

# Impact of Green Marketing On Buying Behavior of Consumers

Dr. L. PADMA

Associate Professor, Sai-Sudhir PG College, Hyderabad, Telangana, India.

**ABSTRACT** - This paper emphasis on green marketing exclusively practiced by the companies that are committed towards the sustainable development and corporate social responsibility. This paper investigates the attitudes and beliefs of the customers on environmentprotection and their buying behavior of eco-friendly products. Primary Data were collected through the questionnaire by adoptingthe simple random sampling. Under general environmental beliefs, the mean value of “Existence of plants and animals are primarilyto be used by human beings” is 6.80 is the highest and the mean value of “There are certain ceiling limits in which our industrializedsociety can be broadened” is 4.66 is the lowest. Under consumer environmental behavior, the mean value of “Take your own bags to the supermarket” is 4.90 is the lowest and the mean value of “Use biodegradable products” is 4.180 is the highest. Under consumer buying behavior, the mean value of “I trust well-known brands to make products which work” is 6.90 is the highest and the mean value of “How eco-friendly a product” is 4.14 this is the lowest. Regression Analysis depicts that the green product performance beliefs are not significantly impacted by the environmental beliefs. It is being inferred that the consumers are not exposed towardsthe green product marketing communication.

**Keywords:** Green, Sustainable, Biodegradable, Environment, Marketing, Communication.

## I. INTRODUCTION

The term ‘Green’ or ‘Sustainable’ often refer to products, services or practices that allow for economic development while conserving for future generations. A green product is less detrimental to human health. Green marketing refers to the activities of selling products and/or services by focusing on the environmental benefits. Such a product or service may be produced in an eco-friendly manner as follows:

- Manufactured in a sustainable fashion
- Does not contain any such hazardous materials or substances of ozone-depleting
- To be Reusable, Recyclable and not "throw away"

Green marketing is practiced by companies that are committed towards sustainable development and corporate social responsibility. Many organizations are striving hard enough to implement sustainable environmental oriented business practices. They can produce eco-friendly products according to the requirements of the consumers and also minimize the costs, including packaging, transportation, energy/water usage, etc. In this green product innovation strategy research. The assumption of green marketing is that potential consumers will view a product or service's "green Quality" as a benefit and move to their buying decision accordingly. This paper examines as how consumers' values, beliefs, attitudes and their exposure to

influences and information, shape their behavior and perceptions of product performance by focusing towards the influential role of marketing. Public Works Departments and Government Services of Canada have information on green procurement principles and resources for businesses. Ethical oriented sourcing has become important to companies and consumers.

## II. REVIEW OF LITERATURE

Diessan (2007) conducted a study on consumer awareness on green marketing and found that in order to maintain a competitive advantage, an optimum level of greenness needs to be identified between innovative performance and green, thus avoiding only by capturing the niche green market. So, if the market for eco-friendly sustainable products is too become main stream, it is important to consider the factors influencing the customers' selection process.

Joseph (2017) conducted research on the purchasing behaviour of the consumers in the corporate sector in Palan. It has been found that 52% of the people made at least one time purchase for six months from at least one socially responsible corporate. 52% of the buyers verify the product packaging to ensure the sustainable impact.

Mary Christina, et al. (2019) conducted a study on consumer awareness on green marketing in the Asia-Pacific region, Latin America, andthe Middle East Africa, North

America and Europe which has depicted a higher preference (65%, 64%, 62%) to pay extra, whereas the preference in North America and Europe was lower (41% and 39%).

The Nielsen survey (2020) also looked at retail purchase statistics, and according to the sales data, brands that advertised sustainability on packaging had 5% year-over-year increases in sales from 2010 to 2015, as compared with 1.5% for those that did not.

The role played by marketing has become a matter of discussion as lifestyles and consumption patterns in the industrialized world are a major source of environmental damage. On the one hand, marketing has been criticized for contributing towards the environmental degradation by focusing on consumption, consequently contributing to a throwaway society and emphasizing on satisfying short-term consumer or customer wants. On the other hand, marketing can be viewed as an activity that concentrates on eco-friendly products too. Thus, marketing contributes to more sustainable forms of society. Marketing has developed and expanded its scope towards the ecological problems from focusing on the production activities, transaction and exchange. There are definitions of green marketing.

### Green Consumers

Research has shown that green consumers:

1. Are sincere in their intentions, with a growing commitment to greener lifestyles;
2. Almost always judge their environmental practices as inadequate;
3. Do not expect companies to be perfect in order to be considered 'green'. However, they also:

1. Tend to overstate their green behavior, including the number of green products they actually use;
2. Want environmental protection to be easy, and not to entail major sacrifices;
3. Tend to distrust companies' environmental claims, unless they have been independently verified;
4. Lack knowledge about environmental issues, and tend not to trust them to evaluate scientific information about environmental impacts. However simultaneously, they are eager to learn which means that the consumer education is one of the most effective strategies that entrepreneurs can adopt.

The majority of the age groups are found to be young adults, many of whom are influenced by their children. In addition, women are considered to be a key target for green products and continuously purchases on behalf of men. The

best 'green' customers are people expecting a good quality and more money to spend. As a result, the most promising products for 'green' tend to be at the higher side of the market. The most famous outlets for green products are retail stores frequented by more shoppers. In general, green consumers have the education and intellectual abilities to appreciate value.

In USA, children and teens are generally more concerned than adults in terms of environment and are more knowledgeable in terms of green alternatives. Increasingly, they influence their parents' purchasing decisions. Millions of the consumers will reach adulthood stage in the next decade and gain purchasing power of their own. On the opposite end of the age spectrum, US consumers born before 1950s are the least 'green'.

In Canada, children and parents are alike which tends to have strong environmental concerns. Older people also tend to be active green purchasers.

*The Global Environmental Survey (GOES)* reported that a shift of gradual intergenerational value in the post-war generation towards the post-materialist priorities, likely to result in more pro-environmental behavior (Bennulf and Holmberg, 1990; Betz, 1990; Hoffmann- Martinot, 1991; Inglehart, 1990). However, an individual who is concerned about the environment does not necessarily behave in a green way in general or in buying. This is known as the value-action gap. It has been concluded that there is no single definitive model adequately explains the gap between Pro- Environmental Behavior and Environmental Knowledge. A recent study depicts that the people who are environmentally conscious do not necessarily behave pro-environmentally: for example, people may throw rubbish away when most people around them do.

### III. OBJECTIVES OF THE STUDY

1. To understand the Consumer's beliefs and attitudes about the green products.
2. To examine the Consumers' Awareness on the availability of environmentally friendly products.
3. To know the marketing efforts put by the marketers and its impact on the customers.

### IV. METHODOLOGY DESIGN

Both Primary and Secondary data have been collected and analyzed for investigating the research objectives. The first stage of the research process is an extensive search of articles, reports and professional information about the eco-consumer studies and eco-marketing strategies in general by using the internet and academic databases. The secondary data provided the general context for collection of primary data, analysis and the interpretation of primary data. This study was conducted in Palan. The primary data was then collected through the questionnaire with a view to

measure the consumers’ belief with respect to the environmental awareness with the possible responses of strongly agree to strongly disagree. The next part of the questionnaire covered marketing and branding issues pertaining to consumer awareness. Five Point Likert Scale (4, 3, 2, 1, and 0) techniques were adopted for quantifying the variables. Respondents were requested to mention any types of green product based on their experience.

**Statistical Methods**

The statistical methods used in the analysis were: Coefficient of Variation, Standard Deviation, Mean and Student-Paired T-Test were used to explain the existence of similarity in the level of the perceptions. Factor analysis is used and Multiple regression method is used to explain the variations existing in the dependent variable based on the independent variables.

**Sampling Design**

A convenient sampling design was adopted for data collection with one hundred and twenty women consumers, with an age ranging from 21 to 45 years.

**V. DISCUSSION AND RESULTS**

**Data Collection and Analysis**

The first part of the questionnaire measures general environmental beliefs with the possible responses of strongly agree, agree, undecided, disagree and strongly disagree.

**TABLE – 1: GENERAL ENVIRONMENTAL BELIEFS**

S.No.	General Environmental Beliefs	Mean	Standard Deviation (SD)	Coefficient of Variation (CV)
1.	Our size of the population is increasing to the limit of the number of people the earth can bear.	4.67	0.73	78.18
2.	The nature of equilibrium is very delicate and gets very upset.	6.34	0.144	42.98
3.	Humans have the privileges to modify the natural environment to suit their needs.	6.40	0.164	50.120
4.	When human beings intervene with nature as it frequently reflects the consequences disastrously.	4.170	0.89	64.16
5.	Mankind created to rule over the nature.	4.166	0.192	62.198
6.	Existence of plants and animals are primarily to be used by human beings.	6.80	0.118	34.58
7.	To maintain a healthy economy, we will have to focus towards the industrial growth.	6.50	0.126	38.64
8.	Humans must live in harmony with nature with a view to survive.	6.70	0.156	46.40
9.	The earth is like a spaceship with a limited room and resources.	4.194	0.152	50.112
10.	Expansion of the Limit of the Industrial Society	4.66	2.22	94.156
11.	Mankind is severely abusing the environment.	6.56	0.128	38.100

Source: Computed from Primary Data

Table 1 exhibit that Existence of Plants and Animals are primarily to be used by the human beings have the mean value of 6.80, SD and CV of limits to which our industrial society can expand is 2.22 and 94.156 are respectively higher; Mankind created to rule over the nature have the mean value of 4.166, SD of the bearing of the size of the population is 0.73 and Existence of Plants and Animals are primarily to be used by the human beings with the CV of 34.58 are respectively lower.

**TABLE 2: CONSUMER ENVIRONMENTAL BEHAVIOUR**

S.No.	Consumer Environmental Behavior	Mean	Standard deviation(SD)	Coefficient of Variation (CV)
1.	Usage of biodegradable products	4.180	0.172	58.114
2.	Avoid buying aerosol products	4.170	0.180	62.106
3.	Viewable in the labels that the contents are packed in environmentally safe conditions	4.150	0.150	54.60
4.	By-products made and/or packaged in recycled materials.	4.174	0.158	54.120
5.	Refilling of the By-Products	4.160	0.150	52.190
6.	Carrying Own Bags to the Super Markets	4.90	2.00	80.152
7.	Cut down on the usage of car	4.176	0.176	56.124

Source: Computed from Primary Data

Table 2 discloses that mean value of usage of biodegradable products are high with 4.180, SD and CV value of 2.00 and 80.152 of carrying own bags to the Super Markets are higher respectively. Read labels to see if the contents are environmentally safe with the mean value of 4.150, SD of 0.150 and 0.150 of Read labels to see if the contents are environmentally safe and Refilling of the By-Products are equally lower and CV of Refilling of the By-Products with 52.190 is lowest among other propositions.

**TABLE 3: CONSUMER BUYING BEHAVIOUR**

S.No.	Consumer Product Questions	Mean	Standard Deviation (SD)	Coefficient of Variation (CV)
1.	I am comfortable in buying brands which are less damaging to the environment.	6.30	0.146	46.50
2.	It is easy for me to identify the products.	6.36	0.170	52.162
3.	Non - Green products are superior in performance to green products.	4.144	0.188	68.124
4.	I have framed these opinions due to my recent experience.	6.36	0.136	56.90
5.	I trust well-known brands to make products	6.90	0.140	42.48
6.	In the marketing communication about a product, I expect to be informed of new improved Formulas/design.	4.134	0.178	40.58
7.	I have been accurately informed about the environmentally friendly products.	4.14	2.08	100.58

Source: Computed from Primary Data

Table 3 depicts Mean value with 6.90 of I trust well-known brands to make products is higher, SD value and CV value with 2.08 and 100.58 of I have been accurately informed about the environmentally friendly products are respectively higher among the others propositions. Meanvalue and CV value with 4.134 and 40.58 of information of new improved formulas/design, SD value with 0.136 of framed these opinions due to my recent experience are respectively lower.

**TABLE – 4: RELATIONSHIP BETWEEN CONSUMER ENVIRONMENTAL BEHAVIOUR AND ENVIRONMENTAL BELIEFS**

	COEFFICIENTS	STANDARD ERROR	T STATISTIC	P-VALUE
INTERCEPT	0.0000	0.2340	0.0000	1.0000
X VARIABLE 1	-0.502	0.2642	-0.5587	0.1702

Source: Computed from Primary Data

**Regression Statistics**

Multiple R	0.02492458
R Square	0.00062123
Standard Error	0.90664
No. of Observations	120
The Degrees of Freedom	V=n-2 = 58

Critical Region at 1% > observed value of  $r = 0.035678$  which falls outside the critical region. P – Value is -0.5587 Table 4 exhibit that Green Behaviors are not significantly influenced by Environmental Beliefs.

**TABLE – 5: RESULTS OF REGRESSION MODEL BETWEEN CONSUMER BUYING BEHAVIOUR AND CONSUMER ENVIRONMENTAL BEHAVIOUR**

	COEFFICIENTS	STANDARD ERROR	T STATISTIC	P-VALUE
INTERCEPT	0.0000	0.3753	0.0000	1.0000
X VARIABLE 1	-0.00037	0.3765	-0.0352	0.17654

Source: Computed from Primary Data

**Regression Statistics**

Multiple R	0.00266795
R Square	0.00000180
Standard Error	0.451387
No. of Observations	120
The Degrees of Freedom	V=n-2 = 58

Critical Region at 1% > observed value of  $r = 0.00000180$  which falls outside the critical region. P – Value is 0.0352 Table 5 exhibit that the Consumer purchasing behavior is not significantly affected by Environmental Beliefs.

**VI. MANAGERIAL IMPLICATIONS**

Three-fourth of the respondents strongly agrees that they would choose eco friendly brands. 80% of the respondents reacted positively about buying brands which are less

damaging to environment. Customers’ expectations are not away from the effective functioning of green brands as that of non-green products. Majority 60% of the consumers expressed that identifying environmentally products on the shelves of the store is slightly difficult. This highlights the consumer unawareness of green brands. Marketing plays a vital role in bringing the awareness of the consumers. As the responses exhibit that the consumers would be more likely to choose eco-friendly products/brands and were unable to recall green products/brands. This indicates the gap existing in the marketing effort put forth by the green marketers in bringing the consumer awareness. This survey discloses that the performance of the green product was significantly affected by the environmental beliefs.

**VII. CONCLUSION**

This study confirms the existence of an environmental value-action gap, a gap that exists between the beliefs of the consumers and their behaviors of being green. Products which have a greater exposure will be more likely to sell in greater numbers. The green action plan synchronizes with the consumers’ subjective interests, and product attributes are positively perceived. A major obstacle in the purchasing of green products is concerning over whether the product will perform as expected or not. However, consumers generally believe the performance of well-known brands. The current low level of consumer awareness with regard to the global warming is India’s brands need to raise the consumer consciousness. It is obvious that the Indian market for the green products is being under-exploited by the marketers within the consumer groups by pro-environmental values. This finding suggests the there is a greater use of marketing brands to sell green products that are genuinely eco- friendly.

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