 siti:20130101, 심사일자:20130201, 게재확정일자:20130321

Journal of the Korean Society of Design Culture
한국디자인문화학회

에너지 절감 디자인제품 개발 활성화를 위한 그린마케팅 전략 연구

남 미 경 · 최 석 준*
협성대학교 예술대학 제품디자인학과 교수
협성대학교 예술대학 제품디자인학과 교수


Nam, Mee Kyung · Choi, Suk Jun*
Professor, Dept. of Industrial Design, College of Art, Hyupsung University
Professor, Dept. of Industrial Design, College of Art, Hyupsung University*

+Corresponding Author : Choi, Suk Jun

투고일자:20130101, 심사일자:20130201, 게재확정일자:20130321

Journal of the Korean Society of Design Culture
한국디자인문화학회
목차

Abstract

국문초록

Ⅰ. 서론

Ⅰ.1. 연구목적

Ⅰ.2. 연구방법 및 범위

Ⅱ. 그린마케팅에 관한 이론적 고찰

Ⅱ.1. 정의

Ⅱ.2. 발생배경 및 필요성

Ⅲ. 그린마케팅의 특성 및 동향 분석

Ⅲ.1. 특성

Ⅲ.2. 동향

Ⅳ. 에너지 절감 디자인제품 개발 사례 분석을 통한 그린마케팅 전략 제안

Ⅳ.1. 에너지 절감 디자인제품 개발 사례

Ⅳ.2. 그린마케팅 전략 제안

Ⅴ. 결론

Reference

Endnote

Abstract

This article aims to provide a systematic theoretical data for product developing revitalization based on energy conservation design goods to make balance between sustainable environment and civilization technology development in the future through analyzing a definition, necessity, and tendency of green marketing, and finding it’s strategy for product developing revitalization of energy conservation design goods.

The main method of this article is to analyze the reference such as the reports about energy conservation design goods and green marketing, papers about tendency of green product design based on energy conservation goods development in advanced countries and Korea, journals, and to review the data from internet D/B in domestic and abroad, and variety of literatures including thesis, books, periodicals and the other publications.

Main scopes and contents of this article are formed with a definition, necessity, and tendency of green marketing, a value of product developing revitalization based on energy conservation design goods as an engine of future and it’s application, types and cases classification, and a proposal of green marketing strategy based on energy conservation design goods developing which are green-centered.

As the result of green marketing strategy for product developing revitalization focused on energy conservation design goods are as follows.

First, definition of green marketing is to emphasis company’s social responsibility about an environmental preservation and consumer’s health based on concept of sustainable development to using resources around us.

Second, company should take an eco-friendly marketing strategy centered on practical using of resources instead of old way, and applying policies to satisfying their interests of consumer company society all together using with virtuous circle system between consumer’s environmental needs and green solutions of company are analyzed as the most recent green marketing tendency.

Third, applying energy produce, energy transit and transform, and reducing energy consumption goods are actively manufactured recently in domestic and abroad through the energy conservation design goods’ cases analyzing.

Finally, 4ps of environmental friendly product developing, price determination by environmental producing factors, de-ventilation system development through recycling, and promotion program developing for green company consumer, 7C strategies for specific acting of company, and 3C strategies for corresponding consumers as integrated perspective are suggested as a green marketing strategy for product developing revitalization based on energy conservation.

국문초록

본 연구는 그린마케팅의 정의와 필요성 및 동향을 분석하고, 에너지 절감 디자인제품 개발 활성화를 위한 그린마케팅 전략을 모색하여 사회 및 산업기술의 발전과 지속가능성에 기여할 수 있는 국내 그린제품 디자인 개발에 필요한 체계적·이론적 자료를 제공하고자 한다.

연구방법은 에너지 절감 디자인제품 및 그린마케팅에 관한 보고서, 에너지 절감 기반 그린제품디자인 개발 동향 조사, 전문 학술지 등 자료 중심의 문헌과, 인터넷을 이용한 국내외 정보 D/B 및 네트워크 검색, 논문과 단행본을 포함한 도서·출판물 등 문헌조사를 통한 고찰로 진행되어졌다.