INFLUENCE OF GREEN MARKETING ,ON BUYING BEHAVIOUR OF CONSUMERS

Authors

Gunjan Srivastava
Research Scholar
School of Commerce and Management
IIMT University, Meerut

Mohammad Kashif
Associate Professor
School of Commerce and Management
IIMT University, Meerut

Abstract: Globally, the market and environment have been significantly impacted by the exponential rise of the green concept and green marketing during the past few decades. Consumer behaviour theories that are relevant to this situation include buying intentions have been examined in more detail. The study's findings have been examined, showing that all the variables used, including consumer belief, social influence, environmental attitude, and perceived quality of green products, significantly and favourably influence consumers' intention to make green purchases and are therefore significant predictors. Additionally, the study's shortcomings and contributions have been explored. Finally, the marketing ramifications and advice support the significance of the chosen variables.

KEYWORDS: Green marketing, purchase, products.

Introduction

The perception and awareness of environmental friendly items among consumers help them determine what criteria to use when selecting products. Having information about green products has a positive influence on consumer behaviour, and people who are more aware of environmental issues are more likely to act responsibly while making purchases. Consumer concern for environmental protection has been sparked by rising environmental consciousness, and this has increased demand for environmental friendly products. In order to protect the environment and satisfy consumer demand for green products, most companies have started to build strategies on green products. Given this context, this study seeks to examine how customers perceive the green products that are the subject of this research report. The ecosystem has been damaged by the expansion of the global economy, excessive consumption, and overuse of natural resources. The current occurrence of the climate change, which is brought on by human-induced greenhouse gas emissions and the burning of fossil fuels, has presented a significant challenge to everyone in the world. Extreme weather events, rising temperatures, rising sea levels, increased air pollution, loss of animal and plant habitats, disruption of ocean circulation, and other significant negative effects of climate change might all have a detrimental impact on output and productivity. Therefore, consumers are becoming increasingly more concerned about environmental deterioration as they become aware of how serious the concerns are (Krause, 1993; Easterling et al., 1996). As a result, protecting the environment has gained importance in society.

Statement of Problem:

Around the past few years, green products have drawn attention from all over the world, and now they are a crucial issue for protecting the environment. Therefore, understanding customer purchase trends for environmentally friendly items is crucial. The environment benefits greatly from consumer understanding when they choose green items over conventional ones. Therefore, it is crucial to comprehend how consumers see green products.

Even while not everyone finds becoming green appealing, there are a sizable number of consumers who might be open to the idea. In accordance with the aforementioned Roper survey, 58% of American consumers attempt to reduce their household's use of electricity, 46% recycle newspapers, 45% return bottles or cans, and 23% purchase products created from or packaged in recycled materials. It is also evident that some consumers already show intermittent green feelings in their routines and shopping behaviour. Marketing professionals can decide whether "greenness" is a useful selling point and how to incorporate it into their marketing mix by having a clear understanding of their target market.

Marketers might divide the market into several shades of green to address consumers' diverse levels of environmental concern.

In the Roper survey, customers are divided into the following categories:

True Blue Greens (9% of total): True Blues take it upon themselves to try to bring about positive change since they have strong environmental values.

Greenback Greens (6%): Unlike True Blues, Greenbacks do not prioritise being politically engaged. However, they are more inclined than the typical customer to buy green products.

• Sprouts (31%): Sprouts theoretically support environmental reasons but do not act on them. Sprouts rarely purchase environmentally friendly products if they cost more money, but they are flexible and can be convinced to do so if properly persuaded.

• Grousers (19%): Grousers frequently lack knowledge of environmental issues and have a pessimistic outlook on their abilities to bring about change. They think that green products are overpriced and underwhelming compared to their counterparts in performance.

• Basic Browns (33%): Basic Browns are preoccupied with day-to-day affairs and are unconcerned with social and environmental concerns.

According to these statistics, depending on the product category and other variables, anywhere between 15% and 46% of the total consumer market may be open to an appeal for going green.

Additionally, there are social, cultural, and economic developments that may cause this target market's size to increase.

The Competitive Landscape

Companies considering a green strategy must take into account how rivals are going after these prospective target markets. Exist any significant rivals in the green consumer market? Is it essential to adopt their strategy? Is there a chance to "outgreen" important rivals?

There is little doubt that many businesses now take social responsibility seriously. Today, one may find corporate social responsibility reports with titles like "Corporate Citizenship," "Environmental Health and Safety," or "Sustainability Report" on almost any company's website. Over the past ten years, businesses in almost every industry have started to include environmental issues into the production of their products and services as the public's scrutiny of corporations has intensified. Businesses are aware that they must be ready to tell customers about the effects on the environment but there is little uncertainty that businesses will keep making efforts to improve their reputations as good corporate citizens. However, just because a business adopts green practises

internally does not indicate that it should emphasise these changes outwardly,bragging about environmentally friendly action could be foolish if it does not result in greater sales and market share or improve corporate reputation.

Green Brand Recognition

Customers need to be able to recognise a product's brand and accurately associate it with particular product categories in order to have brand awareness (Mantiaha, 2016). The ability to recognise and recall the qualities of a company committed to protecting the environment defines awareness (Mourad & Ahmed,2012). In addition, the ability of a brand to lessen its negative effects on the environment is referred to as having a "green" brand. This is because the brand has a reputation, policies, and the ability to do so (Ha, 2004).

Customers that appreciate the environment when making purchasing decisions are motivated by environmentally friendly items and green brand awareness. It is the responsibility of marketers to enlighten consumers about green products and eco-friendly labelling by employing content through green messages to promote their green businesses (Tariq, 2014). Additionally, people associate a green brand with a commitment to and interest in the environment on the part of the brand (Praharjo, 2013). The green brand image, green satisfaction, and green trust are the three categories of the green brand aspects (Chen, 2010: 308).

Customer Satisfaction

Customer satisfaction is the consumer's contentment or dissatisfaction in response to an assessment of the gap between their original perception of a product before purchase (or another typical performance) and their appraisal of the product's actual performance after using or consuming it (Tjiptono & Chandra, 2016). Customer satisfaction is the term used to describe when customers' expectations of services and goods, particularly regarding quality, are met. Customer satisfaction may only be attained if perceived performance meets or surpasses the customer's expectations (Alabboodi, 2019).

The conceptual framework used in this investigation is described below:
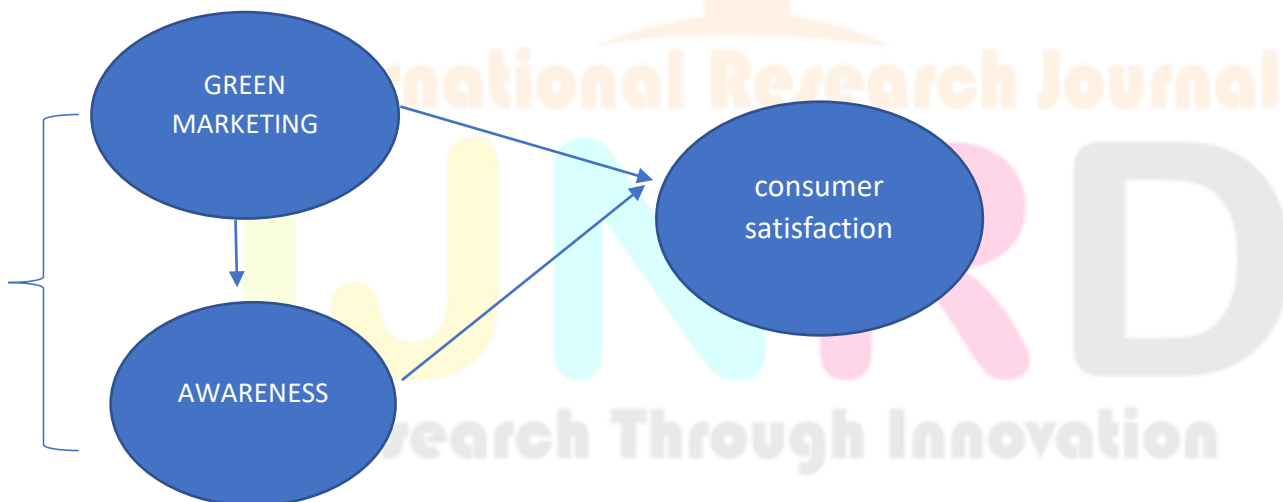
Customer satisfaction was further defined by Swenson & Wells (1997) as both a process and a result. It functions as a method that enhances enjoyment by analysing psychological and perceptual processes. Customer satisfaction was further defined by Swenson & Wells (1997) as both a process and a result. It functions as a method that enhances enjoyment by analysing psychological and perceptual processes. Fulfilling the ultimate requirement resulting from the encounter with consumption. Customers desire to be connected with environmentally friendly businesses and products in relation to environmental sustainability, thus businesses that express this through their packaging, advertising, or manufacturing methods receive happy customers (Yazdanifard & Mercy, 2011).

Literature Review:

How we may contribute to environmental protection has been the subject of numerous studies. Practices that promote environmental protection are significantly correlated with demographic traits, cognitive psychology, personality, and attitude.

Pickett et al.'s evaluation of their impact revealed that psychological and social factors have a stronger impact on consumer green behaviour than demographic factors do. Additionally, they think that by changing these variables, people behave differently and that this has a favourable impact on creating marketing tactics.

Additionally, a different study identified environmental awareness as one of the crucial factors influencing green customer behaviour. The role of "knowledge" in green marketing is to raise awareness of environmental challenges.

According to Michael Polonsky (1994), "green marketing is the marketing that comprises of all activities designed to generate and facilitate any exchanges intended to satisfy human needs or wants, so that the fulfilment of these needs and wants occurs, with little harmful influence on the natural environment."

According to Jacquelyn Ottman (1998), all facets of marketing, including new product development and communications, should be integrated with environmental issues from an organisational approach. According to this comprehensive understanding of green marketing, in addition to suppliers and retailers, new stakeholders such as educators, community members, regulators, and NGOs should also be included. Primary customer demands shouldn't be compromised in order to fulfil environmental concerns. Customers view businesses that use green techniques in their operations and goods as being more environmentally friendly, and they prefer to buy products from businesses that promote themselves as being environmentally friendly.

Zinkhan and Carlson cited "the appeals that strive to fulfil consumers' wants, aspirations pertaining to environmental concern and health issues from multiple angles including ecology, sustainability, and pollution-free messages" . Promoting sustainability requires informing customers about a company's environmental commitments and initiatives.

Wiener and Sukhdial (1990) stated that One of the biggest barriers preventing people from taking ecologically beneficial acts, is their perceived level of self-involvement in environmental conservation. As the authors note, despite having strong ecological concerns, many people believe that the government and/or large corporations are responsible for protecting the environment. This attitude may affect buyers' willingness to pay extra for ecologically friendly goods, which is what we might anticipate.

According to Kärnä et alstudy green marketing is a tool that businesses may use to achieve their financial objectives by satisfying customers' wants and needs that are derived from society's evolving environmental awareness. Companies should take responsibility for ethically selecting the origins of their products and raw materials as well as for services and procedures that are kind to the environment and to people.They propose that, in order to produce quality products and services, the firm must be accountable to society and the environment, as well as use strategic messages when promoting its actions. This will help the firm to develop a positive reputation and gain a competitive advantage.

Arslan and Zaman ,stated that Purchase intention is "the likelihood that a consumer will intend to purchase a good or service in the future." Positive buy intentions encourage consumers to take actual purchase action, while negative purchase intentions discourage them from doing so. The opinions of the experts are in agreement that research can employ purchase intention as a significant signal for gauging consumer behaviour. Additionally, it has been found that keeping a current customer is less expensive than looking for new ones It is defined as "the chance and inclination to choose to purchase the product which has features of having eco-friendly features" when referring to consumers' intentions to buy green items.

Objective of the study:

1.to understand the effect of green m arketing on consumer buying behaviour

2.to understand the effect of Green marketing awareness on customer buying behaviour

Research Hypothesis:

H0: : There is no significant relation between Green brand awareness and positive influence on customer satisfaction.

H1: There is significant relation between Green brand awareness and positive influence on customer satisfaction.

H0: : There is no significant relation between Green marketing and customer satisfaction

H2: There is significant relation between Green marketing and customer satisfaction.

Research Methodology:

In order to gather research data for the study, structured questionnaires were used in a survey with a quantitative and empirical methodology. Based on the study's goals and an investigation of the pertinent literature on green brand recognition, green marketing, and customer happiness, the questionnaire was created. Customers who purchase green products regularly make up the study's population in Ghaziabad ,Muradnagar and Modinagar District. The sampling method adopted is stratified random sampling. Total 500 samples were collected from the area under study i.e.150 from Rajnagar extension, Ghaziabad, 200 from Muradnagar district , and 150 from Modinagar district districts.

There were 250 respondents in the sample size that was used. Samples were collected using a purposive sampling methodology in addition to the non-probability sampling method. The questionnaire allowed respondents to express their opinions in a way that attempted to quantify customer satisfaction with green marketing and brand awareness. The acquired information is then evaluated using a Likert scale.

For additional statistical analysis, use SPSS 25.0, the Statistical Package for Social Sciences.

Given careful regard to the goal of the study, the findings were evaluated and examined in light of the green marketing literature, green brand awareness, and other pertinent empirical evidence.

Research Findings & Discussion:

Reliability Statistics

Cronbach's Alpha	No. of Items
.793	22

Reliable if Cronbach alpha > 0.6Profile of the respondent interpretation of Cronbach alpha

The demographics of the respondent were based on information from 250 respondents who participated in filling out the questionnaire 56.67% of all respondents were female, making up the total. Ages of the responses ranged from 16 to 20 years (22.2%), 21 to 25 years (36.67%), 26 to 35 years (23.89%), and > 35 years (17.22%). 39.44% of respondents identified as students, followed by non-government workers (23.33%), government workers (18.89%), and others (18.33%).

Table 2: Respondent demographics

Item Statistics

	Mean	Std. Deviation	N
Gender	1.4400	.50143	50
Age of the respondent	1.8200	1.17265	50
Education	3.1600	.54810	50
Occupation	3.5400	1.43157	50
Income level	1.8600	1.08816	50

Validity Test:

When the validity and reliability of a research questionnaire have been established, it is considered to be of high quality. A validity test evaluates the degree of accuracy and suitability of the instruments used to measure what will be measured. The validity check is carried out by comparing r-count with r-table. If r-count exceeds r table, the element is considered to be legitimate. If r-count r table, the questionnaire item is deemed invalid (Sugiyono, 2016).

In the validity test, the t-count value is referred to as the corrected item-total correlation value (Table 2). The product-moment r-table value is determined from the value of statistics r-table based on the value of df (degree of freedom) used in this analysis, and the acquired value is based on r-table statistics with a 5% significance: r-table = 0.148. based on a contrast between the r-count and r-table values. The statements on the questionnaires for customer satisfaction (Y), green brand awareness (Z), and green marketing (X) can all be interpreted as being true.

Table 2:

Variables	Statements	Corrected Items/Total Correlation (r-count)	Variables	Statements	Corrected Items/Total Correlation (r-count)
Green Marketing (x)	1 2 3 4 5 6	.512(valid) .603(valid) .580(valid) .858(valid) .609(valid) .509(valid)	Customer Satisfaction (z)	1 2 3	0.531 0.469 0.397
Green brand awareness (Z)	1 2 3 4 5 6 7	0.616(valid) 0.514(valid) 0.693(valid) 0.552(valid) 0.611(valid) 0.600(valid) 0.452(valid)			

Note: r-table = 0.148; valid if r-count > r-table Source: Authors' computation

Conclusions and finding:

According to the survey, green marketing is still a relatively new idea in India. Most people are aware of green products and have begun utilizing them. Advertising on television and online is crucial for promoting eco-friendly products. The main issue consumers had when purchasing green items was that they were difficult to find and, for the most part, pricey. Consumers frequently aren't aware of the useful advantages of green items. Perhaps because they use toiletries and cosmetics so regularly, customers tend to favour buying eco-friendly versions of these items. Another strategy of directly communicating the advantages of green products to consumers is through personal selling. Salesmanship also aids in demonstrating green products to customers and promptly addressing their concerns.

Because the materials used to make green products are more expensive than those used to make non-green items, they are typically more expensive. Companies that produce green products can identify cheaper raw material substitutes to lower the cost of their products.

Customers in Mumbai are more knowledgeable about green products than those in Thane and Ratnagiri. It suggests that consumers are more knowledgeable about green products in urban than rural areas. For businesses making eco-friendly items, it presents a good opportunity.

Future Scope of the study

Although the researcher chose the Ghaziabad, Muradnagar, and Modi Nagar district areas for the study, similar research can be conducted in several geographic locations. This research only looks at FMCG green products because several kinds of green products can be researched. India's service sector is rapidly growing, which will make it viable to research green initiatives there in the future. This study investigates customer perceptions and awareness about green product Similar studies might be conducted on the difficulties or opportunities faced by companies implementing green strategies.

References

Alabboodi, A. S. 2019. The effect of customer satisfaction on service quality: The case of Iraqi banks. International Journal of Applied Research, [e-journal] 5(1), pp.146-152. Available at: http://www.allresearchjournal.com/archives/2019/vol5issue1/PartC/4-12-66- 302.pdf [Accessed 20 April 2020] Arifin, Z. 2016.

Evaluasi Pembelajaran. Bandung: Remaja Rosda Karya. Arikunto, S. 2016.

Prosedur Penelitian: Suatu Pendekatan Praktik.

Jakarta: Rineka Cipta. Braimah, M. 2015. Green brand awareness and customer purchase intention. Management Science Letters, [e-journal] 5, pp.895–902. https://doi.org/10.5267/j.msl.2015.8.007 Chaudhary, B., Tripathi, S., & Monga, N. 2011.

Green Marketing and CSR. International Journal of Research in Finance and Marketing, 1(6), pp.82–99. Available at:https://www.researchgate.net/publication/303923746_GREEN_MARKETING_AND_CSR [Accessed 15 February 2020] Ghozali, I. 2013.

Aplikasi Analisis Multivariate dengan Program SPSS. 7th ed. Semarang: Badan Penerbit Universitas Diponegoro. Grant, J. 2008. Green marketing. Strategic Direction, [e-journal] 24(6), pp.25–27. https://doi.org/10.1108/02580540810868041 Ha, H. Y. 2004.

Factors influencing consumer perceptions of brand trust online. Journal of Product & Brand Management, [e-journal] 13(5), pp.329–342. https://doi.org/10.1108/10610420410554412 Mantiaha, G. F. 2016.

The Influence of Green Marketing on Consumer Buying Behaviour. Jurnal EMBA, 4(6), pp.58–067. https://doi.org/10.35794/emba.v4i2.12494 Mourad, M., & Ahmed, Y. S. E. 2012.

Perception of the green brand in an emerging innovative market. European Journal of Innovation Management, [e-journal] 15(4), pp.514– 537. https://doi.org/10.1108/14601061211272402 Novela, S., Novita, & Hansopaheluwakan, S. 2018.

Analysis of green marketing mix effect on customer satisfaction using a 7p approach. Pertanika Journal of Social Sciences and Humanities, 26(T), pp.131–144. Available at: http://www.pertanika.upm.edu.my/Pertanika%20PAPERS/JSSH%20Vol.%2026%20(T)%20Mar.%202018/12%20JSSH(T)-0670-2018-2ndProof.pdf [Accessed 20 April 2020] Ottman, J. A., Stafford, E. R., & Hartman, C. L. 2006.

Avoiding green marketing myopia: Ways to improve consumer appeal for environmentally preferable products. Environment, [e-journal] 48(5), pp.22–36. https://doi.org/10.3200/ENVT.48.5.22-36 Parker, B., Segev, S., & Pinto, J. 2010. What It Means to Go Green: Consumer Perceptions of Green Brands and Dimensions of "Greenness''.

American Academy of Advertising, pp.99- 111. Available at:https://www.tib.eu/en/search/id/BLCP%3ACN076830329/What-It-Meansto-Go-Green-Consumer-Perceptions/ [Accessed 2 February 2020]