

GREEN MARKETING PRACTICES IN MALAYSIAN MANUFACTURING INDUSTRIES



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5.2 Enhanced Executive Summary

In many Asian countries, firms are required by the government to consider sustainable development as an integral aspect of the firms' business strategy. Besides, the growing demand for environmentally friendly products amongst consumers have driven many businesses to be concerned about green marketing and sustainable development. Implementation of environmental standards amongst companies is costly and difficult. In Malaysia, manufacturing firms play an important in continuous economic growth and export contribution. Manufacturing industries contribute significantly to GDP and national development. This study is undertaken to examine the stages of environmental management of manufacturing firms and the extent of embracing green marketing strategies. This study also expects to examine the green initiatives undertaken by the firms. The net outcome is to assess the impact of environmental engagement, environmental orientation and environmental marketing management.

5.3 Introduction

Though the traditional production and consumption fashion practiced all this time has brought great material wealth, it has also brought a lot of new problems: population explosion, disparity in income, environmental pollution, waste of resources, energy crisis, and worse ecology. Facing the new challenge, the original production and consumption way has to be replaced urgently with a new sustainable production and consumption way. Sustainable development, which means satisfying the contemporary needs without sacrificing the future generations' benefit, arises. In many Asian and Western countries, the government has imposed firms to consider sustainable development as an integral aspect of the firms' business strategy. Besides, the growing demand for environmentally friendly products among consumers has driven many businesses to be concern about green marketing and sustainable development.

The concept of 'Sustainable Development' (SD) was first established in the Brundtland Report, in conjunction with the World Commission on Environment and Development (WECD), 1987. The report defined SD 'as development that meets the needs of the present world without compromising the ability of future generations to meet their own needs'. Consumption standards are sustainable only if it takes into consideration long term sustainability.

The report also emphasized that it is the responsibility of all nations to protect the environment and conserve the earth resources to achieve sustainability. SD is a global phenomenon. Governments around the world are taking proactive measures to integrate environmental issues in their economic development. In the quest to improve the quality of life of the society, the government needs to strike a balance between environmental issues and economic prosperity. Sustainable development will affect the activities of governments, industry and consumers. Besides, the changes in the industry and consumer response will have a paramount effect on the marketing function (Prothero, 1996).