

## GENERATIONS OF GREEN MARKETING

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### **Abstract**

*Marketers were sales oriented and employed short-term profit maximization techniques. However, with the progress of globalization, privatization and liberalization, we are witnessing rapid economic growth through the free drive of goods and services and increased consumption around the world. To meet the needs and requirements of consumers, manufacturers must create new products or make changes to existing products. The industrial revolution has led to rapid urbanization and increased consumer expectations for products. On the one hand, the advancement of new technology leads to consumer expectations for the fulfillment of necessities, but on the other hand, the manufacturing process of products leads to environmental degradation leading to pollution of rivers, water bodies, global warming, non-renewable End of energy source. As the environment deteriorates, this becomes a cause for considerable concern. Understanding consumer needs without violating environmental laws or revenue has become a major problem for marketers. It is therefore the responsibility of every company/organization to contribute to the quality of their services rather than engaging in green spinning.*

**Keywords:** Green marketing, Marketing, Generations of Green marketing.

## Introduction

India is known for its success in agribusiness and its striving for independence in the industrial sector. India has a rich cultural heritage and is universally diversified from East, West, North and South. People living in India are very outgoing, progressive and adaptable. People from all over the world mix and have choices for different tastes and combinations of tastes. Demographic variables such as age, education, occupation, gender and earning capacity also shape how consumers think of each other. These factors influence purchasing decisions and consumer behavior. Until now, consumer spending behavior has been based on traditional marketing concepts that focus on consumer lifestyles. Marketers were sales oriented and employed short-term profit maximization techniques. However, with the progress of globalization, privatization and liberalization, we are witnessing rapid economic growth through the free drive of goods and services and increased consumption around the world. To meet the needs and requirements of consumers, manufacturers must create new products or make changes to existing products. The industrial revolution has led to rapid urbanization and increased consumer expectations for products. On the one hand, the advancement of new technology leads to consumer expectations for the fulfillment of necessities, but on the other hand, the manufacturing process of products leads to environmental degradation leading to pollution of rivers, water bodies, global warming, non-renewable End of energy source. As the environment deteriorates, this becomes a cause for considerable concern. Understanding consumer needs without violating environmental laws or revenue has become a major problem for marketers. Regarding customer purchasing behavior and environmental strategy, the company manufactures green his marketing products. The idea behind this is to inform customers about the availability, consequences and environmental impact of green products on the market so that they can use this information before purchasing the product. This has made the marketer's job of creating eco-friendly products easier. As such, the changing needs of both consumers and marketers for environmentally friendly products have been observed, and consumer purchasing behavior and marketers' businesses are expected to change in accordance with environmental legislation.

## Reviews of related literature

**Rowlands et al. (2002)** focused on three things, i.e., expenditure incurred, perception regarding environmental aspects and environmental certification that should be considered by developers of the green power product. The study ends with a concluding remark that there is a significant difference in the study regarding the willingness to pay a significant premium for green power.

**Joshi, M. (2004)** put emphasis on concern for the environment on the part of consumers which were being made available by producers through eco-labeling. Thus, eco-labeling act as a medium of promoting both production and consumption of products in environment-friendly way slightly other substitute competing product. Moreover, his article discussed the effects of eco-labeling schemes available in the market of developing countries. Besides, government and nongovernmental bodies sponsor voluntary life cycle analysis(LCA) based eco-labeling with the relevant provisions of the WTO Agreement on Technical Barriers to Trade (TBT Agreement) along with their implications was also discussed in his article.

**Tim Jackson (2005)** revealed that the impacts of consumption choices are generally not immediate. It is because it is the cumulative effect of the action of many people rather than an individual is problematic over time. One major difficulty lies in understanding how consumer behavior is affected by values. This is because of the reason that market study/count only the purchases. Though there are many people, who are restricted to express their pro-environmental values due to many obstacles that are present in regards to sustainable consumption, including availability, affordability feeling of powerlessness affecting a change and convenience of the product. Here, one thing important to note down is that overarching institutional and social structures can lock consumers into specific consumption patterns. So, we can say that on the one hand where an ecologically concerned citizen struggle hard to bring changes in the market, on the other hand, institutional factors act as a constraint which makes the choices limited, and the main decisions of consumption are made out of the public eye, which is away from market pressure.

**V. Venkataramana and Ms. Nisha Singh, (2005)** highlighted the influence of human activities on environmental issues. The four S of marketing mix i.e.

- i) Satisfaction: related to the needs of customers
- ii) Safety: related to the product on the side of consumers, society, workers or the environment.
- iii) Social acceptability: related to products or its production and the other activities of the company;
- iv) And Sustainability: related to products, its production and other activities of the company.

**Alsmadi (2007)** the attitude of Jordanian consumers with respect to concern for the environment and their willingness to adopt environmentally friendly consumption behavior was discovered. Through an empirical study, a sample size of 303 university students by using a drop-off technique was selected from Jordanian universities. However, due to stronger preference towards traditional product and weak reliability for "green" products, there seems no or least interest to actual buying action.

## Generation of green marketing

The first generation, called baby boomers (ages 52-58), are affected by environmental issues. Born between 1946 and his 1964, this generation is more socially conscious and prefers to consume organic products. These people know the environment, so they avoid polluted products and forbid the consumption of polluted products. The second generation is Generation X, which is called the eyes of the world. People of this generation were born between 1964 and 1977. They experienced environmental problems. You are aware of environmental problems caused by human actions. They understand how environmental issues affect society and cause social, political and educational problems. Generation Y are people born in the 1980s to he 1990s. They belong to the Youth category with an age range of 20 to 30 years old. Today's younger generation is forward-thinking, adaptable to technological change, fully internet-savvy, and connected through social networks. They have experienced the great influence of digital media. They recognize environmental issues on a global scale and use their knowledge and technology to take initiatives and implement environmental programs to enable more and more people to become aware of their environmental responsibility. Generation Z and below are the youngest group around the age of 18. They know green products because environmental protection issues are discussed in school and their parents/grandparents already consume organic products in their family.

### Some terminologies related to green marketing:

#### A. Green Marketing

**Pride, W. M. & Ferrell, O. C. (1993)** defined “green marketing as environmental marketing or sustainable marketing where the organization in order to save environmentmade efforts in proper designing, promoting, distributing and pricing of the products.”Green marketing has evolved through three phases, **Peattie (2001)**.

I phase- Ecological

II phases- Environmental

III phases- Sustainable

Ecological Green Marketing - Here all marketing activities address external problems and try to find solutions. This era lasted from his 1960s to his early 1980s. Green Marketing – This era emerged in his late 1980s. New and innovative products are developed here with a focus on clean technology by avoiding pollution and waste pollution. Sustainable Green Marketing – started in the late 1990 and early 2000.

## **B. Green consumers**

**Vernekar and Wadhwa (2011)** define “a green consumer is a person who purchases green products and opts friendly behavior of the environment.” These consumers show a positive attitude and are willingly purchase green products. “Green consumers are those consumers who decide on purchasing and non-purchasing by considering environmental or other related factors” (**Balderjahn, 1988**). They generally give focus on from where and when they should purchase green products and how their purchasing decisions would have an impact on the environment. These green consumers generally organized petition if they think something is going wrong, and participated in the promotion of the preservation of natural resources (Fergus, 1991).

### **(i) Sustainable consumer behavior-**

Traditional marketing methods should focus consumer behavior only on the purchase stage. H. Buyers and sellers, come on. Payment is made on the part of the purchaser and title to the product passes to the consumer. Consumer behavior must be understood from a social and ecological perspective, as products affect all stages of usage. Traditional marketing methods should focus consumer behavior only on the purchase stage. H. Buyers and sellers, come on. Payment is made on the part of the purchaser and title to the product passes to the consumer. Consumer behavior must be understood from a social and ecological perspective, as products affect all stages of usage.

### **(ii) Pro-environmental consumer behavior:**

We investigated whether there are differences in consumer behavior in relation to environmental awareness and general purchasing behavior. While general purchasing behavior is associated with evaluating the benefits and costs of a product, environmentally conscious behavior results in personal gain or satisfaction that often benefits society as a whole. However, it is worth noting that the current environmental situation poses a greater threat to consumer health. Consumers are therefore becoming

more selective and cautious in their purchasing preferences and attitudes towards the environment. Environmental issues of many kinds were the main points of discussion. Customers are therefore more aware of the seriousness caused by environmental degradation.

**The four green marketing modes are:**

- **Lean Green**

Lean green companies do not focus on promoting green activities. Instead, they believe in implementing environmentally friendly practices to reduce costs and increase efficiency. Lean Enterprise He sticks to one brand. They do not try to differentiate themselves from their competitors.

- **Defensive Green**

Defensive green companies cannot differentiate themselves from their competitors because of their environmental considerations. As a precautionary measure, companies are adopting defensive green marketing techniques to avoid market downturns and reduce perfection. These companies were also involved in funding small-scale eco-friendly events and programs to build friendships.**Shaded Green**

The companies adopting shaded green marketing strategies are also known as moderate green. These companies have the capability of differentiation regarding greenness by developing innovative products with the help of technologies and thereby achieving a competitive advantage in the market. However, they believe in making a profit by selling their products to customersthrough proper channels, giving secondary preference to environmental benefits.

- **Extreme Green**

Companies adopting extreme marketing strategies are more concerned about environmental issues. Practices involved environmental quality management, waste reduction, product lifecycle are combined. Here, companies serve as niche markets and sell their products or services through particular channels.

## Conclusion

Purchasing habits towards eco-friendly shopping are positive. The relationship between green purchasing behavior and various indicators was explained in Chapter 6. There is a positive correlation between product green accessibility and recommendations. Between corporate claims and good intentions for the reliability of eco-friendly products. Between health benefits and an easy switch to eco-friendly consumption or eco-friendly shopping. There is also a positive relationship between green logos and consumer awareness, information on packaging and its superiority. Businesses use various strategies as promotional tools to increase customer loyalty and build trust among those associated with making or consuming their products. It is therefore the responsibility of every company/organization to contribute to the quality of their services rather than engaging in green spinning. If the product quality on the company's green strategy is in line with consumer expectations, it will surely gain a competitive advantage in both national and international markets in the long run.

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