

Green marketing

[Business](#), [Marketing](#)



Environmentally-responsible or "green" marketing is a business practice that takes into account consumer concerns about promoting preservation and conservation of the natural environment. Green marketing campaigns highlight the superior environmental protection characteristics of a company's products and services. The sorts of characteristics usually highlighted include such things as reduced waste in packaging, increased energy efficiency of the product in use, reduced use of chemicals in farming, or decreased release of toxic emissions and other pollutants in production.

Marketers have responded to growing consumer demand for environment-friendly products in several ways, each of which is a component of green marketing. These include: 1) promoting the environmental attributes of products; 2) introducing new products specifically for those concerned with energy efficiency, waste reduction, sustainability, and climate control, and 3) redesigning and touting the environmental ethics of companies and the environmental advantages of their products. The evolution of green marketing has evolved over a period of time.

According to Apatite (2001), the evolution of green marketing has three phases. The first phase was termed as "Ecological" green marketing, and during this period all marketing activities were unconcerned to help environmental problems and provide remedies for environmental problems. The 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. The third phase was "Sustainable" green marketing. It came into prominence in the late 1980s and early 2000s.

According to the American Marketing Association, green marketing is 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. Yet defining green marketing is not a simple task where several meanings intersect and contradict each other; an example of this will be the existence of varying social, environmental and retail definitions attached to this term.

Other similar terms used are Environmental Marketing and Ecological Marketing. Why Green Marketing? As resources are limited and human wants are unlimited, it is important for the marketers to utilize the resources efficiently without waste as well as to achieve the organization's objective. So green marketing is inevitable. There is growing interest among the consumers all over the world regarding protection of environment. Worldwide evidence indicates people are concerned about the environment and are changing their behavior.

As a result of this, green marketing has emerged which speaks for growing market for sustainable and socially responsible products and services. Adoption of Green Marketing There are basically five reasons for which a marketer should go for the adoption of green marketing. They are - Opportunities or competitive advantage Corporate social responsibilities (CARS) Government pressure Competitive pressure Cost or profit issues How green marketing can be effective For green marketing to be effective, you have to do three things; be genuine, educate your customers, and give them

the opportunity to participate.) Being genuine means that a) that you are actually doing what you claim to be doing in your green marketing campaign and b) that the rest of your business policies are consistent with whatever you are doing that's environmentally friendly. Both these conditions have to be met for your business to establish the kind of environmental credentials that will allow a green marketing campaign to succeed. 2) Educating your customers isn't just a matter of letting people know you're doing whatever you're doing to protect the environment, but also a matter of letting them know why it matters.

Electric motorcycles, as distinguished from scooters, do not have a step-through frame. As of November 2012, there are several commercial production electric motorcycles and scooters available in several markets around the world, including the Broom Inertia, Broom Inertia Plus, Broom Impulse, Zero X, Zero S, Yamaha CE-03, and Vectors VS.-I . Broom Inertia electric motorcycle Optima Plus The Advantages of Electric Vehicles .) Much Cheaper than Gas Hero Electrics One of the biggest advantages of electric bicycles is that they're extremely affordable to operate.

It costs less than a penny per mile to ride an electric bike or scooter. In operate a gas-powered vehicle. Add in license costs, insurance, registration, maintenance and other fees - and the cost skyrockets. According to U. S. Government figures, the average cost of driving and maintaining a motor vehicle in the United States is \$0. 54 per mile. More about the cost of operating an electric bike... 2.) Extended Range / Reduced Stress With the

luxury of power assistance, you'll be able to pedal further and faster than you would on a normal bicycle.

For this reason, electric bikes are great for commuting; whether it's to work or for a casual stroll through the neighborhood. Plus, you'll reduce both physical, and mental stress by avoiding traffic and other hazards associated with motor vehicles. Nothing beats the fresh air, cool breeze and sunshine on your face! 3.) Exercise is Optional Having the option to pedal is an advantage in two ways: First, if you'd like to move and get some exercise, you can pedal just like a normal bicycle. Although you can't deal an electric scooter, an electric bike is very versatile and will allow you to use power; pedals; or both.

In contrast, if you don't have the energy to pedal or don't want to get sweaty or exhausted - you can use power to assist you. If your electric bicycle has a throttle, there's no need for any peddling at all - just twist and go. 4.) Safe and Easy to Operate Electric bikes and scooters are safe and easy to operate. Most e-bikes include intelligent safety features such as automatic power cut-off, and every product uses standard electrical safety components such as circuit breakers and fuses to protect riders.

And unlike gasoline, there's no explosive danger with batteries. Limited speed also reduces the risk of fatal injuries in the event of an accident. Plus, you don't need to worry about a special license or insurance - electric bikes are classified as bicycles in most states. 5.) No Harmful Carbon Emissions For environmentally conscious individuals, the most important benefit of choosing electric-power is the positive impact on the environment. Unlike

gas-guzzling vehicles, electric bicycles don't burn fossil fuels and release no harmful carbon emissions.

Although power plants indirectly produce CO to charge the battery, its impact is miniscule when compared to automobiles. Not only does lowering CO emissions reduce pollution and improve air quality, but it might also limit the effects of global warming. 6.) Fun for All Ages Not only are electric bikes and scooters cheaper, safer and cleaner to operate than gas-powered vehicles - they're fun for people of all ages! Electric scooters are great for kids and act as an excellent back-up ride to school. Dad will appreciate the fresh air and cool breeze on his effortless ride to work.

And retirees will find electric bikes especially useful when performing their daily commutes to the park or the corner store. Industry which provides CEO-friendly and Cost-effective mode of personalized transportation with its diverse range of Electric Two-wheelers. HERO Electric offers a wide range of High Range and High Speed Electric Two- Wheelers manufactured in its state-of-the-art manufacturing facility at Lithuania and has a widespread network of Exclusive Sales and Service outlets across the country.

COMPANY PROFILE After the partition in 1947, the Unusual family migrated to India and started a small business of manufacturing bicycle components in Lithuania, Punjab in North India at time there were great bottlenecks of industrial infrastructure and investments. In 1956, Hero Cycles Limited started production in its Lithuania plant to manufacture bicycles. Along with this plant, the Unusual family lead by Dry. Brim Moan All Unusual, embarked

on a Journey to backward integrate into their supply chain, as well as closely manage their distribution.

By the sass's, Hero Cycles was the worlds largest bicycle manufacturing company and the Hero group had set up several ancillary units supplying to the cycle plant. The group then ventured into other unrelated businesses, such as yarn spinning, exports and auto components. In 1984, Hero Motorcar Ltd. , (Formerly Hero Honda Motors Limited) was formed as a Joint venture between Honda Japan and the Hero Group promoters Dry. Brim Moan All Unusual along with his sons (Late) Raman Kant Unusual, Pawn Kant Unusual, Susan Kant Unusual and Sunnis Kant Unusual.

The first plant was established at Drumhead, Harlan, on the outskirts of New Delhi. In the years to follow, large industrial areas were created for additional manufacturing facilities for Hero Motorcar Ltd. , along with their Ancillaries in Surgeon, New Delhi and Sidle, Harridan. In quick succession name the setup of several other supply-chain projects in Forgings, Casting, Plastic Injection Molding and other manufacturing technologies. Pick] Over the next two decades the Hero Group through Hero Corporate Service Limited setup several companies to supply to Hero Motorcar, partly or wholly owned by the Hero Group. With its keen sense on relationship management, the Hero Group has been successful in creating an unique model of backward integration that has been recognized the world over. In 1995, Hero Corporate Service Limited was setup as a separate entity to provide specialized services to the group companies and ancillaries. The corporate services group has played a unique role in shaping the future of the Hero Group.

Its primary role has been to provide services ranging from strategic advisory to complete Greenfield Project setup for the Dry. Brim Moan All Unusual owned Hero Group. In having created a warehouse of knowledge over the past few decades, Hero Corporate Service Limited has also been successful in its entrepreneurial ventures of business building in the Information Technology Enabled Services Sector, Manufacturing, Real Estate Project Management, Insurance Services, Engineering, Trade and other Service areas. Hero's reliability and quality. With over 10,000 retail touch points in India and over 22 million motorcycles and 100 million bicycles sold, Hero continues to touch the lives and hearts of millions in India. As a leader amongst Indian Brands with its customer-centric products ranging from simple two-wheeler transportation such as bicycles to complex product definitions with its engineering businesses, Hero has a keen sense of valuing relationships with both partners and customers.

With a track record of over 50 years of successful business operations and revenues of over USD 4 Billion in 2008-09, the Hero Group is amongst the most respected Indian business houses with a world leadership position in several of its businesses. Today, the BPML Unusual Hero Group promotes businesses as varied as Engineering design services and Institutional education & learning to its traditional Two-wheeler transportation solutions.

At the forefront of this great Indian legacy is Hero Corporate Service Limited, founded in year 1995 both as an incubator of new projects as well as a service provider to the Hero Group. The Company Hero Motorcar Ltd. (Formerly Hero Honda Motors Ltd.) is the world's largest manufacturer of

two - wheelers, based in India. In 2001, the company achieved the coveted position of being the largest two-wheeler manufacturing company in India and also, the 'World No. 1 two-wheeler company in terms of unit volume sales in a calendar year. Hero Motorcar Ltd. Continues to maintain this position till date.

Vision The story of Hero Honda began with a simple vision - the vision of a mobile and an empowered India, powered by its bikes. Hero Motorcar Ltd. , company's new identity, reflects its commitment towards providing world class mobility solutions with renewed focus on expanding company's footprint in the global arena. **Mission** Hero Motocross's mission is to become a global enterprise fulfilling its customers' needs and aspirations for mobility, setting benchmarks in technology, styling and quality so that it converts its customers into its brand advocates.

The company will provide an engaging environment for its people to perform to their true potential. It will continue its focus on value creation and enduring relationships with its partners. Hero Motocross's key strategies are to build a robust product portfolio across categories, explore growth opportunities globally, continuously improve its operational efficiency, aggressively expand its reach to customers, continue to invest in brand building activities and ensure customer and shareholder delight.

Hero Electric Bikes in India Hermeneutic has 8 Bikes models available in India. The available models are Hermeneutic, Hermeneutic E Sprint, Hermeneutic Maxi, Hermeneutic Optima, Hermeneutic Wave, Hermeneutic Zippy, Hero Electric Photon, Hero Electric Cruz, Hero Electric Zion, . The

minimum priced model of Hero Electric is Hero Electric E Sprint priced at RSI 35990 and the maximum priced model of Hero Electric is Hero Electric E Sprint priced at RSI 35990.

Being a pioneer, HERO Electric has a number of first only initiatives to its credit like: - The only Electric Vehicles Manufacturer in India to launch the unique concept of " Charging Stations" for " Anywhere, Everywhere Charging" with in-house design and development - Only Electric Vehicle Manufacturer to launch first-of-its kind Electric Bike Door Step Service branded as Electric Bike Assistance (ABA) for Electric 2- Wheelers for " Anywhere, Everywhere Service" - Founded and constituted the Society of Manufacturers of Electric Vehicles (SEEM), the global representative body of Indian