



STAGE 2 PROJECT

MAY 2002

Environmental Awareness - Its Relevance to Customers

Introduction

In recent times environmentalism has been the focus of much attention in Ireland. Issues such as conservation, recycling, pollution, waste management and organic and natural products have stirred much interest in the public arena. Political initiatives at European Union and Government level, competitive activity and changing market expectations all have a major effect on a wide range of marketing functions. As environmental pressures on producers and distributors increase, environmental marketing is becoming a much more pronounced responsibility.

Environmental marketing includes a broad spectrum of activities, such as new product development and product modification, alterations to the manufacturing process, redesigning of packaging, as well as refining promotional material. Some companies rely on an environmentally friendly image for their competitive success. Some element of 'Green' marketing is clearly visible in many consumer goods markets, with hundreds of everyday products claiming to be environmentally friendly.

The Project

- Select one industry where environmental concerns have had an impact on marketing activities and assess the responses of the industry, at either producer or distributor level, to such concerns. **35 marks**
- Using primary research, investigate customers' awareness and attitudes to these marketing activities. Your analysis should assess the relevance of these issues to customers' buying behaviour. Have companies attempted to communicate this activity to their customers? Have these issues led to changes in product choice? Details of how the research project was designed and implemented are required. **45 marks**
- As a result of your analysis, speculate on possible developments within this selected market. Identify potential marketing activities which may prove effective in the future for companies wishing to respond to increasing environmentalism. **20 marks**

NOVEMBER 2001

STATEMENT

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I hereby certify that:

- I have the read the rules.
- This project is my own work prepared as part of my marketing examination.
- I have fully acknowledged all my sources.
- I have not made this project available to another student.

Signature_____ **Date**_____

PLEASE READ THESE RULES CAREFULLY

1. This project is an exercise in investigative study. Because it is not being prepared under examination conditions, style and presentation will be taken into account as well as content.
2. The project must be typed on A4 paper. It should be presented in a folder or loose binder. Your name, student registration number and your project title must appear on the title page. The pages should be numbered and there should be a Table of Contents.
3. A one-page abstract forms part of the completed project. This abstract should be a brief description of the **objective** to be achieved by the project, the **methods** used and the **conclusions** reached.
4. We would envisage that you would not be able to do justice to the topic in less than 5,000 words. On the other hand you should not exceed 7,000 words.
5. You must acknowledge all your sources; not to do so is **plagiarism**. Acknowledgement involves naming your source (report, textbook, website) in brackets at the relevant point in the text, and appending a bibliography at the end of your text. This should be in alphabetical order and should include the author's name, the title, the publisher and the city and date of publication. Web references should be as detailed as possible, not just the home page. The quality of your bibliography is an important element in the overall assessment of your project.
6. This project will be assessed and marked like the other subjects in **Stage 2**. You will not have passed **Stage 2** until you have passed the project.
7. The project is due by **FEBRUARY 19, 2002**. As time management is a major feature of the discipline of report writing, projects submitted after the due date will not be accepted. ***Students should, therefore, start work on the project immediately as excuses relating to mishaps (poor health, computer failure, typing) in the final week will not be accepted.***
8. A two-part project form is enclosed with this notice. Please complete **BOTH** parts and staple on the outside of front cover. One part of the form will be returned to you as acknowledgement of receipt.
9. Since the project is treated as an examination subject, The Marketing Institute staff **cannot** assist you with the interpretation of the brief or sources of information.
10. The same sanction applies to copying and to plagiarism: all subjects in the sitting are deemed to have been failed and the candidate may not register as a student with the Institute thereafter. **Please sign the statement overleaf and incorporate it into your project after the bibliography.**