Chapter 4

Advertising and Organization’s Green Behavior

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ABSTRACT

Following the development of marketing theory concerning the policies in general, promotional policy has known an impressive development. Today, the practice fields professionals operating with relatively sophisticated notions and concepts, which are fine-tuned and pragmatic in terms of results. For example, it is significant that concepts such as rating and market share have already entered into ordinary language, including being properly understood by consumers covered. Annually large amounts of money for advertising are spent; almost all large companies allocate non-negligible amounts for such purposes. The launch of new brands is accompanied by consistent advertising and promotional campaigns conducted on multiple levels to cater to potential consumers with tangible and intangible components associated with the various products, services, or brands.

INTRODUCTION

The aim of this chapter is to bring to the attention of specialists an integrative approach to promotion policy, insisting on the advantages anchoring promotional policy in the context of all green marketing activities, an aspect often ignored the practice field.

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Actual research conducted revealed that promotional activity is still in a phase crystallization growth and diversification, the advertising market is marked by some examples of less professionalism or attempts less successful by reference to the final results recorded among consumers.

On another plan, the proposed chapter highlights the fact that promotional policy, namely advertising, need to be improved by including legal regulations and requirements related to natural resource management and technologies developed on the specific market - specific, the need to use resources in a sustainable manner and to use those technologies that protect the environment.

Another aspect refers to the role that promotional activities plays in informing consumers and their role in the process of modeling the consumer behavior. Consumers are generally receptive to different promotional messages, which must, however, be actually helpful to people whom they are addressed. Some campaigns, for example, does not provide consumers with the information they really need and is likely to cause ambiguity that does not serve the goals and objectives of various promotional programs.

This chapter will highlight the fact that, at present, on the Romanian market advertising put too much emphasis on grounding more rigorous approaches in terms of quantity of messages that are conveyed through various media, to the detriment of measuring the effects of these efforts in the consumer or end user of goods and services.

GREEN MARKETING AND ECO-FRIENDLY ADVERTISING

Unfortunately, a majority of people believe that green marketing refers solely to the promotion or advertising of products with environmental characteristics (Polonsky, 1994). According to the same author, Green or Environmental Marketing consists of all activities designed to generate and facilitate any exchanges intended to satisfy human needs or wants, such that the satisfaction of these needs and wants occurs, with minimal detrimental impact on the natural environment. Green marketing intends to minimize the impact of marketing activities on the environment and such protect it while building a sustainable business.

The importance of green marketing activities is also revealed by the consumer’s concerns regarding environment protection and waste disposal. Consumer awareness is influenced by a number of factors including increased media coverage, greater awareness of environmental problems, the rise of pressure group activities, stringent legislation (both national and international) and the impact of major industrial disasters on public opinion (Kallafatis et al., 1999).
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