



UNIVERSITI TEKNOLOGI MARA

**THE IMPACT OF USING GREEN MARKETING IN AUTOMOTIVE  
INDUSTRY**

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## **ABSTRACT**

Marketers and consumers are becoming more aware towards the harmful impact of pollutants which brings implication of the global warming, non-biodegradable solid waste any many other problems. Green marketing is a growing trend that spread into all industry worldwide. It concerns on the process of marketing products and services which gives the ecological benefits. There is a desperate need to shift to green products and services. Green marketing is divided into four categories which are product, price, place and promotion. The study focuses more on the green promotion implemented in the company. The purpose of conducting the research is to propose the complete use of technology, mobile device and social media in marketing activities to reduce the dependency of using papers and other traditional method to eliminate the need to hire salesperson. So the aim of this study is to know more on the technology that is currently used by the company for promotion and advertisement and to study on the impact of using green marketing in the company. The method that is used to gather information is by conducting interview and doing observations. The information was outlined into interview transcript for data analysis. The finding shows that the company focus on using the traditional method of promotion and even though there are many benefits that could be obtained by using mobile devices and social media. It proves that the organization does not embrace the importance of implementing green marketing in a larger scale as there is less evidence that the medium bring higher rate of return to the company.

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# CHAPTER 1

## INTRODUCTION

### 1.1 Background of the study

The diffusion of the Internet and technology has led to the development of a virtual global market space in which products and services are sold electronically. The development has change the communication mode and the outcome has made the traditional intermediaries such as retailers are being replaced. The impacts of this development are not specified only to products and services digitization but also towards the marketing and distribution of physical products (Klein, 1997).

Furthermore, the internet has become a global trends and the company could utilize the technology to reach a wide range of consumers. Internet is a medium which offers the lowest cost of promotion which could provide highest profit margins. In addition, green marketing could promote good image towards the company as it appears as a corporate social responsibility which brings the message that the company is implementing eco-friendly practices in the business.

In recent time, the term “green marketing” is an important tool which is used by the company to promote sustainable business. The study goals is to measure the effectiveness of using green marketing to promote the business and building consumer awareness on eco-sustainability issue (Russo, 2015). Green marketing is separated to four categories which are the products, marketing places, promotional activities and pricing strategy.

Green promotions comprise of promotional tools such as advertising, marketing resources, signage, papers, web sites, videos and presentations. Green promotion strategy considers the balance between people, planets and profits. The green promotion means designing the marketing tools that is aimed to minimize the negative impact towards the environment. The study focuses more on to decrease the use of natural resources in the promotional method.