

ความหมายของจริยธรรมในการตลาดสีเขียว งบประมาณสีเขียว
การตลาดสีเขียวและการโฆษณา
Moral Meaning in Green Marketing, The Greening Budgets,
Green Marketing and Advertising

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บทคัดย่อ

ทุกวันนี้ผู้บริโภคตระหนักเกี่ยวกับการที่ผู้ประกอบการจะติดป้ายผลิตภัณฑ์ว่าเป็นสีเขียวหรือเป็นมิตรกับสิ่งแวดล้อม เพื่อวัตถุประสงค์ที่จะได้รับการยอมรับว่าสีเขียว หมายถึง การรักษาสิ่งแวดล้อม ซึ่งจะเป็นประโยชน์ที่คิดว่าธุรกิจเปรียบเสมือนมนุษย์ผู้มีชีวิต อย่างไรก็ตามความไม่คล่องตัวทางการเงิน การเมือง และสถาบันสังคม ที่จะผสมผสานระบบสวัสดิการสังคม เศรษฐกิจ และนิเวศวิทยาเข้าด้วยกันอันนำไปสู่ความไม่สามารถในการพัฒนาอย่างยั่งยืน

การลดมลพิษและของเสียผ่านระบบภาษีและงบประมาณ ไม่สามารถนำไปสู่การตัดสินใจด้านงบประมาณ ยิ่งไปกว่านั้นผู้บริโภคสีเขียวหรือผู้เป็นมิตรกับสิ่งแวดล้อมได้ตระหนักว่าเขามีชีวิตอยู่ในระยะวิกฤติทางสิ่งแวดล้อม เขาได้รับการสนับสนุนให้มีการดำเนินการตอบโต้กับปัญหาเหล่านี้ จึงเห็นได้ว่าการติดป้ายฉลากสีเขียวและผลิตภัณฑ์สีเขียวได้แสดงถึงการร่วมกันในการพิทักษ์สิ่งแวดล้อม

Abstract

Nowadays, consumers realize to be conscious of enterprises who label their products as being green or environmentally friendly. For goal of being seen as green, it should be helpful to think of a firm much as you would an individual human being. However, the inability of financial, political and social institutions to integrate human welfare systems, economic and ecological

together leads to unsustainable development. The ability of reducing pollution and waste through the tax system and budget is not taken into account in budget decision making. More than that, green customers realize that they live in a period of environmental crisis. They are encouraged to react these problems. Green labeling and green products relatively show Green Corporation.

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Introduction

The marketing literature needs a more explicit treatment of moral meaning. The marketing literature is a stronger relation between micromarketing the dynamics of the marketing process, and macro marketing its relationship with wide society. The green marketing literature is the more general green business literature. Ethical decision making, will determine whether a problem is subjected to moral reasoning. Ethical decision making in marketing provide an essential acknowledgement that, how managers recognize ethical dilemmas or know when ethical problems occur a critical matter. Morality is an objective reality which individuals either identify in a problem or they do not. Morality is influenced by context, by situation, and by culture there is clearly a case for saying that organizational morality is in a very essential sense socially constructed. Morality is ambiguous and flexible. Morality in green marketing is the impact of marketing on the external environment. Environmental considerations are also complexities in terms of moral meaning.

The world of green business need much more publicity, media stories, Web sites, TV show, billboards, events, and other green companies, products, and services. The greening of PR shows a newfound reality: It's now safe, or at least safer, for companies to tell their green stories. General Electric (GE), campaign

launch in 2005 signaled to the world that a big company that had not previously been seen as a green leader could come out publicly. GE remains high on the list of desired speakers at environmental and green business conferences. Wal-Mart is responsible to environmental initiatives and commitments. Those two success stories made it suitable for other companies to be more public about their environmental goals and initiatives, even if they are less than perfect. Customers appear to be conscious of companies who label their products as being green or environmentally friendly. For objective of being seen as green, it ought to be helpful to think of a company much as you would an individual human being.

The Greening of Budgets

Restructuring economies is essential if we are to prevent global environmental catastrophe and major economic disruption. Environmental issues: global warming, acid rain, stratospheric ozone depletion, water and air pollution, and species extinction, as well as the depletion of renewable natural resources such as fish stocks and forest show that our planet is not able to be sustain existing patterns of economic activity indefinitely. Without change, environmental issues can overwhelm the ability of our economies to respond to resource and environmental management challenges. In fact, major

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lifestyle changes may be necessary to bring about sustainable development ought not to deter decision makers from action. A strategy to adjust adapt is necessary to restructure economies from unsustainable to sustainable development. Such restructuring is impossible unless policy makers take account of the full range of regulatory and economic instruments that are able to bring to bear on the challenge of environmental management and sustainable development. Taxes and subsidies are able to be designed to promote resource and environmental management objective. These instruments are more effective, efficient, and economic than regulatory instruments, they are able to be given serious consideration by decision makers and policy. Tax payers may support these instruments based on sound judgments about their ability to reduce pollution, promote research, internalize costs, and development of new environmental technologies, assist the commercialization of such technologies, and accomplish a fair distribution of benefits and costs to society. Government policy makers are able to give and state effect to be contained in the government's annual budget. Public sector taxation and spending effect the kind of direct, structural and long-term impacts on economic and social development as well as environmental protection. The study concentrates on attention for economic

instruments concerns environmentally sound energy development, waste management sustainable agriculture, natural resources management and air and water pollution. Sustaining economic activity in social and environmental terms need a better suite of policy instruments for use in government budgets.

The inability of financial, social institutions and political to integrate ecological, economic, and human welfare systems together leads to unsustainable development. The possibility of reducing waste and pollution through the budget and tax system is not taken into account in budget decision making. Government budgets include voluntary measures, public expenditures, regulations, and taxation. Economic instruments are able to contribute to the accomplishment of environmental goals. By creating incentives for environmentally desirable activities and disincentives for damaging behavior, economic instruments contribute a financial incentive for behavioral change. Public expenditure instruments (PEIs). Subsidies, tax allowances, and grants, are the most familiar tool intervention.

Green Non-Governmental Organizations

Non-governmental organizations (NGOs) are the highest visible players in environmental politics of the globe. They involve in various different politics, from the local community through the politics

of the nation to international politics. They exist in social movement politics and political parties, administrative systems and governments. Business can sponsor sets of NGOs that make green claims while defending business interests in the policy process. In China, total numbers of green NGOs grow from zero to over ten thousand relates to citizens in their country's unprecedented, rapid industrialization. This rapid augment in NGO numbers shows an explosion in environmental activism. Every NGO has various more informal associations, groups, networks and coalitions. There are hundreds of thousands of local groups operating in India. Mass media increased attention to international environmental problems Chernobyl and Bhopal disasters, developing scientific consensus over climate change and the discovery of the hole in the ozone layer contribute to widened public interest. Increasing unemployment pressure on environmental organizations as economic problems.

Environmental NGOs concern political organizations. It is organizational constitution. It concerns rationality and the acceptance of legitimacy. The constitution legitimizes in morally apply possess bargaining weapons as group, process of law, freedom of contract and freedom of expression. These organizations determine certain rules which dictate how power will be dispersed throughout an organization, how people will relate to

each other and how decisions will be made. NGOs are perceived pressure or interest groups. People shared visions, interests or grievances are free to form organizations to press their claims in the political process. Various environmental groups do form in response to a shared sense of concern about the harmful environmental consequences. Greenpeace would be the most obvious and importance. NGOs are able to challenge state practice and green ideas. In China, after the student events of Tiananmen Square in 1989, the Chinese Government concerns that NGOs create a political sphere where intellectuals, workers and peasants can meet to stir up additional unrest.

Nowadays, there are over 280,000 NGOs in China, with green NGOs. Some of these green NGOs compose of Friends of Nature Green Watershed, Green Earth Volunteers, Nu River Project, Green River and the China Rivers Network. Various members of these NGOs lead well trained in journalism and the law, which gives them with access to essential institutions to advance their cases. The influential Beijing journal Economics the anti-dam movement in China the new social power in China. Green politics in Iran: environmental issues are serious and NGOs are able to act as useful partners, always with technical expertise, NGOs are looked as economically efficient service providers.

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Nation especially within any globalised economy and facing global ecological issues lost the capacity effective in solving environmental issues. Environmental NGOs create communities, and substitute traditional political action. They become agents of social learning, whereas social movements are actors of political change only. Green NGOs are vary in size. For example, Green Don (Zedon), a Russian NGO in the Black Sea, has 40 members and no operating budget, Greenpeace International has 3 million members, and has a 2004 income of 38.9 million euros. Some organizations are in policy making at a global level; some are national politics; some aim at regional and some are intensely local. In the South, various NGOs get money from Northern NGOs and donor agencies, always bypassing their national governments. This sometimes gives tensions when certain NGOs are looked by governments as workers for foreign interests

Oftenly, NGOs lobby local or national politicians directly, by using their potential electoral powers. Some occasions, NGOs lobby administrators in government departments. Sometimes, in the world of international affairs, lobby influencing scientists or diplomats. Others try to effect policies of political corporations and parties or convince a certain community the one environmental action is better than another. Eventually,

various NGOs lobby other NGOs, to get some agreement on green strategies and objectives. The direct actions of Greenpeace, increases by utilization of mass media, designed to attract widespread from the global citizenry. All of direct-action NGOs commits to the principles of active non-violent resistance. NGOs like deliberately bypassing governments and acting more directly at local, regional and global levels. NGOs are the more socially conservative world of the marketplace. NGOs in the North deal directly received \$50,000 each from oil companies Exxon and Chevron in 1991.

NGOs in the North remain a political lobby, interest and pressure groups. In various countries of the South, NGOs are the direct providers of infrastructure in Asia such as Bandung in Indonesia, Mumbai in India, or Bangkok in Thailand. NGOs provide of clean water; the physical labour of cleaning up refuse and treating people directly for disease and malnutrition; the disposal of solid wastes; direct provision of food and other basic important for living. Since poverty is able to be both a cause and an outcome of environmental degradation, many direct programmes are initiated by Southern NGOs to create an awareness of social advancement, economic and income generation for the poor. One way that enables poor people to resolve some of their community issues about the availability of credit. One NGO operating

in Bangladesh, the Grameen Bank is an successful and excellent example of extending banking facilities to the poor, and women. The Grameen Bank, winner of the 2006 Nobel Peace Prize, and extends nearly US\$1.8 billion in loans for self-employment purposes to over 2.4 million women in over 39,000 village centres. In fact, the success of Grameen is recognised that 48 percent of those who have borrowed for 10 years have crossed the poverty line to the positive side of the ledger, and another 27 per cent have come close. Both the World Bank and the UN are now interested in micro-credit schemes, and the World Bank and USAID have pledged over \$2 billion to the Grameen Trust which is building replicas in many other nations. Since key environmental problems are perceived differently in the South, so too are the roles green NGOs play. In many places, governments are not been able to respond to the environmental issues in their nations. Northern NGOs become more institutionalized, Southern NGOs build financial independence and organizational skills and demand less dependence on and greater autonomy Northern supporters. As Southern NGOs become more independent and setting the international agenda, Northern NGOs see the South for ideas, and establish their own international credibility.

Greenpeace believes that environmental issues are not able to be

resolved by a direct appeal to government elites. Green NGOs are the most environmental movements, are also augmentingly globalising their operations. Three British NGOs – FoE, WWF and Greenpeace – have augmentingly globalised their 'brand' over recent years. Whereas Greenpeace mainly works alone on strictly environmental problems, WWF engages partners in government and corporations and joined campaign coalitions on global problems. FoE eschews corporate partnerships, but plays a leading role in campaign coalitions within the environmental movement, including the emergent environmental justice movement. FoE is uniquely play role to influences and grassroots pressures from the South. NGOs concentrate on building regional and global networks in a manner which augment the power resources of the poor and the environmentally degraded. There is evidence that Southern NGOs are driving the global green agenda, with various Northern NGOs gradually moving away from conservation concentrate to the sustainable development and social justice of the global South. Various parts of the North is environmental NGO politics in an increasingly globalised world.

Green Marketing and Advertising

Long time ago, environmental marketing begin to boom. We go to the

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age of environmental marketing as business begin to set their green marketing strategies in plain view : Coca-Cola starts utilizing recycled plastic in its 2-liter soda bottles, McDonald's makes a \$100 million recycling commitment to customers, and under fire from environmentalists Procter & Gamble spend \$20 million peryear to aid develop a composting infrastructure. It is clearly that corporate giants deem to promote corporate images that reflect their environmental involvement and awareness. Nowadays, world is facing enormous environmental issues and challenges. Natural disasters are only one type of environmental problem we should further concentrate on the importance of environmental marketing. Customers are now more concerned about environmental issues than ever. The majority of Americans regard a number of problems as very serious for example, air pollution and industrial water, industrial accidents, destruction of ozone and rain forests, hazardous waste and oil spills. Many people are convinced that businesses ought to play a major role in confronting these problems. Public concern over environmental problems creates increase in the number of "green" product introductions. Moreover, evidence reveals that more marketers are making environmental claims about their products. They realize that environmental responsibility is a potential source of

marketing advantage for business. As a global company General Electric expects to pay a substantial portion of its \$90 million corporate advertising budget to express its eco-stance.

Green Marketing

China's abundant and cheap labors contribute to create a world market more intensely competitive. In order to survive in this competitive world environment, product providers must create innovative marketing strategies. Definition of environmental or green marketing : all activities designed to facilitate and generate any exchanges intended to satisfy human needs with minimal detrimental impact on the natural environment. American Marketing Association defines green marketing as: "the marketing of products that are presumed to be environmentally safe the marketing and development of products designed to minimize negative effects to improve its quality or on the physical environment and the efforts by organizations to produce, promote, package, and reclaim products in a manner that issensitive or responsive to ecological concerns." Marketers apply this green marketing philosophy in their market strategy and use it to their communication tools. They position themselves as green organizations. Green marketing is an opportunity to achieve objectives, and moral obligation to be more socially

responsible. Moreover, government forcing business to become more responsible. Competitors' environmental activities also pressure to strengthen their environmental marketing activities. Eventually, cost factors and reductions in material or waste disposal force business to modify their behavior must guarantee that their activities do not mislead customers or industries and regulations or laws about environmental marketing. Green marketing claims ought to clearly state environmental benefits. They should explain environmental characteristics that are beneficial. Green marketing needs management and marketing strategies that are able to address key challenges to develop green products that consumers like, and communicate initiatives and commitment with impact and credibility. McDonald's introduces well-publicized environmental initiatives for example, replacing polystyrene foam and unbleached paper carryout bags sandwich clamshells with paper lightweight recycled boxes and wraps. Green consumers are who realize that they live in a period of environmental crisis. They have the courage to react these problems. Consumer could switch their brand to one that is greener for green products, although green products are overpriced and inferior performance.

Green Advertising

To guide green messages effectively to the target, the green

marketers green consumers, ought to be clearly understand the promotional tools they apply as a green medium. Advertising has the ability to manipulate green consumers Procter & Gamble begin using refillable bottles and containers made with less plastic for its household products. McDonald's, replaces some polystyrene containers with paper. Green advertising are informing their consumers about the pro-environmental aspects of their services and products, explicitly or implicitly addresses the relationship between a product or service and the biophysical environment, promotes a green lifestyle with or without highlighting a product or service, presents a corporate image of environmental responsibility. The International Chamber of Commerce (ICC) is an international code of green advertising applied by the ICC. It is accepted as the basis for promoting high standards of ethics in advertising by self-regulation against a background of international law and national. It recognizes social responsibilities toward the community and the consumer and is an instrument for self-discipline. The environmental code utilizes to all advertisements containing environmental claims in all media is made to environmental aspects related to the production, distribution, packaging, consumption, or disposal of goods, services, or facilities. The principles of the environmental code concern all green

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advertising should be legal, decent, and truthful and honest. The ISO gives three types of ecolabeling :

1. Voluntary programs that provide quantified environmental data of a product, and verified by that another qualified third party.

2. Multiple voluntary criteria based, third-party program that awards a license that authorizes the use of environmental labels on products.

3. Informative environmental self-declaration claims.

Consumer's attitudes toward green ads are interested in the development of green products with green labeling. Environmental labeling programs managed by government agencies and private organizations are developed in countries around the world. Green products and green labeling relatively show green corporations.

Green Advertising in China and Japan

Promotion and advertising are essential parts of the marketing program of business competing in the global marketplace. Green marketing and green management are well developed global problems in industrialized nations of Western Europe and the Pacific Rim, including Japan, Australia and South Korea. Chinese advertising spending is increasing rapidly. Thailand has the fastest growing ad industry in Southeast Asia. Thai advertising industry has

creative in Southeast Asia, liberated from the more strict regulations that applying Malaysia and Singapore. Japan creates strict pollution control regulations and heavily in environmental technology transferred from the Europe and United States. Therefore, Japanese advertisers applied green advertising in their ad strategy. Green customers are awareness of environmental problems and represent a very ordinary grouping of consumers. "Eco-project" advertising of Toyota highlights efforts that help the environment. The Toyota Prius, using emission-reducing gasoline and an electric engine, it first hit the Japanese market. Thailand's pollution issues notably air pollution in the urban areas are critical to the emergence of green advertising there Shell, Caltex, and the Petroleum Authority of Thailand. Honda and Mercedes Benz have substantially invested in a series of green advertising campaigns Siam Motors and markets Nissan in Thailand launched its own "Think Earth" campaigns, which won the eighth annual Thailand Marketing Award in 1991 - 1992, that of the Save Thai Sea project. Retail department store such as Central Holdings uses bags that are more environmentally friendly. In China, rapid economic growth reliance on coal will double the country's carbon dioxide emissions by 2010. In consequence, China becomes the world's largest emitter of greenhouse gases between 2010 and 2025. In consequence, Chinese firms

such as Shanghai Volkswagen Automotive Company and Chinese government have been using green advertising more oftenly. In fact green advertising is widely applied in China, and Thailand, green advertising in these two countries still Advertisers in Thailand and China sought use mostly green messages (promotion of a green company image) and try to project a green corporate image, rather concentrate on the environmental benefit of their product or service.

Japanese green ads apply positive emotional appeal, use reward appeal or a positive point of view. Environmental responsibility is potential source of marketing advantage. Green advertising is also about building social confidence, empowerment and capabilities.

Summary

Quality service is the importance of good facilities for consumers. Quality is often responsive to the needs of its customers, and service on time, as well as reliability. For this, I recommend that a feedback mechanism for consumers be established at the department and meet required quality standard. Consumer satisfaction is the key to survival and success of any company. Almostly, nothing is good enough if it is able to be made better and better is never good enough if it is able to be made best. In the augmenting demand for quality, the consumers get a powerful new tool:

computer software programmers to appraise the quality of goods and services. Let the company beware of this tool. Quality must meet the needs of consumers and stakeholders. To satisfy consumers' needs involves the following:

- Identification of consumers.
- Understanding consumers needs: It means understanding consumer expectation.
- Understanding consumers needs: It means understanding consumer expectation.

Further more, The private sector has a critical role to play in the industrial development of nation and in augmenting market-share in global trade. This is to move towards high quality output and, implicitly, total consumer satisfaction. Success in this venture is our success and finally the nation's success. For example, Government departments provide various services and facilities the public who are their customers, and often sensitive to the needs of the consumers, changing work process, regulation, systems and procedures to provide services which benefit the consumers. Departments support comprehensive training to their workforce to comprehend the values of professionalism and accountability.

Contributions

This research provides a large amount of expands and new material,

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the discussion of the differences in environmental politics between liberal democracies, military dictatorships and one-party states. It concerns future developments for effective local and international environmental diplomacy and both region-specific and global problem solving. It also discusses future developments for effective international and local environmental diplomacy and both global and region-specific problem solving. We generally think of business as being all about competition. Actually we always think of nature that way, a war of all against all. But nature is both cooperative and competitive. Green business shows the hint balancing its competitive spirit with the power of cooperation. Particularly internally, a cooperative approach results in healthier and more productive outcomes. Share leadership, information and resources.

Recommendation

Nowadays growth in output and potentially huge increases in pollution. In

every nation, some factories already operate at world-class environmental standards, and many profitable firms comply with national pollution regulations. Some of these measures concern reform of national economic policies, some require cost-effective approaches and innovative to formal regulation, and some harness markets and the power of communities to influence polluters through informal channels. Sustained progress on pollution control in developing nations depends on clear evidence that its costs and benefits compare favorably with those of other social investments. Moreover, regulating all pollutants under conditions is neither politically sustainable nor economically defensible. Regulators possess limited resources and skills, and they shall rapidly lose political support if the public regards them as sloppy, ill informed or unfair.

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