

The Green Marketing Orientation & Environment Friendly Products Green Plastic bag in Sudan

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Abstract

The United States Marketing Association held its first conference on environmental marketing in 1975. In 1980, the first green marketing was introduced. American Marketing Association defines green marketing as the marketing brand/products that are lunched especially for environmental safety. Within the umbrella of Green Marketing (GM) resides all the firms which are involved in so many activities such as production, product-modification, new technology for production, latest technique for production, environmental packing. According to environmental strategies, G.M helps raising the awareness of collaborative marketing among industries. In business language green marketing can be explained in terms of taking benefit of changing the consumer's attitude towards brands.

Environmental awareness on the level of civil appeared early in the Sudan and help to form the nucleus of the Environmental Protection Society Center of Khartoum University (EPSC) in 1975 and became a member-group of specialists in a good environment and other activities associated with them, either on the official level. EPSC's establishment coincided with the Interim Constitution of the Republic of Sudan 2005. In this paper; this society will be considered because it represents one of the most important environmental factors in our modern era. In particular protecting people from the dangers of plastic bags, one of the chronic problems in Sudan as the rates of consumption have become increasingly high and since has scientific research has proven that these plastic bags cause fatal diseases. Awareness of the dangers and methods of protection will be discussed in this paper.

Keywords: Green Marketing, green bags, environmental damage, friendly products, Sudan.

1. Introduction

The first wave of modern environmentalism in the United States came as a result of the efforts of the environmental groups and concerned consumers in the 1960s and 1970s. These groups were concerned with the damage to the ecosystem caused by strip-mining, forest's depletion, acid rain, and loss of recreational areas resulting in health problems caused by bad air, polluted water, and chemically treated food. The United States Marketing Association held its first conference on environmental marketing in 1975. In 1980, the first green marketing was introduced. American Marketing Association explains green marketing as the marketing brand/products that are lunched specially for environmental safety; the firms are involved in so many activities such as production, products modification, new technology for production, latest techniques for production and environmental packing. All these are required to conform to environmental strategies and also and also to help raise awareness about marketing between industries. In business language, green marketing can be explained in terms of taking benefit of converting consumers' attitude towards brands. These gradually and increasingly been influenced by firm strategies and performances directly touch the

excellence of the environment and reveal the level of association with society(John Burnett 2011), as pertaining to environment safety and beneficial products for society.

Environmental awareness on the civil level appeared early in Sudan. The Environmental Protection Society Center of Khartoum University students formed the nucleus and paved the way for other societies in 1975. It became a member group of specialists in a good environment and other activities associated with it. However, on the official level, It has coincided with the Interim Constitution of the Republic of Sudan the year 2005, which touched on the environment in the article concerning the reference to the environment and natural resources. This article says that Sudanese has the right to live in a healthy and clean environment. Being as such, this paper will discuss this issue of plastic bags, which is one of the chronic problems in Sudan, where the rates of consumption have become increasingly high. Scientific research has shown that plastics cause a significant number of health problems on living organisms. Accordingly, some illumination on the subject is needed and efforts to avoid these dangers should be made. The trend towards the production of what is known (green bags) can be adopted since recycling of waste bags and converting them into waxy materials that can be used in the manufacture of varnishes and other products. So, used in this way, they are considered environmentally-friendly products. For this green challenges both producer and consumer are responsible both are impact on environment and society and they too facing these challenges.

This paper tries to depict the basic problems associated with green marketing and suggests the required solutions. It also describes recent trends in green marketing, and how green marketing can be a means for sustainable development.

Furthermore, green marketing covers the overall brand of marketing activities undertaken by companies in a manner that promote manufacturing of products and lead to a positive impact on environment or alternatively reduce negative impact on the environment. In addition, the paper highlights the important features of Green marketing which are related to business and environment. It tries to explain why green marketing is important in the Sudanese current situation.

2. Objectives of the Study

The following points constitute the objectives of the study

1. To define and investigate the concept of the green marketing
2. To explain the strategies and policies for green Marketing.
3. To explore the problems facing green marketing and other complications of environmental damage caused by the use of plastic bags in the Sudan.

3. Methodology of the Study

The current research paper used descriptive analytical method to analyze the problems of the use of the plastic bags in Sudan.

4. Hypotheses

1. Plastic bags are used heavily in the Sudan and they represent great danger and damage to the environment and man.
2. Environmentally- Friendly Products and Green Marketing can help prevent and protect man and environment.

5. Literature Review

5.1 The Environment Orientation

The first wave of modern environmentalism in the United States was urged by environmental groups and concerned consumers in the 1960s and 1970s. They were concerned with the damage of the ecosystem caused by strip-mining, forests depletion, acid rain, loss of recreational areas and which resulting health problems caused by bad air, polluted water, and chemically treated food.

The second environmentalism wave was driven with government, which passed laws and regulation during the 1970s and 1980s governing industrial practices impacting the environment. This wave hit some industries hard. Steel companies and utilities has to invest billions of dollars in pollution control equipment and costlier fuels. The packaging industry had find ways to reduce litter. These industries and other have often resents and resisted environmental regulations, especially when they have been imposed too rapidly to allow companies to make proper adjustments. Many of these companies claim they have had helping to absorb large costs that have made them less competitive.

The first two environmentalism waves have new merged into a third and stronger wave in which companies are accepting more responsibility for donning no harm to the environment.

They are shifting from protest to prevention and from regulation to responsibility. More and more companies are adopting polices of environmental sustainability is about generating profit while helping to save the planet. Sustainability is a crucial but difficult societal goal. (Kotler, Armstrong 2008).

Marketers always try to recognize the new opportunities and threats constantly presented by the marketing environment and simultaneously they understand the importance of continuously monitoring and adapting to that environment.

Environmentalism creates some special challenges for global marketers. As international trade barriers come down and global markets expand, environmental issues are having an ever-greater impact on international trade. Countries in North America, Western Europe, and other develop regions are developing strict environmental standards. In the United State, enacted since 1970, and recent events suggest that more regulation is on the way. The North American Free trade Agreement (NAFTA) set up a commission for resolving environmental matters. The European Union recently passed "end-of-life" regulations. Audit Scheme provides guidelines for environmental self-regulation.

However, environmental polices still very widely country. Countries such as Denmark, Germany, Japan, and the United State have fully developed environmental policies and high public expectations. But major countries such as china, India, Brazil, and Russia are in only the early stages of developing such polices. Moreover, environmental factors that motive consumers in one country may have no impact on consumers in another. for example, PVC soft drink bottles cannot used in Switzerland or Germany. However they are preferred in France, which has an extensive recycling process for them. Thus, international companies have found difficult to develop standard environmental practices that work around the world. Instead, they are creating general polices and then translating these polices into tailored programs that meet local regulation and expectation (Kotler, Armstrong 2008).

5.2 The Concept of Green Marketing

The external environment of enterprises will become more conducive to the implementation of green marketing. The United States, Japan and other developed countries basically have formed a relatively complete environmental protection laws and regulations and policy system to encourage and support enterprises to carry out green marketing, and the illegal enterprises were severely punished. Consumers are rational economic man, whose goal is to minimize their costs and make oneself effective. Only when the green consumption

utility is more than a green consumer expense, consumers will implement the green consumption behavior (Zhang Juan , 2012).

Although there are many consumers to buy green products, but in the consumer groups the proportion is very small. Although the majority of companies in developed countries have changed the original business goal of profit maximization, Strong green technology development ability is the basic premise of enterprise's green marketing. In developed countries, many large enterprises have long attached great importance to the development of green products, has accumulated abundant technical strength, leading the trend of the international green marketing.

Green products are different from general products; in terms of sales it also has specific requirements. However, some domestic enterprises in the marketing of green products use the traditional sales mode. For example, in the promotion, based on cost considerations, mainly rely on the marketing staff and handed out leaflets, which is difficult to arouse the desire of consumers to buy. In addition, in the sales channel construction, many enterprises still use the traditional marketing channels, without considering the environmental characteristics and the distribution of environmental requirements, which is very easy to create the green product polluted and make green products become no more "green".

To meet the demand for green consumption that is the green marketing point of departure. Green consumption refers to the consumer aware that the deterioration of the environment has affected their quality of life and lifestyle, which require company production, sales impact on the environment of green products to be minimal, to reduce environmental hazards, consciously to resist the harm to the environment and the consumer behavior.

The traditional enterprise marketing idea is center as the benefit, regardless of the deterioration of ecological and lack of rational cognition, which led to the deterioration of the ecological environment. Green concept is the idea foundation for the enterprise to implement the green marketing. Only to build good business unique green idea, green marketing of the enterprises can be guaranteed. The enterprise should make managers and staff aware of green marketing important in today's society, should carry out ideological education work, make them realize the past economy high speed development is cost with sacrificial environment, enhance their environmental responsibility, so that enterprises of all staff aware of the environmental issues is the enterprise concern. Enterprises which escape environmental problems will go out of the way (Zhang Juan , 2012) .

Green demand of public formed a huge market. The rise of green marketing can be said to be the response of business to consumer increasing environmental awareness, or is the business strategy of enterprise to establish new competitive advantage to meet consumer demand for green value. Therefore the enterprise must undertake consumer system research, market segmentation and confirm the target consumers to a specific green demand. Demand scale determined consumer demand for green. The green demand payment ability of consumers and green demand willingness to pay of consumers should be considered., The ability of the enterprise to meet the consumers green demand should be considered.

In product design, the core product, form product and extended product should satisfy the consumer, consumption chain of green products. Green product design and raw materials acquisition, green production, green consumption and green product tracking services, green product recycling reuse, that form a whole cycle.

The natural resources should pay, alternative resource use may increase the cost, green marketing increased management costs, to comply with the new green environmental protection legislation will make the cost of sewage charges, ecological disaster prevention or elimination of pollution insurance expenses and so on, and all this will enable enterprises to increase a lot of cost.

Consumers pay for green the ability and willingness to pay is limited, this is also one of the important reasons that a lot of small enterprises cannot participate in the green marketing. To implement the “green marketing” strategy should consider three aspects: profit, cost and responsibility. Therefore, in the promotion of “green of green, and consolidate the market position of the enterprise with consumer needs. But green marketing consciousness is still weak, lack of enterprise implementing green marketing initiative. Green marketing of the enterprises carrying out smoothly, it is inseparable among the government, enterprises and consumers together. All of these aspects together, it truly makes the enterprises do the green marketing .

The need for sustainable business practices by corporations around the world is identified to be a result of overall increase in the consumer awareness of lack of environmental protection and social inequities. Over the last decade environmentalism has emerged to be a vital aspect due to increasing issues related to acid rains, depletion of the ozone layer, and degradation of the land and many more pressing environmental issues. This resulted in increase in consumer concern with regards to restoration of ecological balance by presenting demands for eco-friendly products in countries around the world. There is a great deal of depletion of non-renewable energy resources which accompanied by generation of non-bio degradable pollutants has led to an increase in consumer and corporate awareness of green marketing issues. There is limited research which has examined the impact of green marketing on consumers from emerging economies like India (Bhattacharya, 2011; Prakash, 2002).

Most of the studies related to green consumerism have been conducted in well developed countries. It is to be acknowledged that when considered from a developing country context there is a lack in number of studies. It is against this backdrop from the above discussion it is quite clear that there is a large research gap in terms conceptually identifying those areas of consumer awareness impacting. The main objective of the current study is to understand the concept of Green marketing and to review some of the studies that have dealt with the concept of Green marketing and to identify the relationship between the various consumer attitudes and green marketing (Jacob Cherian & Jolly Jacob , 2012).

Even though the shift to ‘green’ will be expensive to both the consumers as well as businesses, it will most definitely pay off in the long run. There are a number of literatures that focus on various aspects related to green marketing and also delves into the various inter relationships between the customers attitudes and environmental strategies in relation to the organizations use of marketing. Environmental issues are addressed in green marketing efforts.

The core idea of green marketing is to create awareness among people on the environmental issues and how consumers would be helping the environment if they switch over to green products. Thus green marketing aims to provide more information to people and also gives those more choices to switch over to green lifestyle. A number of businesses have begun committing themselves to making their entire operation more environmentally friendly. Thus corporations are becoming more aware of their responsibilities towards the environment. This has forced the law makers, environment groups, consumers, financial institution, insurers and the organization's own employees to become more aware of environmental aspects and this in turn has led to an increase in the number of policies and schemes and regulations at both the national and international levels.

5.3 The Environment Friendly Products

Green marketing is “green washing”. Corporations are increasingly recognizing the benefits of green marketing, although there is often a thin line difference between doing so for

its own benefit only and for social responsibility reasons. The term “green washing” refers to all industries that adopt outwardly green acts with an underlying purpose to increase profits. The primary objective of green washing is to provide consumers with the feeling that the organization is taking the necessary steps to responsibly manage its ecological footprint. In reality, the company may be doing very little that is environmentally beneficial.

Economy and society are constrained by environmental limits (Ott K., 2003). Our economic and social activities should be framed for optimal utilization of natural resources and keeping the environment safe. All the different cultures of the world have always taught us to love our nature. Now days we are not utilizing our natural resources for fulfilling our needs but for fulfilling our greed. Due to this there are many social, economic and environmental problems have become deterrent for our life. The solution to these existing problems can be rectified if we go for sustainable development.

The term green marketing or green business strategy evoked visions of fringe environmentalism and adding cost to existing normal goods. Most of the industries had the perception that consumers are willing to buy products at best competitive prices and associate no value for environmentally friendly products. They felt that the pressure for making business environment green and behaving in a more responsible manner especially comes from Government and its legislations and consumers have nothing to do with it. But, now that old perception of companies is changing, they have started realizing the changes in consumer perceptions and their behavior. Therefore, these day concepts of green marketing are taking shape as one of the key business strategies of the companies for gaining the competitive advantage, ensuring sustainable consumption of their products in the markets and enjoying sustainable development in future. Marketers must realize now that green marketing is not purely altruistic, it can be a profitable endeavor for sustainable development. Green marketing is an attempt to characterize a product as being environmental friendly (ecofriendly). It holds the view that marketing which is a part of business not only has to satisfy customers in particular, but also has to take into account the interests of society in general.

Green marketing can be viewed both as a type of marketing and a marketing philosophy. As a type of marketing it is like industrial or service marketing, and is concerned with marketing of green products and positioning them as green brands. As a philosophy, green marketing runs parallel to the societal marketing concept and espouses the view that satisfying customers is not enough and marketers should take into account ecological interests of the society as a whole. Green marketing concept emerges from societal marketing (Kotler, Keller, Koshy, & Jha, 2009).

It is a part of Corporate Social Responsibility (CSR). “Green marketing” is not merely a catchphrase; it is a marketing strategy that can help to get more customers and to make more money. Marketers should analyze the changing consumer attitudes while recognizing the role that companies can play in protecting the environment to ensure society's wellbeing. By practicing the Philosophy of Green Marketing, Industries can contribute to economic growth, social prosperity and environment protection. Through green marketing they will support in resolving the conflict between the various competing goals and the simultaneous pursuit of economic prosperity, environmental quality and social equity, the three dimensions of Sustainability.

Environmental marketing, more popularly known as green marketing or sustainable marketing can be defined as the effort by a company to design, promote, price and distribute products in a manner which promotes environmental protection (Polonsky, 2011). The growth in green marketing over the years has been promoted by adoption of product packaging and presenting to the public these improvements. Consumerism can perhaps be identified as a movement which initially begun as a process which was presented to protect consumers against practices of unethical marketing. Over time this has extended and become broader in

nature. There is a resultant increase in the concern expressed towards environmental protection leading to "green consumerism" (Eriksson, 2002). A green consumer can be identified to be one who avoids any product which may harm damage to any living organism, There have been a number of different factors which are instrumental in promoting green consumers to purchase green products. Extensive research over the years identify that heightened awareness of green issues; increased level of information availability on environmental sustenance; green marketing by corporations; increased concern for the environment; increase in popularity of green products by social and environmental charities as some factors. This overwhelming increase in the overall environmental consciousness among different consumer profile there have been efforts undertaken by firms to "go green" by presenting the concept of corporate environmentalism , "Green" is the buzzword that is gaining popularity among the current generation . There is a growing need to switch over to green products and services by both marketers and consumers Green Products can be explain as bellow (John Burnett , 2011) .

- 1-Those products are recyclable, environmental friendly, and refillable
 - 2- Those products covering or recovered nontoxic biochemical and safe for consumption
 - 3- Those products which do not damaging or contaminate the environment
 - 4- Products that will not be first time experimentally tasted on animal
 - 5-Products that have economically friendly packaging e.g. refillable and reusable container.
- Green marketing is a philosophy which primarily advocates sustainable development. Realizing the of people's concern for a healthy environment to live and preferring environmental friendly products and to consume.

The United States marketing association (AMA) was hold the first conference on environmental marketing in 1975. In 1980 the first green marketing was introduced. American Marketing Association (AMA) explains green marketing as the marketing brand/products that are lunched specially for environmental safety; the firms are involves in so many activities such as production, products modification, new technology for production, latest technique for production, environmental packing, advertising according to environmental strategies and also raising the consciousness on obedience marketing between industries. In business language green marketing can be explain as advertising activities meant at taking benefit of convert consumer attitude to brands. These gradually are increasingly been influenced by a firm strategies and performances that directly touch's the excellence of the environment and reveal the level of related for society(John Burnett 2011) it can also be understood as the advertising for environment safety and beneficial products for society Green Products can be explain as bellow.(2)

Whereas consumerist's consider whether the marketing system is efficiently serving consumer wants, environmentalists are concerned with marketing effects on environment and with cost of serving consumer need and want . Environmentalisms is an organized movement of concerned citizens ,businesses , and government agencies to protect and improve people's environment .

Environmentalists are not against marketing and consumption : they simply want people and organization to operate with more care for the environment . The marketing systems goal , they assert , should not be to maximize consumption , consumer choice or consumer satisfaction , but rather to maximize life quality, and " Life quality " means not only the quantity and quality of consumer goods and service, but also the quality of the environment . Environmentalists want environmental costs included both producer and consumer decision making.

Some companies have responded to consumer environmental concerns by doing what is required to avert new regulation or to keep environmentalist quiet .enlightened companies , however are taking action not because someone is forcing them to or to reap short-run profit , but because it is the right thing to do - for both the company and for the planets environment

future Companies can develop a sustainability vision . Which serves as a guide to the future . It shows how the company's products and services, processes, and policies must it provides a framework for pollution control.

6. Results, Discussion and Analysis

Environmental awareness on the level of civil appeared early in the Sudan, where he grew up the nucleus of the Environmental Protection Society center of Khartoum University students in the early seventies Founded in 1975 and became a membership group of specialists in a good environment and other activities associated with them, either on the official level, It has coincided with the Interim Constitution of the Republic of Sudan the year 2005, which touched on the environment in the article (11) (Sudanese Society for Environmental Protection , 2013) where it was the reference to the environment and natural resources, said that for the people of Sudan the right to a natural environment clean and variety and keeps the state and the citizens on animal diversity in the country and is sponsored by, As well as the text of the Constitution provides that the state does not pursue policies or take or permit any action that would affect the existence of any kind of animal or plant species or on their natural habitat or selected, And established the Ministry of Environment and Tourism to implement what has already identified competencies under Presidential Decree 34 of 2005 to preserve the health and purity of the environment and prevent threats to the development of plans and programs and to propose legislation to prevent pollution and damage to the environment (Transitional Constitution of the Republic of Sudan , 2005) , This is due to the danger of the basic components of the plastic bags and materials added to it during the manufacturing process and composition, The most important of these amendments chemical additives that have earned the required hardness or flexibility or color, or what makes them resistant to the effects of light and heat, The danger lies in that it leads to the deposition of toxic substances in the groundwater as it enters the food chain as a result of eating the animal, which has led to the deaths of large numbers of cattle, It also leads to the emission of carbon burned, which leads to air pollution. This has been said doctors specialists that this vast amount of contaminated toxic gases causing a risk to the body and the respiratory system and the heart, and lead to many diseases such as cancer, heart disease and a lot of different sensitivities and also the possibility of a lot of deaths.

The laboratory experiments showed that the bags are subjected to sunlight or heat decompose, especially when coming into contact with food and beverages hot and this degradation leads chemical pollution resulting in serious food poisoning and causing health problems are complex, Most important of which increase the chance of injury, infertility and cancer and hormonal imbalance in the body and disorders of the nervous system dysfunction in mental capacity and a weak immune , Hence, specialists have warned of the use of plastic bags and cups in keeping or eating food and beverage , Has also been strongly warn of the use of plastics in bottles as well as cans and children keeping food and medicine , As well as prevent the use of plastic Wares in microwave ovens and prevent the development of water in plastic bottles and refrigerated or frozen in refrigerators.

As well as the damage caused by the accumulation of plastic bags in sewage and rain drainage ducts leading to the closure and causing floods here and there and lead the increase in the breeding of insects which helps to disease outbreaks , Moreover, the accumulation of plastic bags in the environment hanging trees, barbed wire and hung to air Lacey aesthetic value of cities and distorts the streets and buildings.

It is observed during the last period of the ever-growing use of plastic bags, which is due to the abundance and cheapness as their multiple uses and thus ejected them after use exists as waste in the environment, the following table illustrates the increasing production of plastic bags.

No	Statement	Production
1	Blue Nile Company for packaging	14.538
2	Khartoum Company for Plastic	170.395
3	company Casio Plastic	15,767
4	Blue Nile Company for Plastic	294.518
5	White Nile Company for Plastic	30,000
	Total	525.208

Table quantities of produce tons of plastic bags in Sudan

Source : Sudan Customs, <http://www.izathut.com> , 2010

Noted from the table above that the high rate of production quantities of plastic bags, which amounted to 525.208 Kg, which in turn led to the accumulation of plastic waste in the environment proportion of non-biodegradable , Which made for reflection interested in dealing with it by recycling, taking into account the physical and chemical properties, As it can reduce the sizes by burning and then treated by adding some materials to remodel commensurate with its new use , And leading the trend to avoid damage to all those already mentioned by the trend towards the production of what is known (bags of green) which can be used more than once during the recycling of waste so that it is converted into a waxy material that can be used in the manufacture of varnishes , which is fit to polish the shoes and leather goods, as well as their use in the manufacture of grease , as well as the trend towards consumption of types of bags are biodegradable substance added accelerate decomposition in the soil , as well as tightening the need to ensure the validity of the materials used in the manufacture of bags used to carry food. Above all, it must be stressed the need for a strict legal regulations and determine conclusively how to deal with bottles and plastic materials that cause serious occurrence of severe damage to the environment

7. Conclusion

The danger of the basic components of the plastic bags and materials added to it during the manufacturing process and composition, The most important of these amendments chemical additives that have earned the required hardness or flexibility or color, or what makes them resistant to the effects of light and heat, The danger lies in that it leads to the deposition of toxic substances in the groundwater as it enters the food chain as a result of eating the animal, which has led to the deaths of large numbers of cattle, It also leads to the emission of carbon burned, which leads to air pollution. This has been said doctors specialists that this vast amount of contaminated toxic gases causing a risk to the body and the respiratory system and the heart, and lead to many diseases such as cancer, heart disease and a lot of different sensitivities and also the possibility of a lot of deaths As such, green marketing is not just an environmental protection tool but also, a marketing strategy.

Designing green product marketing is a helpful solution for enhancing green awareness, and for promoting the protection of the environment. Environmental problems have become important global issues in recent years, and the green movement has been regarded as a critical social movement , Being environmentally friendly involves consumers behaving in a certain way In our research we focused on green product advertising effects using common products. The adopted framing concept used in this study was attribute framing, as classified by Levin et al. (1998). For this study we tested positive and negative frames directly, and showed the characteristics of basic evaluations. Based on the above, the following hypotheses were proposed The Environment Friendly Products & Green Marketing Orientation to the Green Plastic bag in Sudan , trend towards the production of what is known (Green bags) which can be used more than once during the recycling of waste so that it is converted into a waxy material that can be used in the manufacture of varnishes , Which is fit to polish the shoes and leather goods, as well as their use in the manufacture of grease , As well as the trend towards consumption of types of bags are biodegradable substance added accelerate decomposition in the soil , As well as tightening the need to ensure the validity of the materials used in the manufacture of bags used to carry food. Above all, it must be stressed the need for a strict legal regulations and determine conclusively how to deal with bottles and plastic materials that cause serious occurrence of severe damage to the environment.

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