Introduction

In primordial times, the level of production and consumption of consumer goods was comparatively not impressive. Owing to the evolution of marketing, the output of consumer goods had increased by leaps and bounds due to automation arising out of technology advancements, along with liberalization, privatization and globalization. Free mobility of factors of production entailed the growth of international business. Within an industry, there was a competitive environment witnessed among the firms producing consumer goods in maximization of their returns on investment and market share.

A marketing strategy of a firm can, therefore, be viewed as a double-edged sword to be used very cautiously in satisfying the needs of the consumers profitably. This will, in turn, have a positive or adverse impact on the survival and growth of the firm on one hand and the wellbeing of the consumers on the other hand. Thus, profitability through the increased volume of sales of products and augmentation of consumer satisfaction by offering quality products at affordable price are the twin edges of marketing. The venture of marketing has been an adventure for any business entity to attain its objectives. Since marketing activity begins even before the production process, a marketer needs to undertake a pilot study or marketing research for making multifarious decisions on its marketing mix. All the marketing activities for movement of the goods from a producer to a consumer are to be performed in a dynamic environment. Resources for production of goods are scarce whereas the human wants are unlimited. This exchange process necessitates a firm to adopt appropriate strategic and innovative marketing approaches to accomplish its goals in the long run.

While striving hard to integrate all the factors of production to produce a product, a business concern must not ignore the protection of environment. Such novel thoughts in the minds of the marketer gave a birth to the new phenomenon of Green Marketing. Green Marketing denotes the marketing of products which are presumed to be environmentally safe. Green Marketing is also known as Environmental Marketing or Ecological or Sustainable Marketing which poses a lot of challenges to the marketers, while exploiting the opportunities for achieving their business objectives. It does encompass several activities such as product modification, alternative production processes, changes in packaging, modification of advertising strategies
etc. This holistic marketing concept is very complex on account of ever changing business environment in the domestic and global consumer markets.

Many research studies indicate that green marketing is the need of the hour because of the growing interest and concern of environment among the people globally which started reflecting in their buying behaviour. In green marketing, the activities like production, marketing, consumption, disposal of products etc. happen in such a way that it is less detrimental to the environment. These type of business activities are inevitable due to the escalation of awareness regarding the impact of global warming, pollution, non-biogradable solid wastes etc. Thus, both the marketers and consumers have realized the importance of switching over to green their commodities in production and consumption processes. Rather, the producers and marketers make continuous attempts to produce green products which do not harm the environment. Likewise, the consumers do also prefer to buy those green products even at higher prices. In a bird’s eye view, it can be said that green marketing has become an important emerging phenomenon and therefore, a modern corporate must provide a green marketing or service mix to its consumers through its multifarious marketing programmes. As compared with the consumers, in the process of production and consumption, the corporates have to shoulder greater responsibilities due to the fact that only the produced goods can be supplied for consumption in the market. Demand and supply of green products should go hand in hand between the producers and consumers. This exchange process should also be regulated by the Government/Corporates for timely remedial measures, in case of any deviation from its green marketing objectives. This is how the importance of Green Marketing and the Environmental Responsibility in Modern Corporations necessitate a systemic scientific investigation to gain deeper insight into the phenomenon. If suitable schemes are launched and implemented efficiently by the corporates, there is no doubt that it will uplift any society to greater heights socially and economically. If so, this will ensure the people green products for consumption, without polluting the environment and ultimately it will certainly lead to the overall growth and development of any country in the context of complex consumer behavior and dynamic global environment.

This book presents the emerging trends in green marketing across the globe, highlighting the need, characteristics, principles, challenges, opportunities etc. Further, it portrays various dimensions of green marketing which include the consumers’ intention to purchase organic food products, Impact of Green Attributes, G4 Initiatives, Eco-friendly culpabilities of modern corporates etc. Contents of this book are, therefore, expected to assist the academicians, researchers, corporates, consumers, policy makers etc., to augment their perception on diverse green marketing initiatives and their effectiveness. Accordingly, they may adopt suitable green marketing programmes for their consumers and become more eco-friendly.
The contents of the book do focus on multi-dimensions of Green marketing and multi-faceted environmental responsibilities of the modern corporations. Last but not the least, the present work does, undoubtedly, add a new knowledge to the existing body of literature on the sustainable marketing. This will certainly stimulate interest amongst the researchers globally to undertake more investigations on this front in future.

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