AN EMPIRICAL STUDY ON IMPACT OF
GREEN MARKETING ON CONSUMER BEHAVIOUR IN TIRUCHIRAPALLI

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ABSTRACT

In order to better understand how consumers perceive green values as a result of green marketers' efforts, this study will examine how this perception affects their decision to buy sustainable, eco-friendly green products. The effectiveness of marketing campaigns to raise customer awareness of green brands in comparison to non-green items is also highlighted by this study. It also examines consumer perceptions and the impact of green marketing communication to determine how consumers are persuaded to choose green products. The survey results for consumer products and green marketing are included in the study. The questionnaire was created by the researcher based on a variety of field research studies. According to this survey, customers in Tiruchirapalli are not being given enough information on green products, even though there is a lot of room for them to be used more within consumer groups who support the environment. Effective and ecologically friendly green products should be promoted and sold through a larger use of branding and marketing, according to the research.

***KEYWORDS**: Green Marketing, Consumer Behaviour, Green Products, Branding, Questionnaire.*

Introduction

"Globally, the green movement is becoming more and more widespread. Customers assume accountability and behave appropriately in this regard. Because of growing consumer knowledge and passion, the market is changing to provide more environmentally friendly green goods. Compared to customers in industrialised nations, Indian consumers are significantly less aware of the issues surrounding global warming. Finding trends and promoting goods, services, and brands in a way that supports consumer intents are other essential components of successful marketing" (Tara Schofield, 2018). "These days, "green" marketing has evolved from a fad to a way of doing business for companies who understand the value of becoming green, include it into their marketing plans, and spread the green concept to their clientele. India's universal colour is green, and it will continue to remain such" (R. A. Rather et al. 2014). "Advertisers have a better chance of persuading consumers due to consumers' rising awareness of product origin and fear about the coming global environmental disaster. Businesses have been introducing GPIs (Green Product Innovations) bit by bit over the past few decades. Consumption evaluations of environmentally friendly products have revealed that a significant barrier to their adoption is consumers' perceptions of the products' efficacy" (M. Z. Tariq, 2014).

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For instance, by citing Roper Starch Worldwide (RSW)'s study into "quantifiable and product-specific characteristics (e.g. recycling behaviour and biodegradable), the researcher indicates that certain clients are reluctant to acquire "green" items owing to their perceived inferiority. In their investigation of environmental policy and new product creation, the researchers discovered that there was a readiness to pay slightly extra for environmental modifications" (L. Bertrandias et al. 2014)."However, research into the strategy for green product innovation reveals that an ideal level of greenness must be achieved between innovation effectiveness and greenery in order to preserve a competitive advantage while avoiding just capturing the specialised green market. Therefore, if the environmentally sustainable consumer market is to become mainstream, it is critical to investigate the elements that impact the consumer selection process" (A. Sharma et al. 2019). This study examined how customers influence one another's behaviour, expectations about the value of their products, and access to information and pressures, with a particular emphasis on the market's position.

It's challenging to characterise items that are ecologically sustainable. Since every item we buy, own, use, and discard in our daily lives eventually has an adverse effect on the environment, there is no such thing as a truly organic or green product. Nonetheless, products may be divided into groups according to their size, and a quality cutoff can be established. A brand is considered ecologically sustainable if its effects on the environment are minimal. Another idea behind an ecologically sustainable product is that it should be easily accessible for purchase and comprise products made by companies whose manufacturing methods are generally thought to have a lower environmental effect.

Consumers' attitudes and principles must be considered when evaluating elements that influence purchase decisions. Lifelong presumptions about the benefits or acceptability of particular activities, as well as the need for environmental considerations, are known as values. Environmental principles are important in explaining pro-environmental behaviour because beliefs affect attitudes and personal standards, which in turn affect moral expectations and encourage consumers to act in ways that benefit the environment. Comparably, organised behaviour analysis demonstrates that (environmental) values are psychological acts that are transformed into purposeful intentions. The Global Environmental Survey (GOES) saw a "steady shift in post-materialist ideals over the post-war era, which may have contributed to an increase in pro-environmental behaviour. As a result, while supporting the environment does not ensure supporting it behaviourally, it certainly helps to foster such values. But being environmentally conscious does not mean acting sustainably or making eco-friendly purchases. The value action gap is the name given to this. In addition to taking into account overlapping and opposing elements pertinent to regular consumer decisions, analysts have examined a range of research methods and internal and external forces that assist pro-environmental behaviour. They contended that the single convincing model is not well explained by the distinction between environmental understanding and environmental action. According to a recent study, people who care about the environment don't always act in an eco-friendly manner." For example, they might discard their trash when most of the others in their immediate vicinity do.

Because manufacturers of ecologically improved products usually include little to no long-term viability statements in their advertising, the typical customer is less likely to be green than a mainstream product, unless they are especially keen in learning about the environmentally friendly item. Associative and aspirational comparison classes are highly influential in everyday usage. Scholars contend that simply disseminating knowledge about environmental challenges, the pro-environmental stance is not inherently advanced. According to their studies, the emotional domain serves as the entry point for environmental education. We may infer that emotional content sells green items better than any other kind of advertising. Finding the guiding concepts that influence consumers' decisions may be effectively accomplished through advertising. Customers' internal analysis could not have the necessary data for decision-making since they frequently concentrate their expectations on small-scale, sustainable consumption. This requires a significant amount of time when an additional mission is necessary.

Review of Literature

Numerous reviews on various facets of green have been done. "Environmental concern and Green product attributes were shown to be the two main causes of the mismatch between the attitude and actual purchasing behaviour of green customers," according to Joshi and Rahman (2015). "Eco-orientation, green marketing strategy, and green marketing functions were the criteria used by Kumar (2016) to categorise green literature; nevertheless, the attitude-behavior gap of green customers was missed."After reviewing the literature on green cosmetic buying behaviour, Liobikienė and Bernatonienė

(2017) "developed a model for how consumers of personal care goods should make their purchases.An in-depth analysis of individual-level consumer behaviour theories in green marketing was presented by Groening et al. (2018), who also hinted at the discrepancy between customers' actual buy conduct and attitudes. A study on consumer engagement behaviour by Barari et al. (2020) found that the experience, perceived value, perceived quality, and functional features of the product were the main determinants of a purchase choice. The attitude-behavior gap based on education, beliefs, lifestyle, and social influence" was also highlighted by Peattie (2010).

"A minimum of ten years should pass before doing another systematic review, according to Paul and Feliciano-Cestero (2020). The dynamic nature of consumer behaviour, both for green and non-green items, was covered by Kumar et al. (2017), who also noted that these kinds of research are always pertinent." He et al. (2015) found research in "the green marketing literature that focus on economic intents. According to McDonald et al. (2009), companies that closely analyse customer behaviour stand to gain from ongoing research on green marketing."

The goal of this study is to comprehend green customers' behavioural characteristics. According to the study's focus, developing and implementing green strategies will aid in closing the gap between customers' perceptions and real purchasing habits for environmentally friendly items. In addition to offering a green purchase decision model, the study aims to pinpoint the variables that contribute to the discrepancy between customers' real and perceived attitudes towards green products and their actual purchasing behaviour. Here the following figure explaining the research framework of the study:
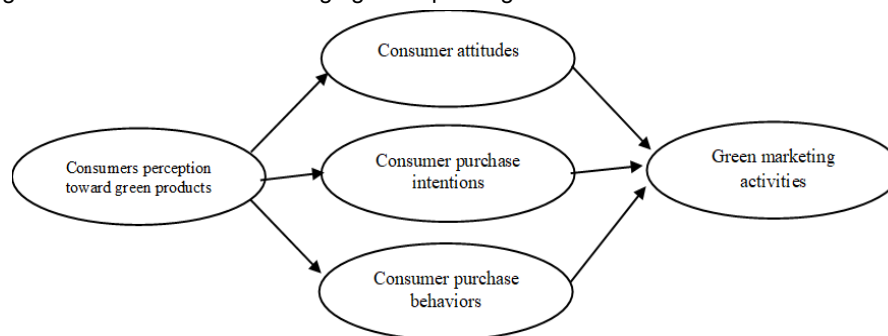

Figure 1: Research Framework

Objectives

The purpose of this study is to investigate consumer perceptions of green values as a result of promoters' green marketing activities, as well as the influence on their purchase behaviour for eco-friendly green items.

- To explore consumers' knowledge of green products, practices and green values.
- To investigate customer preferences for green products and advertising strategies.
- To identify the variables that affect a customer's decision to purchase green products.
- To discuss the problems and difficulties associated with green marketing strategies.

Research Methodology

In addition to measuring the relationship between consumer attitudes and the green marketing idea, consumer purchase intention towards green marketing, and consumer behaviour towardsgreen marketing instruments, the study attempted to investigate the consumers perceived green marketing values. Regression analysis, a questionnaire survey, and an analytical model of investigation were used in the study to effectively direct the research. The study is to address the individuals in order to increase their concern for the idea of "Going Green" as applied research.

The study goals have been examined through the compilation and analysis of primary and secondary data. To define the boundaries of the topic area, a thorough search for pertinent academic publications, papers, and articles was the first stage of the study. The investigation was expanded to include further areas of Tiruchirappalli. A questionnaire created by the researcher with substantial assistance from many studies and investigations was used to collect the primary data. There are few sections in the questionnaire: one for demographic data, one for knowledge base data, one for

behavioural data, and one for questions about the indicators scale, which is divided into three subsections: consumer attitude, purchase intention, and purchase behaviour. The factors in the study are measured using a five-point Likert scale (5, 4, 3, 2, 1). When all positive ideas are empirically analysed, respondents are in the proper viewpoint if they receive, on average, a high grade (above 3), which is towards agreement.

Standard deviations, means, coefficients of the variables, and regression techniques were the statistical techniques applied in the analysis. To analyse the average degree of perception among the respondents, means and standard deviation are employed. Various techniques are employed to elucidate the fluctuations in the dependent variables about the specified collection of independent variables. The following hypotheses were established based on the examined literature and will be tested statistically.

Research Hypotheses

H₁: There is a positive significant impact of consumers perception on green products.

H₂: There is a positive significant impact of consumer attitudes on green marketing activities.

H₃: There is a positive significant impact of consumer purchase intentions on green marketing activities.

H₄: There is a positive significant impact of consumer purchase behaviors on green marketing activities.

Findings

Table 1: Reliability Test

Variables	Cronbach Alpha	No of Items	Revised Alpha	Revised No of Items
Green marketing activities	0.632	8	-	-
Consumer Attitude	0.819	5	-	-
Purchase Intention	0.738	9	-	-
Purchase Behavior	0.829	7	-	-

Source: Primary Data

In order to test our hypothesis, the researcher ran a questionnaire survey with 432 interested respondents from various areas around the Tiruchirappalli who were eager to offer their perspectives and contribute to the research. When an arbitrary number of variables are considered above 0.6 and below 0.7, reliability is considered standard, however there is a debate over this. However, taking into account the number of questions with an alpha value more than 0.9 is will be required, as we did in this Table no: 1, makes it more than required.

Table 2: Descriptive Statistics

Variables	Mean	SD	Skewness	Kurtosis
Green marketing activities	1.4926	0.24508	0.502	-0.414
Consumer Attitude	5.1641	1.08610	-0.735	0.224
Purchase Intention	4.8752	1.12345	-0.542	0.057
Purchase Behavior	5.1085	1.16270	-0.563	0.075

Source: Primary Data

Understanding the difference between the mean scores of the items used to generate the variables is made easier with the use of variability evaluation. The standard deviation is the most often used indicator of variability. It explains how the scores of the items used as variables differ from one another. To ensure that the data utilised in the study was normal, we performed a normality analysis (Skewness & Kurtosis). According to conventional procedure, a skewness value of -1 to +1 and a kurtosis value of -3 to +3 are both considered acceptable. Here in Table no: 2, Skewness & Kurtosis values are lies between the standard level.

Table 3: Pearson Correlation

Variables	Green marketing activities	Consumer Attitude	Purchase Intention
Green marketing activities			
Consumer Attitude	-.382**		
Purchase Intention	-.304**	.718**	
Purchase Behavior	-.246**	.726**	.681**

Source: Primary Data

Given the normalcy of the data utilised for this investigation, the researcher performed a Pearson correlation analysis, assuming that the data set was normally distributed. The majority of the variables exhibit a significant relationship when the significance threshold is 0.1, as seen above. There is no moderate degree of association between either of the variables. On the above table 3, however, we have a weak connection with one * when the significance level is 0.01. The correlation test reveals a modest negative association between thegreen marketing activities and the three other variables: consumer attitude, purchase intention, and purchase behaviour. According to this, customers' behaviour is unaffected by green marketing activities. However, consumer attitudes have a high positive relationship with consumer purchasing intention and behaviour. This shows that the consumer's attitude towards the goods, as well as what they want to acquire or what they need, has a significant impact on their purchasing choice. Yet again, there is a large positive association between customer purchase intention and buying behaviour, indicating that consumers are heavily impacted by intention, which explains why purchase behaviour is dependent on situational conditions.

Table 4: Regression Analysis

Variable	Coefficient	Std. Error	t-Statistic	Prob.
C	1.767544	0.546474	3.236489	0.0120
Purchase Behavior	6.234356	365.4533	-1.703547	0.2262
Consumer Attitude	0.014644	0.007546	1.186367	0.0000
Purchase Intention	0.006433	0.001464	2.522365	0.0000
R-squared	0.621859	Mean dependent var		504.5334
Adjusted R-squared	0.612643	S.D. dependent var		434.4643
S.E. of regression	343.6436	Akaike info criterion		14.65332
Sum squared resid	995467.4	Schwarz criterion		14.53564
Log likelihood	-71.44688	Hannan-Quinn criter.		14.62935
F-statistic	176.46972	Durbin-Watson stat		0.845653
Prob(F-statistic)	0.011966			

Dependant variable: Green marketing activities
Source: Primary Data

Analysing the relationship between two variables and the effect of independent factors on dependent variables is made easier with the use of regression analysis. When analysing data, the values of df and F and value of R is acquired from the summary table. The coefficient of consumer attitudeis 0.014644, which reflects the partial effect of consumer attitudeon green marketing activities while keeping other variables constant. The calculated positive sign indicates that such an effect is positive, with consumer attitudeincreasing by 0.014644for every unit increase in green marketing activities.Thus, it is appropriate to accept H_2 (Sig. 0.000<0.05), which shows that consumer attitudehave a positive influence from green marketing activitieson their desire to make green purchases.The coefficient of consumers purchase intention is 0.006433, which reflects the partial effect ofconsumerspurchase intention on green marketing activities while keeping other variables constant. The calculated positive sign indicates that such an effect is positive, with consumers purchase intention increasing by 0.006433 for every unit increase in green marketing activities.Thus, it is appropriate to accept H_3 (Sig. 0.000<0.05), which shows that consumers purchase intention have a positive influence from green marketing activitieson their desire to make green purchases.The coefficient of purchase behavioris 6.234356, which reflects the partial effect of consumers purchase behaviour on green marketing activitieswhile keeping other variables constant. The calculated positive sign indicates that such an effect is positive, with consumers purchase behaviourincreasing by 6.234356 for every unit increase in green marketing activities.Thus, it is appropriate not to accept H_4 (Sig. 0.2262>0.05), which shows that consumers purchase behaviorhave not influence from green marketing activitieson their desire to make green purchases.The regression analysis reveals that customer attitude towards the product is the most influential factor in consumer purchasing decisions. The consumer's purchase intention comes next, with the green behavioural base having the least effect on anticipating purchasing behaviour.

Conclusion

According to the first hypothesis, which looked at customers' attitudes towards green products, consumers' perceptions of what is green vary widely. Tiruchirappalli consumers are unfamiliar with this new layer of environmental endurance. Even if customers are aware of environmental deterioration, they are unaware of green products. Most importantly, various aspects, such as economic, situational, and

demographic characteristics, and physiological factors, have a significant impact on the green idea. The findings of the study indicate that there is no statistically significant impact of green marketing efforts on customer attitude and purchase intention when analysed separately, as per the second and third hypothesis. Recommendations for the facts include increasing environmental awareness among customers, such as understanding the detrimental effects of other goods on the environment and how to protect the environment. Furthermore, marketers should bear in mind that they must continuously raise awareness of environmentally friendly products. For Tiruchirappalli customers, the green notion represents a new way of thinking. Training, knowledge, cultural integration, and new technology will be required to establish the notion in the minds of customers when contrasted to other ecologically hazardous items. Furthermore, economic incentives should be made available to the large customer population in order to eliminate the high cost of environmentally friendly items. In addition to, government officials, producers, and intelligent individuals should work together to establish a healthy, green future. Then, for green products to be completely appreciated, they need have more imaginative promotion, a wider product line, and cheaper costs. As a result of the fourth hypothesis, which looked at how green marketing initiatives affected customers' purchasing decisions, it was found that attitudes and intentions towards products had a greater impact on consumers.

The study derived four findings from a survey of samples about green marketing and its products. The respondents were particularly worried about the price of the green product. People are hesitant to change from their usual behaviours to become green since most green items are more expensive than ordinary products. The majority of them have computed the facts of advantages after differentiating the cost of additional money if they utilise the product vs if they don't.

Psychological variables have a significant impact on consumers. The main factors influencing their attitude towards eco-friendly green products are their effectiveness and whether they can be trusted to last for a longer time. Another important aspect is that even after being informed, their perceptions of the benefits of eco-friendly green products can still differ in both positive and negative ways. In addition, individuals react to green products based on whether they promote their self-image negatively or positively, and as a result, they frequently do not focus merely on product quality.

Each of us is aware that situational and demographic variables influence every part of our purchasing decisions, regardless of whether people choose to purchase non-green or green items. The survey samples had the same issues as described above. They truly believe that their purchasing choice will be influenced by the availability of green products and if they have an alternative for it. They are concerned about time issues, such as how long it will take them to go and acquire the green product with appropriate communication, as well as if the product will provide them with the value they desire after going through all the inconveniences. In this category, we discovered that they are quite concerned with the product's value proposition.

When consumers consider switching to green from their typical option, they first look to check if the product has eco-system features, which leads them to consider sustainability. When it comes to pricing, the first question the customer asks are about the product's longevity, since we know that the majority of consumers in the examined areas are not financially secure, which causes them to think twice before purchasing green products. If the goods are sturdy enough, customers are willing to spend more for it.

While completing the survey it was discovered that the majority of respondents reacted in a similar fashion. According to the findings, the response was comparably positive. However, according to their situational requirements, they assess the offered goods. It's not that they are unconcerned about green items; they are aware of environmental concerns, but the things they purchase are dependent on what is accessible to them when required. The construction of attitude and action has been proven to be dependent on the development of values, regardless of the influence they may have on behaviour in a real-life situation. People's attitudes have a direct impact on their thoughts (cognitive function) and feelings (affective function), which in turn influence their overall assessment of purchase-related behaviour. This is consistent with the premise that there is a need to modify consumers' general attitudes towards a product, hence influencing their decision-making. Consumers' knowledge of green goods was found to be high; nevertheless, consumers were unaware of green initiatives performed by various government and non-government bodies, indicating the need for more efforts by organisations in this respect. The findings have implications for durable manufacturers, particularly those who practise green marketing.

Recommendation

According to the survey, marketers must develop fresh and inventive strategies to influence consumers' perceptions of green marketing. For example, in terms of pricing, green products should be made available to customers at much cheaper prices in order to attract a larger consumer base. During data collection, the majority of respondents expressed that they believe green goods are often pricey, which is accurate in most circumstances, but what about herbal items? Those are still inexpensive and popular among rural customers. To increase the use of the green product, the marketer should reduce the price. Marketer must aim to persuade their customers to support green marketing through various awareness campaigns and give information about green products and their environmental benefits. The principle that underpins green marketing should be disseminated to large customer bases.

Furthermore, for green marketing to be effective, marketers must keep three characteristics: authenticity, education of their customers about green products, and the chance to engage in their social obligation to rescue the green world. In terms of green marketing tools, eco-labeling and packaging should take precedence over eco-friendly features and information. In addition, an international standard should be created to alleviate customer concerns.

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