (Ajzen & Fishbein, 1980). Attitudes do not determine behavior directly, rather they influence behavioral intentions which in turn shape our actions. Intentions are not only influenced by attitudes but also by social (“normative”) pressures. Thus “the ultimate determinants of any behavior are the behavioral beliefs concerning its consequences and normative beliefs concerning the prescriptions of others”(Ajzen & Fishbein, 1980).

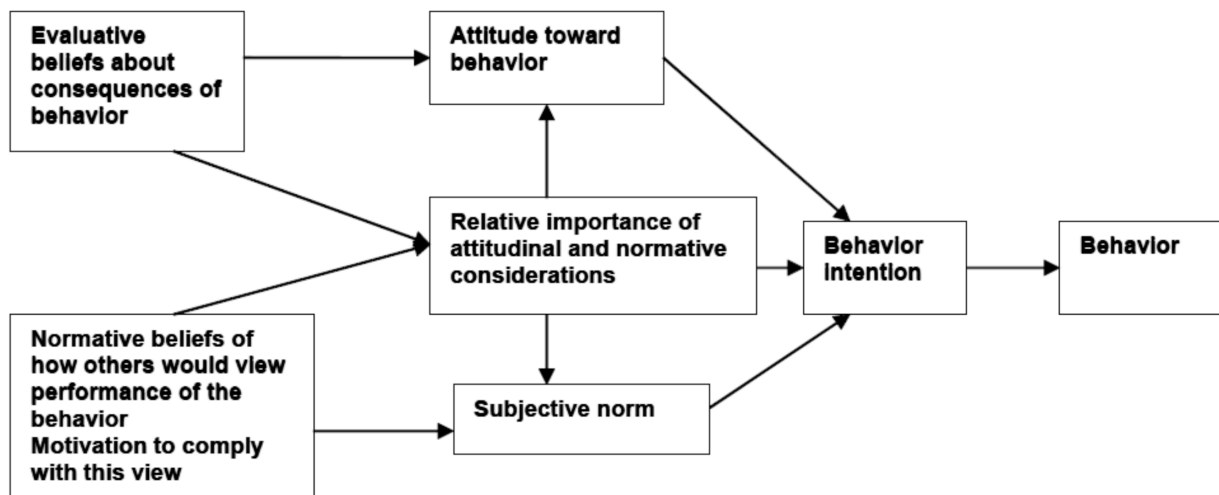


Fig. 2 Theory of reasoned action (Ajzen & Fishbein, 1980)

Their model has been the most influential attitude-behavior model in social psychology—probably because they developed a mathematical equation that expressed their model which led researchers to conduct empirical studies. Although the model certainly has its limitations—for example the underlying assumption that people act rationally—it is useful because of its clarity and simplicity (Regis, 1990).

In 1986, Hines, Hungerford and Tomera published their Model of Responsible Environmental Behavior which was based on Ajzen and Fishbein's theory of planned behavior (Hines et al., 1986–87). They did a meta-analysis of 128 pro-environmental behavior research studies and found the following variables associated with responsible proenvironmental behavior:

- knowledge of issues: The person has to be familiar with the environmental problem and its causes.
- knowledge of action strategies: The person has to know how he or she has to act to lower his or her impact on the environmental problem.
- locus of control: This represents an individual's perception of whether he or she has the ability to bring about change through his or her own behavior.
- people with a strong internal locus of control believe that their actions can bring about change. People with an external locus of control, on the other hand, feel that their actions are insignificant, and feel that change can only be brought about by powerful others.
- attitudes: People with strong pro-environmental attitudes were found to be more likely to engage in pro-environmental behavior, yet the relationship between attitudes and actions proved to be weak.
- verbal commitment: The communicated willingness to take action also gave some indication about the person's willingness to engage in proenvironmental behavior.
- individual sense of responsibility: People with a greater sense of personal responsibility are more likely to have engaged in environmentally responsible behavior.

Fietkau and Kessel (1981) use sociological as well as psychological factors to explain pro-environmental behavior or the lack of it. Their model comprises .ve variables that influence either directly or indirectly pro-environmental behavior. These variables are independent from each other and can be influenced and changed.

According to Kolmuss and Agyeman (2002) the pro-environmental behavior is influenced by the following factors: demographic factors, external factors (e.g. institutional, economic, social, and cultural factors) and internal factors (e.g. motivation, environmental knowledge, awareness, values, attitudes, emotion, locus of control, responsibilities, and priorities).

Two demographic factors that have been found to influence environmental attitude and pro-environmental behavior are gender and years of education. Women usually have a less extensive environmental knowledge than men but they are more emotionally engaged, show more concern about environmental destruction, believe less in technological solutions, and are more willing to change (Kolmuss&Agyeman, 2002).

Economic factors have a strong influence on people's

decisions and behavior. Some economic research indicates that people make purchasing decision using a 50% or higher interest rate. In other words, if the person decides between two possible items, one energy-efficient and the other not, he or she will only choose the energy efficient item if the payback time for the energy saved is very short. The economic factors that play into people's decision are very complex and only poorly understood. (Kolmuss&Agyeman, 2002).

Cultural norms play a very important role in shaping people's behavior. As well, motivation is the reason for a behavior or a strong internal stimulus around which behavior is organized. Motivation is shaped by intensity and direction (which determines which behavior is chosen from all the possible options). Motives for behavior can be overt or hidden—conscious or unconscious. Researchers distinguish between primary motives (the larger motives that let us engage in a whole set of behaviors), e.g. striving to live an environmental lifestyle and selective motives (the motives that influence one specific action), e.g. Should I bike to work today, even though it rains, or do I drive? (Moisander, 1998 quoted by Kolmuss&Agyeman, 2002). Barriers, on the other hand, stifle certain behavior. Usually internal barriers to pro-environmental behavior are non-environmental motivations that are more intense and directed differently (e.g. I will drive to work because I'd rather be comfortable than environmentally sound). (Kolmuss&Agyeman, 2002).

Most researchers agree that only a small fraction of pro-environmental behavior can be directly linked to environmental knowledge and environmental awareness. (Kolmuss&Agyeman, 2002).

Values are responsible for shaping much of our intrinsic motivation. The question of what shapes our values is a complex one. Values are influenced to a lesser extent by the "exosystem" such as the media and political organizations. Least strong, but nevertheless important, is the influence of the "macrosystem", the cultural context in which the individual lives (Fuhrer et al., 1995, as quoted by Kolmuss&Agyeman, 2002). Attitudes are defined as the enduring positive or negative feeling about some person, object, or issue. Closely related to attitudes are beliefs, which refer to the information (the knowledge) a person has about a person, object, or issue (Newhouse, 1991 quoted by Kolmuss&Agyeman, 2002). Environmental attitudes have been found to have a varying, usually very small impact on pro-environmental behavior. (Kolmuss&Agyeman, 2002).

Attitudes can indirectly influence our pro-environmental behavior. A study of college students' willingness to engage in pro-environmental behavior found that those who believe technology and growth will solve environmental problems were less likely to make personal sacrifices. These findings indicate that people with a strong belief in growth and technological solutions might not see the need and will be less willing to engage in pro-environmental behavior with the implicit lifestyle changes (Gigliotti, 1992, 1994 quoted by Kolmuss&Agyeman, 2002). Many barriers are

responsible for the gap between environmental attitudes and pro-environmental behavior. Nevertheless, values and attitudes clearly play an important role in determining pro-environmental behavior. (Kolmuss&Agyeman, 2002).

Environmental awareness means “knowing of the impact of human behavior on the environment”. Environmental awareness has both a cognitive, knowledge-based component and an affective, perception-based component (discussed in the next section on ‘emotional involvement’). Environmental awareness is constrained by several cognitive and emotional limitations. Cognitive limitations of environmental awareness include: non-immediacy of the ecological problems, slow and gradual ecological destruction, complex systems. (Kolmuss&Agyeman, 2002).

Emotional involvement is defined as the extent to which we have an affective relationship to the natural world. Chawla’s (1998, 1999) work (Kolmuss&Agyeman, 2002) shows that such an emotional connection seems to be very important in shaping our beliefs, values, and attitudes towards the environment. Furthermore, emotional involvement is the

ability to have an emotional reaction when confronted with environmental degradation. In other words, it is one’s emotional investment in the problem. (Kolmuss&Agyeman, 2002). Research has shown that women tend to react more emotionally to environmental problems (Grob, 1991; Lehmann, 1999 quoted by Kolmuss&Agyeman, 2002).

Locus of control represents an individual’s perception of whether he or she has the ability to bring about change through his or her own behavior (Newhouse, 1991 quoted by Kolmuss&Agyeman, 2002). People with a strong internal locus of control believe that their actions can bring about change. People with an external locus of control, on the other hand, feel that their actions are insignificant, and feel that change can only be brought about by powerful others. Such people are much less likely to act ecologically, since they feel that “it does not make a difference anyway”.

Communication strategies in the green marketing

In the opinion of John Grant, the author of the „Green Marketing Manifesto”, it is possible to do green marketing in many ways. In a simplified view, all the strategies can be reduced in a two-by-two grid (Figure 1).

	Passive	Active
Consumer	Green brands	All doing our bit
Citizen	Setting New Standards	Network Resources System

Fig. 3 Four ways to do green marketing (Grant, 2008)

A **green brand** is one that offers a significant eco-advantage over the incumbents and which hence appeals to those who are willing to making green a high priority. **Setting new standards** is what people often think of as sustainability marketing. Standards are (quite properly) a moving target of best practice. For instance, carbon neutral is no longer regarded as a gold standard, largely because of increasing questions over the efficiency of offsetting. The modern trend in marketing and media is from one way centralized messages and activities (the advertising campaign) to activities that are more open and conversational in involving people with the brand and

increasingly with each other. Amazon’s success is founded upon the 10 million reviews which we have left for each other, and on the trails left by other book buyers: “people who liked X, also liked Y”. When you apply this approach to green marketing the natural area to address is one of co-operating with customers to reduce the total impact. The big development of the last decades in business has been new network computing enabled efficiencies, with the internet we can find out how to share, rent, repair and re-use. A key idea in green economics is **product service systems**. The idea is to focus on a need, not its current delivery form and if

possible meet it in future with a service, displacing some of the demand for physical products. Furthermore, the more active and engaged people are, they can contribute to an authentic way of life.(Grant, 2008).

In order to build an environmental behavior, we have to be focused on the individuals as consumers and as citizens.

In this approach it is very clear what are the tasks of the companies and of the NGOs. The target is to have active consumers acting as responsible citizens. The companies have to act with their specific means to empower the consumers to be conscious

In conclusion, to form a pro-environmental behavior of the individuals, the companies efforts and the NGOs efforts have to be articulated and synergetic. Their actions have to be not isolated and parallel but conjugated and complementary.

The research: content and findings

Environmental NGOs have in their mission the objective to shape the pro-environmental behavior of the citizens

I scanned the ecological campaigns of the NGOs posted on the Internet on romanian websites in 2009-2010. My objective was to observe the nature of the communication objectives(cognitive, affective, conative) and how these objectives are transposed in communication concepts and further, in visual messages and actions. I investigated, as well, the main techniques and methods used in the ecological communication, in order to shape the pro-environmental attitude and behavior.

I identified in all campaigns an informative component: ecological lessons, informations about pollution and how can we reduce the damages of the natural environment made through the economic activities. This component specific for the educational projects targeted to the teenagers (aged 8-18) is used, as well in the actions dedicated to the adults (i.e. journalists, employees, public servants, police agents). The communication at this level is simple, aiming only to give informations, to raise the level of knowledge of the individuals concerning the environmental issues.

The next communication level, the affective level, is attained only in few campaigns. The explanations consists on the fact that almost ecological campaigns are not stopping at the level to impress the audience but aiming to change the behavior of their target group, following the sequence: learn-feel-act.

The majority of the specialists in the problems of the marketing communication agree that the success of the sender depends on the respectation of three conditions: the source have to be powerful, attractive and credible. Each attribute involves the trigger of specific mechanisms wich cause changes in attitude or behavior of the receiver.(Popescu, 2003). The internal mechanisms wich cause the change of the attitude are: internalization, identification and agreement. The agreement is the results of the authority relationship between the parties involved in the communication. The receiver agrees partly because

recognises the authority of the source and partly because he will get penalties (material or psychological). In this way, the change of the attitude is superficial. The attractivity of the source depends on the manner in wich the receiver perceives its features(physical, lifestyle). If the receiver perceives the source as familiar and similar or if he likes some of its features, then he find it attractive and the change of the attitude will be realized by the the process of the identification. The receiver will be willing to adopt the attitude, the behavior or the sources preferences. Regarding the credibility, a source perceived by the receiver as credible will cause a change of the attitude by the process of the internalization.

Taking into consideration the lines above, in my opinion, the ecological campaigns targeting young people(teenager aged 8-18) were conceived to produce results as the pro-environmental attitude or behavior. The sources of the communication have met the three conditions: powerful, attractive and credible. The source was either an environmental NGO active in Romania either a visible romanian company (i.e. PETROM). The three mechanisms (agreement, identification and internalization) were triggered among the target groups. The agreement was obtained due to the relation adult(source)-minor(receiver). In some of ecological campaigns are used VIPs to promote the environment protection(the System band encourages and teaches students to recycle the mobiles and to collect the waste of electrical equipment; music concerts for the reducing of the effects of the climate change; entrance tickets to the music concerts consisting in used PC components-mouse, keyboard, monitors; romanian VIPs are participating in the tree planting campaigns). Very sensitive to the VIPs behavior, young people can naturally adopt their manner to perceive the environment issues. In all campaigns, the sources of the messages are very credibles: teachers, experts, VIPs, their attitude being very easy internalized by the receivers.

I found that the most campaign had as objective(declared or not) to shape the behavior of the target groups in the favor of the environment protection, the pro-environment behavior. The method used to build such behavior is the learning experience. I observed the following techniques used to form the pro-environmental attitude: the march of the students members in AIESEC („Bucharest wistles foul!”-for healthier food, cleaner waters, sustainable transport, a cleaner city, fight against discrimination, more green areas); the european campaign „ We count each other!” informations about biodiversity and the risks of its diminuation; collecting wastes of the electrical equipment; the global campaign Earth Hour(do not use the electricity during 1 hour all around the world); competitions on ecological themes: photos, posters, painting, PC graphics, toys (Green Dollhouse), clothing; ecological education camps; the campaign „Business on bicycle”- initiated by Green Revolution, Raffeisen Bank and Orange for promoting the bicycle as alternative mean of transport; sports competitions promoting the forests problems and fundraising for that; the campaign „I give you the

oxygen!” to mark the trees with a white band; the campaign „The month of the Eco-shopping”, to encourage the reducing of the consumerism and the donation of the unseful objects to the social disadvantaged people; the campaign „Police Water” and contest of methods to save the water; exchange of experience between schools (national and international); ecological infoportals; testing the water quality by the students; the competition „Eco-Paparazzi –to identify through photography good or bad practices regarding the environment.

The techniques used by the romanian NGOs in order to build the pro-environmental behavior are based on offering direct learning experiences and in the same time, contributing effectively to the reduction of the environment pollution: tree plantation (the campaigns: „Millions of people, millions of trees”, „Romania grasps roots”) waste collecting, waste selection, cleaning of the rivers, renovation of the thermal water sources from the resorts(MaiMult Verde organization), mapping the waste on the national territory(the project Let’s do it, Romania!); making toys from PETs; making clothes and bags from recycled materials and organizing fashion exhibitions or parades(„The students think green!”); actions organized by young people in hypermakets to encourage the consumers to not use the plastic bags or to collect selectively the waste.

The main chanel used by the romanian NGOs to communicate in the ecological marketing are:

- TV and audio spots:Earth Hour, Save the Delta;
- posters:Green Peace, Earth Hour, „Don’t mix the thing.Collect them selectively”;
- mail: at the final of each message on the e-mail: „Please do not print only if it is very necessary”;
- internet discussion groups/ lists and forums: e.g.biodiversity conservation list;
- ecological education portals: Eco-Web.

The companies’interests to shape a pro-environmental behavior of the consumers

Among the companies observed in my study, I identified PETROM as environmental oriented company. PETROM has an environmental orientation due to the adoption of the Corporate social responsibility (CSR)as an integrant part of the strategy.One of the 5 pillars of the CSR is the Environment protection.I mention the recently PETROM programmes and campaigns: the plattform “Respect for the future”, the project “The parks of the future”, the interactive promotion campaigns “Andrei’s Country”, Andrei’s School. Furthermore, PETROM has planned for 2010 in its marketing strategy one objective belonging to ecological marketing: “High product and service quality and environmental standards”.

As a foundation of his actions for the environment protection, PETROM posed its interest to be visible for the population as environment protective and for the government as respecting the environmental standards trough the Corporate Social Responsibility platform(“Respect for the future”).

Other romanian companies are encouraging the

consumption of green, bio-, ecological, eco-, eco-friendly or organic goods or services: food, cosmetics, medicines, energy efficient equipment.The main techniques used in their promotion actions are: fairs and exhibitions, virtual magazines, spots and printed ads, information and education campaign, printed materials(flyers, posters).The companies are present as well in actions and campaigns encouraging the consumers to collect the waste, to use bags and other objects from recycled materials, to save the water and electricity, to carry out eco-friendly activities (jogging, cycling, walk).

As a general opinion concerning the efforts of the romanian companies to be visible as environment protective, they have not as direct objective to shape a pro-environmental behavior of the consumers, they are interested to be perceived as being involved in the present concerns of the population.

But a dillema is arising because the first concern of the romanians is the poverty and only on the second place is the environment, according the 2009 Green Barometer (a research carried out by Terra 3rd millenium Foundation and Alma –Ro Association).The romanian consumers are classified in eco-indifferent (8%), eco-neutral(28%), eco-supporters(53%) and eco-promoters (11%).The supporters are those who have a friendly environmental behavior and the promoters adopted explicitly the purpose to protect the environment.The small number of the eco-promoters create great challenges for NGOs and companies to act very actively in order to shape a pro-environmental behavior of the romanian individuals.

What is to do?

The romanian NGOs and companies are making ecological marketing, each in their specific sense. First, in their communicating efforts to shape a pro-environmental behavior, they have to understand the cycle of the learning experience:

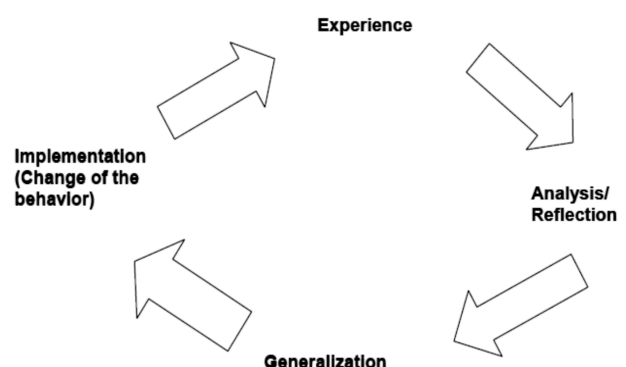


Fig. 4 The model of the learning experience(Kolb, 1984)

Second, because the aim of the green marketing is to have responsible consumers and active citizens, NGOs and companies have to cooperate, articulating their programmes, in order to build the Network Resources System suggested by John Grant(2008). That means joint actions to empower the individuals to act environmentally responsible.

CONCLUSIONS

In Romania, the communication in the ecological marketing must have as objective the formation of the pro-environmental behavior of the individuals. The main actors in the ecological marketing communications are the companies and the NGOs. These actors have different basis of their communication regarding the environment issues. The environmental NGOs have the mission to promote the environment protection. The companies are interested to create and strengthen their image through ecological actions.

The NGOs have included in their mission the objective to shape the pro-environmental behavior and they are acting in consequence, using creatively a large of tools and techniques: learning direct experiences and effective educational or information activities.

An appropriated communication policy of the environmental oriented companies can contribute to the creation of a company's identity according to the ecological principles. In the ecological marketing, communication and promotion aim to take the raising trend of the ecological conscience of the consumers and to strengthen it through adequate actions. The companies can reduce the scepticism of the public opinion concerning the pro-environmental behavior of the companies through information campaigns and programmes based on the cooperation between companies. The objectives of such actions and programmes will be the improvement of the companies image. Promotion of the eco-goods and services is regarding the improvement of the company's (goods or service) image in the sense of accepting the ecological competency of the company (good or service) by the target groups.

Further studies are necessary in order to conceive a model of the environmental behavior of the Romanians.

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