

Development of New Concept Funnel for Green Marketing in Textile and Garments Industry of Bangladesh

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Abstract

This research includes a few complex analyses involved in product modification to expand environmental friendliness while maintaining customer appeal and market competitiveness. In this research, a strategic concept funnel has been proposed. According to this funnel overall solution of green market strategies of Bangladesh can be achieved. This concept model has been approved by a small survey (Google, Face book and Skype) among Bangladeshi Green factories. 64% of the top level management agreed with this concept model, whereas only 36% disagreed. Sometimes manufacturers face some barriers due to government regulations like tax, tariff, and GSP issues. To get open market, government needs to take proper steps to ensure sustainable development. This paper analyses the level of alertness among manufacturers pertaining to their consciousness in aspects such as eco-labeling and the production of green products which need more customer concern, and change of old technology. After the analysis, the paper gives Bangladeshi industrialists a detailed guideline regarding the production of green products and implementation of green technologies though preserving market competitiveness for environmental conservation. There is a huge prospect of green marketing in Bangladesh. It can bring new dimension in the field of business with proper implementation of green marketing policies and strategies.

Keywords: Bangladesh; Garments industry; sustainability; green marketing; environment

1. Introduction

Green marketing and green product are totally new concepts for Bangladeshi people. In green marketing, products will be organic, reusable, eco-friendly but this character of green product is not understandable to the general customer, so here green marketing concept uses negative things from customer point of view (Tang, 2014). To change this problem, more customer concern about organic product is needed. Here social media can play a vital role to solve this negative view. On the other hand, Bangladesh needs to import organic raw materials from abroad and sell

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green electricity in the tag which may be generated in any case. An example of such a condition is renewable power that has been contained in the frequency library of a utility company without a green plan. Such kinds of programs don't sell anything, as no green market exists. As these procedures are not fair, they breed the cynicism of consumers. If such kinds of programs are allowed, the markets for the people who in fact make some different points will be weakened.

1.1 Current situation of Bangladesh textile and garments industry

The Bangladesh textile and garments industry impacts the environment in a variety of ways in terms of its use of resources, its influence on global warming, and the amount of contamination and leftover it generates. It then agrees with the practice of measuring these influences before making any amendment about the environmental influence of the industry. A good green marketing plan is marked by close ties with local environmental groups and is widely supported in regional and national groups interested in promoting renewable energy. For example, the Colorado public service has established close partnerships with state and water funds and other environmental organizations. Government departments do intend to make variations in the behaviors of consumers. Thus it is necessary for them to reestablish a set of laws and regulations which have differences from the former ones, sometimes leading to proliferation of regulations and guidelines, without a central control mechanism. Responses to competitive pressures can lead to "followers" committing the same mistakes as "leaders." An expensive example is Mobil following the competition, and the introduction of "biodegradable" garbage bags made of plastic materials. Most of the wasteful things produced will be poured into the stream of wasteful things, so organizations responsible for the environment should try to reduce wastes to the maximized level instead of finding "proper" solutions for making use of it. Bangladesh, the eighth most overcrowded country overall, is the second-largest textile and garments exporter in the globe (Ginsberg & Bloom, 2004). With its salary levels among the lowermost in the region and with its abundant labor supply, Bangladesh is hugely in demand as a garments production base, safeguarding its rank as one of the world's chief suppliers of low-cost, ready-made garments (RMG) for the last two decades. Moreover, several external companies now have their own export-oriented production plants in Bangladesh for the international market. Bangladesh's textile and garments sector has become one of its most vital pillars for total economy, with clothing products accounting for almost 80% of its exports and more than 10% of its GDP (Mohajan, 2011). This booming sector has contributed massively to the country's development, generating jobs and making foreign income, interesting FDI, triggering infrastructure projects and providing a host of other related business opportunities. As a result, the country's per-capita income has shot up from US\$280 in 1990 to US\$838 in 2013, an increase of almost 300% (Gereffi & Memedovic, 2003). Bangladesh's textile and garments production capability has developed significantly. The Bangladeshi government has also promoted minimum wage ranks and is allowing for opening a number of vocational teaching centers.

1.2 Current situation of Bangladesh green marketing strategy in textile and garments industry

In Bangladesh, the idea of Green Marketing and Green Feeding is yet to be spread broadly. Although environmental consciousness became fashionable throughout the world in the 1990s, only in the past few years, some of the business firms in Bangladesh refer to the terms like Green Marketing, Environment Consciousness, Green Consumption and the like. Green Marketing is more appropriate for the manufacturing firms rather than the service providers (Maheshwari, 2014). Consumers have the second most important responsibility to be conscious about green consumption. With the aim of catering to the ecological needs and guaranteeing consumers' health, green consumption involves all forms of consumer behavior and models that are good for people's health and the protection of the environment. Green market doesn't satisfy the expectations and dreams of many activists and managers. Green market means the protection of environment to match its commercial philosophy, with green as the core value keeping the green customers the starting points as well as the centre in market research, product development, and product sales. In order to keep the ecological balance, sustainable development attaches importance to environmental protection as a prerequisite to meet consumer demand for green marketing strategy. Industries do not have a single solution for creating the green market. Some professors advise industries to follow one of the four solutions, on the basis of the markets as well as the competitive situations. The solutions are the "lean green" solution which is relatively silent and passive to the "extreme green", "shadow green" and "defensive green" solutions which are more visible and aggressive (Boztepe, 2012). New technological breakthroughs need to re-establish the developed countries' competitive features. The protectionism's persistence with the method of MFA as well as the crisis in the industry of textiles in advanced countries suggests that the innovation rates will also be casing behind the proliferation. Green Marketing refers to complete business practices and products that are eco-friendly while also meeting the needs of the consumer. Focusing on health has gradually become a new way of life and a new consumption trend. It gives our country's textile and garments industry enlightenment in green marketing. Textile industry uses oxidants, flame retardants, and other chemical substances in the production procedure. So clothing is contaminated. In the procedure of printing and dyeing, formaldehyde and halide carrier and weighty metals will remain on the textile. The post production of clothing will also contain formaldehyde resin. Therefore, clothing will also cause pollution (Mohajan, 2011). Based on the above, Bangladesh began to pay attention to this problem, and set up the environmental labeling product certification. In the above context it would be very useful and relevant to conduct a research to identify and analyze current practices of Green Marketing in Bangladesh. Mankind has limited resources on earth, with which s/he must attempt to provide for the worlds' unlimited wants. As firms face limited natural resources, they must develop new or alternative ways of satisfying these unlimited wants. Ultimately green marketing looks at how marketing activities utilize these limited resources, while satisfying consumers' wants, both individual and industry, as well as achieving the selling organization's objectives. In the context of Bangladesh, the environmental situation and awareness is quite bad. Bangladesh is a growing and compactly populated country in Asia. In 2012, its population was about 160 million (Amin, Sheikh, Arif, & Rahman, 2013).

Undoubtedly Bangladeshi producers and marketers show a dynamic role in using the resources in a manner to give contentment to the purchaser with minimum efforts and costs. There is a need to evaluate whether the manufacturers of Bangladesh are aware of green products and eco-labeling, though BSTI and other organizations give licenses for marketing goods. At the present situation it is difficult to implement green marketing in Bangladesh (Ginsberg & Bloom, 2004).

2. Problems of green marketing applied in textile and garments industry of Bangladesh

There are lots of challenges in the arena of green marketing which may be summed up as follows:

2.1 Problem with green message:

Just being green is not sufficient. Majority of people do not make decisions based on the purity of product. Though many customers think green is nice, when given a choice they select the brand they like or the lowest-valued product.

2.2 Only green alone is not in a good position:

In a crowded group, just re-forming the product into something that is green is unlikely to be convincing. A better method is to create a new group. For example, no one wanted a hand wash soap that only killed more germs, but a new category of hand antiseptics was a big hit.

2.3 Insufficient concern of customer:

Customers always want to buy good products at low price. But customers are not concerned about the product quality. Now a days most of the textile and garments industries focus on their products. Chemical based products are available in market, and customers buy the products at a very good price, but it's a matter of concern that customers do not think about the actual quality of product, whether it is good for health or not, it is good for environment or not. Due to this lack of customer concern about organic product, manufacturers continue to produce chemical based product (Islam, 2013).

2.4 Majority of textile and garments industry don't have green marketing concept:

In Bangladesh textile and garments producers have been the ideal suppliers of products to the industrialized countries. Manufacturers in developed countries focus on domestic markets for growth, while producers in developing countries focus on export growth. But they are not willing to produce organic product. They also don't have any green marketing concept. For many less industrialized countries, developed markets are considered to lack the appetite for rich textile and garments products (Martin & Economy, 2013).

2.5 Lack of practice in reusing waste material:

The need for effective textile and garments waste management is inspired by the increasing cost and reducing availability of landfill space and the dwindling of natural resources, which directly impacts green marketing. Through the whole procedure in textile and garments industry, there are lots of wastages coming out from the production process, like wastage of fabric part, wastage of electricity and wastage of water. To be eco-friendly, industries need to do recycling practice of wastage material. In textile and garments industry, reused apparels are those which are reused after use and disposed of. Due to the fast fashion production and increasing rate of ingesting, textile and garments industries are producing huge volumes of waste which can be recycled and reused. Textile

material can be degraded to use in the pulp industry, they can be used to stuff toys and other textile home fashion products and they can also be decomposed and again constructed into new garments to sell in the market. Clothing enterprises need to contract with the production procedure of all kinds of waste recycling. Each year about 5 million tons of waste resources can be recycled in many ways from Bangladeshi textile and garments industry. By using ETP (Effluent Treatment Plant) an industry can easily reuse waste water. Green clothing products naturally degrade and reduce environmental pollution. Green degradation plays a substantial part in environmental protection, which is a very important thing. Chemical based products are harmful for the environment. It takes long time to decompose and sometimes is a big threat for the nature. Terms mentioned to mostly natural materials denote their capacity for biodegradability and resolution with easy to wash and care attributes and better prospects for recycling and reuse.

2.6 Government and chance in Bangladesh:

It's a new task for the government. Bangladeshi textile and garments industry want to join this new green culture. But due to poor support from the government, textile and garments owners get discouraged to go ahead with green production and green marketing. For establishing eco-friendly production environment, huge investment is needed from the owners. Due to setup, green industry sometimes needs to change total strategy for the traditional industry. So it's difficult to invest without government support. To encourage the adoption of green industry, some governments are providing subsidies to consumers who buy solar panels, electric vehicles, and the like. So, to establish eco-friendly environment for the textile and garments industry, proper government support is needed. In Bangladeshi textile and garments industries, two variables which are measured to be the significant perspective are- (1) government and (2) opportunities. If these policies affect some of the four decisive elements, the policies from the governments may influence the industry significantly. Government policy will affect many industries, like the antitrust policies, tax policies, education policies, fiscal and monetary policies, regulatory policies, and so on. It doesn't refer that all of the companies can develop continuously in such condition, but these companies will appear in the international competition to succeed (Diamond, 2009). All of the four determinants define the perspective of the leading diamond of the country respectively, and all the perspectives of the influence usually depend on other persons of the nation. The core of connection marketing is to keep customers and to provide customers with a higher degree of satisfaction with the value of products and services. Enterprises through strengthening of links provide effective services to maintain long-term relationship with customers, and on this basis carry out marketing activities to achieve marketing objectives. Therefore, reinforcing the relationship with customers and building customer reliability, can bring long-term benefits for the enterprise; it is to promote the enterprise and the consumer retention strategy (Allwood, Laursen, de Rodriguez, & Bocken, 2015). As an effective two-way communication channel, the internet can appreciate the low cost of communication and communication between enterprises and customers, and provide effective guarantee for the long-term relationship between enterprises and customers. First, the internet companies can directly receive customer orders and customers can directly put forward their own personalized needs, the enterprise can use flexible production expertise to maximize and to create more value in consumer products and services according to the customer's personal need to meet

the needs of customers.

2.7 Regulation and legislation:

For establishing an eco-friendly environment, there is a need to maintain some regulation and legislation applied by the government. Without proper maintenance it is difficult to establish green production system and also difficult to set green marketing strategy. Organizations need to improve the environmental safety laws and regulations, and construct a set of effective systems to solve the problem of management system better. Bangladesh government should give some incentives for green marketing enterprises, such as bonuses, incentives, tax cuts, etc. This not only reduces the cost of application of green marketing, but also can improve their confidence to continue to perform green marketing (Mohajan, 2011). Green marketing is one of the most contemporary sagacity of determination of the topics in the deteriorating ecological environment and increasing global threats in the making of modern marketing. The implementation of green marketing is the expected choice to meet the global defensible progress and the demand of green consumption. Due to Bangladesh's green marketing reality, the companies which have attained some results though the implementation of the strategy are still facing many problems. Therefore, we should fully realize the problems existing in the green marketing in the industries in Bangladesh, and on the basis of drawing on the experience of foreign countries, we should develop green marketing strategies which are suitable for Bangladesh's national conditions and international standards. Therefore, we should adopt a realistic point of view, a comprehensive investigation of the status quo of Bangladesh green marketing, and prospects, and take the appropriate strategy for economic development and provide a valuable exploration of building a pleasant society (Ottman, 2017).

2.8 Proper guidelines of green marking mix:

Today many traditional industries want to improve their greenness. A way to do this is by greening the marketing mix. The current green marketing works only touch upon assured aspects of the marketing mix, but there are no documented studies that afford guidelines on how to green the marketing mix.

3. Proposed new green market strategies for Bangladeshi textile and garments industry



Figure 1. New Green strategies concept for Bangladeshi Textile and Apparel Industry

To adopt this concept the author conducted a survey process among the different textile and garments industries of Bangladesh. This survey was conducted through the internet especially by face book, tweeter, Google questioner etc. This survey contains some questions about this model.

Industry	No. of participant	Male	Female	Position	% of Agreed/ Disagreed	
Industry-01	05	1	4	CEO, GM, AGM	60	40
Industry-02	02	1	1	ED	50	50
Industry-04	03	3	0	GM, AGM, AO	70	30
Industry-05	01	0	1	GM	100	00
Industry-06	03	2	1	AO,AOO, CO	40	60
Total Number of acceptance:					64%	36%

Table 1. List of the Participant with % of acceptance (**Industry names have been hidden for confidentiality) In this survey, total number of participants was 14. Here, 64% agreed about the concept funnel and where the 36% did not agree. So, the final summery is, $X_1 > X_2$.

4. Suggestion to improve green marketing strategy in textile and garment industry of Bangladesh according to concept funnel

Bangladesh is the world’s second biggest textile & garments exporter. As the largest manufacturing sector, it accounts for nearly 50% of total industrial employment or 10% of its GDP. In addition, it takes up nearly 77% of total export volume, making textile industry Bangladesh’s principal earner of overseas exchange. Early in the 1980s, Bangladesh’s exports of jute and sales of clothing were negligible. Today, however, the exports of clothes products are the main export items. From 2001 to 2002, clothing exports brought forth \$ 458 million in overseas exchange. The industry benefitted from the EU, Canada, Norway and Japan as a market in particular. Since Bangladesh is a developing country, whose textile and garments exports are duty-free and quota-free, this

preferential policy, coupled with minimum cost of labor, provides a good advantage for the garments sector (Kotler, 1972).

4.1 Need to create strong brand position:

Besides establishing green brand, there is a need to make the customer more loyal about that brand. Many green brands leave them nowhere, as they aren't inexpensive and have a weaker brand position. It is important to make sure to take a truly solid look at any specific brand, get outside feelings and advice.

4.2 More workable solution to create new method:

Budding new categories should combine green with another strong element.

- Green + suitability -- With our busy lives, suitability is sought out.
- Green + highest presentation -- You may need to spend even more to make your green product of the premium category.
- Green + prices savings -- Consumers like to save money. Energy saving Goods made inroads.

4.3 Collective consciousness of the whole society:

To establish this new green culture, everyone needs to come forward to serve the environment. The whole society needs to take accountability to establish eco-friendly product concept. While different organizations and agencies offer several meanings of green advertising, some explanations look for naturally "safe" or "sustainable" creation, while others try to find to decrease a company's "carbon footprint". But customers need to realize the value of green environment and they should do practice on it.

4.4 Green opportunities:

- Use recycled resources in product production.
- Use green power (such as wind).
- Reduce waste (in both energy and materials).
- Use eco-friendly methods, including sustainable and organic raw materials.
- Buy/sell locally, reducing conveyance energy.
- Decrease product packaging or recycle product packaging.

4.5 Change the traditional marketing concept and develop new green marketing concept:

Differences between green marketing & traditional marketing may be seen from several aspects. Green marketing develops on the prime functions of traditional marketing. Green marketing may achieve goals that traditional marketing cannot do. Green marketing does not focus only on the direct benefit of an item but also on long term environmental benefits. Traditional marketing involves devoted new customers by using TV advertising, print advertising, newspaper, telemarketing and direct mail. This is known as outbound marketing where focus is on push strategies. Green marketing by contrast uses inbound marketing where the focus is a pull strategy. By linking the company's website with external social mass media sites such as, YouTube, Facebook and twitter, along with blogs, it forms an interactive media that fosters interface with essential customers. Green marketing concerns with three aspects :(1)Promotion of manufacture & consummation of

clean products, (2) Fair trade with clients and society, and (3) Protection of environment.

4.6 Implement cleaner production method:

The main usable things in textile and garments industry are electricity, air and water. Water is the main material for textile and garments industry. By using ETP (effluent treatment plant) it is easy to reuse waste water. From textile and garments industry everyday large amount of gas mingles with air. By altering the gas removal way it is easy to decrease the air pollution and to help implementation of green market in harmony with the existing ecological protection in Bangladesh. Lusty development is the basic method in Bangladesh. The two basic explanations have the closest connection between ecological protection in Bangladesh and the overall strategic issues. Cleaner method can (Greenstone, 2002):

- Improve environmental effectuation.
- Diminish waste of electricity, air and water pollution.
- Diminish operational costs.
- Diminish greenhouse emissions.

The advantage of cleaner making includes abated waste, the regaining of treasured by-products, improved environmental condition, increased productivity, increased efficiency, lower energy consumption, and an overall reduction in costs.

4.7 Green /Organic certification for the green production:

Organic term is related to the making of fiber and textiles. The biggest and most authentic certifying organization for the organic products are global-standards.org which assigns a GOTS (Global Organic Textile Standard) to the processes of textile which are made up of usual fiber while maintaining high level of purity through the whole supply chain of the textile. Bangladesh has introduced this green production few years ago. Bangladesh mostly exports their textile & garments item to U.S.A, Europe, and Germany etc (Essays, UK, 2013). The brands like H&M, gap, C&A, Ahlen's, and Zara focus on organic products. Due to this, manufacturers always need to prove their organic certificate like oeko-tex, c₂c, green guard, gots, and global recycle standard and smart. Implementation of green marketing, certification, in particular ISO-14000 certification, known as the "green card", leads Bangladesh garments enterprises to enter the international market, "amulet". Certification includes environmental system, environmental audit, environmental labeling, life assessment, environmental behavior evaluation, and so on. Implementation of ISO-4000 management, in line with the international standard environment, is narrowing the gap with the importing countries, especially developed countries' environmental rules and environmental standards. This certification shows the excellence of product. This certification is also a part of marketing. With export quality organic goods, Bangladesh have already started to get their value among international textile & garments market. The textile and garments industry is increasing its green identifications through industry & supplier-driven certifications that certify the security of their whole supply chain.

4.8 Implement appropriate green marketing mix:

Implementing suitable marketing mix can be the way to spread new products. If customers demand eco-friendly products, then it can easily be accepted by the customers.

4.8.1 Green product:

The products have to be promoted depending on the requirements of the customers who favor eco-friendly products. The ecological purposes in planning goods are to condense consumption and pollution and to increase preservation of scarce resources. Green product can be made by using easy to decomposed materials (Organic raw material) or reusable packet etc. Green services and products develop part of the commercial purposes many companies of our country have, including green production principles in the usage of raw materials, production processes, packaging and other features of the green product. The modern textile and garments industry are internalizing the green marketing concept, considering environmental safety and social improvement requirements in the design of products. As a result, designs are causing no pollution or less pollution, saving raw material encouraging consumption or use of substitute materials, conducive to the long-term interests of consumers and society. Green package helps the recycling of products with environmentally friendly packaging and strengthens the package to maximize the energy consumption of products in the procedure of environmental pollution.

4.8.2 Green price:

A green price can be considered as follows:

- An image of the cost of production, particularly when companies price their products by standard cost or cost-plus-profit methods.
- A key variable in the chase of profit.
- A signal of quality to consumers.
- A basis for market segmentation, with different prices paid for the same creation in different market segments.
- A measure of a product's worth which allows dissimilar forms of product to be compared and considered.
- An image of the demand that exists for a product and the available supply.
- An essential basis for competition
- A key marketing variable that can be organized to achieve a wide variability of marketing objectives.

4.8.3 Green place:

Green logistical apprehensions seek to exploit distribution while reducing negative effects on environment, typically from a carbon footprint perspective. Managing logistical processes, methods and materials to diminish environmental effect is one of the more tough tasks related with green marketing. The choice of where and when to make a product obtainable has important impact on the customer. Very few customers will go out of their way to buy green product (Boztepe, 2012). Selection of a place near the production plant to reduce the transportation and material handling cost can get the good customer feedback.

4.9 Green promotion:

Green promotion is offers like- buy one get one, discount, offer gift card etc. with green products. The Objective of Promotion is not to create difference between greener communication and the other methods of communication. It cannot be highlighted too strongly that greener communication should be approached in just the same way as any other communication: the basic disciplines are the same. There are three aims of green advertising, which are similar to those of a grey advertiser: to inform the target consumers about the company and product so that they become aware of a new green product, how it works and what its environmental and other advantages are; to persuade consumers to switch to a green brand, to change their preconceptions about a product, or even to find out more about it perhaps by sending for a brochure; to remind customers that they will need a product soon, and to emphasize where and how it can be purchased. Promotion is intended to communicate between consumers and enterprises, which is measured to be very important to induce and create the requirements. Green promotion's key is passed through the complete data, the demand of green consumers and the coordination of green goods for the purpose of searching for the establishing of the firm as well as product to achieve green image and for expanding green product market share. Green promotions can be through green advertising, green packaging, green products fairs and other forms. Clothing enterprises in the advertising should be careful in their choice of advertising media. If the authority of the media has credibility, advertising can achieve the desired results. In the enterprises, internal public relations should strengthen the enterprises' internal green propaganda and education, develop green system and cultivate green culture. The enterprise's external public relations should maintain the media publicity of green corporate culture, participate in social activities and major green environmental protection, protect the ecological environment of the folk organization to give material support, such as clothing enterprises in the clothing institute offer scholarships to encourage excellent students, donate to the children in poor mountainous areas. Sports sponsorship faces a varied range of objects, but also targeted and public welfare (Jay Polonsky, 2008).

4.10 Improve the green marketing and environmental awareness concept:

The first task is to increase the quality of entrepreneurs or change the idea of entrepreneurs. Entrepreneurs need to have global, long-term development awareness. Under the goal of sustainable development, they need to adjust their own behavior. The leaders in progress planning and awareness of manufacture and marketing decision-making and management should focus on the infiltration of green consciousness from the simple chase of short-term optimization goal to long-term target optimization. Enterprises should pay attention to establishing the internal staff of the green marketing idea. Through education and training, the enterprise can develop the general staff to the highest decision-making level. They can form a unified system that is considerate of the concept of green, pays attention to and improves the enterprise's green culture, sets up green images of the enterprise. Through the establishment of the green market's concept, enterprises can effectively protect the environment in the process of design, manufacture, packaging, use and service. Environmental awareness is to understand the fragility of our environment and the importance of its protection. Promoting environmental awareness is an easy way to become an environmental steward and participate in creating a brighter future for the nation. Effective

businesses need to be well-organized, well-managed, and customer-focused, offer excellent products and services and provide value for money. Within this framework they also have to fulfil the opportunities of their stakeholders, which include their commitment to the environment. To describe environmental awareness we must first recognize the environmentalist movement. Environmentalism is a philosophy that evokes the necessity and responsibility of humans to respect, protect, and preserve the natural world from its anthropogenic (caused by humans) afflictions. Environmental awareness proves important for several reasons; it fosters a sense of connection to the natural world, promotes sustainable development and encourages conservation of irreplaceable natural resources and vulnerable plant and animal species. Environmental awareness essentially serves as an educational tool, helping people around the world understand the economic, aesthetic and biological importance of preserving resources and reducing or eliminating the harmful impacts of man-made alterations. Environmental awareness or education helps people understand the consequences of human activities on various lands and identifies remedial solutions. Environmental awareness is an integral part of the movement's success.

5. Conclusion

This is the right time to select "Green Marketing" worldwide. It will come with drastic change in the world of business if all nations make strict rules because green marketing is essential to save world from pollution. From the conclusions, recommendations, and implications drawn from the results above, it is evident that green marketing does exist in the organization, and that a majority of the employees are aware. Environmental awareness and green technology according to a majority of the employees have significantly boosted their market competitiveness and profitability by enhancing its brand image. Despite the extemporary performance and achievements towards the attainment of green marketing by the company, few junior employees have an idea of the organization's plans for the enhancement of green marketing. Most of the interviewed candidates either accepted that the company had not previously given an outlay of its green marketing goals or contradicted. Regarding the specific technologies applied to achieve green marketing and environmentally safe production, employees exhibited significant awareness levels. It is therefore, recommended that the organization should embark in a thorough green awareness which should be focused on educating the public on the need to support companies which apply environmentally friendly technologies. Green marketing is a tool for protecting the environment for the future generation. In all over the Coimbatore city, the people and customer have awareness related to green products. Meanwhile, if the entire Coimbatore customers became natural eco-friendly user, definitely Coimbatore will become one of the finest clean cities in future.

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