PREFACE

The mad race for accelerating the pace of industrial and economic development has resulted in over exploitation of natural resources. This has led to depletion of ozone layer, ecological imbalance, environmental degradation and host of other similar problems that have caused greater havoc on quality of life of the people and raised many health problems. The Environmental degradation has become a major issue of concern for companies, government and people in the country. This has increased the worth of adopting various paradigms of green marketing by companies. But as a famous writer Ottman Jacquelyn, once wrote in her book *Green Marketing: Opportunity for Innovation*: “From an organizational standpoint, environmental considerations should be integrated into all aspects of marketing; new product development and communications and all points in between. The holistic nature of green also suggests that besides suppliers and retailers new stakeholders be enlisted, including educators, members of the community, regulators, and NGOs. Environmental issues should be balanced with primary customer needs.”

It is in the above context that this research work takes the challenge of understanding the role the companies, customers and society are playing in green adoption. The research work focuses on the efforts of electronic companies in India with regard to green adoption with special reference to four parameters covering various phases of life cycle of a product: Manufacturing process, Green House Gas emissions during manufacturing, delivering and other supportive processes, energy efficacy in production and final use of products, e waste management and recycling. On the demand side, customers’ willingness to purchase and actual green purchase, re purchase behaviour are under the purview of study with special focus on environmental knowledge and awareness, perception towards green electronic products, perceived consumer effectiveness, trust in companies’ messages about green products, knowledge and awareness about the green electronic products, government efforts, and concern for buying and using eco friendly products. The study entails five chapters:
Chapter 1: It advances the concept, need and importance of the study highlighting the key research issues that need to be explored. It is followed by critical review, of existing research studies conducted, particularly, empirically throughout the world dealing with various aspects of ‘Green Purchase Behaviour’. This is followed by highlighting the gaps existing in research in this area and contribution of present study towards filling these research gaps.

Chapter 2: This chapter presents research objectives and research hypotheses undertaken for the present study. It also provides insights into the framework used to conceptualize and operationalise research objectives of the study. Finally, this chapter outlines the research methodology employed, describing the chosen sampling technique, the way the data for the study has been collected and the statistical techniques used to analyze the data.

Chapter 3: This chapter discusses developments taking place in Indian and International Electronic firms in respect of the adoption of green marketing concepts.

Chapter 4: This chapter put forward the findings of the study in line with the objectives of the study, dealing particularly with factors affecting green purchase behaviour, customers’ willingness to pay more and the relevance of sources of information about the concept from customer’s perspective.

Chapter 5: Finally, the discussion and conclusion in light of underlying findings are delivered. This chapter pinpoints managerial implications of the present study and directions for future research.

I hope this study serves as an answer to the need of the time. The world is rapidly facing the natural havoc due to the deterioration caused by the human actions. Going green is the need of the hour and initiating it with the use of electronics will be very effective solution as the whole world is now dependent on technology for their routine chores.