

STRATEGIC APPROACHES TO THE IMPLEMENTATION OF GREEN MARKETING

Feodosie PITUȘCAN, Assoc. Prof., PhD

Trade Co-operative University of Moldova

E-mail: feodosie_pituscan@yahoo.com

ORCID: <https://orcid.org/0009-0008-4844-0263>

Sergiu MÎRZA, Assoc. Prof., PhD

Technical University of Moldova

E-mail: sergiu.mirza@tem.utm.md

ORCID: <https://orcid.org/0000-0003-4180-733X>

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Abstract

In response to increased pollution, the intensification of climate change and the excessive use of harmful chemicals in industrial processes, a new orientation has emerged among consumers – the growing interest in environmentally friendly and safe products. This change in attitude has led to the reconceptualization of ecological marketing, which is no longer perceived only as a commercial strategy, but as an essential strategic tool in the transition to a green economy, based on sustainability, efficiency and environmental responsibility.

Research in the field of ecological marketing began in the second half of the 20th century, but nevertheless the current ecological crisis calls for complex, intersectoral and integrated approaches. In this context, ecological marketing takes on a new dimension, namely becoming the promoter of conscious consumption, focused on environmental protection and consumer safety.

This paper analyzes the strategic role of ecological marketing by examining the relationship between production, consumption and pollution, emphasizing the identification of theoretical and applied premises for its integration into economic development strategies. Both the contributions of the specialized literature and empirical data are analyzed, which highlight an increase in consumer interest in ecological alternatives, as well as the expectation of a more active involvement of companies in reducing the ecological impact.

By analyzing current trends, consumer behavior and technological advances in the ecological field, new opportunities for strategic repositioning are outlined for companies that adopt sustainable practices. In this way, ecological marketing asserts itself as an essential channel of connection between the growing demand for sustainability and the responsible offer from the business environment.

Keywords: ecological marketing, environment, social responsibility strategies, environmental responsibility strategies, green economy, development opportunities

1. Introduction

In recent years, we are witnessing an accelerated expansion of information and communication technologies, deepening market relations and extending the application of large-scale marketing principles. These processes contribute significantly to the dynamization of the economy as a whole. However, economic activities - including marketing - are often carried out without taking into account the negative impact on the environment. The

influences exerted on ecosystems and quality of life are not sufficiently analyzed, especially from the perspective of environmentally - term ecological effects.

The purpose of the research is to identify and analyze the problems associated with the development of the sustainable economy, in the context of promoting an economic model based on sustainability and environmental protection. In this framework, the marketing activity must be reoriented in such a way as to support rational consumption strategies, contribute to reducing pollution and limiting the degradation of the environment and natural resources.

The issue of sustainable development of the economy is among the major priorities of the Government of the Republic of Moldova. In this context, in the field of environmental protection, the national authorities elaborate and implement a complex set of public policies oriented towards reducing pollution with various types of waste, strengthening the sustainable management of natural resources - especially of the forest sector - as well as promoting the concept of "green economy" and transition to a circular economic model.

Currently, several essential normative acts are being implemented, including:

- National Strategy for Radioactive Waste Management for the years 2017-2026, approved by Law no. 68/2017;
- The program for the promotion of the green and circular economy for the period 2024-2028, approved by the Government Decision no. 495/2024;
- Sustainable management program of chemicals for the years 2023-2030, approved by the Government Decision no. 816/2023;
- Waste management strategy in the Republic of Moldova for 2013-2027, approved by the Government Decision no. 248/2013;
- The National Program for Waste Management for the period 2023–2027, approved by the Government Decision no. 973/2023.

In addition, the Government also promotes other strategic documents meant to ensure the harmonization of national legislation with European environmental and sustainable development directives. These policies aim to prevent waste generation, as well as reuse, recycling and capitalizing on, in order to reduce the negative impact on the health of the population and to the natural ecosystems. Overall, these initiatives reflect the authorities' commitment to the 2030 agenda for sustainable development and international climatic objectives [1].

The research demonstrates that consumers of organic products are interested in the impact that the consumption of products on the environment, but also on their health, at the same time and attention to the need for state policies to develop a sustainable economy. It has also been found that consumers are willing to make conscious choice and consume organic products to reduce the level of pollution of the recycling and processing environment, etc.

As a result of the study it was found that ecological marketing influences the increase in ecological products, but also on the development of sustainable economy, and companies that implement ecological technologies must be supported and encouraged at the state level to increase the production of ecological consumer goods.

2. The degree of investigation of the problem at present, the purpose of the research

In the current context, all economic activities-including those based on the principles of social responsibility-continue to generate, to a certain extent, negative effects on the environment. This reality exerts increasing pressure on organizations of all types, causing them to improve their ecological performance and to adopt sustainable practices in all spheres of activity [2].

In this framework, a relatively recent concept, known as synonymous names, ecomarketing, ecological marketing, green marketing or sustainable marketing, has appeared in the sphere of marketing. All these terms are used in the specialized literature to designate the same field, although linguistic preferences may vary depending on the author, geographical context or era.

The term „Ecological Marketing” or „Ökologisches Marketing” was first introduced in 1976 by K.E. Henion and T.C. Kinnear, respectively in 1978 by B. Tietz. These authors have emphasized the negative impact of economic activities on the environment, with emphasis on local environmental problems generated by the business activity, seen as the main source of these difficulties [3].

In the 1990s of the 20th century, ecological marketing became an increasingly present theme in academic debates, being formulated more clearly defined concepts. Thus, the term "green marketing" (Green Marketing, Environmental Marketing) is promoted by A. Prothero (1990), as well as K. Peattie and M. Charter (1992). Subsequently, G.A. Schreiber and D. Fuller introduce the term "eco-marketing" (1994), and the notion of "sustainable marketing" is formulated by J.N. Sheth and A. Parvatiyar (1995), respectively D. Fuller (1999) [2, 4, 5].

M. Baker contributes to the deepening of the concept by highlighting the complex dimension of marketing, located at the intersection between social, economic, technological, legal and those related to the degradation of natural ecosystems, in the context of aspiration towards a sustainable development [6].

Therefore, in the 1990s, the researchers began to approach in a differentiated and critical way the relationship between marketing and environmental problems, proposing models of integration of ecological concerns in market strategies.

In the Romanian and Moldovan space, researchers, economists and practitioners in the field of marketing mainly use the term "ecological marketing", and more recently, and "sustainable marketing". This fact highlights the need to continue and deepen research in the field, in order to clarify the conceptual content, but also to the role of marketing in facilitating the transition to a sustainable economy, both locally and internationally.

3. Methods and materials applied

The authors used the method of analyzing the scientific literature to examine and conceptually fund the ecological marketing term, capitalizing on the theoretical contributions of different authors in this field. Synthesis of sources - including scientific articles, specialized studies and analytical reports elaborated by consulting companies that carry out research in the field - allowed the application of a critical analysis between the central themes: marketing,

environmental protection, ecology, quality of products, sustainability, durability, risk and performance.

The analysis has focused on the role of marketing policies in promoting the rational use of resources, in stimulating recycling processes and reducing the negative impact on the environment. The data collected by an online survey, conducted with the help of the Google Forms platform, were processed and synthesized to capture the current trends and the evolution of consumers' perception of the Republic of Moldova on ecological marketing.

Through this approach, the research aims to provide a detailed and argued analysis, meant to support the elaboration of efficient strategies for orientation to a sustainable economy, reducing the negative impact of pollution and contributing to the improvement of the general ecological state.

4. Results obtained and discussions

In the current context, marked by the accentuation of ecological problems, it is essential that all enterprises assume the responsibility to optimize the marketing policy in correlation with the requirements of the environmental protection. This approach must aim to obtain positive effects as a whole, without compromising economic efficiency. From this perspective, a careful analysis of the opinions expressed by researchers and specialists in marketing becomes necessary on how marketing can contribute to the development of a sustainable economy.

According to M. Polonsky and Mintu-Wimsatt Alma, sustainable marketing represents the whole of "ways and means used by entrepreneurs to harmonize economic and ecological factors, by reinventing products and systems for obtaining them" [7]. This definition emphasizes the idea that efficient and sustainable economic development can only be achieved by integrating ecological considerations: reducing pollution, rational use of natural resources, increasing the recycling and reuse, but also by implementing information actions that increase the consumers awareness regarding the aggravation of the environment at the local level.

In the vision of V. Balaure, ecological marketing is subsumed to social marketing, being considered a branch that aims to create safer products, promote recyclable and biodegradable packaging, and combating environmental degradation [8].

In the era of globalization, ecological marketing can no longer be treated as a local or regional problem, but is a planetary major concern. In this regard, Paul Hawken, in his work "The Ecology of Commerce", draws attention to the major role of corporations, which must answer a fundamental question: how can the production and consumption processes be managed so as to respond to human needs without causing the degradation of the environment? For this he proposes to approach three essential directions:

- What resources are needed? - regarding the raw materials and energy sources extracted from the environment;
- What is produced? - regarding the goods and services offered;
- What is wasted? -targeting the eco-costs, that is, all the ecological and social losses caused by waste, pollution and destruction of ecosystems [9].

K. Peattie defines ecological marketing as a "managerial process responsible for identifying, anticipating and satisfying consumers and society requirements in a profitable and sustainable way" [4]. In addition, D. Fuller argues that sustainable marketing involves planning, implementing and controlling the product development activities, establishing prices, promoting and distributing them simultaneously: meeting the needs of consumers, achieving the organization's objectives and compatibility with the balanced functioning of ecosystems [2].

Therefore, ecological marketing is not only a theoretical tendency, but a practical necessity for the sustainable future of the global economy, being a key to balancing economic, social and ecological interests.

The process of making or cultivating different products involves the use of natural resources, extracted directly from the environment. This process inevitably generates a consumption of resources and a significant amount of waste, both in the production and consumption phase, negatively influencing the quality of the environment. In time, these effects are materialized in the degradation of ecosystems, losing biodiversity and affecting the health of the population. This ecological crisis can only be attenuated by reinventing the production systems and reconfiguring the marketing strategies, so that it is compatible with the principles of sustainability and environmental protection.

In this context, the program of promoting the green and circular economy for the years 2024-2028, approved in the Republic of Moldova [3], along with other public policy documents in the field of environmental protection, proposes concrete measures to encourage investments in the green economy, stimulate innovation and ecological start-ups, as well as optimizing resource consumption. The program aims to reduce the negative impact on the environment, increase employment opportunities in green sectors and promote a sustainable lifestyle. The proposed measures also include encouraging the adoption of ecological practices by companies, promoting renewable energy sources, applying the principles of circular economy by recycling and capitalizing on waste, but also transposing the principles of European green pact into national environmental policies [10].

Given these orientations, ecological marketing must be promoted and applied both at the microeconomic level - within the companies - as well as at the macroeconomic level, through coherent public policies. In the European Union, a number of compulsory regulations are already implemented for all Member States, aimed at reducing pollution and transition to a sustainable economy. These are complemented by national policies and instruments that support environmental protection and the active involvement of the economic agents in this approach.

According to the principles of ecological marketing, its fundamental objective is double: on the one hand, satisfying the needs of consumers and achieving organizational objectives, and on the other hand, ensuring a clean, healthy and viable environment for current and future generations. Ecological marketing contributes to sustainable development by promoting responsible consumption, reducing pollution, conservation of natural resources and improving the quality of life.

From this perspective, ecological marketing can be considered an advanced form of societal marketing, reflecting the increasing concern of society towards the global ecological crisis. It

is often called the "marketing of the future", due to its vision oriented towards the common good and responsibility towards the environment.

According to the explanatory dictionary of marketing [11], the principles that define ecological marketing include:

1. Ensuring sustainable satisfaction for consumers, which continuously contribute to improving the quality of life;
2. The constant offering of high-performance ecological products and services, both from the perspective of environmental and public health protection, as well as the immediate economic benefits;
3. Orientation of consumption towards products that protect the interests of the current generation without compromising the chances of future generations.

In this sense, the production activity must be compatible with the operation of ecosystems, and marketing decisions must integrate clear ecological objectives: pollution prevention, waste recycling, rational use of natural resources and reducing negative impact on the environment.

Based on these considerations, it is necessary to redefine and reconceptualize the marketing policies through the prism of ecology, in order to effectively contribute to the development of a sustainable economy.

In order to understand the perception of consumers towards these issues, a survey was conducted among the population of the Republic of Moldova, in order to evaluate the public opinion on environmental aspects, waste management, recycling and responsible use of natural resources. The research was carried out between July - November 2024, on a sample of 171 respondents. The results of this study offer a solid basis for the formulation of policies and strategies oriented towards the integration of ecological marketing in decision - making and educational processes, both in the business environment and at the institutional level.

The analysis of the data collected in the survey reveals the participation of a diverse sample from the point of view of the level of education of the respondents (see Figure 1). Most participants have higher education - 62.2%, being followed by those with high school - 23.8% and postgraduate studies - 11%. The rest of the respondents are people with gymnasium studies or without a formal level of complete training. This structure of the sample suggests that a significant segment of the population with advanced education is actively involved in issues of public interest, such as environmental protection. Thus, the level of education is outlined as an important determinant of the degree of awareness and civic involvement in the Moldovan society.

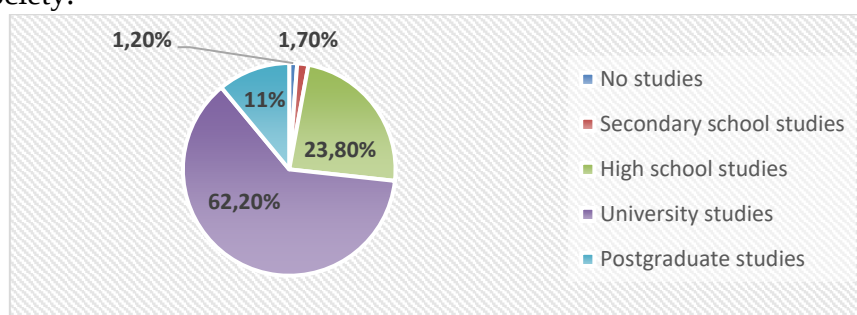


Figure 1. Structure of respondents according to the level of education

Source: Developed by authors based on the survey conducted

Research results also indicate a high sensitivity of respondents to environmental problems. Thus, 39.2% of participants say they feel affected to a very important extent, and 50.3%-to an important extent, which represents a cumulative total of 89.5% of respondents that perceive environmental degradation as a serious and relevant problem (see Figure 2).

These results confirm a generalized concern for the state of the environment and argue that the development of efficient public policies in the field of environmental protection can benefit from the support of a significant part of the population, especially the educated and informed one. At the same time, they emphasize the need to integrate educational and ecological communication components into marketing and environmental policies, to increase the level of citizens involvement and to adopt sustainable broadcasts.

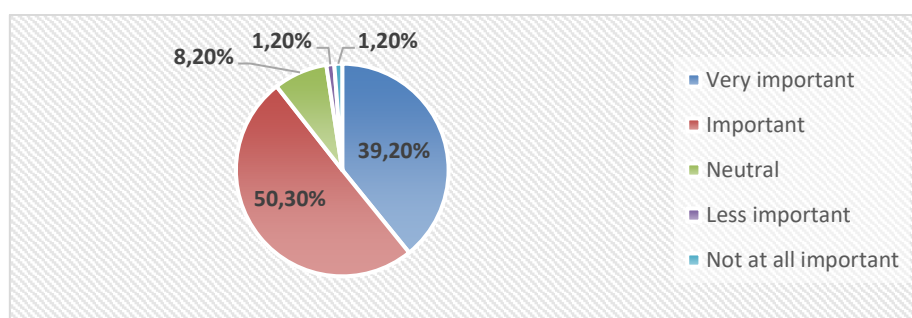


Figure 2. Structure of respondents according to their attitude towards the environment

Source: Developed by authors based on the survey conducted

The analysis of the answers obtained highlights that most respondents perceive environmental problems as very important or important, which underlines a high level of ecological awareness among the investigated population. This finding reflects an authentic concern for the state of the environment and reveals that the theme of environmental protection occupies a significant place in the hierarchy of the personal values of the respondents.

Another aspect analyzed in the study was the level of information of the respondents regarding the state of the environment and the principles of sustainable development (see Figure 3). The results show that 46.8% of the respondents are considered well informed, 36.8% have declared a moderate level of information, and 9.4% are self-evaluated as very well informed. Therefore, over 90% of participants say that they have a certain degree of knowledge on ecological issues, which confirms a high level of awareness and interest in environmental subjects.

The predominant category, that of the respondents who declare themselves "informed" (46.8%), highlights a solid basis for the development of educational and ecological communication campaigns, as there is already a significant opening from the public. This trend can contribute to strengthening a responsible behavior towards the environment and to the support of public policies oriented towards the ecological transition.

Thus, the results obtained confirm that the questioned public not only recognizes the importance of environmental protection, but is also informed to participate in the promotion of a sustainable lifestyle. These data are a valuable basis for the elaboration and implementation of ecological marketing strategies, which will meet both the requirements of consumers and general environmental protection and sustainability.

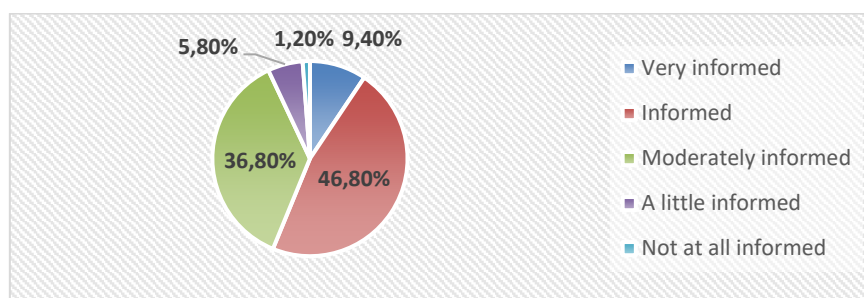


Figure 3. Structure of respondents according to the level of their information on environmental problems

Following the research, it was found that the respondents form their perceptions and knowledge regarding environmental problems through a variety of information sources (see Figure 4). The Internet represents the main source of information, used by 91.2% of the participants, followed closely by social networks, with a significant percentage of 80.7%. These figures highlight the essential role of digital platforms in disseminating ecological information and outlines a clear tendency to digitize the information process among the population.

At the same time, television continues to play an important role, being mentioned by 43.3% of respondents as an information source on environmental issues. This fact shows that the audiovisual average remains relevant, especially for certain public segments.

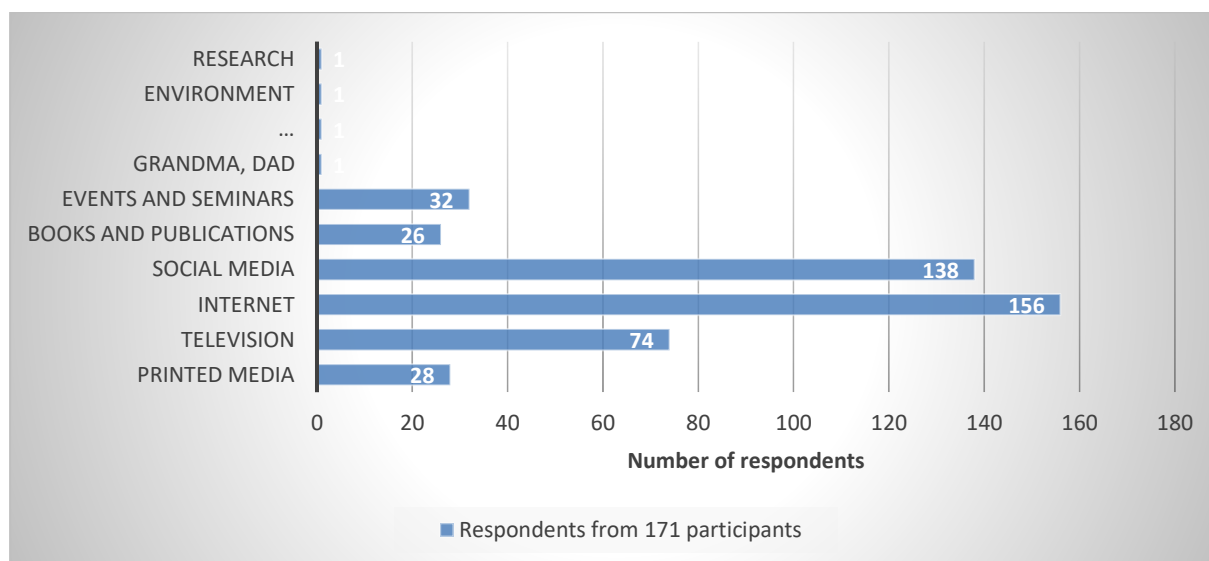


Figure 4. The number of respondents according to information sources about environmental issues

Source: Developed by authors based on the survey conducted

On the other hand, traditional sources of information-such as the written press, magazines or specialized publications-are used to a significantly lesser extent, which can signal a change in consumers' informational behavior, in favor of faster and interactive channels.

Direct participation in events, seminars or activities of ecological information is low, an aspect that suggests an important opportunity for development: stimulating the active involvement of citizens by organizing workshops, awareness campaigns, educational

programs or community initiatives. These types of interaction can strengthen the theoretical knowledge with practical experiences and can contribute to the formation of responsible ecological behavior.

In this order of ideas, the results highlight not only the preferred information channels of the respondents, but also the directions in which it is necessary to intensify the efforts of ecological communication, especially by capitalizing on the online environment and expanding direct educational activities in the community.

Figure 5 illustrates the respondents' responses regarding the degree of awareness of the ecological impact of shopping in the decision-making process. Analyzing the data, it is found that over 79.5% of the respondents take into account the ecological aspects "often" or "sometimes" when they make consumer choices, while only 9.9% show constant and firmly oriented behavior.

These results indicate that, although there is an opening to the idea of responsible consumption, the vast majority of respondents do not consistently integrate the ecological criteria into their purchase behavior. Thus, a gap between the favorable attitude towards the protection of the environment and the actual consumption behavior is outlined, which suggests a moderate ecological concern, in an early stage of training.

This inconsistency highlights the need to intensify the efforts of ecological education and consumer information. It is essential that they understand the direct connection between the individual consumption choices and the effects on the environment - from the pollution caused by production and packaging, to the management of waste and the conservation of natural resources.

In order to transform positive attitudes into sustainable behaviors, it is necessary to develop efficient, accessible and sustained communication campaigns, which promote the real benefits of environmental products - both from the environment and personal health or long-term economic efficiency.

Thus, the results presented in Figure 5 confirm that ecological marketing plays a fundamental role in the formation of responsible consumption behavior, and the educational intervention must become a strategic priority for the actors in the public, private and academic sector, if it is desired to accelerate the transition to a model of sustainable consumption.

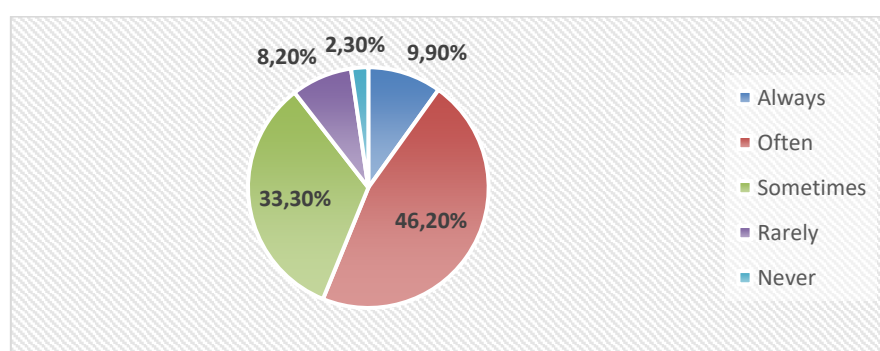


Figure 5. Structure of respondents aware of the effect of purchasing decisions on the environment

Source: Developed by authors based on the survey conducted

Another problem investigated in the study is referred to the ecological products purchased in the last period of time.

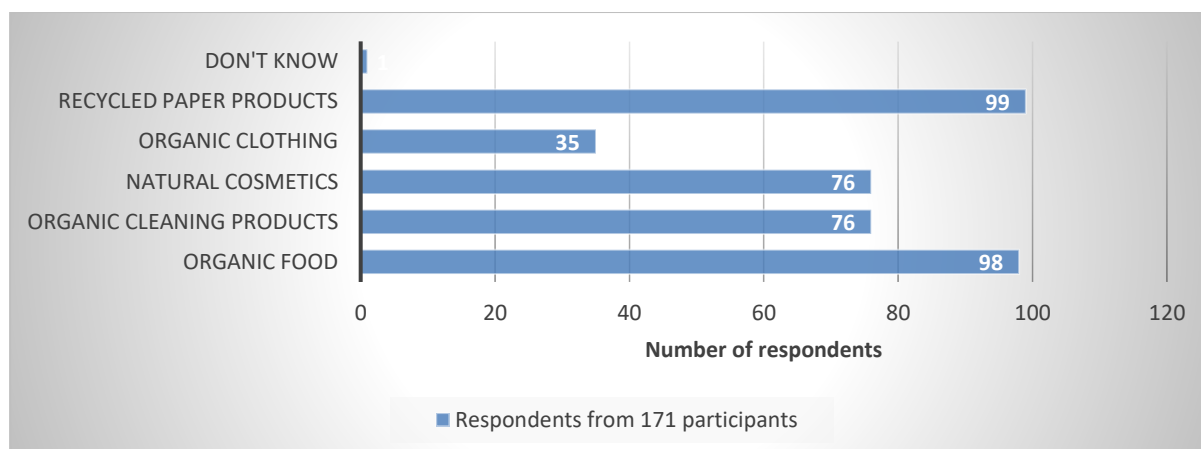


Figure 6. The number of respondents according to the type of ecological products purchased

Source: Developed by authors based on the survey conducted

The analysis of the data presented in Figure 6 highlights some clear trends regarding the consumption behavior of the respondents in relation to the ecological products:

- Organic foods are in the first place in the respondents' preferences, being purchased by 57.3% of them. This option reflects an increased concern for personal health and food quality, but also an awareness of the impact that the conventional agricultural production methods have on the environment;
- Recycled paper products are purchased by 57.9% of respondents, an almost identical percentage of organic foods. This fact suggests an increasing awareness of the importance of recycling and using sustainable materials, indicating a responsible attitude regarding the reduction of waste and conservation of forest resources;
- Ecological cleaning products and natural cosmetics are preferred by 44.4% of respondents, which reflect increased attention to the impact of chemicals on environment and human health. The choice of these products is in accordance with an ecological lifestyle, in which the safety of the user is correlated with the protection of ecosystems;
- Ecological clothing is mentioned by only 20.5% of respondents, representing the lowest popularity category. This trend can be explained by the relatively low degree of information on the impact of the environmental textile industry, higher prices, or reduced availability of organic products in this market segment. Also, the concept of "sustainable fashion" is still in an emerging phase in the consciousness of the domestic consumer;
- Only 0.6% of the respondents selected the "I do not know" option, which indicates a high degree of consciousness awareness about the existence and importance of environmentally friendly products.

Thus, the data reveal a positive and growing tendency among consumers regarding the adoption of environmental products, with emphasis on organic food and recycled paper. At the same time, there is a significant interest for ecological hygiene products, which highlights

a gradual extension of preferences to other sustainable categories. However, the ecological clothing field remains underdeveloped, which offers opportunities to expand the offer and intensify the campaigns to educate consumers in this regard.

These trends confirm the importance of integrating ecological marketing into the strategy of positioning the products, but also the need to develop commercial and educational policies that will encourage the large -scale adoption of sustainable consumption.

In the research process, the respondents highlighted the main reasons that cause them to opt for the purchase of ecological products. As can be seen from Figure 7, these motivations are diverse, but a top of the determining factors are clearly outlined:

1. Personal and family health represent the strongest reason invoked, being mentioned by 82.5% of respondents. This high weight reflects the prioritization of health in the consumption decisions and the perception of consumers that ecological products are safer, more natural and less harmful to the body, for both them and loved ones;
2. In the second place is the protection of the environment, with a percentage of 70.8%, which denotes an increasing sensitivity to the negative impact of consumption on nature and the wish of the respondents to contribute, through responsible choices, to the conservation of resources and the reduction of pollution;
3. The quality of the ecological products is the third major factor invoked, being mentioned by 59.1% of the participants. This option highlights the positive perception of ecological products, considered more pure, more durable and valuable compared to conventional alternatives.

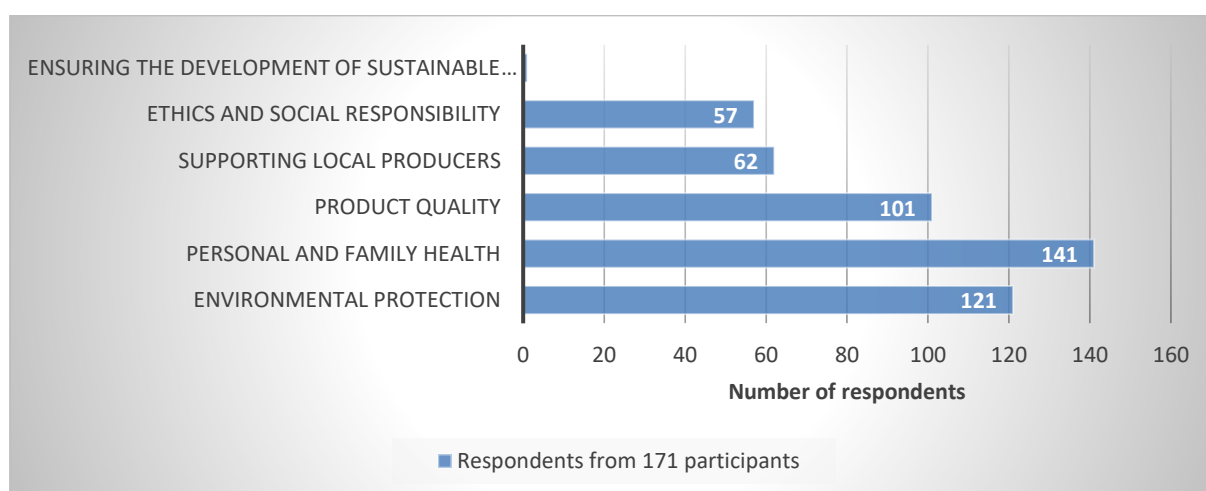


Figure 7. Structure of respondents according to the reasons for choosing ecological products

Source: Developed by authors based on the survey conducted

In addition to these three dominant reasons, other reasons have been mentioned, which, although they record smaller weights, contribute to the profiling of an informed consumer and with consolidated values:

- Supporting local producers - 36.3%, which indicates an interest in the local economy and the development of regional communities;
- Ethics and social responsibility - 33.3%, reflecting the concern for correct, equitable and durable practices in the supply chain;

- Supporting sustainable agriculture - 0.6%, although with a reduced weight, this response suggests an emerging understanding of the importance of an agricultural system responsible for the environment and society.

In this way, the main motivations for the purchase of ecological products are concentrated around the concern for health, environmental protection and quality of products, confirming the tendency to orient consumers towards a more sustainable and conscious lifestyle. Secondary reasons, such as supporting local producers and the ethical dimension of consumption, although less frequent, add value depth to purchase behavior, offering a solid foundation for developing ecological marketing strategies based on values and social responsibility.

The analysis of the data presented in Figure 8, which reflects the factors that discourage the purchase of ecological products, highlights a number of barriers perceived by consumers in adopting a sustainable consumption behavior. These obstacles are essential for understanding the current limitations of the ecological products market and for formulating adequate intervention policies and strategies:

1. The high price represents the main barrier, being mentioned by 77.2% of the respondents. This result emphasizes that the price difference between organic and conventional products remains a major discouraging factor, especially under the conditions of a relatively low level of available revenues. The perception of higher costs causes consumers to often opt for more accessible alternatives, even if they are aware of the ecological benefits;
2. The reduced availability of ecological products is the second factor in importance, being indicated by 51.5% of the respondents. This suggests that limited access to organic products, either in traditional trade or online, negatively influences the purchase behavior, especially in areas where these products are not sufficiently promoted or distributed;
3. Not distrust in ecological certifications is another important obstacle, reported by 38.6% of participants. This aspect reflects a lack of transparency or knowledge about ecological standards and labels, which generates skepticism and restraint from consumers. Part of the public believes that ecological labels do not offer real guarantees or are used abusively for commercial purposes;
4. The lack of information, mentioned by about 32% of the respondents, indicates that many consumers do not have sufficient knowledge about the benefits, certifications, the way of production and the positive impact of the ecological products. This informational deficiency limits consumers' ability to make conscious and motivated choices;
5. Personal preferences, invoked by about 21% of respondents, show that for a consumer segment, the choice of ecological products is influenced by subjective factors, such as taste, habit, design or attachment to certain brands, rather than environmental considerations.

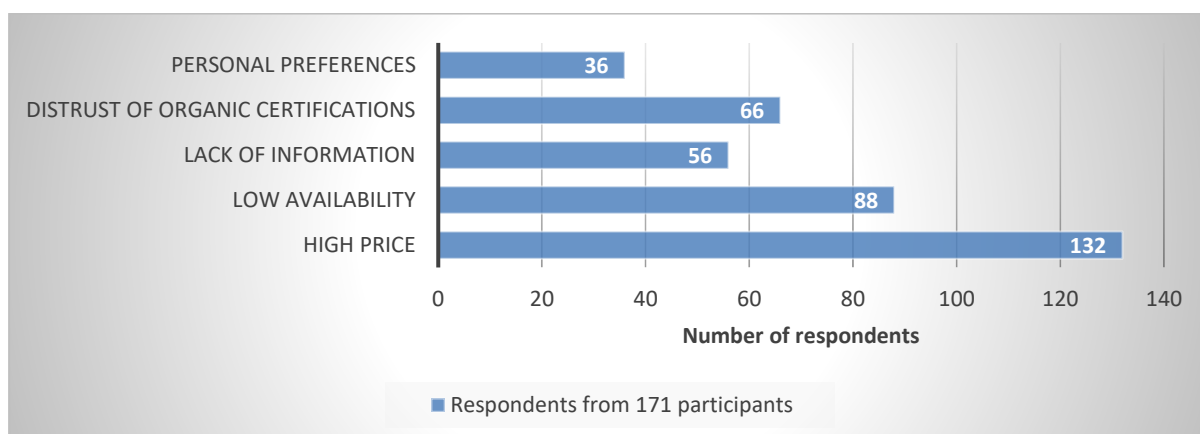


Figure 8. The number of respondents according to the factors that discourage the purchase of ecological products

Source: Developed by authors based on the survey conducted

Thus, the main factors that break the purchase of environmentally friendly products are: high price, low accessibility, distrust of certifications, lack of information and, to a lesser extent, personal preferences. These findings highlight the need for strategic interventions from economic actors and public authorities, which include reducing price differences through subsidies or tax facilities, extending the distribution network, strengthening certification systems, consumer information and educating campaigns, to stimulate the transition to a sustainable and responsible consumption model.

The data presented in Figure 9 reveal significant tendencies regarding the future intentions of consumers in terms of purchasing organic products. According to the answers obtained, 75.4% of the respondents declare that they intend to buy more organic products in the future, which reflects an increasing openness to a sustainable lifestyle and an increase of ecological responsibility among consumers.

Also, 22.2% of the participants replied that I do not know if they will buy more organic products, which indicates the existence of a category of hesitant consumers, who, although they do not reject the idea, need more information, clarity on the real benefits and increased accessibility to form a firm behavior in this direction.

The percentage of those who have responded negatively (who do not intend to increase the purchase of ecological products) is insignificant, which strengthens the general positive tendency.

In this case, the results obtained suggest that most consumers show a favorable attitude towards the extension of the consumption of organic products in the future, which offers promising prospects for the development of the green products market. This orientation could be used by marketing strategies focused on consumer education and loyalty, increasing the visibility and availability of ecological products, as well as promoting their competitive advantages, both in terms of health and positive impact on the environment.

In order to strengthen this purchase intention, it is necessary for the economic actors and public institutions to collaborate in order to develop measures to support access to organic products, thus contributing to the transition to a sustainable and responsible consumption.

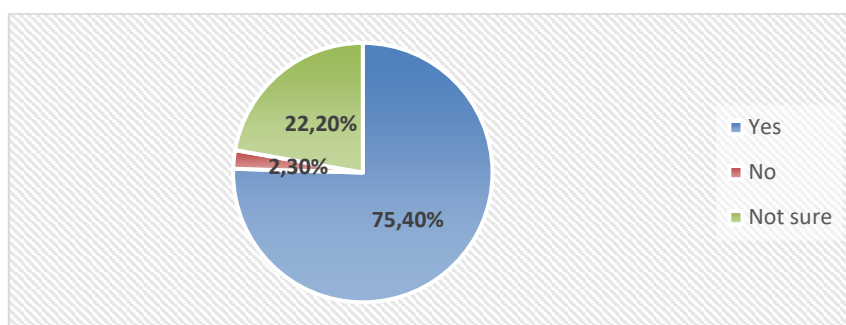


Figure 9. Structure of respondents on the intentions of buying ecological products

Source: Developed by authors based on the survey conducted

Therefore, the study highlights that the problem of ecological marketing and the promotion of the consumption of organic products in the Republic of Moldova is a current and of strategic importance for the transition to a sustainable economy. In order to capitalize on the potential of this sector and encourage responsible behavior among consumers, it is necessary to adopt a coherent set of public policies and initiatives from the authorities, the business environment and civil society, oriented towards information, education and structural adjustment.

Among the priority measures that are required, the following can be highlighted:

1. stimulation of production and extending the offer of organic products. It is necessary to encourage entrepreneurs to cultivate, process and market ECO and BIO products, obtained by sustainable and environmentally friendly methods. Over half of the respondents indicated the reduced availability of ecological products as a major obstacle, which reflects the need to expand the range and selling points;
2. The development of public policies to support investments in green infrastructure, especially in the field of waste collection, recycling and capitalization. These measures can contribute to reducing pollution and encouraging circular economy practices, essential for environmental protection;
3. Implementation of extensive ecological information and education campaigns, through which to increase awareness regarding the benefits of ecological products, the need to reduce waste, the importance of recycling and adopt a sustainable lifestyle. Ecological education must become an integrated component in school programs, media and online platforms;
4. The adoption of policies of financial and fiscal support, which will allow the reduction of the prices of ecological products. The high price is perceived by 77.2% of respondents as the main barrier to ecological consumption, which justifies the need to grant subsidies, VAT reductions or facilities for manufacturers and merchants of green products;
5. Increased transparency regarding the certifications and benefits of ecological products. Many respondents have indicated distrust of ecological labels or lack of clear information as important obstacles. It is vital that the certification authorities and organizations will ensure a clear, verifiable and communicated framework, to strengthen the confidence of consumers;
6. Improving the quality of ecological products is another important aspect reported by the respondents. Even if the general perception is favorable, there are expectations for increasing the performance, durability and attractiveness of these products, which involves investments in research, innovation and product development.

Overall, the promotion of ecological marketing in the Republic of Moldova must be addressed as a national priority, through multisective policies, public-private collaboration and the active involvement of consumers. Only through a coordinated effort can a functional market for organic products, capable of contributing to the health of the population, environmental protection and sustainable economic development can be built.

Based on those presented above, a set of essential strategies is outlined to stimulate the production and consumption of organic products, which not only contribute to the protection of the population's health, but also to reducing the level of pollution of the environment. These strategies concern a systemic, integrated approach, which involves public, private actors and civil society:

1. The strategy of informing and promoting the benefits of ecological consumption. This strategy involves conducting extended awareness campaigns regarding the advantages of ecological products - from food safety and health protection, to reducing the ecological fingerprint.
Information campaigns must be multichannel (TV, social media, digital platforms, educational events) and include concrete examples of benefits, comparison of ecological products, involvement and specialists in health and environment, development of relational marketing and programs for the loyalty of ecological consumers. Partnerships between companies, consumers and NGOs can contribute to strengthening confidence and developing active communities around the idea of responsible consumption. In this sense, ecological marketing becomes an instrument for establishing sustainable relations with the target audience, promoting green products such as: organic foods, means of transport with low emissions, renewable energy, recyclable packaging, etc.
2. Strategy for updating and strengthening environmental policies. It is necessary to revise and update the legislative framework regarding the use of chemicals in agriculture and industry, regulations on waste, recycling and circular economy, imposing stricter ecological standards in the process of production and processing of goods. These regulations must be accompanied by clear control mechanisms and sanctions, but also in stimuli for compliance, to support the transition to sustainable practices.
3. The strategy of support and encourage the ecological entrepreneurship. In order to expand the offer of organic products, it is necessary to actively support entrepreneurs through fiscal facilities for ecologically certified producers, preferential access to public and European funds, simplify the procedures for obtaining ecological certifications, promoting domestic ecological products on the domestic and international market. combating Greenwashing.
4. Infrastructure development strategy for ecological packaging and waste management. This strategy involves the development of an industry of ecological packaging - biodegradable, recyclable, reusable; Creating and expanding the network of selective collection points, both in the urban and rural areas; Investments in green technologies for sorting, recycling and processing waste; Implementation of a complex system of separate collection and waste recovery, accompanied by educational campaigns on correct recycling. This will contribute to reducing the volume of dangerous waste and optimizing the use of natural resources.

5. Ecological education strategy. This strategy aims to form an ecological behavior responsible, by introducing ecological education in the school curriculum. Organization of extracurricular activities (workshops, competitions, thematic projects), training of ecological values and attitudes from childhood, adult campaigns in the professional and community environment, focused on the individual and collective benefits of environmental protection. Education can stimulate empathy towards nature, civic spirit and intergenerational responsibility.

So, in order to encourage the consumption and production of organic products in the Republic of Moldova, a coherent national strategy is required, with integrated measures in the economic, educational, fiscal and environmental fields. Only through a collective and coordinated effort between the state, the business environment and consumers, can the real transition to a green, sustainable and competitive economy, for the benefit of the whole society, be achieved.

Opportunities for entrepreneurs involved in the production and marketing of organic products, as well as for consumers concerned with health and environmental protection, are increasingly obvious and can contribute to the development of a sustainable economy in the Republic of Moldova. Among the most important strategic directions and advantages identified are:

1. Identifying and capitalizing on market niches. Entrepreneurs can find segments of consumers interested in organic products, both food and non -food (natural cosmetics, eco cleaning products, biodegradable packaging, etc.). These niches are generally made up of educated consumers, aware of the impact of their choices and willing to pay more for sustainable products. The coherent satisfaction of these needs can lead to customer loyalty and creating a sustainable competitive advantage.
2. Ecological education of consumers as a demand engine. Socially, educating the public in terms of the risks associated with conventional products and the advantages of ecological consumption contribute not only to increasing demand, but also to decreasing pollution and protecting public health. This awareness process is essential for the formation of responsible and sustainable consumption behavior.
3. Differentiation by ecology as a competitive advantage. The producers who choose to specialize in organic products can obtain a distinctive positioning on the market, which allows them to differentiate themselves from competitors who do not meet environmental standards. This differentiation becomes a strategic asset, and in the long term, the whole society benefits from the reduction of pollution, the increase of transparency and the high-quality standards.
4. Reducing the impact on the environment and improving the quality of life. The production and consumption of organic products involves fewer chemical additives, reduced carbon emissions, rational use of resources and a higher degree of recycling, which directly contributes to improving the quality of life and protecting natural ecosystems.
5. Legislative support and increasing national initiatives. In the Republic of Moldova, the legislative framework and public policies are increasingly supporting the transition to a green economy. Thus, the Law on the prohibition and regulation of trans fats in food, strict regulations regarding plastics packaging, the implementation of separate

waste collection programs, initiatives of the big commercial networks (eg Kaufland), which support the collection and recycling of packaging, developing and sorting infrastructure, including a collection, and for collection, Building a waste incineration plant in Chisinau.

These measures demonstrate the increased interest of the authorities and the private environment for sustainable solutions, and ecological marketing becomes a key tool for communication, implementation and multiplication of these efforts.

In order to ensure the success of these efforts, ecological marketing strategies must follow a circular and sustainable model, which aims to reduce the consumption of raw materials, recycling and reintroducing materials into the economic circuit Product tracking throughout its life cycle, from raw material to post-consume.

Moreover, ecological marketing must be oriented towards the construction of a sustainable system of relationships between all the actors involved: suppliers, distributors, intermediaries and consumers. This relational approach has the role of creating long -term partnerships, based on trust, common values and ecological responsibility.

5. Conclusions

The research carried out confirms the actuality and the need to promote ecological marketing strategies in a direct response to environmental crises, to the overconsumption of resources and to the degradation of natural ecosystems. The implementation of these strategies - focused on reducing pollution, conservation of resources, increasing recycling and promoting responsible consumption - can significantly contribute to the construction of a sustainable and sustainable economy, adapted to the requirements of modern society.

In the context of accelerated development of modern technologies - especially in areas such as chemistry, biology, metal processing and plastic - it is vital for ecology to become a central criterion in the economic decision-making and consumer behavior. Ecological marketing strategies must integrate the principles of durability in production, packaging, distribution and communication, ensuring that the goods offered do not compromise the standard of living of future generations.

The results of the research highlight the fact that the respondents are increasingly aware of the importance of protecting the environment and show an increased availability to consume organic products, given that they are correctly informed and have access to quality products, at accessible prices. At the same time, the study emphasizes that the high price, the reduced accessibility and the lack of confidence in the ecological certifications are still important barriers, which must be addressed by public policies and effective communication strategies.

Theoretically, the research makes an important contribution by emphasizing the need for a relational model in ecological marketing, in which producers, suppliers, distributors and consumers collaborate in an integrated system, oriented towards reducing the ecological impact and encouraging sustainable consumption. The study also highlights how the marketing mix influences the perceptions, attitudes and intentions of ecological purchase,

completing the specialized literature with prospects relevant to the realities of the Republic of Moldova.

In order to avoid aggravating the environmental crisis and the excessive accumulation of waste, it is absolutely necessary to develop a modern recycling and valorization industry, supported by fiscal, educational and investment policies. In parallel, ecological education campaigns and sustainable marketing initiatives, to model a culture of responsible consumption and create the necessary conditions for developing a functional economy must be strengthened.

Thus, ecological marketing is not only a market strategy, but an essential tool for the sustainable transformation of society, contributing to the balance between economic, social and ecological needs.

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Rezumat

Ca reacție la poluarea crescută, intensificarea schimbărilor climatice și utilizarea excesivă a substanțelor chimice dăunătoare în procesele industriale, a apărut o orientare nouă în rândul consumatorilor – interesul tot mai accentuat pentru produse ecologice și sigure pentru sănătate. Această schimbare de atitudine a condus la reconceptualizarea marketingului ecologic, care nu mai este perceput doar ca o strategie comercială, ci ca un instrument strategic esențial în tranziția către o economie verde, bazată pe sustenabilitate, eficiență și responsabilitate față de mediu.

Cercetările în domeniul marketingului ecologic au început în a doua jumătate a secolului XX, dar cu toate acestea criza ecologică actuală reclamă abordări complexe, intersectoriale și integrate. În acest context, marketingul ecologic capătă o dimensiune nouă și anume devine promotorul unui consum conștient, centrat pe protecția mediului și siguranța consumatorului.

Lucrarea de față analizează rolul strategic al marketingului ecologic prin examinarea relației dintre producție, consum și poluare, punând accent pe identificarea premiselor teoretice și aplicative pentru integrarea acestuia în strategiile de dezvoltare economică. Sunt analizate atât contribuțiile literaturii de specialitate, cât și date empirice, care evidențiază o creștere a interesului consumatorilor pentru alternative ecologice, precum și

așteptarea unei implicări mai active a companiilor în reducerea impactului ecologic.

Prin analiza tendințelor actuale, a comportamentului de consum și a progreselor tehnologice în domeniul ecologic, se conturează noi oportunități de re poziționare strategică pentru companiile care adoptă practici sustenabile. În acest fel, marketingul ecologic se afirmă drept un canal esențial de legătură între cererea tot mai mare pentru sustenabilitate și oferta responsabilă din partea mediului de afaceri.

Cuvinte-cheie: marketing ecologic, mediu înconjurător, strategii de responsabilitate socială, strategii de responsabilitate de mediu, economie verde, oportunități de dezvoltare

Аннотация

В ответ на возросшее загрязнение, усиление изменения климата и чрезмерное использование вредных химических веществ в промышленных процессах у потребителей возникла новая ориентация — растущий интерес к экологически чистым и безопасным продуктам. Это изменение отношения привело к переосмыслению экологического маркетинга, который больше не воспринимается только как коммерческая стратегия, а как важный стратегический инструмент перехода к зеленой экономике, основанной на устойчивости, эффективности и экологической ответственности.

Исследования в области экологического маркетинга начались во второй половине 20-го века, но, тем не менее, текущий экологический кризис требует комплексных, межсекторальных и комплексных подходов. В этом контексте экологический маркетинг приобретает новое измерение, а именно становится пропагандистом осознанного потребления, ориентированного на защиту окружающей среды и безопасность потребителей.

В данной статье анализируется стратегическая роль экологического маркетинга путем изучения взаимосвязи между производством, потреблением и загрязнением, подчеркивая выявление теоретических и прикладных предпосылок для его интеграции в стратегии экономического развития. Анализируются как вклад специализированной литературы, так и эмпирические данные, которые подчеркивают рост интереса потребителей к экологическим альтернативам, а также ожидание более активного участия компаний в снижении воздействия на окружающую среду.

Анализируя текущие тенденции, поведение потребителей и технологические достижения в экологической сфере, определяются новые возможности для стратегического перепозиционирования для компаний, которые принимают устойчивые практики. Таким образом, экологический маркетинг утверждает себя как важный канал связи между растущим спросом на устойчивость и ответственным предложением со стороны деловой среды.

Ключевые слова: экологический маркетинг, окружающая среда, стратегии социальной ответственности, стратегии экологической ответственности, зеленая экономика, возможности развития

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