

A Study on Impact of Green Marketing on Consumer Purchase Behaviour of Safal Products

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Abstract

This study aims to give information about the impact of green marketing on customers purchasing intention behaviour with safal product. First of all, environment and environmental problems, one of the reason why the green marketing emerged, are mentioned, and then the concepts of green marketing and green consumer are explained. Then together with the hypothesis developed literature review has been continued and studies conducted on this subject According to the results of the analysis, environmental awareness, green product features, green promotion activities and green price affect green purchasing behaviors of the consumers in positive way. A questionnaire was designed in order to find out how people perceive Green marketing and how aware they are of the "environmental contribution" that is being made by the companies. The question we wanted to find a respond to where "Whether the purchasing behavior of consumers is affected if companies go green?" The results from this illustrates that companies need to increase their communication with the customers on going green, and that attributes like price and quality are more important than "environmental responsibility".

Keywords: Green Product, Green Price, Green Purchase behaviour, Green marketing

Introduction

Concern for the environment has grown significantly over the last few decades, both as a public issue and as a key area of study in academia. In the US and Western Europe, environmentalism has seen a tremendous increase. Due to the rise in environmental consciousness since the 1970s, there has been a favourable shift in consumer behaviour toward ecologically friendly items. 1 The green revolution to stop additional environmental harm was sparked in part by this change. The goal of green marketing is to lessen how we impact the environment through design, production, packaging, labelling, and consumption. 2 In recent years, green marketing has focused mostly on product (packaging and labelling) and incentive methods. It's important to evaluate global green incentives because 2 The discovery of the need to seek answers, evaluating solutions, choosing to buy, and post-purchase behaviour are the five components that often make up purchasing behaviour. Consumer purchase behaviour is influenced by a variety of factors, including sociocultural, psychological, marketing, and mixed settings. Consumers and businesses alike should be responsible for environmental challenges, and by buying green products, they contribute to this effort. The green consumer plays a crucial role in preserving the environment, despite the fact that their devotion to the environment and motivations for engaging in green activities vary. 3 These customers typically won't purchase goods that endanger human health, carry a risk during production, harm the environment seriously, generate an excessive amount of waste, or have any of these other

negative effects.. 4 Applying these policies is crucial for changing consumer purchasing habits to favour environmentally friendly goods and minimising the damaging effects of synthetic items on the environment, but the results frequently conflict. Research may thus only be applicable in specific cultural, historical, and geographic situations. 2 According to several studies⁵ that have looked at the shift in consumer behaviour, people who are concerned about the environment will express their worries in a variety of ways, such as by checking the products they want to buy to make sure they are making ethical purchases. 5 This study looked at how green marketing strategies affected consumer buying patterns.

Review of the Literature

Green marketing tools

Three steps are listed by Lee (2008) for green marketing. Since the 1980s, when the idea of green marketing was initially introduced in business, the first stage of green marketing has emerged (Peattie and Crane, 2005). In the 1990s, green marketing entered a second phase, and during this decade, marketers specifically faced opposition (Wong et al., 1996). Marketers gradually realised that consumers' concerns, their pro-environment and pro-green product attitudes did not translate into actual purchasing behaviour (Schrum et al., 1995). Green marketing has advanced to a third level since 2000. With the introduction of more cutting-edge technology, stronger government regulation, and increased global environmental consciousness, green marketing is currently experiencing new momentum. In general, green marketing, according to Hartmann and Iba'n ez (2006), focuses on the effectiveness of cognitive persuasion tactics and holds that consumers' significant participation with environmental issues is a result of their increasing environmental knowledge. Green or environmental marketing is defined by Stanton and Futrell (1987) as practises aimed at supplanting present requirements and wants while causing the least amount of damage to the environment possible. According to Ginsberg and Bloom (2004), not all businesses would benefit from the same marketing strategy. Instead, methods should vary depending on the markets and level of environmental awareness among consumers. In this study, three green marketing strategies are taken into account as improvements to consumers' knowledge of environmentally friendly goods. These tools are now utilised to assist consumers in identifying green products.

Perception of Eco Labeling

Using eco-labels on environmentally friendly items is one of the most important green marketing strategies. Marketers are using environmental labels more and more to help consumers identify green items (D'Souza et al., 2006). Sammer and Wu stenhagen (2006) point to eco-labels as a crucial tool for distributing information asymmetry between sellers and purchasers. Additionally, they assert that labels serve two primary tasks for consumers: information function, which alerts them to intangible product attributes like quality, and value function, which confers value on the labels themselves (e.g. prestige). Rex and Baumann (2007) define eco-labels as a tool for consumers to help them choose ecologically friendly items and to inform them about the manufacturing process. Many eco-label research (D'Souza et al., 2006; Sammer and Wu stenhagen, 2006) focus on how to make eco-labels more effective in influencing consumers' decisions to buy products that are safe for the environment. Recognizing the effects of eco-labels on consumers, their implications on the environment, and whether or not customers take these factors into account when making decisions is of utmost importance. According to Nik Abdul Rashid's 2009 study, consumers' intentions to buy green products are positively impacted by their knowledge of eco-labels. However, other research show that even when some customers are aware of the purposes of labels, this does not always influence customers to make environmentally friendly purchases (Leire and Thidell, 2005).

Perception of Eco-Brand

A brand is "a name, word, sign, symbol, or design, or the combination of them, designed to identify the goods or services of one seller or group of sellers and to differentiate them from those of a competitor," according to the American Marketing Association. This term can be applied generally to eco-brands. An eco-brand is a moniker, a symbol, or a design for environmentally friendly items. Utilizing eco-brand elements can assist consumers in differentiating them from conventional items in some way. When compared to products with little environmental impact, consumers will prefer to purchase eco-friendly alternatives for products with high environmental impact (Chatterjee, 2009). In a previous survey, Rahbar and Abdul Wahid (2010) found that Malaysian consumers viewed glass-based products, household cleaning products, aerosol pesticides, and plastics as non-green product categories with high environmental effect. As a result, it is possible to predict that buyers will favour goods with environmental attributes, or "Eco-branded goods." The earlier According to prior studies conducted in western nations, customers in the USA and Germany respond favourably to eco-branded goods like Body Shop and green energy (Wustenhagen and Bilharz, 2006). Environmental labels should have a positive impact on a consumer's assessment of a brand's environmental performance (Roe et al., 2001). Marketers and marketing experts must fully comprehend how brands affect consumers' purchasing choices.

Statement of the Problem

To meet human demands while inflicting the least amount of environmental harm, the planet's finite natural resources must be wisely used. Otherwise, environmental deterioration will have negative effects on humanity. Mass production is necessary to support Earth's massive, rapidly growing population. Conservation attempts to address the issue won't be successful unless all parties involved—the general public, the government, people and organisations, consumers and producers, young and old—participate. Businesses will spend more money on environmentally friendly operations, but they will eventually become more cost-effective. Therefore, businesses in emerging nations like India should engage in green marketing.

Need for the Study

Consumers are helped by green marketing to comprehend a product's environmental advantages and a business's dedication to the environment. It's also a significant method for educating people about environmental sustainability.

- *To make better strategies for increasing profits of safal product.
- *To take into consideration customers health, hygiene & fitness.
- *Consistent change in consumers tastes or preferences.
- *To know the buying decisions and how consumers tastes or preferences.

Objective of the Study

The aim of this study is to find out how consumer purchase behaviour is influenced by Green Marketing by Companies.

To exhibit the challenges being faced companies pursuing green marketing.

To study the relationship between consumer attitude and perception towards green marketing

To analyse consumer's willingness to pay high for green products.

Scope of the Study

Consumers today are getting more and more environmentally aware as well as socially responsible. As a result, more businesses are responsive to consumers' desires for natural or ecologically friendly products. Some advantage green marketing:

- It ensures sustained long-term growth along with profitability.
- It saves money in the long run, though initially the cost is more.
- Most of the employees also feel proud and responsible to be working for an environmentally responsible company.

Hypothesis

Due to resource depletion brought on by recent industrialization and urbanisation, the environment and human health are now being threatened by pollution at dangerously high levels. The operations of adopting environmentally friendly items or apps have now moved to the top of the list of issues that marketing managers in developed countries will face and need to address. Businesses that recognised that developed societies strongly support the green movement, often known as the consciousness of conserving the environments, also embraced this environmental movement and began putting initiatives into place that had the least possible potential to harm the environment. For a sustainable future, producing environmentally friendly goods is not sufficient in and of itself. Concern for the environment is necessary when it comes to eating. Both consumers and those in charge of a company's marketing operations have significant responsibilities in this regard also embraced this environmental movement and began putting initiatives into place that had the least possible potential to harm the environment. For a sustainable future, producing environmentally friendly goods is not sufficient in and of itself. Concern for the environment is necessary when it comes to eating. Both consumers and those in charge of a company's marketing operations have significant responsibilities in this regard." In the historical process, the research literature is looked at as consumers' environmental consciousness rises. However, consumers' ecologically conscious purchasing habits pique their interest in the environment. These theories are supported by a 1989–1990 study that found a rise in the number of consumers who indicated environmental interest and a rise in the number of environmentally friendly products purchased. These assertions, however, are not entirely supported by several early 1990s investigations.. For example, in 1991, There is little association between customer environmental concern and willingness to buy environmentally friendly items, according to a study by the Simmons Market Research Bureau (SMRB). In their investigations, Kleiner (1991), Schlossberg (1991), and Winski (1991) discovered a tenuous link between consumers' favourable sentiments about environmental issues and their actual purchasing behaviour. By the end of the 1990s, despite environmental research being discussed in marketing literature, the anticipated outcome had not been achieved in practise (Naturelhaber, 2010). The goal of this study is to examine the effects of environmental consciousness, green product attributes, green product costs, green product advertisements, and consumer demographic characteristics on consumer purchasing behaviour and to ascertain whether there is a significant correlation between them and the direction and intensity of consumer behaviour.

Methodology

Factors		N
Gender	Female	100
	Male	50
Marital Status	Unmarried	30
	Married	50
	Married and have children	70
Age	16-35 age	80
	36-45 age	40
	46 years old or over	30

In order to determine how consumers are convinced to buy greener products, this study analyses the notion of green marketing. Additionally, it presents the empirical findings of a consumer survey on green marketing techniques using a questionnaire approach. Numerous participants were given the survey questionnaire while they were shopping at several supermarkets and hypermarkets. They are knowledgeable about product purchases and are empowered to make informed decisions about the many options available to them. As a result, they are considerate of environmental issues in their purchasing behaviour. The questionnaires were processed and analysed using the statistical programme SPSS.

Sample and Procedure

All Indians with age gaps were among the respondents in the current survey. It was determined that different individuals would make up the sample. The reason is that each person is different in terms of age, product preferences, and familiarity with product purchases. They are also empowered to make decisions about which products to buy from a wide range of options, and as a result, they take environmental concerns into account when making those decisions. Data was gathered using a standardised questionnaire.

Findings

This study revealed that many consumers choose green products. Customers are conscious of their responsibilities to maintain comfortable environments by purchasing new goods. Consumers are aware of what things cost. Agencies today analyse the product, procedure, and policy to improve their business and also recognise the modern advertising strategy. There is an urgent need for businesses to commit more to green advertising so that they may set quantifiable goals for the ongoing improvement of their products and make consumers pleased to buy green products. In this study, I found that a large number of individuals are now choosing green products. And because they are concerned about their health, customers are choosing this product over others that are more environmentally friendly.

Conclusion

The time is ideal to choose "Green Marketing" globally right now. If all nations adopt tight policies, it will bring about a significant change in the business world because green marketing is crucial to preventing pollution. From a business perspective, a smart marketer is one who not only persuades the consumer but also actively involves the consumer in the promotion of his product. Green marketing includes an environmental and social component, therefore it shouldn't be seen as just another marketing strategy. Instead, it needs to be pursued with much more zeal. Green marketing must become the rule rather than the exception or just a fad given the grave threat posed by global warming. Recycling the safe and

environmentally friendly recycling of materials like paper, metals, plastics, etc. should be considerably more widespread and standardised. The usage of energy-efficient lights and other electrical items needs to become the standard.

Marketers must also educate consumers about the advantages of green products over non-green ones and the reasons why they are necessary. Consumers are eager to spend more for a cleaner, greener environment, according to green marketing. Finally, pressure from consumers, business customers, and suppliers is needed to reduce harmful effects on the environment. In emerging nations like India, green marketing has even more significance and relevance.

Finally, we can state that green marketing is a crucial idea in today's society. In this research article, we examine the significance, justifications, difficulties, ideas, and strategies for enhancing green marketing. Without a doubt, if we apply the techniques to our lives, we can ensure that we can conserve resources and improve our quality of life. Green marketing is still in its early stages. However, it is a crucial idea. Green marketing is being adopted by many businesses. But we should take part in the initiatives to use eco-friendly products in our daily lives. The government should educate people in rural areas about the value of eco-friendly items. It is true that we own the environment, and we should preserve it. so encourage

Suggestion for the Improvement in Green Marketing

Green marketing is an excellent concept. There is some challenge in the way of green marketing but with some strategies overcome from these challenges is not too hard. Some of these suggestions are as follows.

Understand Customers

An organization needs to be aware of what customers want and need. Companies develop goods in accordance with consumer demands and the prices they are willing to pay. Customers' needs change daily, thus this industry needs to be given good attention.

Need of the Management Support

The management's backing is crucial for the success of green marketing. Such a novel concept should be manageable by management. The management should keep a proper plan and work should be done in accordance with the plan.

Aware the Consumers

The Indian government and organisations work to educate consumers about the advantages of green marketing. A campaign should be planned such that it may raise awareness of the need for and benefits of using green products while also educating the public.

Adopt International Standards

To win the trust of consumers, Indian businesses must attempt to adopt the global standard for environmentally friendly products. There should be clear guidelines for adhering to the standards, and they should be created without any bias.

Implement Marketing Strategies

Organizations create effective control systems and put them into practise. Future business expansion requires that the business organisation maintain a sound plan. Environmental research should be done properly.

Better Marketing Plan

Everything begins with a decent plan, so the company must create a solid marketing strategy that will enable them to win a sizable portion of the market.

Composition, Reusability and Recoverability of Packaging The Requirements are

Packaging should be compact and lightweight while still adhering to hygienic guidelines, safety regulations, and consumer acceptance.

It should be designed, manufactured and sold in such a way that it can be reused, recycled or renamed in compliance with safety standard.

The concentration of harmful and dangers substances should be as low as possible packaging should with stand possibility of wear and tear.

Used as an energy source, packaging waste must have a minimum calorific value and must be bio-degradable. Producer responsibility for.

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