



ONE DAY NATIONAL SEMINAR
ON

**"GREEN MARKETING - PERSPECTIVES,
PROSPECTS AND PRECEPTS"
GMP's - 2020**

Chief Editor
Mr. T. JUSTIN, MBA, NET

Organized by
DEPARTMENT OF
BUSINESS ADMINISTRATION

ANANDA COLLEGE

**(Accredited with "B" Grade by NAAC) UGC Recognized 2(f)
and 12B institution Affiliated to Alagappa University, Karaikudi
Devakottai - 630 303, Sivagangai District, Tamil Nadu**

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24th January 2020

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CONTENT

Sl. No.	Title	Page No.
1.	Introduction to Green Marketing Ms. A. Veerakanmani	1
2.	Practicing Entrepreneurial Aspirations with Green Ideals Dr. S. Amutha	7
3.	Digital Marketing and Sustainable Business E-Channels (SBEC) Mr. J. Johnkennedy	14
4.	A Study on Need and Effects of Demonetisation in India and its Impacts in Sustainable Business Dr. Kumar	20
5.	Consumer - Centric Green Marketing - Perspectives Dr. S. Amutha	26
6.	Consumer Apprehension and Awareness of Green Marketing A. Vidya	32
7.	A Study on Consumers' Buying Behaviour in Online Market R. Hema Malini	41
8.	Green Marketing-Principles, Prevalence and Practices (GMPPP) in India Mr. T. Justin	46
9.	Green Washing and Deceptive persuasion - The Contemporary Study Mr. T. Justin & Mrs. A. Veerakanmani	53
10.	Green Marketing and its Strategic Phenomenon S. Selvarani	59
11.	Green Marketing Commandments and Confrontations Dr. S. Amutha	65
12.	Green Marketing and its Impact on Consumer Behavior S. Selvapackiyam	72
13.	Green it Environment Friendly Computing in ICTS Mrs. V. Pandiselvi	77
14.	Green Economics and Its Prospect on sustainable growth Dr. D. Suja & Dr. S. Boopathi	86
15.	Green Chemistry and Green Marketing A strategic Affiliation Mrs. M. Suvedha	89
16.	Green Business-Perspectives, Prospects and Precepts A. Mohanasundari	94

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Ananda College is founded and managed by the R.C. Diocese of Sivagangai. It is a Roman Catholic, minority, co-educational and self-supporting institution. It is affiliated to Alagappa University, Karaikudi and it is accredited with "B" grade by NAAC in its first cycle. It is a UGC recognized 2(f) and 12(B) institution. The main tenets are ingrained and consecrated into *Shine in Love* and it is ubiquitously pervasive with the splendid values of goodness in the serene premises of Ananda.

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CONSUMER – CENTRIC GREEN MARKETING - PERSPECTIVES

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Abstract

In the recent decade the knowledge and understanding of green marketing are highly improved with the profound prevalence of information, communication and technology especially with online marketing. Indeed, while looking marketing substantiation our eyes are always focusing customer but it is good for some extent, but ignoring the significance of consumers is not a viable business policy. Moreover, it is essential to comprehend the intent and content of concept of consumers in the contemporary marketing phenomenon. Now and dissemination are growing since initial stage. In this paper the horizons of consumer behavior, level of understanding, consumer excitement, contentment and how it channelized the level of influencing in green marketing goals in the minds of existing and prospective consumers. Hence most of the business organizations are strategically adopted the policy of consumer-centric green marketing that is focusing green credentials with the target of attracting target consumers of all strata.

Keywords: ICT persuasion, e-influence, green inputs, green dissemination, sustainable marketing, green selling, green media

Objectives of the study

- To understand the basic assumptions of green marketing
- To comprehend the role and importance of social media and ICT in green business
- To know the beneficial affiliation between business and media strategy
- To understand the significant position of consumer in the contemporary scenario
- To bestowing the basic inputs regarding green business with customer – centric approach

Consumer -meaning

Consumer is a person or individual who buys goods or service for consumption and essentially not for resale or commercial purpose. The consumer is an individual who pays some amount of money for the thing required to consume goods and services. As such, consumers play a significant role in the economic paradigm of a nation. Indeed, it is considered that Without consumer demand, producers not able acquire prospective benefits. Consumer is a central person who control the entire business activities of the marketing sphere.

Marketing meaning

Marketing is the study and management of business processing and exchange relationships. It is the ongoing business flow of making relationships with and satisfying customers. Because marketing is used to attract customers, it is one of the

primary components of business management and commerce. Marketers can direct product to other businesses (B2B marketing) or directly to consumers (B2C marketing).

Regardless of who is being marketed to, several factors, including the perspective the marketers will use. These market orientations determine how marketers will approach the planning stage of marketing. This leads into the marketing mix, which outlines the specifics of the product and how it will be sold. This can in turn, be affected by the environment surrounding the product, the results of marketing research and market research and the characteristics of the product's target market

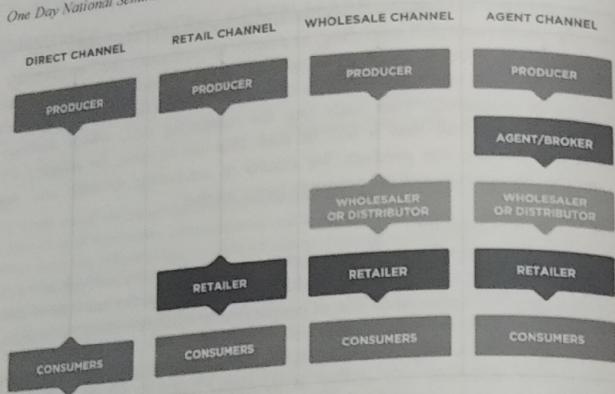
Concept of consumer centricity

Consumer-centric marketing is a business strategy that places the individual consumer at the center of marketing process and profitability. It begins from the creation of needs to the people then penetrating this need into all people finally who are willing to consume the products and services they are called consumer.

Consumer-centric marketing teams think of their consumer base as their greatest long-term investment of initiation and energy of inception without consumer there is no industry, business, marketing, selling, branding and everything involved in the itinerary of business programming. It is naturally contradicting with production centric, product centric, sales centric, innovation centric, globalization centric, logistics centric marketing.

Profoundness of consumer-centric green marketing

Green marketing has now evolved as one of the progressive avenues of interest for marketers and entrepreneurs as it may facilitate competitive green advantages. Hence business people who always have keen eyes on consumer and their behavior often. However, it requires investment in terms of technology enhancement, process modification, communicating benefits and essential focus on consumer understanding and making consumer as centralized goals of any organization. Many of the companies in India and the world have now started marketing themselves as green concerns and focusing consumer preferences due to favorable condition of business prospects derived from preference of the consumers worldwide. However, not much research with respect to green marketing has been done in India and there is question about the awareness of green products among consumers. The attitude of Indian consumers towards green products and the relationship between the attitude and behavior is also different from other developed countries of the world. As green marketing is different from the marketing in traditional way in terms of focusing green with the central theme of preeminence of consumers marketers need to know the factors that persuade the consumer to buy the green products



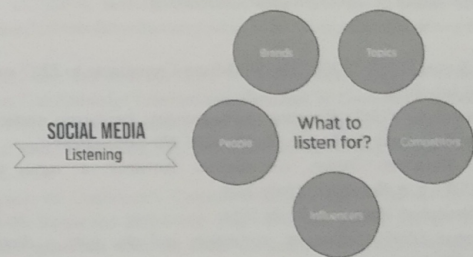
The above chart demonstrates the relationship different form of marketing channels and the strategic means of information transmission and delivery of the product to the consumers. For instance, all products produced from respective production unit from the production process it was categorized into suitable stream in terms of product nature, ingredients, type, price, size, green scores, and other. Hence the role of advertisement manager and public relations manager are the crucial function to convince the necessity and reliability to the product without achieving level of green washing influence.

Pragmatic Strategies of consumer-centric green marketing:

- **Information driven move:** Data is the foundation on which any good future marketing strategy should be built. In practice, consumer-centric marketing means marketing to an individual, not to a device or cookie. The first step is to collect and activate against all of your prospective consumer inputs across first- second- and third-party data. Said another way, work on bolstering your single view of the customer. It is immensely assisting business into association of aggrandized green business environment.
- **Consumer the boss:** Marketing is traditionally driven by business needs. Whatever it may be focusing consumer is the key. In this we have to demarcate the difference between consumer and customer. Yes consumer is a person who consume the things, goods or services whereas customer also a individual or company who consumes only the stipulated brand, colour, company without the consideration of other companies reputation and influence.
- **Single preeminence:** consumer is a single dominant platform for all business owners because without consumer there is no possibility of consumption. If no

consumption no marketing no sales. Hence business industries are always focusing single object that is consumer

- **Consumer Impact Assessment (CIA):** Assessment is one of the strategies to understand the reality of the business environment and it helps to enhance the prospects business and it leads to reputation expansion and image leadership in the minds of consumers. In this method we can easily receive the actual requirement of consumers with the ingredients of green products. In this case we have one question regarding is it consumer or customer. No doubt it is essentially consumer is the right person than customer. Because if we assessing the product impact with customer it automatically prevails partiality and lesser degree of value neutrality. Hence in this context consumer is more appropriate than customer to deciphered the existing reality of green marketing. It is very important to listening the voice of social media with infusing green values throughout the world.



The role of information, communication and technology (ICT) plays a profound significant role in spreading the green values, principles, precepts to all forms of prospective consumers. In the recent the role of social media is overlapping in speed and price. All of the people in the current business environment progressively involving in the forms of cluster like what's app group and sharing the information to all strata of category including younger, old age, professional, academics, business clique, officials, women, and many more concentrated in the single platform and sharing the gist of information in all sphere. Hence it is observed that the role of social media to promote the connotation of green marketing is easily achievable with the wide prevalence of technology and social meadia.

- **Comprehending values:** it is better to understanding consumer values than their expectations. It favours customer relationships, but develop it in timely fashion that lets you take action against those insights. Comprehending cultural, traditional, social, ethical, religious, moral values and precepts of consumer make a new way of constructing green marketing possibilities and it leads to establishment of

Conclusion

In essence the concept of green marketing is substantially penetrating in the global sphere on the other hand in India too it enhanced its scope and prospects in the recent decade. Since the establishment of business organization and its prime goal is to attract consumers and metamorphosing consumers into customers with maximum possible manner. Whereas it is often miscomprehended by most of all. That is customer is important person in the business profession yes, it is true but in the initial stage they are in the form of consumers. Hence it is presumed that the careful evaluation of all forms of consumers with the relevance of green goals and persuading them with environmentally substantial conditions certainly accentuating the objective reality of making green marketing with realization of consumer centric marketing.

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