

FROM FUTURISTIC MARKETING TO THE MONITORING OF ENVIRONMENTAL COSTS

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1. INTRODUCTION

Marketing became in the last 30 years the prosperity prodigy in development of companies, which understood its meaning and purpose in identification of market.

It is evident, providing that the marketer identifies the needs of customer correctly and he creates the good products with optimum prices, distribution and effective advertisement, that it will be readily marketable goods. Of course, but today the advanced marketing should be based from pragmatic view to the given reality. When adapting to the new era of business he must not forget on environmental protection.

In the 21st century, the managers of large companies are not necessary to be explained, that thinking for future actually means the protection of environment (E). These managers start to aware the negative impacts of their companies' behaviour to the environment, whereby they start to consider the nature to be the necessary condition for their existence.

Exploitation of market occasions oriented to environment and the simultaneous paying an attention to the eventual environmental risks constitutes one of the most important challenges of the market-oriented company.

For the companies were able to pay attention to the environmental risk and challenges, they need the advanced marketing, which requires a little bit more than only production of environmental friendly products with the attractive price. They know, that the product is necessary to be made accessible to the potential customers without contamination of environment. The futuristic marketing deals with such an issue in full range using the monitoring of environmental costs. This article, which creates a part of scientific project VEGA No. 1/9099/02: “**Environmental Marketing upon Conditions of the Slovak Republic**” also deals with it.

2. FUTURISTIC PHILOSOPHY OF MARKETING BUSINESS

The merits of the futuristic philosophy of marketing business is according to our opinion the strategy of permanent maintenance with the market control, where the environmental marketing means the key for success of this strategy.

The basis for environmental marketing is the development of ecologically more safe products, recyclable and biodegradable packages and further coherent marketing activities, more effective inspection of contamination and the operations with less demands of power [3, 4].

Environmental marketing goes from the basic idea of *social marketing philosophy*, which is characterized by P. Kotler [3, 4] like *determination of needs, wishes and interest of target markets and their satisfaction in a more actively and effective way than the competition in the way, which shall maintain or increase the welfare of consumers and society.*

The futuristic philosophy of marketing business expects, in our opinion, the reaching of the balance in company profit, of the requirement for client's satisfaction, permanent maintenance and public interest in determination of the company marketing policy. At present, the permanent maintenance begins to become the integral part of realization of company decisions. When as **the permanent maintenance we understand such a development, which enables to satisfy the needs of present generations without risk for the future generations' possibilities to realize their own needs**, so we in our opinion can speak about **the enforcement of futuristic philosophy of marketing business**.

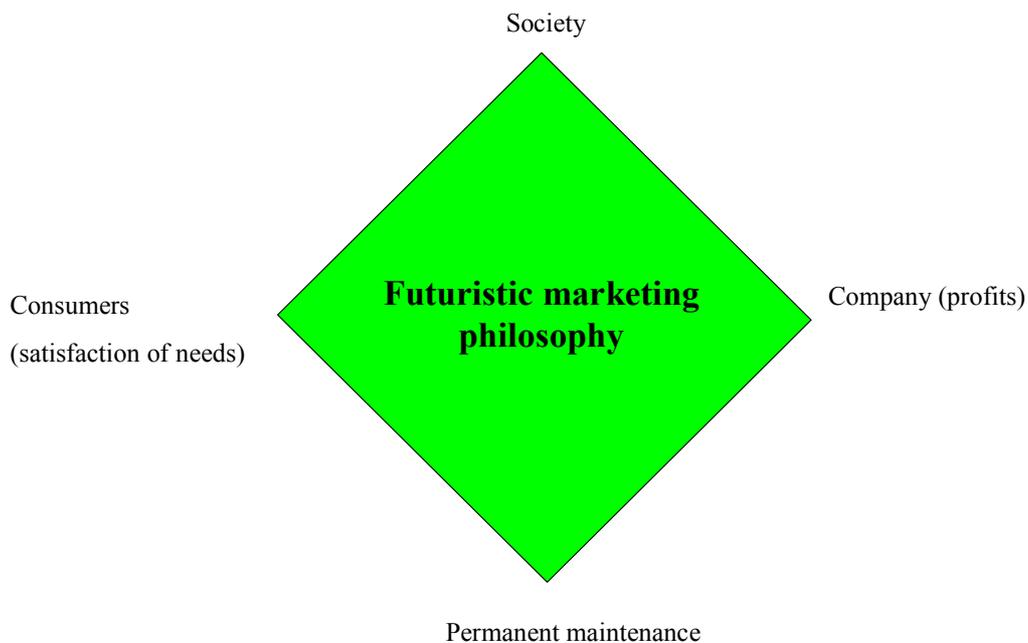


Figure No. 1: Four aspects of futuristic marketing philosophy [4]

As the environmental marketing we can understand such marketing activities, which take into account the environmental aspects and those become a part of responsible approach of a company to the entrepreneurial activity and simultaneously the opportunity for business growth. Therefore the initiatives of the company environmental marketing are obviously accompanied, if not even controlled, by the gradual change of company culture and of the company business activity's realization process, through movement from regression-oriented environmental management to the proactive oriented management and marketing planning [4].

The environmental marketing is not only result of such changes, but also a new perspective, from which the companies proceed towards everyday marketing planning and realization of business decisions. When realizing the marketing decisions, the company must appreciate the importance of long-term satisfaction of consumers' needs and wishes, which can be in contrary with the effort to reach the short-time profit [4].

Influenced by various networks and legislative regulations relating to the consideration of environmental aspects in company decision-making, some entrepreneurial subject deal in compliance with legal regulations, but they proceed regressively as to the strategic point of view. Managers, who are thinking in a long-term periods, they identify and utilize the new business opportunities connected with the environment starting with prevention of

contamination and using of more effective technologies up to the environmental education of consumers and promotion of environmental oriented products [4].

The task of environmental marketing is as follows [3, 4]:

- to create and support the sale of products, which comply with needs and wishes of consumer and at the same time they have a minimum influence to the environment,
- to draught and to created the picture of environmental responsible company.

If we have a look to the product in a more detailed way, we can find, that the environmental influences are evident in each stage from research and development up to the sale and consumption. All of these processes incident to the material flow from the nature to the nature are described in the Figure No. 2.

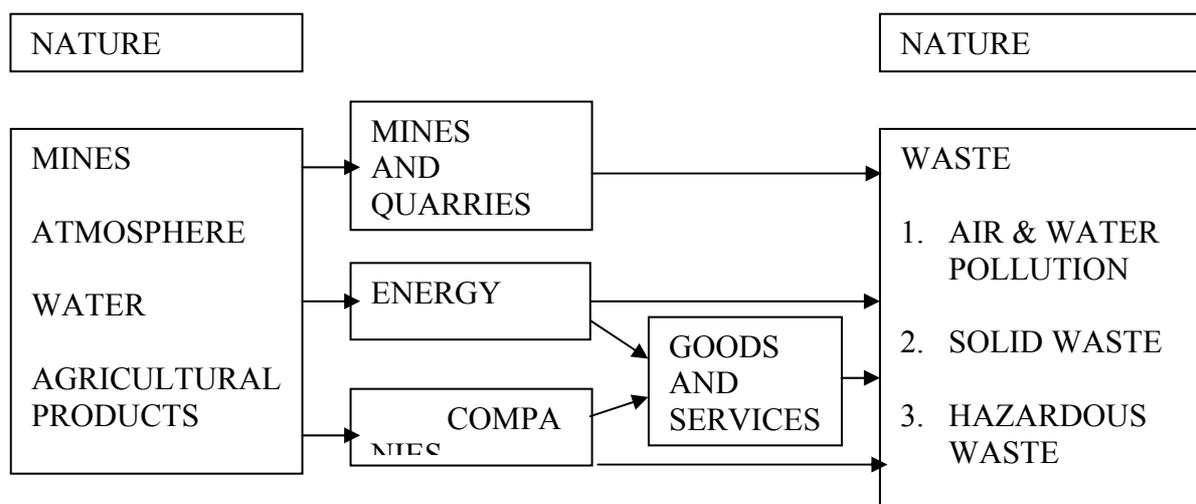


Figure No. 2: From the nature to the nature – material flow [3]

This is the universal material flow. It means, that if the company management must take into account, when creating the environmental oriented company marketing strategy, besides the quality of procedures and products, the costs and risks connected with using the sources and the production of wastes. The management must realize, that when decreasing the quantity of sources used and in management of minimization of wastes, some occasions for higher profits and higher competitiveness can be find. The right decision can recover essential secondary sources of profit.

Consideration of environmental aspects with creating the environmental marketing strategy requires the application of new procedures for the strategy implementation, the result of which is the substantial change in the way of business making. The importance of the environmental marketing for survival, success and growth of any company, which already today thinks for the future with the aim to integrate the company into the business, commerce and environment, and vice versa, to integrate the client into the company market development, is undisputed [3].

We can say, that the environmental marketing continues in environmental management of the company. To tell it otherwise, the company responsibility to the total high-quality environmental management must be followed by environmental marketing program, otherwise the environmental program shall neither be reliable nor supported. Not each procedure and product shall reflect the highest level of environmental sensitivity. But prior accepting the environmental marketing program, the company must start the procedure of environmental aspects' implementation into its management actions, whereby it is necessary to harmonize the

internal company management activities with the environmental marketing requirements of consumers.

3. MONITORING OF ENVIRONMENTAL COSTS

The futuristic marketing philosophy is closely connected also with the monitoring of environmental costs. According to the team Hyršlová, J. – Sakál, P. – Podskľan, A [2] the information about environmental costs represent the initial documentation not only for the permanent evaluation of efficiency of products, production procedures and measurements, but they are also very important for responsible planning of products and activities in compliance the Environmental Management System.

In the strategic and tactic level, the information about environmental costs are used preferably in connection with the research and development of new technologies and products and decision-making on investments. It is going about information, which are oriented for the longer period of time and which are processed mostly with alternatives [2].

4. CONCLUSION

This report deals with analysis of the nature of the futuristic marketing philosophy. The futuristic marketing philosophy has and shall have the value for industrial companies, where the management still today think fast forward and it means to be ahead the competition, to foresee and to be able to react in the right time.

References

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