Preface

Marketing is what a marketer does. The development of marketing is evolutionary rather than revolutionary. The traditional marketing developed from the time which is immemorial. However, marketing evolved from the stage of barter system and gradually passed through several stages such as production orientation stage, sales orientation stage, marketing orientation stage and consumer orientation stage, before it had entered into the management orientation stage. Thus, when the marketing gained significance and started expanding its operations globally, it gave a birth to a competitive environment especially in consumer markets which resulted in diverse complexities and challenges for a business firm.

The firms have to survive and grow in the long run by confronting with all issues emerging out of a global business environment. They have to adopt an appropriate marketing programme to meet such challenges efficiently in a target market. A prudent integration of both the objectives of the firms and consumers, keeping the environmental impact intact, becomes a challenge. It is just like handling a doubled-edged sword in a battle field. Therefore, on one hand, they have to maximize profits and increase their market share in the face of acute competition and on the other hand, it becomes obligatory to protect the environment while offering products or services which entails optimum consumers’ satisfaction. That is how the phenomenon of Green Marketing has originated its journey in the road of modern marketing where several business vehicles (firms) have a race (competition) to reach its destination (Objectives). This holistic marketing concept is very complex on account of ever changing business environment in the domestic and global consumer markets.

Green Marketing denotes the marketing of products which are presumed to be environmentally safe. Green Marketing is also known as Sustainable Marketing, Environmental Marketing and Ecological Marketing. It encompasses innumerable activities such as product modification, alternative production processes, changes in packaging, modification of advertising strategies etc. Many research studies reveal that green marketing is the need of the hour because of the growing interest and concern of environment among the people universally. In green marketing, the endeavors like production, marketing, consumption, disposal of products etc. hap-
pen in such a way that they are 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 producers/marketers and consumers have realized the importance of switching over to green products in the process of production and consumption respectively. It concerns with three aspects, viz:

1. Promotion of production and consummation of pure or quality products,
2. Fair and Just dealing with customers, and
3. Protection of ecological environment.

CHALLENGES OF GREEN MARKETING

The following may be considered as some of the key challenges of sustainable marketing:

- Currently, there is no standardization to certify a product as organic. Hence, a regulatory body has to be established to certify as green products. Besides, a Standard Quality Control Board should be vested with the task of granting labeling and licensing.
- Consumers must be educated about the benefits of green marketing and environmental threats. However, it will be more time consuming to reach the masses.
- The companies should not anticipate immediate profits through green marketing which may, however, yield its results in the long run. Therefore, it needs a lot of perseverance and patience for such corporates.
- Normally, the green products are priced high which may create green marketing myopia among the consumers.

It is, therefore, apparent that it is not very easy to adopt green marketing strategy which necessitates constant monitoring to succeed for a firm in its marketing endeavor.

SEARCHING FOR SOLUTIONS

Many researches have been undertaken by the researchers on the emerging phenomenon of ecological marketing. As stated earlier, it is reiterated that modern corporates need to survive and grow in the background of competitive market, irrespective of the fact that they manufacture products or render services to the society. From the
manufacturers’ or marketers’ point of view, they need to maximize their profit and wealth in the long run, without causing any damage to the environment. Similarly, a rational buyer will make an attempt to maximize his/her satisfaction derived from the products or services for which they pay for, to gain consumer surplus. The consumers in the contemporary society are increasingly health conscious and comparatively more educated than in the past. In this context, green products are contemplated for production and consumption. While this process is adopted, it has also become an obligation on the part of the Government to oversee the implementation of various sustainable marketing ventures by the modern corporates by establishing regulatory bodies. Thus, a greater environmental responsibility lies with the corporates to ensure safer products to their customers without harming the environment. Customers have also become more health conscious who are prepared to pay even higher premium or price for the green products. Thus, a systematic investigation into the concept of green marketing and the environmental responsibility of modern corporations worldwide becomes the need of the hour.

ORGANIZATION OF THE BOOK

This book contains 12 (twelve) chapters which are organized as under:

Chapter 1: Green Marketing as a Tool for Reducing Environmental Footprint of the Construction Industry

This chapter enlightens the demand and supply side of the construction industry focusing on their impact on Green Marketing. Further, it outlines the advantages of green marketing in the industry and suggests measures to improve its effectiveness. It concludes with the recommendations and suggestions to integrate the green marketing principles with multifarious construction project programmes at various phases to opt for appropriate marketing mix.


This chapter throws light on the determinants of the green world, G4 initiatives on agricultural sector, small and medium scale enterprises, Information and Technology and Automotive Industry. As suggested finally, when incentives and subsidy programmes are introduced in green marketing endeavours, there should be a tradeoff between the stakeholders who are the government, supplier and the consumer considering the factor of demand uncertainty to have a wide coverage of the entire globe.
Chapter 3: Green Consumption – A Study to Understand Consumers’ Organic Food Consumption

This chapter discusses about the typologies of the green consumers, organic food consumption and food market. The study, further, analyzes the factors influencing the organic food consumption behavior. As a result, it was found that demographic factors like age, gender and education etc. do not have any relationship with consumption or they might have a limited relationship with consumption. Similarly, it was also revealed that married respondents consume more frequently organic food than the single respondents.

Chapter 4: Emerging Strategies in Green Marketing Within the New Sustainability Paradigm – Strategies in Green Marketing

This chapter presents the evolution of Green Marketing and a model of Green Marketing. The study touches upon the key aspects of emerging strategies of Green Marketing by examining the motivators, eco-efficiency and sustainability. In conclusion, it asserts that previous approach to green marketing motivators, within the sustainability framework, which is consumer-centric to an extensive degree, is no longer useful. As recommended, this problem has to be remedied by suitable strategies tactfully by taking the demand as a dynamic variable, to move from consumer-driven green marketing to market-driven green marketing.

Chapter 5: Consumers’ Intentions to Purchase Organic Food Products

The chapter reviews the Islamic ecological paradigm and ethical consumption in organic food among Muslim consumers, highlighting the engagement of religiosity values and Halal perception. The study further discusses about the organic food purchasing intention and its inter-relationship with the Islamic values, along with the factors influencing the consumer intentions to purchase such organic food products.

Chapter 6: The Impact of Green Attributes From Suppliers on Supply Chain Performance

This chapter deliberates about the green suppliers, methodologies for selection of green suppliers and green production/process attributes. Adding to this, the study also outlines the benefits of green attributes, by analyzing the impact of green attributes from suppliers on supply chain performance. Finally, it concludes that all
the departmental managers must share financial information associated with the integration of green suppliers as partners in the production process.

Chapter 7: Why Do Companies Engage in Green Marketing? Alternative Green Marketing Strategies and the Motivations for the Green Marketing Approach

This chapter provides the theoretical background of green marketing and its stages and compares it with the traditional marketing. The study further discusses about the diverse strategies and motivations for sustainable marketing. It presents the associations’ pressure, customers’ pressure, competitors’ pressure, and social pressure, along with cost and profit considerations in the context of ecological marketing and corporates’ environmental responsibility. The study concludes that sustainability has gained a global attention which opens up new avenues for partnerships and collaborations universally.

Chapter 8: Practice of Green Marketing Activities in the Organic Agricultural Sector in Turkey

This chapter delineates adequately about the organic agricultural trade and subsidies in Turkey. The study also described its controversies, problems/issues being confronted by the organic agricultural sector with regard to green marketing ventures. The study concluded with several recommendations for development of organic agriculture in Turkey which include the financial assistance of the government, producer and consumer trainings, Research and Development activities, constant efforts to create awareness among the public in the country.

Chapter 9: Eco-Friendly Culpabilities of Modern Corporates on Ecological Marketing – An Overview

This chapter makes an attempt to present the conceptual framework on green marketing and its impact on environment. The study also highlights the green marketing initiatives undertaken by the modern corporates, encompassing some prominent banking companies. Further, it analyzes the benefits accruing out of the eco-friendly responsibilities shouldered by the corporates. Finally, it concludes with suggestive measures to the corporates to perform better in the context of sustainable marketing.
Chapter 10: Correlations Between Awareness of Green Marketing, Corporate Social Responsibility, Product Image, Corporate Reputation, and Consumer Purchase Intentation

This chapter analyzes about the correlations between the awareness of green marketing, corporate social responsibility, product image, corporate reputation and consumer purchase intention. Recommendations of the study include the creation of consumers’ awareness on green marketing, organization of green marketing campaigns etc. for augmenting the scope of sustainable marketing.

Chapter 11: An Overview of Electric Vehicle Technology – A Vision Towards Sustainable Transportation

This chapter portrays electric vehicle technology to ensure sustainable transportation by making a comparison between fuel economy and CO2 emissions of electric vehicles. The study concludes by asserting that the electric vehicles, when recharged from electricity, emit equal or sometimes more greenhouse gas than the conventional gasoline vehicles.

Chapter 12: A Comparative Study on GFT Adoption Behaviour Among Malaysian Paddy Farmers

This chapter makes a comparison on GFT adoption behavior among the Malaysian paddy farmers. It explains about the benefit of green fertilizer technology, importance of market segmentation, reasons for selecting theory of reasoned action and planned behavior. It has also further examined the significant factors which influence the Malaysian farmers’ decision for sluggish adoption of GFT. The investigation found that the GFT is economically efficient in the context of the fertilizer application frequency as compared with the conventional methods.

This book will be very useful to the academicians, researchers, students, policymakers, and government, owing to its germaneness and universal applicability.

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