

Study day on: “modern marketing in economic enterprises between theoretical assets and practical experiences” - Uuniversity of M’sila

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Research axis : axis 02 : Types and Models of Modern Marketing

Title of communication: Green marketing as one of the approaches to modern marketing -
a theoretical approach and practical examples

Abstract :

GREEN MARKETING becomes the new trend orientation of companies in the world, especially in the developed countries, where it represents one of the new faces of modern marketing. This study aimed to identify this concept and clarify the boundaries and elements associated with it, in order to better recognize it and its methods of application, beside the presentation of the most successful experiences in this field globally, and identify the most dependent sectors on it.

The study concluded that green marketing is the application of traditional marketing practices, but taking into account the protection of the environment as a priority in determining the elements of the whole marketing mix, from product design, pricing, distribution, and promotion, this should be in line with the company's general philosophy including all its activities, based on giving adequate attention to the environment during the planning, implementation and control of its operations.

The study also showed that green marketing is not confined to one sector only, but the leading global experiences in this field vary between cars, clothing, food, technology, furniture, and others, because adopting this approach is a choice and conviction that appears in the daily application of all processes and transactions, not a temporary commitment for a specific period and for a specific industry.

Key words: green marketing, eco-marketing, environmental marketing....

الملخص:

أصبح التسويق الأخضر التوجه الجديد للشركات في العالم، وخاصة في البلدان المتقدمة، حيث يمثل أحد الوجوه الجديدة للتسويق الحديث. وقد هدفت الدراسة إلى التعرف على هذا المفهوم وتوضيح الحدود والعناصر المرتبطة به، من أجل فهم أفضل له ولأساليب تطبيقه، بالإضافة إلى تقديم أهم التجارب الناجحة في هذا المجال عالمياً، وتحديد أكثر القطاعات اعتماداً عليه.

وقد خلصت الدراسة إلى أن التسويق الأخضر ما هو إلى تطبيق لممارسات التسويق التقليدي لكن مع الأخذ بعين الاعتبار حماية البيئة كأولية في تحديد عناصر المزيج التسويقي كلها، من تصميم للمنتج، تسعيره، توزيعه، والترويج له، مع ضرورة أن يتماشى ذلك مع فلسفة عامة من قبل المؤسسة متضمنة كل نشاطاتها، تقوم على منح الاهتمام الكافي للبيئة أثناء تخطيط وتنفيذ ورقابة عملياتها.

كما أوضحت الدراسة أن التسويق الأخضر غير منحصر في قطاع واحد فقط، وإنما تتنوع التجارب العالمية الرائدة في هذا المجال بين السيارات، الألبسة، الأغذية، التكنولوجيا، الأثاث، وغيرها، لأن تبني هذا التوجه يكون اختياراً وقناعة تظهر في التطبيق اليومي لكل العمليات والمعاملات، وليس التزاماً مؤقتاً لفترة محددة ولصناعة محددة.

الكلمات المفتاحية: التسويق الأخضر، التسويق الإيكولوجي، التسويق البيئي.....

Introduction:

Recently, the interest in the environment and its protection by companies, regardless their sector, has been doubled, and this was by adopting and integrating the “environmental concept” and “green concept” in all their activities, and throughout their operations from obtaining inputs to delivering outputs; and they have made this as a priority in the determination and the implementation of their medium- and long-term policies and strategies.

In line with this, the concept of "green marketing" has emerged and expanded, as well its status and necessity have increased among the managers, especially in the highly reputed companies, where it has moved from a mere addition that gives company a competitive advantage, to an inevitable necessity that reflect the citizenship of the company, and its contribution to development; which has become an important key that reflects its image to stakeholders

Consequently, the following problem was raised:

“What is green marketing? And how it is possible to apply in companies?”

1. Theoretical approach of GREEN MANAGEMENT:

To know more about GREEN MARKETING, it must be determinate from different sides, such as a "concept" or an “operation” or a "strategy".

1.1. Evolution and Definition of GREEN MARKETING:

"**Green Marketing**" is one of the concepts used to define a modern orientation of corporate marketing strategies, which equates to environmental marketing, ecological marketing, sustainable marketing... However, no standard definition was defined for this term.

This term, “**green marketing**”, was first discussed in a seminar on ‘Ecological Marketing’ organized by American Marketing Association (AMA) in 1975 and took its place in the literature. The tangible milestone for the first wave of "green marketing" came in the form of published books, both of which were called Green Marketing, they were by Ken Peattie (1992) in the United Kingdom and by Jacquelyn Ottman (1993) in the United States of America . And according to Peattie (2001), the evolution of green marketing has three phases:¹

- ✓ **First phase** was termed as "**Ecological**" green marketing, and during this period all marketing activities were concerned to help environmental problems and provide remedies for environmental problems.
- ✓ **Second phase** was "**Environmental**" green marketing and the focus shifted on clean technology that involved designing of innovative new products, which take care of pollution and waste issues.
- ✓ **Third phase** was "**Sustainable**" green marketing. It came into prominence in the late 1990s and early 2000 concerned with developing good quality products which can meet consumers need by focusing on the quality, performance, pricing and convenience in an environment friendly way.

For that, there is not a standard definition for the term of “**green marketing**”, and the field was left open for organizations and companies to determine the definition which fits them. From this promise, the American Marketing Association defined “**green marketing**” as the marketing of products that are presumed to be environmentally safe. Thus, green marketing incorporates a broad range of activities, including product modification, changes to the production process, packaging changes, as well as modifying advertising ². It also refers to an organization that puts its efforts in to promoting, pricing, and distributing products with eco-concerns.³

Others defined “**green marketing**” as the application of marketing tools to facilitate exchanges that satisfy organizational and individual goals in such a way that the preservation, protection and conservation of the physical environment are upheld. ⁴

However, several sources point out that a more complete definition of “**green marketing**” is based on the process of planning, implementing and managing the development, pricing, promotion and distribution of products in a way that meets the criteria of meeting customer needs, achieving organizational goals of the business, and linking these processes to the ecosystem.⁵

So, "green marketing" is all of traditional marketing operations with addition of the factor of environment protection, since launching market research and determining the desires of customers, passing through the selection of the right marketing mix items, right up to providing the services of after-sales and the feedback.

Despite this difference in definition of “**green marketing**”, this latter seeks generally to protect the environment by:

- ✓ **Eliminate the Concept of Waste:** Waste and pollution arise usually from inefficiency. Therefore, make things without waste instead of handling the waste.
- ✓ **Reinvest the Concept of a Product:** Products should be either consumables or durables. Consumables can be either eaten or placed in the ground so that they turn into soil without any harm to the environment. Durables could be made, used and returned to the manufacturer within a closed loop system.
- ✓ **Make Prices Reflect the Cost:** Every product should reflect or at least approximate its actual cost – not only the direct cost of production but also the cost of air, water and soil.
- ✓ **Make Environmentalism Profitable:** Consumers are beginning to recognize that competition in the market place should not be between companies harming the environment and those trying to save it.

1.2. Reasons why companies use GREEN MARKETING:

There are a number of factors that stimulate companies to adopt “green marketing” in their activities, such as: ⁶

- ✓ **Green policies/products are profitable:** some scholar claim that green policies can reduce costs; green firms can shape future regulations and reap first mover advantage.
- ✓ **Firms are becoming more concerned about their social responsibilities:** they have taken it as a good strategic move to build up a good image among consumers and society, also the socially responsible firms are getting leverage whenever they intend to enter into foreign countries.
- ✓ **Change in customers attitude:** with increasing concern about environment, consumers attitude towards firms having green policies or green products are becoming motivating factor.

- ✓ **Governmental pressure:** most civilized countries have a law to protect the consumers and the environment from the harmful goods or by-products, and it ensure through law that all types of consumers have the ability to evaluate the environmental composition of goods. Government established several regulations to control the amount of hazardous waste produced by firms and many by-products of production are controlled through the issuing of various environmental licenses, thus shaping the behaviour of companies towards more socially responsible one.
- ✓ **Competitive pressure:** competition is the integral part of business, and you cannot over-look any competitive action taken by your competitor. So to be in the market you have to have a vigil over your competitor's move for marketing its products. Some firms has taken green-marketing as a strategy to build up its image rather than inculcate it as a part of the policy and work silence, and in some instances this competitive pressure has caused an entire industry to modify and thus reduce its detrimental environmental behaviour.
- ✓ **Cost or profit issue:** firms may also use green-marketing in an attempt to have an control over the cost associated with waste disposal; therefore firms that would able to introduce green marketing by lesser use of harmful ingredients would able to reduce its operating cost to an considerable extend.

1.3. Benefits and challenges of GREEN MARKETING:

The trend towards green marketing is increasing for many companies in the world, in order to avoid the costs of waste disposal or judicial proceedings in case of harm to the environment or the consumer on the one hand, and on the other hand for the benefits that the company and the economy can win from adopting this approach.

1.3.1. The benefits of using GREEN MARKETING: Among the benefits of adopting green marketing, are the following:⁷

- ✓ Environmental Benefits: The obvious benefactor of green marketing is the environment, this latter can have an influence on climate change in several substantial ways. For exemple fossil fuel consumption is a major source of greenhouse gases associated with climate change, also the two leading sources of climate change are the burning of coal for electricity and the burning of gasoline for automobile transportation, in this domain the green marketing initiatives focused on product development strategies reduce the need to rely on these forms of energy.
- ✓ Consumer Benefits: Consumers benefit in several important ways through green marketing. These benefits often influence consumer decision making, and consumers will vary in the extent to which they value these benefits. Initially, consumers benefit from the knowledge that they are doing their part to reduce climate change, and these consumers are likely to favor corporate efforts to reduce pollution over efforts to raise corporate profitability. Consumers also value the opportunity to be associated with environmentally friendly products and organizations.
- ✓ Strategic Benefits: Managers of corporate strategy realize multiple benefits from a green approach to marketing. Companies that incorporate ecological consciousness into their mission statements and strategy enhance their images among consumers, employees, investors, insurers, and the general public. Some consumers have strong attraction toward green products, and approaching the market with an ecological focus enhances image of the brand among these consumers.
- ✓ Product benefits: Product benefits refer to components introduced into production outputs or services designed to benefit the consumer, whereas process benefits refer to tools, devices, and knowledge in throughput technology designed to facilitate manufacturing and logistics. For example, a hybrid engine is a product innovation, whereas a just-in-time inventory system is a process innovation.

- ✓ *Production Process Benefits:* Production processes focus on organizational efforts to produce the highest-quality products at the lowest possible cost. Process benefits accrue for handling of products, by-products, and waste. The materials costs associated with sustainable manufacturing techniques can be reduced in a number of ways.
- ✓ *Supply-chain Benefits:* Green marketing influences relationships among the firms that make up the channel from raw material mining to consumption. Green strategies that seek to eliminate waste in the supply chain result in firms analyzing truck loading and route planning in the delivery process. Routing that seeks to eliminate fuel costs can maximize truck capacity utilization and improve customer service.

1.3.2. Challenges of GREEN MARKETING: With the widespread use of the concept of green marketing, and the lack of clear boundaries for it, the challenges of its application vary from one company to another, and from sector to sector, we enumerate from them:⁸

- ✓ *Need for standardization:* Only 5% of marketing messages are entirely true from the ‘Green’ company and there is problem of lack of standardization to authenticate these claims. It is very difficult to certify a product as a green or organic product because there is no standardization, unless some regulatory bodies are involved to certify and prove. A standard quality control board needs to be in place for such labelling and licensing.
- ✓ *New concept:* In world, just educated and urban consumers are getting aware about the benefits of the green products, while the rest do not realize it; so consumers need to be educated and made aware of the environment concepts. The new green movements need to reach the masses and that will take a lot of time and effort.
- ✓ *Patience and Perseverance:* The investors and corporate need to view the Environment as a major long term Investment opportunity, the marketers need to look at the long-term benefits from this new green movement. It will require a lot of patience and no immediate results; since it is a new concept and idea which it will have its own acceptance period.
- ✓ *Some other Challenges :* many other challenges are subtracted like:
 - Green products require renewable and recyclable material which is costly.
 - Requires a technology, which requires huge investment in R and D.
 - Water treatment technology is too costly.
 - Majority of the people are not aware of green products and their uses.
 - Majority of the people are not willing to pay a premium for green products.

1.4. The GREEN MARKETING MIX and tools:

The implementation of "green marketing" as a strategy and a culture, requires the presence of many elements that constitute what is known as the marketing mix in the traditional marketing, and the dissemination of awareness of this concept, is only through a set of special tools that the company resort to.

1.4.1. The green marketing mix:

Marketing mix basically are the different ways invented by a company to bring a good or service to the market; so, in green marketing, environmental concern is an element that marketing mix must give on fully accountability. Marketing mix ordinarily known as 4P’s comprises of components such as:

- A. Product:** the real challenge lies in front of industries which are trying to cut down the manufacturing cost by incorporating plastics and different fiber materials to lower the weight and cost of the manufactured tangible product. It would be quite challenging for the companies to justify their stand on green products if they are using such low cost non-biodegradable material in their operations. The argument here would be how products manufactured from non-biodegradable plastic material can be considered as green products which should be characterized by:⁹
- ✓ **Design:** The Design is very important in today's world as it is all about gaining attention, focusing on the product and influencing the purchase decision of the customers. The design of the green product at the same time should be customer friendly, non-vulnerable, comfortable and user friendly.
 - ✓ **Technology:** The technology used in manufacturing the green product should be environment friendly, in no way should pollute the environment and be acceptable to all the stakeholders.
 - ✓ **Usefulness:** A green product being a bundle of utilities should cater to the needs of a large spectrum of consumers.
 - ✓ **Value:** Value is relative to what a customer seeks in a product/service. For price sensitive customers, cheaper products offering the same benefits as that of others may be of value while for others who are more brands oriented may not value the price. Value is something which is always looked around by companies while developing a product, hence high performance green product which meets or exceeds customer expectations related to its performance should be developed without sacrificing its environmental value.
 - ✓ **Convenience:** Convenience is a parameter related to the usage and the means of obtaining a product. The product should bring ease in life of the customer by way of its easy availability and convenient usage.
 - ✓ **Quality:** Quality gains a customer as an individual always looks for good quality product or service. Hence green products manufactured, in all sense should comply with quality.
 - ✓ **Packaging:** Packaging is used for raising the product's value, many companies these days are trying to have environmental friendly packaging. Packaging is that area which puts the environmental policies of a firm to question as most of the products now-a-days are being wrapped in polymers which are non-biodegradable. Even if plastics are recycled it emits harmful gases like sulphur dioxides and carbon mono-oxides. A green product packaged in a non-green or non-decomposable plastic material is not a green product at all.
- B. Price:** Pricing is a critical element of the marketing mix. Most customers are prepared to pay a premium if there is a perception of additional product value; this value may be improved performance, function, design, visual appeal or taste. Environmental benefits are usually an added bonus but will often be the deciding factor between products of equal value and quality. Environmentally responsible products, however, are often less expensive when product life cycle costs are taken into consideration; for example fuel-efficient vehicles, water-efficient printing and non-hazardous products.¹⁰
- C. Place:** The place where the product is available and the time of its availability are the most crucial factors in the purchase behaviour of the customers. Most of the customer is not ready going to faraway places or unknown places where the products are available; their expectation is easy accessibility to the market place. Marketers who want to succeed in green marketing strategy should position them in the market place apart from making an appeal to them. The location also speaks the image of the company that it wants to project and differentiate it from the competitors.¹¹

- D. **Promotion:** Firms undertake promotional activities so as to create awareness about the product/services they make, and it always has been an expectation from the top management of organizations to have an optimum promotional budget that creates good awareness and influences the target audiences for further purchases. Talking in terms of green promotion would then be meeting this optimum level, and this level needs to be taken forward not only in terms of the promotional expenses but also the different ways in which promotion is being affected¹². This can be thought of in the following ways:
- ✓ Selection of promotion partners: Only those promotional partners should be contracted who have a good track record in green marketing or preserving the environment.
 - ✓ Selection of promotional material: Environment friendly promotional material should be encouraged for use, such as recyclable bags rather than plastic which is detrimental to the environment at large. Similarly online advertising could reduce a great clutter offline.
 - ✓ Selection of advertising message: Green marketing should not be evaluated only on the basis of environmental impact but also the way a firm has societal impact, when firms, if are really serious about green marketing, should also scrutinize the content or message ethically and morally before being sent in the society through advertisements.

1.4.2. The green marketing tools:

In order to change consumer behavior towards environmentally friendly products and thus reduce the negative impact of synthetic products on the environment, green marketing requires a set of tools to help it for playing this role. The main ones are:¹³

- A. **Eco-label:** Ecolabel is characterized as a tool for consumers to assist the progress of making a decision to choose ecofriendly product, it also allows them to understand how the process of making products. Environmental labels are used by marketing to facilitate the labelling of green products. These labels made up of a series of small pieces of paper, up to very complicated diagrams that are involved as a part of the goods packaging, and labels can include merely the brand products or a series of mixed information.
Eco-labels are appealing tools notifying consumers about the environmental impact of their buying determination; and to guide consumers to classify products those are more environmentally favoured than other identical products, eco-labelling schemes were proposed in order to facilitate environmental consumerism.
- B. **Eco-brand:** The American Marketing Association interprets a brand as “a name, term, sign, symbol, or design, or the combination of them, engaged to recognize the goods or services of one seller or group of sellers and to distinguish them from those of a competitor”. Eco-brand is a name, symbol or image of products that are harmless to the environment. Applying eco-brand aspects can help consumers to distinguish them by some means from other non-green products; and recognition of the impact of brands on consumers’ purchasing opinion is very critical for marketers and marketing researchers. And this impact is recognized as brand equity which can be defined as a particular impact that brand awareness has on a consumer’s reaction to the marketing of that brand from a consumer’s viewpoint.
- C. **Environmental advertisement:** In order to improve green movements worldwide and raise public attention to environmental problems, most organizations prefer environmental advertisements through media or newspapers as green techniques for introducing their products to environmentally responsible consumers. Green advertisement is one of the ways to influence consumers’ purchasing behaviour that will strongly encourage consumers to buy products that are eco-friendly to our environment. Besides, direct their attention to the positive consequences of their purchasing behaviour, for themselves as well as the environment. But when the

population of companies using environmental interest in their advertisement is getting higher, it will lead consumers to be suspicious towards environmental advertising, thus for marketing managers, who tries to be environmentally responsible, the reliability and influences of green advertising is a major issue.

2. Some models of GREEN MARKETING in companies:

Green marketing is linked to the concept of corporate social responsibility, where it can often not be separated, where some studies consider green marketing as an application of the social responsibility. The examples of companies listed below are socially responsible that take in consideration the long term environmental impacts of their business practices. They have launched green marketing campaigns to promote sustainable core values, where they surpass traditional marketing strategies, educating conscious consumption to people.

2.1. Patagonia:

Patagonia is an American clothing company that markets and sells outdoor clothing, it was founded by Yvon Chouinard in 1973 and is based in California. Patagonia has expanded its product line to include apparel targeted towards other sports, such as surfing. In addition to clothing, they offer other products such as backpacks, sleeping bags, and camping food.¹⁴

This company has adopted many green initiatives, it has made all things green a big and consistent part of their marketing strategy. They're also a major supporter of the Go Green movement, so much so that their mission statement pledges that the company will "build the best product, cause no unnecessary harm, and inspire and implement solutions to the environmental crisis." However, they are transparent about the fact that not all of their products are eco-friendly and they rely on fossil fuels for some of their deliveries and other business processes.¹⁵

Patagonia commits 1% of its total sales to environmental groups, through One Percent for the Planet, an organization of which Yvon Chouinard was a founding member. One Percent for the Planet encourages businesses to commit 1% of their annual net revenue to non-profit charity organizations focused on conservation and sustainability. In 2016, Patagonia took this initiative to the next level and pledged to contribute 100% of sales from Black Friday to environmental organizations, totalling \$10m

Through green marketing strategies of Patagonia, it found the Eco-products, where Patagonia has patented innovations like a biorubber wetsuit made from a desert shrub and textiles made from protein based silk. They also strive to keep their apparel out of landfills; they collect and refurbish their old gear which is made largely from recycled and recyclable materials. Patagonia has partnered with California-based biotechnology start-up Bolt Threads to develop revolutionary new sustainable textiles that are being described as products for the future. Bolt threads have secured tens of millions worth of financing for its "Engineered Silk" made of natural proteins. These durable materials are far less harmful for the environment than hydrocarbon polymers like nylon.¹⁶

2.2. IKEA

IKEA is a Swedish-founded multinational group that designs and sells ready-to-assemble furniture, kitchen appliances and home accessories, among other useful goods and occasionally home services, it has been the world's largest furniture retailer since at least 2008. The company is known for its modernist designs for various types of appliances and furniture, and its interior design work is often associated with an eco-friendly simplicity. In addition, the firm is known for

its attention to cost control, operational details, and continuous product development, corporate attributes that allowed IKEA to lower its prices by an average of two to three percent over the decade to 2010 during a period of global expansion. As of June 2019, there are 433 IKEA stores operating in 52 countries. In fiscal year 2018, €38.8 billion (US\$44.6 billion) worth of IKEA goods were sold. The IKEA website contains about 12,000 products and is the closest representation of the entire IKEA range. There were over 2.1 billion visitors to IKEA's websites in the year from September 2015 to August 2016. The company is responsible for approximately 1% of world commercial-product wood consumption, making it one of the largest users of wood in the retail sector.¹⁷

IKEA has reaped many marketing rewards with their green efforts by embracing their underlying purpose in everything they do. The Swedish furniture brand has created their own sustainable strategy called People & Planet Positive. IKEA's core belief as a company is that consumers shouldn't have to make a choice between stylish designs, affordable prices, and sustainability when purchasing their products. They lead by example with eco-friendly practices that include having solar panels in 90 percent of their buildings in the United States and cutting down on waste delivered to landfills.¹⁸

IKEA uses IWay, a code of conduct with precise environmental and social requirements for sourcing and distributing products. IKEA is investing more than \$1.1 billion in sustainable supply chain including forestry and companies developing recycling technologies, renewable energy, and biomaterials. And the two primary materials that IKEA uses are wood and cotton. As of 2014 more than 85 percent of its cotton complied with standards that limited water, pesticide and fertilizer use. Today 100 percent of the cotton used is sustainably sourced.

IKEA is massively investing in sustainable forestry and they are working with organizations like Global Forest Watch. They have made steady progress in the last four years. In 2014 approximately 40 percent of the wood used by IKEA was sustainably sourced. As of 2016 approximately 61 percent of the wood IKEA used came from sustainable sources, in 2017 that number rose to over 75 percent and within the next couple of years it will be 100 percent.

Packaging is another key area that IKEA is taking seriously. The furniture company has committed to eliminating single-use plastic products from its in-store restaurants by 2020. The company is also developing alternative forms of packaging including a fully biodegradable variant made from mushrooms.¹⁹

2.3. McDonald's :²⁰

McDonalds is the biggest fast food chain in the world with more than 32,000 outlets in 117 countries. The company has employed more than 1.7 million people. For years, many critics came up against McDonald's about how they treat the world environment and questioning how far they care about people's healths, especially on obesity. It also considered to have responsibility of 28% waste package in UK. Public suggested the company to more persuade their customers not to do littering. And also, public critics McDonald's happy meal which caused early obesity to child.

McDonalds is fighting back, massively and quietly counter the critics with green marketing. It is not only to increase the company sales, but more important to change the way customers think about McDonalds, their perspective.

They must be careful to take an action, the green strategy not only have to change customers willing to buy, but also it could reduce cost and generate more valuable profit. McDonalds is aiming to blow up their green with five criteria, there are nutrition and well-being, sustainable supply chain,

environmental responsibility, employee experience, and community. They started to create a new logo-switching their traditional red background with the deep green one to promote a eco-friendlier image.

McDonalds has done a lot of things in order to prove their environmental responsibility to their customers, especially by reduce the energy they used. They started to use eco-friendly package, 80% of their package was made of renewable resources. They change white napkins with plain brown, which saves 1.3 million dollars annually, while reducing energy, woods and water use.

In other hand, the advertising budget has been estimated to exceed 2 billion. It shows that McDonalds has successfully come back to winning by counter critics with the right strategic green marketing. They do the strategy without change the "fast-food" image, but they do with showing their will and contribution to the environment

2.4. Samsung:

Samsung plans to go green in how it packages its smartphones, tablets, and other electronics, bringing in a new sustainability policy. The company will also tweak the design of its accessories, including the USB charger included with its phones, with the aim of cutting down how much plastic is involved. Samsung's goal is to replace much of what would currently be made with plastic with paper and other environmentally sustainable materials. The company put together what it's calling a task force to "revamp product packaging" for Samsung Electronics as a whole. That group will be responsible for looking into how packaging is designed and developed, along with how packaging materials are purchased. It will also explore new ways of marketing, along with "quality control for innovative packaging ideas". That will include sourcing the materials for that packaging from renewable sources.

For smartphones, tablets, and wearables, for example, Samsung already has a few ideas. First of, it will replace the plastic holder trays – which layer the phone, instructions, and accessories within the outer box – with a pulp mold instead. Bags used to wrap accessories like headphones and charging cables will be replaced with eco-friendly materials.

Larger electronics and home appliances will also come under the new green policy. For example, the plastic bags used to wrap TVs, refrigerators, air conditioners, and washing machines, among other appliances, will be updated. Their replacements will use recycled materials, taking plastic waste and reusing it, along with bio plastics, which are made variously from sugar cane, starch, and other renewable substances.²¹

Also, Samsung is committed to minimizing the environmental impact of its innovative products, which include smartphones, TVs and much more. As part of this commitment, Samsung has developed various unique, eco-friendly design processes, such as:²²

- ✓ **Reduce, Reuse, Recycle:** The keys to conservation are simple: reduce, reuse, recycle. Samsung applies these fundamental principles to product design by employing a system of circular resource management. In a nutshell, Samsung aims to minimize its products' environmental impact by maximizing resource efficiency from assembly to eventual disposal. This entails reusing parts, utilizing recycled packaging and plastics, and increasing the recyclability of new products' components for later use.
- ✓ **A Green Stamp of Approval:** In 2005, Samsung established in-house processes to ensure the eco-friendliness of its products from the development stage, and in 2014, the company instituted a proprietary system to assess the ecological merits of each product with an 'eco-rating'.

The system's three ratings – Eco-Product, Good Eco-Product and Premium Eco-Product – take into account each country's eco-labelling standards, evaluating a wide range of criteria concerning a product's compliance with energy and resource efficiency regulations, as well as its environmental impact.

As of the end of 2016, approximately 86 percent of Samsung products in development had attained ratings of Good Eco-Product or higher. This year, Samsung plans to revise its in-house evaluation formula to also incorporate the eco-labelling criteria of external accreditation bodies. The goal is to ensure that by 2020, 90 percent of Samsung products in development reflect the highest eco-labelling standards.

- ✓ **A Roadmap to Reduce GHG Emissions:** In 2014, Samsung laid out a comprehensive roadmap to reduce greenhouse gas (GHG) emissions in both the manufacturing process as well as in the product use stage. At the product use stage, the goal is to achieve a cumulative reduction of 250 million tons of GHG emissions by 2020. Samsung intends to reach that magic number by taking innovative measures to improve its products' energy efficiency – measures that, thus far, have yielded encouraging results. In fact, the company's actions resulted in a reduction of approximately 188 million tons of accumulated GHG emissions from 2009 to 2016.

- ✓ **More Eco-Friendly Every Year:** In addition to reducing GHG emissions, Samsung is constantly exploring innovative ways to eliminate the use of hazardous substances in the manufacturing process. These measures not only lead to safer work environments, but safer products overall.

Over the past several years, Samsung has reduced its use of a range of hazardous substances commonly used in electronics manufacturing. As a result, products including Samsung's latest TVs and smartphones are free of widely used but potentially harmful.

Samsung innovations have consistently attained such 'green' certifications. In total, as of the end of 2016, 2,054 Samsung models had been awarded eco-label certifications from governments and accreditation bodies the world over.

- ✓ **A Growing List of Green Innovations:** Samsung's flagship devices represent just the latest additions to a lengthy list of accolades the company has garnered for going green. Governments and environmental organizations around the globe have lauded Samsung with awards for an array of eco-friendly products, and in recognition of the well-rounded, 'circular' system of resource management.

The system's goal is not to simply manufacture cutting-edge devices in a responsible way, but to ensure the same eco-efficiency at the latter stages of the device's lifecycle – namely everyday use and eventual disposal. Samsung's commitment to green design at each product stage has seen the company minimize the eco-footprints of some of its most dynamic innovations.

These extensive efforts have led leading environmental authorities such as the U.S. Environmental Protection Agency (EPA) to consistently honor Samsung for its responsible, energy efficient designs. These sustainability-minded distinctions encompass a wide range of categories and products.

2.5. Ford: ²³

Ford Motor Company is a global company based in Dearborn, Michigan. The company designs, manufactures, markets and services a full line of Ford cars, trucks, SUVs, electrified vehicles and Lincoln luxury vehicles, provides financial services through Ford Motor Credit Company and is pursuing leadership positions in electrification, autonomous vehicles and mobility solutions. Ford employs approximately 194,000 people worldwide.

As manufacturing continues to become greener, Ford Motor Company is going further to shrink its environmental footprint by sharing even more leading sustainability practices with its suppliers around the globe.

The Partnership for A Cleaner Environment (PACE) is part of Ford's commitment to creating a better world. While many sustainability practices already have been implemented at the company's manufacturing sites, Ford has expanded the program now to include tools that help suppliers reduce carbon-dioxide emissions and waste, as well as help make water and energy consumption more efficient.

A second select group of suppliers were invited to join the voluntary program, bringing the number of participating companies to more than 40 in two years. PACE now has the potential to impact nearly 1,100 supplier sites in more than 40 countries.

With programs like PACE showing Ford's commitment to environmental sustainability and corporate citizenship, Ethisphere Institute today named the automaker to its list of the World's Most Ethical Companies for the eighth year in a row. PACE is just one portion of Ford's supply chain sustainability strategy, which also includes initiatives on human rights, working conditions and conflict minerals.

Ford is also the first automaker to join the Electronic Industry Citizenship Coalition, a non-profit organization dedicated to improving social, environmental and ethical conditions in their members' global supply chains.

Conclusion:

Green marketing is the new environmental orientation of modern companies in the world, has increased interest in it with increasing government and associations pressure for preserving and protecting the environment, and the associated additional costs of waste management and disposal, resulting from its activity.

Also to increasing the awareness of consumers and their tendency when choosing their products to those that are environmentally friendly, so, Green marketing reflects the introduction of the environmental concept in all the details of the marketing process, from market research, to the choice of marketing mix, to influence consumer behaviour.

This is what many international companies in various vital sectors, which have integrated the concept of green marketing into their marketing and public policies alike, and introduced many green initiatives, through financial support, or complete change of its product lines, or provide new models of modern products aligned with this trend, which has become an integral part of its overall strategy and its values.

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