

Preface

The term Green Marketing came into conspicuousness within the late 1980s and early 1990s. In spite of an early development, it was only in the late 1980's that the idea of Green Marketing actually made an emergence because of the customers budding interest in green products or services. The green marketing has actually evolved itself over a long period of time. In 1987 a report prepared by the World Commission on Environment and Development characterized sustainable development as meeting "the needs of the present without compromising the ability of future generations to meet their own need", and was another step towards far reach thinking on green development in regular movement. From an organizational angle, environmental contemplations ought to be coordinated into all aspects of marketing: new item development and communications and all points in between. If green marketing isn't built into your entire organization, you're lost i.e. the marketing department is destroying your organization. The holistic nature of green moreover recommends that other than retailers and suppliers, new stakeholders be enrolled, including educators, individuals of the community, controllers, and NGOs. The task of the social work profession is deep - rooted in an array of core values. Apart from waste and air pollution, progress has been made in other areas of green work. Every community has deficits and needs that ought to be attended to. Community perception is crucial, because seeing something as green can make it possible to use it as one. Natural issues ought to be adjusted with essential customer needs. That's a good idea, and a natural part of the process.

Green marketing or natural marketing or ecological marketing products / services are those items that are assumed to be ecologically secure. Thus, green marketing refers to the process of selling products and / or services based on their environmental benefits. It incorporates a wide range of activities, including product / service modification, sustainable packaging, changes to the production process, as well as modifying advertising. Such a product or service may be environmentally friendly in it or produced in an environmentally friendly way, such as: Being manufactured

in a sustainable fashion. This will in a way define the size of the sustainable product and service market and its growth potential. However characterizing green marketing isn't a straight forward task where quite a lot of implications contradict and intersect each other; an illustration of this will be the presence of varying retail, environmental and social definitions attached to this term.

The lack of consistency is a large part of the problem, for how can issues be evaluated. As there are many new challenges green marketing is facing today, therefore it's an opportunity for green marketer to enhance products. This book is about the multi facets of green marketing and the opportunities and challenges it presents to the marketer and the society at large. The benefits of this book are that, as corporations are increasingly recognizing the benefits of green marketing, it will catalyze projects with important local environmental, economic, and quality - of - life benefits. It's a guide to the benefits of making our business environmentally sustainable as our business can help the environment in many ways. The book also presents that the environmental considerations should be integrated into all aspects of marketing and be balanced with primary customer needs as all organizations are in the business of attracting customers. People are getting more conscious of the scarcity of the Earth and the ways that our actions impact it. This theme will impact our field of research and bring in lot more amount of new analysis and results such as Green Washing and Sustainable Tourism. Sustainable tourism is the idea of going somewhere as a visitor and attempting to make an optimistic impact on the economy, society, and environment.

In modern society, it has become increasingly important to consumers that their products be environmentally safe as the environment is expected to remain a major issue in consumers. Customers are more mindful presently than ever of the environmental and ethical impact. Thus, the modern world has led consumers to become increasingly preferring to buy so-called 'environmentally friendly products'. The exertion to "go green" has been felt over industries. This makes it a lot easier to obtain green products and resources today and improving the quality of life for future generations. Green marketing is the foremost efficient way for organizations to communicate that their product / service is environmentally ethical, which in turn increments profit. But many companies have to rethink in order to concentrate more on sustainability in order to sustain the environment and to gain profits. Marketing campaigns touting the environmental ethics of companies can access new markets, enhance their market shares, and increase profits. The corporations frame their environmental products in a way that appeals to consumers as environmentally minded businesses attach an aesthetic quality to environmental goods. This debate leaves green marketers in a unique ethical position.

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In the business realm, incorporating practices that serve the overall community and ecological wellbeing can also allow businesses to flourish economically and socially. In this new world, both business and the environment can win but environmental costs are skyrocketing at most companies. The issues of sustainability have become vital discussions in many industries within the public and private sectors. In that regard, the role of industry and business was important.

This book is a vital reference source for the latest research findings on the challenges and benefits of business sustainability into the core functions of contemporary enterprises, focusing on how green marketing improve operations. It is a comprehensive resource for the latest material on the methods and techniques that contemporary industries are employing to raise awareness on sustainable or green products and provides an emerging research on maintaining an eco - friendly environment.

Highlighting a range of topics such as business sustainability, green enterprises, green consumption, organic food products, and ecological marketing, this book is a vital resource for academics, researchers, students, professionals, and managers interested in novel trends in green marketing and business sustainability.

ORGANIZATION OF THE BOOK

The book is organized into 11 chapters. A brief description of each of the chapters follows:

“Antecedents of Green Consumerism” establishes the need to understand different preferences and different motivations among green customers. This chapter reviews the antecedents that affect the green purchasing behaviors of consumers. The author has classified the factors affecting green consumerism into three categories: Endogenous antecedents such as emotion, Exogenous antecedents such as social norms, and Structural antecedents such as price of the product.

“The Green Consumer Behavior” focuses on the green customers segment that is relatively new in marketing. The overall aim of the chapter is to shed more light on important themes emanating from green consumerism and green marketing that addresses the needs of the green consumer. The authors have put forward and discussed the possible solutions on encouraging green consumer behavior in today’s world.

“Green but How Green” aims to draw a framework for green product evaluation programs. In particular the chapter identifies that the consumers have gradually started to show more and more interest in Green Products, and switched their purchasing behavior to buy green products. The authors further explain how green product evaluation programs could be used in terms of marketing.

“Green Consumer Behavior and Its Implications on Brand Marketing Strategy” attempts to understand how the strategy of product, price, communication, and distribution of brands seek to influence consumer behavior and educate consumers to act in a sustainable way via a qualitative methodology of five semi - structured interviews. The results show that clients are largely young - adult, female, with small children and above - average education, and income.

“Effect of Consumer Green Behavior Perspective on Green Unwavering Across Various Retail Configurations” researches conduct forerunners adding to the improvement of green unwaveringness in the Indian retail showcase, through a similar investigation of these measurements in four retail designs: nourishment, do - it - without anyone’s help (DIY), electronic and family unit apparatuses, and form and footwear. The authors demonstrate that in this developing business sector social precursors contrast over the examined retail arranges in building green faithfulness, which speaks to a test for retailers in their endeavor to draw, fulfill, and tie shoppers to their retail configurations and stores.

“Consumer Behavior: Motivational Factors for the Decision to Purchase Organic Products in Mexico” develops a model of the behavior of the ecological consumer in order to know the motivations that influence the decision to purchase organic products in citizens from 25 to 45 years of Mexico. The results obtained with respect to the factors that influence the purchase decision of the products are accepted the general hypothesis.

“Role of Internal and External Values on Green Purchase” focuses on the role of internal and external values in building favorable attitude towards green purchase. The authors conducted two separate studies on Indian population to examine the impact of internal and external values on green purchase intention. The findings indicate that internal and external values impact the green behavior.

“Analyzing the Impact of Green Marketing Strategies on the Financial and Non-Financial Performance of Organizations” analyzes that intellectual capital factor plays a key role in discovering the optimum green marketing strategies mix, also placing natural capital among the notable capital factors that empower organizations’ activities and strengthen their visibility on the marketplace. The authors provide some interesting clues regarding the impact of intellectual capital and green marketing strategies on organizational performance.

“Green-Washing as Influencing Factor to Brand Switching Behavior Among Generation Y in the Social Media Age” presents the notion of ‘Green-Washing’, which is an incessant practice of deceit-marketing tactics. The authors of this chapter contend that green-washing has become prevalent and increasing in geometrical progression in the FMCG industry targeting Generation Y using the power of social media platforms.

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Chapter “Eco-Labels” presents the idea of ‘Eco - Labels’, which are designed to inform consumers that the labeled product is more environmentally friendly than the competitors. The author explains in details the objectives of eco - labels, benefits of eco - labels, consequences of eco - labels, and different types of eco - labels. A systematic position for future research and practice is then established.

Chapter “Sustainable Value Chains” examines sustainable value chains with a focus on sustainable supply chain failures in developed and developing economies. In particular the authors identify that the Supply chain failures have adverse effects such as to wastage of resources. They further suggest that the firms must adopt more sustainable approaches to the design and implementation of their supply chains in order to reduce cases of future supply chain failures.

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