

# A Study on Green Marketing and Its Impact on Consumer Buying Behavior

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**Abstract:** Green marketing is a strategy used by marketers for reaching sustainable development. Companies need to know consumers' attitude and to adapt new marketing solutions with the focus on determining the expectations and satisfying their needs. The aim of the survey is to gather information from a consumer standpoint. Green marketing is a phenomenon which has developed important in the modern market. The paper also examines the present trends of green marketing in India and describes the reason why companies are adopting it and future of green marketing and concludes that green marketing is something that will continuously grow in both practice and demand.

**Key Words:** —*Green Marketing, Companies, Consumers.*

## I. INTRODUCTION

Green marketing refers to the procedure of promoting items or administrations dependent on their natural advantages. Such an item or administration might be naturally benevolent in itself or created in an ecologically neighborly way. This can incorporate items: Manufactured in a maintainable design. Green showcasing is normally rehearsed by organizations that are focused on reasonable improvement and corporate social obligation. More associations are putting forth an attempt to execute economical strategic policies as they perceive that they can make their items progressively appealing to shoppers and furthermore diminish costs in bundling, transportation, vitality and water utilization, and the sky is the limit from there. Moreover, organizations are progressively finding that exhibiting a significant level of social obligation can build brand devotion among socially cognizant purchasers.”

Green marketing is a practice whereby organizations look to go well beyond customary advertising by advancing ecological basic beliefs with the expectation that buyers will connect these qualities with their organization or brand.

Taking part in these maintainable exercises can prompt making another product offering that considers another objective market. This is likewise occasionally known as manageable showcasing, natural promoting, or environmental advertising. Green marketing may also refer to the production and marketing of goods based on their pro-environmental factors. Such a product or service may be environmentally friendly, in addition to being produced in a sustainable way. This may include avoiding toxic materials in the product, the use of recycled materials in the product, products made from renewable materials (such as bamboo or hemp), not using excessive packaging, or products designed to be repairable and not “throwaway.”

### 1.1 Importance of Green Marketing

The increased development and commercial practices are well known to pollute the natural world. Different parts of the environment compensate for the harms of people, yields and untamed existence. Considering that assets are limited and human needs are boundless, it is critical that marketers make skilled use of assets, so that organizational targets are met without abuse of assets. And the cultivation of sustainability is inescapable. There is growing excitement among people across the globe about daily habitat protection. Individuals are slowly becoming concerned about the situation and adjusting their actions for treatment security. The word 'carbon marketing' lifted up. Advertisers consequently feel their responsibility against situation and giving sense to green show.”

Marketers as well as planet concerned, and consumers are even adjusting their levels of conduct. Currently, individuals

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as well as mainstream consumers are slowly getting concerned about inviting products from condition.

#### *1.1.1 Importance 1. Environmental Benefits:*

“Going green is an environmentally responsible choice”. It is assessed that 40 percent of every single ozone depleting substance in the United States originates from vitality creation that organizations use to warmth, cool and light working environments. Lessening these vitality needs diminishes carbon dioxide yield, assisting with controlling a worldwide temperature alteration. As organizations utilize more normal assets than singular customers, reusing business materials and moderating water add to preservation for a bigger scope.

#### *1.1.2 Importance 2. Economic Advantages:*

The decrease in waste rises to bring down working expenses and more investment funds. Eco-accommodating business gear and practices, for example, – low-wattage or LED lights, utilization of regular lighting, water protection strategies, obligatory reusing and mixture organization vehicles get a good deal on utilities, fuel, and office supplies. This creates moment income. Further practicing environmental safety places, a business in a positive light according to clients, potential speculators, merchants, activists, guard dog gatherings, networks and planned representatives.”

#### *1.1.3 Importance 3. Sustainability:*

Going green is about sustainability; it makes healthy profits with secure supplies of renewable industries. Biomaterials, green houses, personal mobility, smart grids, smartphone devices and water filtration are among the future-proof markets.

#### *1.1.4 Importance 4. Efficient Use of Resources:*

Today, human anxieties and needs are limitless, but resources are short enough that cannot achieve the human needs. Markets need to smooth the customers by applying resources efficiently.

#### *1.1.5 Importance 5. Planned Techniques:*

It needs to grow all around arranged systems and imaginative strategies to accomplish the hierarchical objectives successfully with no wastage of time and different assets. Green promoting instances of various items and administrations builds up a developing enthusiasm among clients all through the world.

#### *1.1.6 Importance 6. Consumer Attraction:*

Green marketing instances of various items pulls in the

customers with respect to condition security. Individuals are such a great amount of cognizant about their condition and varieties in conduct. Green promoting is considered as developing showcasing that assists with planning socially and economical items Importance.

#### *1.1.7 Innovation:*

“Green marketing helps to design such kinds of products that are economically affordable and satisfy the human needs efficiently”. Its goods ground-breaking green products that consume less source.”

#### *1.1.8 Importance 8. Competitive Advantage:*

Organizations appreciate upper hand over different organizations in the market through green promoting models. Today, organizations which receive green advertising procedures acquire upper hand over different organizations which are not cognizant about such systems and condition. Organizations which create inventive items and administrations with imaginative characteristics at reasonable rates are fruitful in the market.

Green showcasing is a gathering of exercises that are intended to fulfill the buyer's needs and needs at moderate value run.

### *1.2 Buying Behavior of Green Consumers*

"Green buying behavior is important to examine consumer buying behavior of consumer consumers to understand the factors underlying shopper purchase patterns, including perceptions of procurement and actual purchase activity of green products. Behave in a normal environment as behaviors specifically influencing the biological system. Numerous sustainability policies are gaining energy. Any of them include reusing, saving paper and electricity, keeping a strategic distance from using vaporizers, encouraging the use of biodegradable products, using natural foods, etc. Buyer desire as well as green growth is inclining slowly upward. The reason for this shift into green transactions may be an after-product of the awareness by consumers of the impact their actions have on nature. Suggest out various factors influence the dynamic process of a buyer, in particular the knowledge of a buyer and details on green products drives the dynamic. Numerous studies have been conducted on green ads and the communication methods used to influence the purchasing actions of the customer. Seen that there is a relationship between the moral beliefs of consumers and their confidence about the introduction of green goods. There was no clear connection between the ecological actions of the customers and their natural convictions. It was thought that ace state and

eco-friendly behavior may be influenced by influences near to home much like a friend's viewpoint. Ajzen's Theory of Planned Behavior (TPB) endorses that the buying target is influenced by values that form behavioral experiences. Where TPB is used, the conduct of consumption was studied somewhere in the spectrum of Indians of the second and third era living in the USA and India. The Indians living in America were viewed as being extremely influenced by the green virtues and green culture there, and this was seen gradually in contrast to the other using gatherings of the Indian community. With regard to the development of nations, explores based on nations such as Egypt, Malaysia, Singapore and Mauritius, it was discovered that green usage turned out to be well established and numerous components that impacted green uses include, knowledge and information on green products, confidence in eco-names and labels, anxiety of buyers about the deterioration of the environment and their benevolence A poor degree of biological treatment was discovered in an analysis of buyers in Ghana, which honestly influenced Ghanaian's green purchase option purchasers. Another factor that affected green buys was cost.

### 1.3 Examples of Green Marketing:

Corporate are making strides toward environmental friendliness from the grassroots level to continue and win the clients' desires. Nature is turning out to be progressively a significant piece of the corporate notoriety and they are effectively taking part in greening the corporate procedure. Organizations have changed over practically all the items to make them eco-accommodating items. Following is the ongoing condition inviting activities taken by the organizations.”

#### 1.3.1 Maruti Suzuki:

"As of its founding, the company has advanced 3 R. Consequently, the agency did not have the option solely to reuse 100 percent of treated wastewater, but it never reduced the use of fresh water. The company reaped downpour water to energize the wells. Additionally, recyclable pressing is as a rule easily advanced for purchased pieces. During the past five years, the nation's largest automotive producer has worked out how to minimize the use of vitality per automotive in its Gurgaon production line by 26 percent, while its carbon dioxide (CO<sub>2</sub>) discharges through vehicle manufacturing processes have dropped by 39 percent. Maruti Suzuki India Limited has accepted the concept with gas as fuel as their Eco Marketing rehearses.

#### 1.3.2 Bharat Petroleum:

Bharat Petroleum has accelerated a campaign to slash ozone-harming compounds worldwide by 10 per cent over its units and achieved it long before the calendar. For starters, cleaner fills were produced using Greener Diesel (ultra-low-figure substance) and BP Autogas. Practically all the plants are certified ISO 14001. For a long time now, it is running a system that should hold its net discharges at current rates.

#### 1.3.3 Proctor & Gamble:

Furthermore, cleaners of clothes market health savings funds. The most up-to-date showcase passage by the and Gamble (P&G), Tide Coldwater, is intended to properly clean garments in colder water. Approximately 80 to 85 per cent of the energy needed to wash clothes from hot water.

#### 1.3.4 Need for the study

Green marketing works to help consumers understand a product's green benefits and a company's commitment to the environment. It's also an important avenue in which to educate people about sustainability and the environment. Also, to understand the buying behavior of the customer towards green product.

#### 1.3.5 Objectives of the study

Green marketing is significant for various reasons, from taking out inefficiency to instructing shoppers about how an organization is keeping up eco-accommodating measures. Here are some different destinations to consider when pondering green advertising. The motivation behind green marketing is shifted, from evading waste using biodegradable materials, which means it tends to be separated by organic methods; making items that ensure as opposed to hurt nature; and teaching the general population through eco-accommodating informing. To aware the consumers about green product through Green Marketing and Relevance of green marketing in 21<sup>st</sup> century.

- To regulate the customers' pre-environmental anxieties.
- To regulate awareness of eco-friendly goods among Indian consumers.
- To study the view of Indian Consumers towards Eco-accommodating items with explicit reference to Fast Moving Consumer Goods and its effect on their buying choice.

## II. RESEARCH METHODOLOGY

In this study, a combination of both Primary and Secondary data has been used. Primary data is used in the form of questionnaire method, which has been created using Google forms and distribution among internet and social media users. In addition to it, Secondary data has been used to support the study.

The technique and approaches embraced for this study. It will incorporate the study points and destinations, the analysis reasoning, the analysis structure and approach, the analysis system, the analysis instrument utilized right now. It will likewise give legitimization to the strategy utilized for the analysis and give insights regarding the investigation apparatus that is utilized, the study plan, the example choice, moral contemplations, and investigation of the information alongside the impediments of the practice.

The instrument used for data collection was in the form of questionnaire. The questionnaire was used as it facilitated the tabulation and analysis of the data to be collected. The data collected was subjected to simple frequency distribution and percentage analysis.

## III. LITERATURE REVIEW

The literature has been reviewed from the reputed journals of both National and International Journals pertaining to Green Marketing and its related issues. The literature has also been reviewed from Textbooks, Magazines, & Websites.

- The study by **Ghoshal (2011)** examined that green marketing was still in infancy. In the perception of marketing scholars, green marketing refers to eco-level and market segmentation and the role of structural factors and economic incentives in influencing consumer behavior. The green marketers must understand to satisfy two objectives: improved environmental quality and customer satisfaction.
- According to **Kerin (2007)**, Green Marketing takes many forms. It comes from product development opportunities that emanate both from consumer research and its —Pollution Prevention Pays! program. This program solicits employee suggestions on how to reduce pollution and recycle materials.
- The study conducted by **Bhattacharya (2011)** states that the green marketers in India should carry out

heavy promotional campaigns, because majority of the Indian consumers are price-sensitive and are not sure about the quality of green products.

- **Dahlstrom (2011)** examined that Green Marketing has positive influences on multiple participants in the economy. The environment, developing economies, consumers, corporate strategy, the product, production processes, and supply chain benefit from green marketing. Green marketing firms establish strategic alliances with government, local communities, nongovernmental organizations (NGOs), industry experts, and competitors.
- According to **korlekar (2012)**, there is a scope for in-depth studies on green marketing to be conducted in developing countries like India, not only on understanding consumers 'perception but to study the detailed profile of such consumers who have a more positive attitude towards green marketing and green products.
- **Lamb (2004)** explained that —Green Marketing! has also become an important way for companies to build awareness and loyalty by promoting a popular issue. By positioning their brands as ecologically sound, marketers can convey concern for the environment and society.

## IV. ANALYSIS

Q1. Have you ever used a Green Product?

- Yes
- No
- Maybe
- Don't remember

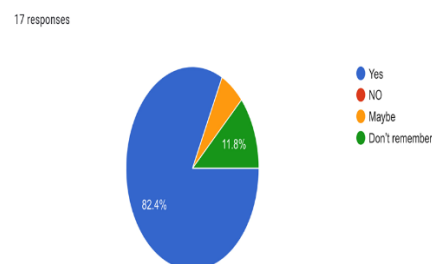


Fig.1. Green product users

*INTERPRETATION:*

The above chart shows that out of 17 samples of the study,

82.4% of the participants have used a green product, 11.8 don't remember and the rest 5.8% might have used a green product.

Q2. When did you came to know about green product?

- 1 year ago
- 2 years ago
- 3 years ago
- 4 years ago

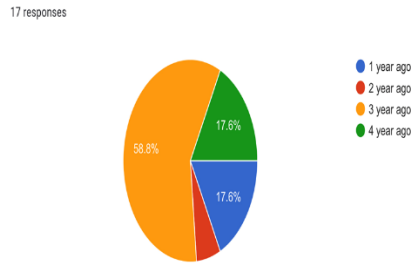


Fig.2. Time period

*INTERPRETATION:*

The above chart shows that out of 17 samples of the study, 58.8% of the participants came to know about the product 3 years ago, 17.6% participants came to know 4 years ago, 17.6% participants came to know about 1 year ago and rest of them came to know about product 2 years ago.

Q3. How did you come to know about green product?

- Friends
- Family
- Internet
- Green Marketing

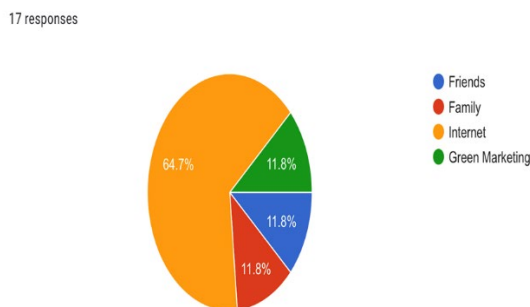


Fig.3. Source of information

*INTERPRETATION:*

The above chart shows that out of 17 samples of the study,

64.7% of participants came to know from their Internet, 11.8% participants came to know from their family, 11.8% participant came to know from their friends and the rest 11.8% came to know from green marketing.

Q4. Name the green product which first come to your mind?

Ans-

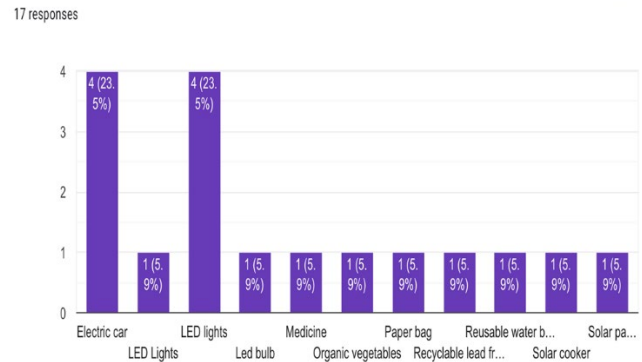


Fig.4. Most common green product

*INTERPRETATION:*

The above chart shows that out of 17 samples of the study, 23.5% of the participants chose Electric car, 29.4% chose Led lights, 5.9% chose Led bulbs, 5.9% chose Medicine, 5.9% Chose Organic vegetables, 5.9% chose Paper bag, 5.9% chose Recyclable lead, 5.9% chose Reusable water boilers, 5.9% chose solar cooker and rest of 5.9% chose solar panel.

Q5. Tick product which you feel are green product from the list?

- Packed fruit juice
- Ayurvedic medicine
- Allopathic medicine
- Organic food

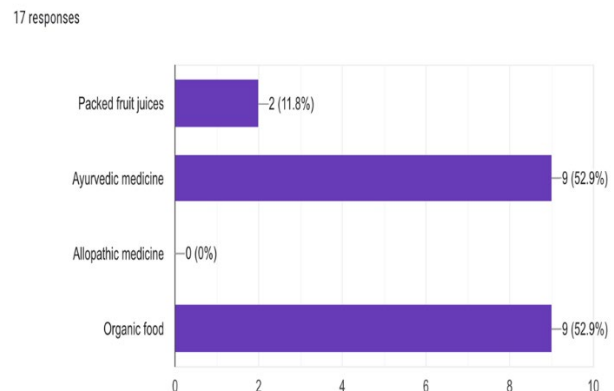


Fig.5. Different categories of green product

**INTERPRETATION:**

The above chart shows that out of total responses, Ayurvedic medicine has 9 responses, Organic food has 9 responses and packed fruit juices has 2 responses.

Q6. Tick two features which you will look most in a green product?

- No use of pesticides
- No preservatives or additives
- Should contain natural ingredients
- Recyclable

17 responses

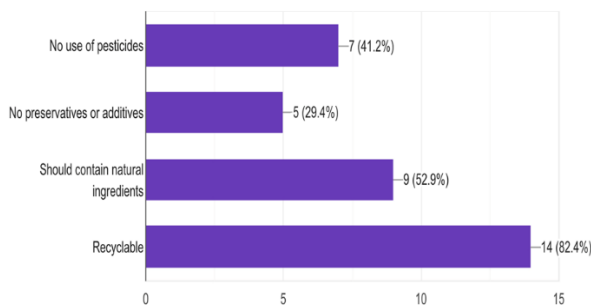


Fig.6. Features of Green product

**INTERPRETATION:**

The above chart shows that out of total responses, no use of pesticides has 7 responses, no preservatives or additives has 5 responses, should contain natural ingredients has 9 responses and Recyclable has 14 responses.

Q7. How many times have you bought eco-friendly product in a past 6 Months?

- Once a week or often
- At least once a week
- Less than once a month
- Never

17 responses

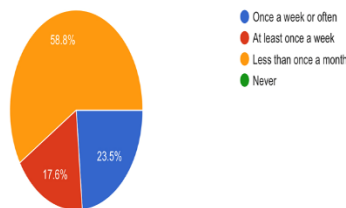


Fig.7. Rate of Usage

**INTERPRETATION:**

The above chart shows that out of 17 samples of the study, 58.8% of the participant bought eco-friendly product less than a month, 23.5% bought once a week or often, 17.6% bought At least once a week and the rest of the participants never bought an eco-friendly product.

Q8. Which types of eco-friendly product did you purchase in past 6 month?

- LED bulbs
- Electric car/bikes
- Electronic appliances (with energy star rating)
- Solar panels/ Solar water heaters

17 responses

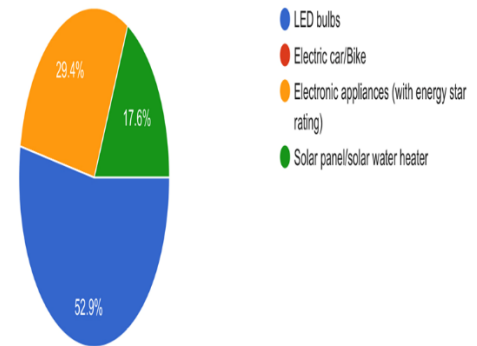


Fig.8. Type of green products

**INTERPRETATION:**

The above chart shows that out of 17 samples of the study, 52.9% of the participants purchase LED bulbs, 29.4% of the participants purchased electronic appliances (with energy star rating) and the rest 17.6% of them purchased Solar panel/Solar water heater.

Q9. What do you check while purchasing a green product?

- I read label before buying it
- I use biodegradable soap and detergent
- Price of green product affects my purchase decision
- I always look for green product in the given product category

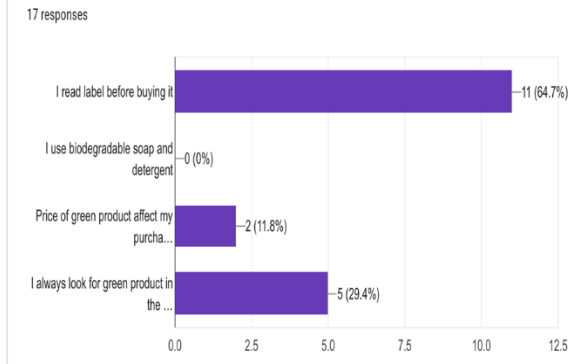


Fig.9. Factor of buying green products

**INTERPRETATION:**

The above chart shows that out of total responses, I read label before buying it has 11 responses, I use biodegradable soap and detergent has no response, Price of green product affects my purchase has 2 responses, I always look for green product in the given product category has 5 responses.

Q10. According to your green lifestyle is?

- Have no information about it
- Hard to find in stores
- Expensive
- Cost of living affects your purchase decision

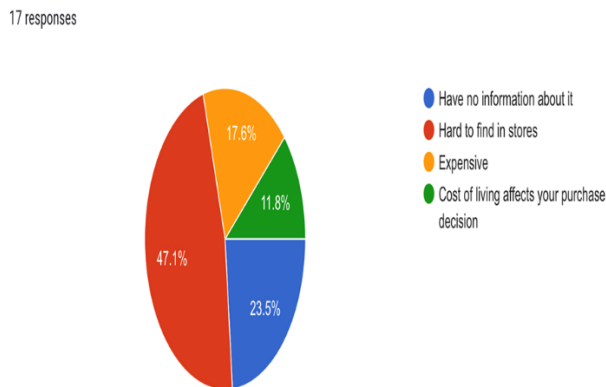


Fig.10. Green Life Style

**INTERPRETATION:**

The above chart shows that out of 17 samples of the study, 47.1% of the participants thinks it Hard to find in stores, 23.5% participants have no information about it, 17.6% participants thinks that it is Expensive and the rest 11.8% thinks cost of living affects your purchase decision.

Q11. Will you purchase eco-Friendly Product in coming month?

- Yes
- No
- Maybe
- Don't know

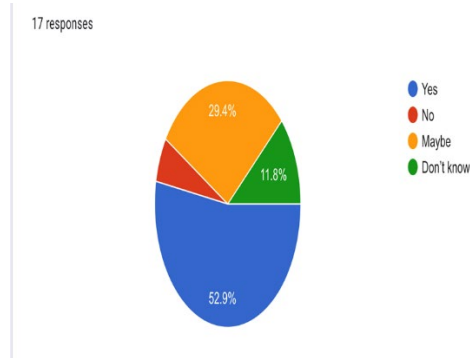


Fig.11. Future Preference

**INTERPRETATION:**

The above chart shows that out of 17 samples of the study, 59.9% of the participants said Yes, 29.4% of the participants said Maybe, 11.8% of the participant said that they Don't know, and the rest said No.

**V. FINDINGS**

The future research could take a new approach to this study by using mixed approach using survey to collect the quantitative data complemented with qualitative data by means of in-depth interviews, to study the drivers of green consumer behaviors like green branding and premium green pricing, over a period. Studies could be undertaken to identify why green advertising has a negative impact on environmental behaviors of consumers even though green branding has found to have a positive impact on the same.

**VI. CONCLUSION**

"Work has been undertaken to close the void in the literature on how various green marketing campaigns in developed countries affect customer purchasing habits. Though green marketing has become a widely researched field, in the recent past it has only grown in resonance with India. The goal of this research was to study the effect of green marketing and decision-making in India. The overarching goal of the research included sub-objectives which helped to determine

the direction and intensity of the relationship between environmental beliefs and environmental behavior, while controlling for key socio-demographic factors. Other sub-objectives included exploring major associations between environmental activity and key socio-demographic factors, including gender, age, education, and place of residence, and evaluating connections between environmental values (eco-labeling, green marketing and packaging, environmental ads, green pricing, etc.) and environmental behaviors.

"The study's significant results correlated with previously examined research, while the greater important contribution to the results focused on socio-demographic urban and rural outcomes. The first big result was that the customer's view of the quality of green packaging and green goods had a substantial and beneficial impact on consumers' environmental behavior, thereby creating a clear correlation between advertising and customer actions and contributing to the green purchasing trends. From the literature it can be concluded that green marketing has a positive effect on customer behavior, thereby influencing their buying decisions. It was found that people quickly confide in established brands. The second important result was that customers perceived the value of green goods, and that premium green prices has had a strong positive and substantial effect on consumers' behavior, adding to their purchasing habits. Poor but important positive associations have been observed in terms of interactions between market expectations of eco-labeling efficacy and green customer behavior. This test confirmed the findings of previous learning. Correspondingly, green energy and branding were often seen as consistent with shoppers' normal behavior.

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