

A Study on the Effect of Green Marketing on Consumer Buying Behavior

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Abstract—Growing concerns related to environments issue such as global warming, rising pollution, and depletion of ozone layer have significantly compelled government, business houses, general public to change their attitude and consumption pattern. Green marketing is a latest phenomena adopted by business to market and publicity eco-friendly products. This research paper highlights the impact of green marketing on consumer buying behavior by analyzing consumer awareness, attitudes and factors that determines purchasing process. It also put light on barriers such as production cost, greenwashing risk. The findings conclude that green marketing improves business performance by impacting consumer loyalty, trust, attitudes, confidence and also bring changes in environmental practices.

Index Terms—Significantly, Phenomena, Barriers, Confidence, Greenwashing

I. INTRODUCTION

Environmental degradation has become most critical issue in present era. Rapid growth of industry, transportation medium and in excessive exploitation of natural resources leads to spoil the environment purity which force governments, NGO, producers and consumers to think traditional production and consumption practices. Businesses are also considering eco friendly practices in their decision related with production and marketing areas. Green marketing involves the manufacturing, marketing, and distribution of products that are environmentally safe, energy-efficient, recyclable, or biodegradable. It focuses on consumer needs satisfaction and increase organization profitability by minimizing environmental harms. It also mould Consumer buying behavior by create awareness among them about the uses and benefits of green products. Green marketing process involves the numbers of aspect

such as product design, packaging, pricing, marketing, distribution to gain competitive advantages by integrating Personal, Cultural, Social, Psychological factors of consumer.

II. OBJECTIVES OF THE STUDY

- To highlight the importance of green marketing.
- To analyze consumer response toward green products and strategies.
- To study factors affecting green product purchase decisions.
- To study barriers in marketing of green products.

III. RESEARCH METHODOLOGY

Research Design and data

The study uses a descriptive in nature and primary data is collected with the help of Structured questionnaire and from secondary sources like Journals, books, websites, and published reports, research papers.

Sample Size

A sample of 200 consumers consisting of male and females from different age groups, income levels, and educational backgrounds and their responses are measured on five point scale

Strongly Disagree (1)

Disagree (2)

Neutral (3)

Agree (4)

Strongly Agree (5)

IV. FINDING OF STUDY

4.1 Importance of green marketing

1.Improves trustworthiness The most important benefit is the improved trustworthiness of the

business . An business want to build strong image to earn huge profits in the long run. A company with a positive attitude and eco friendly practices able to attract more customers and strategic business partners which leads in improving goodwill.

2. To tap a new market : It provides new opportunities for business to enter and grab new market segment. For producing and marketing green products, companies needs to amend their production process and use of eco friendly sustainable material. Market field is so vast that most of area is untapped yet, so adoption of green marketing helps in exploit these segments.

3. Long-term prospective: Adoption of green marketing strategies helps in achieving long run

growth due to the fact that in present era consumers are more conscious and they prefer to consume eco-friendly products, which are safe and secure and this number is increasing day by day. So Business can earn huge profits in long run by investing at present in green marketing concept.

4. Preserve Environment: Green Marketing helps in preserve the environment purity and leads to lessen the harmful impacts of traditional production and consumption practices, which creates a sustainable environment for upcoming generation. Preserving environment provides a moral satisfaction to someone that they are contributing something towards nature in return.

4.2 Consumer response toward green products and strategies

	Strongly Disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly Agree (5)
Are you believe that consumer are concerned with environmental issues such as global warming and climate change.	25	29	36	34	76
Do you think environment and natural resources at risk	12	23	20	43	102
Are you believe that consumer daily activities impact the environment	11	25	34	65	65
Do you feel consumption habits of modern society is responsible for environment degradation	32	30	32	46	60
Do you feels consumers should be attentive towards sustainable environment	20	17	42	45	76
Are you fully aware about green marketing concept	22	14	32	78	54
Uses of green product is beneficial for society	06	17	39	93	45
Consumption of green products is healthier than traditional non eco friendly products	14	26	45	56	59
In modern era, Green products become necessity, not a luxury	23	32	67	34	44
Green products provides long term environmental benefits	16	19	54	68	43
Green advertising arise interest of public in green products	13	29	42	72	44

Consumers regularly prefers eco friendly products over traditional products	27	13	38	86	36
Green marketing strategies influences consumer buying decision	19	38	13	74	56
Consumers are willing to pay higher price for green products	42	20	65	39	34
Price of green products affects yours decision to buy or not	14	41	37	56	52
Social media play a crucial role in promoting green campaigns	22	11	48	43	76
Green products endorsement by celebrity build consumer trust and confidence	15	42	42	69	32
Do you think Quality of product matter more than eco friendly feature	16	45	54	40	45
Green marketing helps in creating strong brand image in market	14	21	48	54	63
Green campaigns and advertisement launched by corporate houses are trustworthy	38	35	49	39	39
Are you satisfied with the green products which you purchase and consume	32	25	32	64	47
Some Companies falsely claim their products are eco friendly	34	42	20	38	66
Are you actively seek information about claim of green and sustainable products	14	28	36	68	54
Green products offer full value of money you spend	16	43	28	79	34
Greenwashing shrink consumers trust	23	17	43	65	52
Consumers are loyal to brand which cares environmental values	18	23	26	59	74
Consumers feels moral satisfaction by consuming green products	08	16	23	96	57
Satisfied consumers recommends green products to other	13	11	41	76	59

4.3 Factors Influencing Consumer Buying Behavior
Consumer decision whether to go for green products or traditional ones is not based on single factor rather than it is determined by plurality of factors, which are explained below

1. Environmental Concern: In Modern society there are so many consumers who are greatly attached with environment preservation, purity and sustainability. They want to maintain sustainable environment for their upcoming generation by eradicating issues such climate change, pollution, global warming by putting

their small contribution, these types of consumers prefer to consume eco friendly green products.

2 Price Sensitivity: Production of green products involves higher cost due to numerous changes in production process and heavy investment in strategies implementation which makes these products costly over the traditional. Some consumers are very price sensitive or belong to lower income group so they hesitate to buy it.

3. Credibility of Marketing Campaigns: In present competitive era every brand makes claims that their

products are green and eco friendly. If their claims are genuine and real then it build consumer loyalty, trust and confidence. But if appears fake then it discourages consumers to buy the same.

4 Quality & Performance: Consumers who pay premium price for green products expect high quality, performance, satisfaction level from it as compare to conventional products. They want to ensure that product should meets their functional needs. Performance below then expectation create frustration among them and they discontinue the use of green products

5. Role of media and social circle: In the age information technology so many media social media platform emerged which promotes consumption of green products. people follow so many influencers and celebrity blindly who advocates the uses of green products. In addition, family members, friends, colleagues, peer groups also put impact on buying decision.

7. Green Product features and availability: Green products which are made from natural ingredients and bio-degradable, recyclable and energy efficient more likely to have high demand. Green products are high prices than normal products and are not easily available in all stores. So Some special techniques of marketing such as green positioning is adopt to mould consumer buying behavior.

4.4 Barriers in Green Marketing

1. Greenwashing: The act of making false claims and statement by some corporation shrink the confidence of public in green marketing concept. Common form of greenwashing like green-shifting, green-hushing, green-crowding, green-lighting is adopt by businesses to mislead consumer and other participant.

2. Lack of Standards: Another hurdle in way of success of green marketing is lack of standards which de-motivate business to invest in green products.

3. Eco-Certifications: Process of obtaining eco-certification is so cumbersome due to involvement of documentation, and compliance regulation. Higher cost discourage small business to obtain it. In some instance standard of one sector, regions is not fit for another one.

4. Short-Term Focus: Green marketing provides return in long run for which business have to keep patience but in reality business in hurry to get return in short period. Short-term thinking can result in

companies prioritizing quick wins over genuine environmental improvements.

5. Higher production cost : Cost of manufacturing green products involve high cost due to high initial investment in production process, strategies formulation, implementations, which leads to high price of product.

6. Limited Audience: In spite of large population of country, Audience of green products is limited. Consumer shows indifference attitude due to lack of awareness about environment issues, products benefits, high price of products, limited availability in stores. To Combat this situation companies should define their market size and launch their marketing campaigns as per segment need.

7. Competitive Pressures: In competitive era every one want to lead, for this they have cut prices and sometimes compromise with quality standards in a hurry to launch a product before it rivals.

8. Consumer Confusion: At present market is flooded with green products with different eco-labels, certificates and claims, which create confusion in mind of consumers in choice of products.

V. CONCLUSION

In Modern age where consumers living standard is improved and environment concerns is increased, everyone feels some moral responsibility towards environment. So they mend their consumption habits and growing popularity of Green marketing phenomena also put significant influence on consumer attitudes, preferences, sentiments which in turns impact their buying behavior. Business also consider green marketing as a strategic tool to gain lead in market place and tap new segments. No doubt some hurdles exist in the way of implementation of green marketing concept such as lack of awareness, lack of standard, greenwashing, high cost but in order to make sustainable environment all above challenges need to combat as soon as possible so that our earth become safest for living for all organism.

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