



## AN ANALYTICAL APPROACH ON GREEN MARKETING PERSPECTIVE OF CONSUMER BEHAVIOUR

**Dr. P. MOHAN** MCom, MPhil PGDBA PHD

Vasavi Jnana Peetah Evening College, Vijay Nagar, Bengaluru... 40

### **ABSTRACT:**

An increasing desire for environmental regression has driven several businesses to be socially responsible for emerging green products to leverage the appetite of environmentally friendly customers. These businesses are intrigued by the determinants of green buying actions to produce useful interactions and green purchasing obligations. For that reason. In this study consumers buying behaviour and attitude towards green products has been investigated. However the acceptability of green products is still lacking behind among the consumers because of lack of awareness about the products. It is anticipated that the finding would offer guidance for companies to model green customers and more effectively position their green product. Materials and methods: A study was conducted at different places of Vijayawada, Andhra Pradesh. A questionnaire was used to interview 120 respondents. Results: Price is the most influencing factor during the purchase of an eco-friendly product. Availability of normal products is relatively high as compared to eco-friendly products. People are showing special efforts to buy the eco-friendly products. Many consumers are buying eco-friendly products in the case of clothes and foods. Conclusion: From the study we come to realise that there is a drastic rise in purchasing and selling environmentally sustainable goods but there is still a disparity in demand. This is due to factors like availability i.e. normal products are much available compared to eco-friendly products and still there are consumers who pay more to acquire eco-friendly products.

**Keywords:** Consumers' Perception, Green Marketing, Consumer Buying Behaviour

### **I. INTRODUCTION**

India is a diverse nation with a wide culture, values and beliefs, evidenced by a significant part of the advanced-degree community, but also by severe poverty and illiteracy. It is the world's largest democracy and India is undergoing tremendous economic growth at the moment. Even then, the climate, water, electricity and even the usage of capital are becoming progressively unpredictable. Their agricultural production is in trouble, although their agricultural imports are rising. Growth on the world today cannot pursue the conventional direction of emphasizing heavy industry and paying no attention to the climate. Sustainable development is the daily watchword that implies taking due consideration to conserve current natural capital for future generations. Today, several cities in India



suffer from extreme air pollution. Many rivers are heavily compromised by agricultural and industrial waste. Additional ecological issues in today's world comprise oil supply scarcity, extensive land production, inadequate waste management, lack of biodiversity and a broad range of diseases and health hazards. Nothing will be preserved for potential generations until they pursue sustainable growth measures.

This environmental degradation poses a serious doubt as to whether the present level of use would remain the same for future consumers. Since the 1970s, the sustainability of the world and its people has been more and more important in many developing countries. It is real that advertisers are experiencing major shifts and becoming even more worried regarding resource degradation and enhanced social accountability (Leob, 1974). In the other hand, do customers still have a deep dedication to environmentally sustainable purchasing, utilising and using products? When buyers understand the value of environmental challenges, they would prefer to be and eco-friendly. This is called ecologically conscious behaviour. In addition, the point may be made that customers who are deeply worried with environmental concerns and understand the basic elements are "green customers." Marketing goods which have an environmentally friendly purpose are thus labelled "green marketing". The ability to go green would spread to the Asian zone from 2000 onwards, where environmental risks still concern local government and residents. There are strong warnings about rising global warming trends and the effect on world temperatures of the past. Despite these disturbing reality, man did not quit seeking for his infinite needs. In the last few years, the rising environmental concerns have forced improvements in the environmental conservation agenda and businesses have been worrying about green marketing.

### **Characteristics of Green Products**

Products those are grown originally without using chemicals.

Products that are bio degradable, reusable after certain efforts are made and are recyclable.

Products which is does not pollute environment and does not affect any specie. with eco-friendly packing.

Many requirements like refrigerators, TVs, computers, air conditioners, emit harmful gases which damage environment. Therefore a dramatic increase is observed in consumers buying behaviour towards eco-friendly products. Many studies using non environmental products lead to pollution when compared to using environmental products.

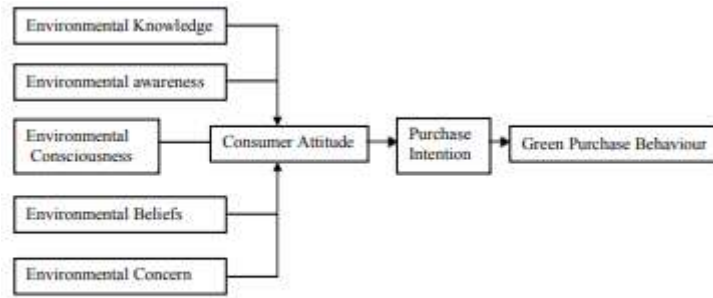


Table 1: Factors Influencing Consumer Buying Behaviour

## II. REVIEW OF LITERATURE

Schultz, (2019) described the world as 'a range of values, control and behavioural goals, as person clutches on environmental actions or issues.' It refers to the extent that an human being perceives himself or herself to be an integral part of the innate environment.

Milfont (2020, p.12) has summed up environmental attitude as a 'psychological tendency articulated by measuring attitudes and values about the natural environment with a degree of good deed or bad deed, including influences influencing the nature of the environmental climate.' In other terms, it relates to the general degree of attention to the well-being and quality of the atmosphere for the user. As such, some environmental sociologists have pointed to natural environment behaviours as "environmental disruption.

(Spain, 2021) It applies to the procurement and use of goods which have marginal environmental impacts. Companies are clearly likely to work in a sustainable way, so by doing so they may achieve comparative advantage. nevertheless, it is still questionable on the green purchase commitment if there are sufficient green products available in the market.

Peattie (2022) projected a green purchase perception matrix and implies that “understanding environmental purchasing behaviour is assisted by looking at the extent to which other things are not equal ”. It suggests that analysts can consider the transactions instead of attempting to explain the purchasers. He proposed that green purchases for the particular commodity could differ according to the buyer's bargaining quantity and trust in the environmental benefits of a careful choice.

Kollmuss and Agyeman (2023) are elevating the questions about the associates of environmental awareness, and environmental behaviours, as the linear model developed over the last decades has



proved inaccurate and has indicated that more studies investigate the additional internal and external influences in pro-environmental lighting behaviour.

### **EMERGENCE OF GREEN MARKETING CONCEPT**

It may be suggested that the revolution started in the early nineteenth century with the introduction of chemical agriculture. Everything cultivation at the time was "clean" and there was no other way. As soon as "superphosphate" and ammonium started to be used, certain people decided to do it in the old manner without inputs and machines were purchased. The term was then invented in the 1940s. In the 1970's, the first natural food stores in developed countries not only marketed sustainable items, but also homemade goods with no additives and quickly degradable substances. There was no nationwide distribution network for natural or organic goods, and by necessity they were all local. In major cities in several developing nations, such shops appeared to be located.

It took about 13 years for the United States Department of Agriculture to develop a national organic standard created in 1990. Under President Clinton, the Environmental Protection Agency (EPA) started to label the most effective instances of such important appliances such as electronic displays and electric heaters, which conform with an easy-to-identify sticker. It was in the late 1980s and early 1990s that the manufacturers of such goods were conscious of the demand for items utilising recycled materials, not using additives or chlorine or pesticides, nor without using the exchange.

### **GROWTH OF GREEN MARKETING**

As we progress into the 2nd decade of the 21st century, more items are reconfigured or repackaged as environmentally sustainable. Moreover, young people launch their company with the climate and localism in mind. They prefer to produce 'true' items, utilising local farmers' fresh crops and making food and products from scratch. They may separate themselves from others by offering specific types of goods. In India in particular, major companies such as Suzlon, Tata, Amul, ITC, Hero Honda, Wipro, Infosys, Dabur India, HUL, Maruthi, Godrej, BSA, LG electronics and many more are conscious that the emerging green market must be caught. They must produce environmentally sustainable goods which, rather than depending on the good will of others, are in any manner superior to their traditional counterpart. Suppliers recognise that they must make it convenient for buyers to pick. A substantial part of the people would stop aiding businesses who pollute their economies, regardless of where they are. Indeed, in several cases the pattern of green marketing is to highlight the exclusive luxury quality of the good or service.

### **GREEN MARKETING IN INDIA**

The introduction of the Indian government's 1981 Eco-Mark scheme was a significant move in the development of green marketing in the country. There is a noticeable change in green marketing



phenomenon in India for green initiatives in their product and services. Some recently reported instances like the Indian Railway Catering and Tourism Company (IRCTC) have allowed their customers to move PNR numbers of their e-tickets on their laptop and mobile devices, thereby preventing a printed edition of their tickets to save papers. The Indian Forest and Environment Ministry has directed retail outlets such as Big Bazaar, Reliance Fresh and several other retailers to provide customers with polythene carrying bags only if their consumers are willing to pay for them. The State Bank of India (SBI) has also joined the Green Channel Counter operation. SBI provides several facilities, such as paper free bank, no deposit card, no form of withdrawal, no checks, no money transfers and all these purchases are rendered by way of SBI shopping and ATM cards. To cut pollution, State Bank of India switches to wind energy. The wind project represents the first phase in the Green Banking Program of the State Bank of India to reduce its carbon footprint and promote energy-efficient processes, particularly among the bank's customers. Through utilising environmental and power-friendly appliances in its 10,000 modern ATMs, the banking company has not only reduced electricity expenses and earned carbon credits. Wipro InfoTech was the first organisation in India to introduce eco sustainable peripheral computers. Wipro has released a new line of desktops and laptops for the Indian market named Wipro Green Ware. These products are Restriction of Hazardous Substances (RoHS) compliant thus reducing E-waste in the environment. Philips also introduced the 'super long life' flashlight, which saves electricity up to 20%. The above cases indicate corporate efforts against the rising green marketing idea of Indian companies

### **NEED FOR THE STUDY**

The societal change towards ecological issues and environmental work serves to highlight the present need for the study. In the early 1970s and definitely in 1990s, even less people considered the environmental impact of their consumer decisions. Furthermore, slightly less potential options were available to the community in smaller commodity types, and the majority of the research efforts were associated with actions not linked to the conventional purchasing and sale of commodities, but rather with conduct such as public intervention and energy efficiency. Much of the recent environmental appraisal of consumer behaviour, based on post-commercial activity, such as recycling and waste disposal, has left a vacuum to consider the effect of environmental problems on green product buying decisions and pushes them to make their purchase decisions. The diet and lifestyle habits of today's customers have, in turn, been highly stringent and motivated by their desire to spend heavily in the buying of organic products and other high-quality lifestyles, such as green appliances and green automobiles. There are still important areas in the market for consumer products in which there are little renewable options. Many businesses thus introduce green products with a focus on consumer



expectations. It is not clear how far the advertisers of green products reach consumer expectations. To fill the void, this study has been carried out in Andhra Pradesh, the town of Vijayawada. The study was also conducted with the following goals.

**OBJECTIVES OF THE STUDY**

To analyse perceptions towards green products among customers. To study the impact of commodity costs and social influences on environmentally sustainable products To evaluate the impact of socioeconomic influences on green purchase behaviour.

**III. RESEARCH METHODOLOGY**

For data collection, it is a descriptive research, where the data is collected from both primary and secondary sources a convenient cum judgemental sampling method is used in selecting participants. And sample size is 120, the respondents were chosen on the basis of their being readily available/accessible at different locations in and around the Vijayawada. Collected data was analysed using SPSS and Ms Excel and presented in inform of chart and tables. Testing of Hypothesis TEST 1: Association between educational qualification and influence on green buying behaviour.

H0: There is no association between educational qualification and influence on green buying behaviour.

H1: There is association between educational qualification and influence on green buying behaviour.

Table 2 Educational Qualification and Influence on green buying behaviour

	Influence					Total
	Strongly Agree	Agree	Neither Agree nor Disagree	Dis Agree	Strongly Disagree	
SSC	5	2	6	3	2	18
INTERMEDIATE	15	10	8	8	4	45
Degree	6	6	4	2	1	19
P.G and Above	12	4	10	5	7	38
Total	38	22	28	18	14	120

Chi-Square Test

	Value	Df	Asymp.Sig. (2-sided)
Pearson Chi-Square	14.733*	12	.001
Likelihood Ratio	15.113	12	.001
Linear-by-Linear Association	1.800	1	.009
N of Valid Cases	120		

Interpretation : As the Chi-Square value of Educational Qualification and Influence on Green buying behaviour is 0.001 which is less than 0.050, we accept H1& reject H0. There is association between the Educational Qualification and Influence on green buying behaviour. TEST 2: Association between occupation and elements in green buying behaviour H0: There is no association between occupation and elements in green buying behaviour. H1: There is association between

occupation and elements in green buying behaviour.

Table 3: Occupation and elements on green buying behavior

	elements					Total
	Acceptable Price	Actual Eco-Friendly Impact	Appearance	Designer/ Company Image	Packaging /Promotion	
Farmers	8	6	2	5	3	24
Private Employee	11	7	4	3	4	29
Government Employee	10	5	7	6	5	33
Business	6	4	9	0	1	20
Students /House wives	4	2	3	2	3	14
<b>Total</b>	<b>39</b>	<b>24</b>	<b>25</b>	<b>16</b>	<b>16</b>	<b>120</b>

Chi-Square test

	Value	Df.	Asymp.Sig. (2-sided)
Pearson Chi-Square	14.368*	16	.004
Likelihood Ratio	17.953	16	.004
Linear-by-Linear Association	.033	1	.039
N of Valid Cases	120		

Interpretation : As the Chi-Square value of occupation and elements on green buying behaviour is 0.004 which is less than 0.050, we accept H1 & reject H0 There is association between occupation and elements on green buying behaviour. TEST 3: Association between price and Influence on green buying behaviour H0: There is no association between price and influence on green buying behaviour. H1: There is association between price and influence on green buying behaviour.

Table 4 CHI-SQUARE OF Price and Influence on green buying behaviour. Price \* Influence

	elements					Total
	Strongly Agree	Agree	Neither Agree nor Disagree	Dis Agree	Strongly Disagree	
<b>HIGH PRICE</b>	37	5	12	10	7	71
<b>MODERATE PRICE</b>	14	38	2	3	7	64
<b>EQUAL PRICES</b>	2	0	33	5	4	44
<b>LOW PRICE</b>	0	1	0	0	0	1
<b>Total</b>	<b>53</b>	<b>44</b>	<b>47</b>	<b>18</b>	<b>18</b>	<b>180</b>

Chi-Square test

	Value	Df.	Asymp.Sig. (2-sided)
Pearson Chi-Square	136.188*	12	.000
Likelihood Ratio	138.856	12	.000
Linear-by-Linear Association	12.448	1	.000
N of Valid Cases	180		



Interpretation: As the chi-square value of price and influence on green buying behaviour is 0.00 which is less than 0.050, we accept H1 & reject H0 There is association between Price and Influence on green buying behaviour.

### **CONSUMERS ACTION**

Consumers thought that the price of green products was higher than conventional products (mean score of 3.83). They have shown they prefer green products over conventional things when shopping (with a mean score of 3.78). Consumers have also reported that they perceive the adverse impact of production and use on the natural world and that the price of the green product impacts their buying actions with average ratings of 3.59 and 3.58. Consumers recognise the adverse impacts of production and usage on the natural world, and may argue that green marketing not only adds to the ecological good, it also makes economic sense. When asked about factors influencing the buying of green products, consumers first ranked 'green attractiveness of commodity' with a mean score of 4.31 and 'neutral affordability of product' for second and third places. That implies The advertisers must advertise widely and explain to customers the existence of green goods

### **IV. FINDINGS**

It is observed that purchase of eco-friendly products are changing with educational qualifications and consumers are least concerned about packaging and promotions. Price is the most influencing factor during the purchase of an eco-friendly product. Accessibility of noneco-friendly products is comparatively high as compared to eco-friendly products. People are showing special efforts to buy the eco-friendly products. It is evident that, Many consumers are buying eco-friendly products in the case of clothes and foods. not purchasing eco-friendly products is not an issue compared to damaging activities like plastic bags, e-waste. Finally to conclude, People are highly satisfied by using eco-friendly products but still there exists a gap.

### **V. SUGGESTIONS**

Awareness should be created among the students regarding the eco-friendly products since their involvement is very low regarding the purchases, and Level of education should impact knowledge regarding eco-friendly products. Hence postgraduates should increase their purchase of green products, as undergraduate student's involvement is very high. As consumers are not concerned about packaging and promotion, companies should spend little amount in promotion, by this they can provide the products to consumers at lower rates, by this they increase the market share. Since consumers are price sensitive. green products should be made readily available compared normal products. Because consumers who don't make any special efforts to buy will easily switch to normal products. Companies should be conducted regarding the production and consumption of eco-





friendly products and show a clear picture on how pollution is created if non-eco friendly products are used. Marketers should make consumers believe that even if the outcome is slow but the results obtained from eco-friendly products are standard and long lasting. The unsatisfied customers should be made satisfied by knowing the reasons and fulfilling the needs.

## VI CONCLUSION

Most important environmental problems and exhaustion of natural possessions forced human society to spotlight on environmentally responsible consumption. Majority firms are producing environmentally friendly products at the moment and consumers are also showing increased willingness to purchase such products. From the study we come to know that there is a dramatic increase in the purchase and consumption of eco-friendly products but still there is a gap in the purchase. This is due to factors like availability i.e. normal products are much available compared to eco-friendly products and still there are consumers who pay more to acquire eco-friendly products. The influence of education is minimal in the purchase of ecofriendly products. Many consumers have self-awareness regarding the eco-friendly products.

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