IMPACT OF GREEN MARKETING ON CONSUMER BUYING BEHAVIOUR

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ABSTRACT

The vision of this paper is to aware the customer about a green marketing concept and to let them buy eco-friendly products. Green marketing refers to the selling of goods and services based on environmental benefits. Green marketing is the act of not living by environment-friendly policies and procedures, but also letting consumers know about it. Today's business organization, focus to produce consumer and industrial goods that is safe and less hazardous to the environment. The aim of the survey is to gather the information from a consumer point of view about green marketing and issues resulted in the evaluation of green. Even it should be taught as a must subject in management studies through which students or even, businessmen so that they know the importance of eco-friendly products in the environment. Many successful business firms have adopted the strategy of green marketing is on priority. It adopts innovation techniques of products modification to maintaining sustainability in the environment. Through primary research, I'm collecting the views of the customer whether they are aware of the concept of green marketing and their willingness to buy green products.

KEYWORDS: Green Marketing, Consumer Behaviour, Green Management, Sustainability.

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Introduction

Green marketing defines as the marketing of products that are believed to be environment-friendly. Green marketing is an important concept in the market, due to the increase in climate change, global warming government has taken many steps to aware the public about these issues. Many firms and Industries mention in brief about the green features facilities on the product. Therefore, consumers are becoming more concerned about the green product and will be insisted on everyone to purchase products that are more environmentally friendly.

Due to green features added on the product, it will increase the cost and price of the product and for environmental concern, people will willing to pay extra for eco- friendly products. Due to this concept, a wide range of activities will be covered by the organization like product modification, product packaging, and promotions activities, etc and apart from this organization will make changes in the activities that impact the environment in a negative way.

Literature Review

Tiwari (2017) had done a study on green marketing in india and she concluded that there is change in consuming pattern of consumer because consumers attitude towards a green life style is also changing. Organisation have seen the change and gain a competitive advantage by exploiting in green market industry. Green market plays a vital role as it is seen as an essential strategy of sustainable development.

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Sharma and Trivedi (2016) in their study entirely the "Various Green Marketing components and Their Effects on Consumer's the " Buying Behaviour of the Green Products", "Green" is the reflective word of the day. The company's, government, and consumers, in general, know the importance of the environment and the contribution done by all to degrade it. It becomes very crucial now to alter the way of living to save the existence of our own. And the marketing can do the wonders of bringing these changes. What is required for identifying the needs and wants of consumers and their variables which affect them the most?

This paper identifies those variables and the effect of each on consumer's green buying Behaviour. Such variables namely eco-labels, eco brands, environmental awareness, environmental advertising, green product, green price, green promotions, and demographics. Each variable is equally important in green marketers. He should know which variables to emphasize more as per the market segment he is concentrating on.

Khan and Mohsin (2017), in their study entitled, "The power of emotional value: Exploring the consequences of values on green product consumer choice Behaviour", Using the theories of consumption values, this research explores the consumer's choice Behaviour for green products in Pakistan. Functional value (price and quality), social value, conditional value, and environmental value, etc were used to study the consumer choice Behaviour for green products. It also measures the extent to which emotional value moderates the impact of other consumption values on green product consumer choice Behaviour.

Research Methodology
Objectives of the study

- To examine the level of satisfaction of consumer behaviours in green marketing.
- To identify the problems faced by the consumers in green marketing.
- To study the relevant sources of information or attributes which influence purchasing of green products.

Scope of Study

The study is based on the responses given by consumers in a specific area. This study will be helpful in getting an insight into the impact of green marketing in customer behaviour

Research Approach

It refers to the techniques or methods used by the researcher to solve her research problem. For this study, quantitative approach was used and various tools were to used to collect and analyse the data.

Data Collection

There are basically two sources through which a researcher can collect the data i.e., one is Primary data and another is Secondary data

Sample Size

A sample of 67 respondents were taken under consideration.

Tools of Analysis

Some of the software's used for making this project will be Ms Word, Ms Excel and SPSS.

Limitations of the Study

- Sample size is not very large according to the population of Delhi NCR
- The information can be biased due to the use of questionnaire
- Due to time and cost constraint study is conducted in only area of Delhi NCR
- Some persons were not so responsive.

Results and Discussion

As the questionnaire was circulated to the various respondents and the responses were analysed by applying various tests like correlation and regression analysis. The below tables show the correlation between different variables.

Correlation Analysis

Correlations		Which age group do you belong to?	Have you heard about "Environmental friendly" product practices?	Do you believe that you are environment friendly?	from where you get information about green marketing practices	Are you aware that Green Marketing exists within the Insurance industry?	I feel that "Green features increase my motivation when choosing the product"	I feel that there is enough information about "Green" features when buying the product.	If "Green" features increase the cost of the product, are you willing to pay extra on them?	Do you believe that "green" features are helping to save resources and Manage waste.	what environment friendly activities do you partake in?	Would you buy a product from a company if you found out it practiced non-environmentally friendly actions?
Which age group do you belong to?	Pearson Correlation	1	.203	-.182	-.072	.098	.237	-.013	.068	-.059	-.044	.120
	Sig. (2-tailed)		.098	.138	.559	.428	.052	.917	.580	.633	.720	.328
	N	68	68	68	68	68	68	68	68	68	68	68
Have you heard about "Environmental friendly" product practices?	Pearson Correlation	.203	1	.169	-.225	.181	-.026	.173	-.021	-.094	-.138	.053
	Sig. (2-tailed)	.098		.168	.065	.139	.833	.158	.862	.448	.261	.665
	N	68	68	68	68	68	68	68	68	68	68	68
Do you believe that you are environment friendly?	Pearson Correlation	-.182	.169	1	-.191	.175	-.169	-.001	.047	.122	-.187	.030
	Sig. (2-tailed)	.138	.168		.118	.153	.169	.995	.705	.323	.126	.807
	N	68	68	68	68	68	68	68	68	68	68	68
from where you get information about green marketing practices	Pearson Correlation	-.072	-.225	-.191	1	-.002	.137	-.004	.202	.104	.148	.093
	Sig. (2-tailed)	.559	.065	.118		.988	.266	.977	.099	.399	.227	.450
	N	68	68	68	68	68	68	68	68	68	68	68
Are you aware that Green Marketing exists within the Insurance industry?	Pearson Correlation	.098	.181	.175	-.002	1	.033	.098	.294*	-.273*	-.085	.197
	Sig. (2-tailed)	.428	.139	.153	.988		.789	.427	.015	.024	.489	.108
	N	68	68	68	68	68	68	68	68	68	68	68
I feel that "Green features increase my motivation when choosing the product"	Pearson Correlation	.237	-.026	-.169	.137	.033	1	.312**	-.044	.241*	.031	.021
	Sig. (2-tailed)	.052	.833	.169	.266	.789		.010	.719	.048	.802	.863
	N	68	68	68	68	68	68	68	68	68	68	68
I feel that there is enough information about "Green" features when buying the product.	Pearson Correlation	-.013	.173	-.001	-.004	.098	.312**	1	.094	.069	.003	.007
	Sig. (2-tailed)	.917	.158	.995	.977	.427	.010		.447	.574	.981	.956
	N	68	68	68	68	68	68	68	68	68	68	68
If "Green" features increase the cost of the product, are you willing to pay extra on them?	Pearson Correlation	.068	-.021	.047	.202	.294*	-.044	.094	1	-.435**	-.034	.188
	Sig. (2-tailed)	.580	.862	.705	.099	.015	.719	.447		.000	.784	.125
	N	68	68	68	68	68	68	68	68	68	68	68
Do you believe that "green" features are helping to save resources and Manage waste	Pearson Correlation	-.059	-.094	.122	.104	-.273*	.241*	.069	-.435**	1	.102	-.032
	Sig. (2-tailed)	.633	.448	.323	.399	.024	.048	.574	.000		.406	.794
	N	68	68	68	68	68	68	68	68	68	68	68
what environment friendly activities do you partake in?	Pearson Correlation	-.044	-.138	-.187	.148	-.085	.031	.003	-.034	.102	1	.061
	Sig. (2-tailed)	.720	.261	.126	.227	.489	.802	.981	.784	.406		.621
	N	68	68	68	68	68	68	68	68	68	68	68
Would you buy a product from a company if you found out it practiced non-environmentally friendly actions?	Pearson Correlation	.120	.053	.030	.093	.197	.021	.007	.188	-.032	.061	1
	Sig. (2-tailed)	.328	.665	.807	.450	.108	.863	.956	.125	.794	.621	
	N	68	68	68	68	68	68	68	68	68	68	68

*. Correlation at the 0.05 level (2-tailed).
**. Correlation at the 0.01 level (2-tailed).

Inference

- The correlation between age group and Have you ever heard of "Environmental friendly or green marketing" product practices is .203 which shows that there is no correlation and its occurs by chance.

- The correlation between Are you aware that Green Marketing exists within the Insurance industry and If "Green" features increase the cost of the product, are you willing to pay extra on them is .294 which is positive correlation of low order
- The correlation between I feel that there is enough information about "Green" features when buying the product and I feel that "Green features increase my motivation when choosing the product" is .312 which is positive correlation of low order.
- The correlation between I believe "Green" features are helping to save resources and manage waste and Are you aware that Green Marketing exists within the Insurance industry is -.273 which is negative correlation of low order.
- The correlation between I believe "Green" features are helping to save resources and manage waste and If "Green" features increase the cost of the product, are you willing to pay extra on them is -.435 which is negative correlation of low order.
- The correlation between I believe "Green" features are helping to save resources and manage waste and I feel that "Green features increase my motivation when choosing the product" is .241 which shows that there is no correlation and its occurs by chance.

Regression Analysis

Analysis using linear regression for "green features increase my motivation when choosing the product" and "i feel that there is enough information about green features when buying the product"

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.312a	.097	.084	.902

a. Predictors: (Constant), I feel that there is enough information about "Green" features when buying the product.

ANOVAª						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	5.791	1	5.791	7.120	.010b
	Residual	53.680	66	.813		
	Total	59.471	67			

a. Dependent Variable: I feel that "Green features increase my motivation when choosing the product"
b. Predictors: (Constant), I feel that there is enough information about "Green" features when buying the product.

Coefficientsª						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.390	.224		6.197	.000
	I feel that there is enough information about "Green" features when buying the product.	.242	.091	.312	2.668	.010

a. Dependent Variable: I feel that "Green features increase my motivation when choosing the product"

Inference

Table of modal summary, provides the value of R and R square. The value of R represents the simple correlation and is 0.312, which indicates the low degree of correlation. The value of R square indicates how much total variation in the dependent variable, can be explained by the independent variable. In the case, 9.7% can be explained, which is very low.

The computed value of F is 7.120 at a 5% significance level. The tabulated value for $_{66}F^1$ at 5% level is 3.94 as our F value is 7.120 and this value is very high with respect to tabulated value which means that hypothesis is accepted.

Table of Coefficients provides us with the necessary information to predict that there are enough information about "green" feature when buy product as well as to determine the green features increase the motivation to buy product Furthermore, we can use the values in the "B" column under the "Under standardized Coefficients" column, as shown above.

To represent the Regression equation as:

Enough information to buy product = 1.390+.242 (Increase motivation)

This means that with increase in information about green feature, there is a small increase in Motivation to buy green product .403.

Findings

- After analyzing the data collected from 68 respondents, It is revealed that youths which were belongs to 15-25 age group are aware about green marketing concept.
- According to my views I found that there were various sources to get information of green Marketing practices like television, radio, outdoor media etc but most of the people are aware about it from school and colleges.
- Analysis shows that only 54.4% people were using environment friendly product. As per they know the green features enhance the quality of product then they prefer themselves to use green product Which was good for the environment surrounded near by us.
- Around 47.1% people are get motivated to buy products which has added green features so according to it by adding green features It shows the best quality of product which customers are willing to buy.
- Manufacturing industries or companies are provided enough information on the product for the customers that they should know about the product details or green features while purchasing.
- Only 44.1% people who were strongly agree with this statement that Green features are increasing the product quality as it is also help to reduce the waste and save resources from future betterment.

Conclusion

From the above, we can conclude that green marketing emphases on the sustainable growth and protection of environment. Each and every firm or Industries should be added green features on the product for the successful growth of the business. green marketing is the best tool which i found that marketer cab be used to be survive in the present competitive era. Example which I found "Starbucks", that has been certified by LEED Since 2005, but it has move beyond that planning to eliminate all plastic straws by 2020 and open 10,000 environmentally friendly straws by 2025. It is the best practiced that every industries should be follow and should also be aware the public about the importance of this concept for the sustainable growth of environment. Consumers who know about the importance of green features product are willing to pay extra as they know the impact of green marketing. So, based on the results, it is gathered that effectiveness of eco-friendly environment had a positive impact on the consumer behaviour.

Suggestions

Suggestions to Marketers

- Strong advertisement should be done for the awareness of green features on the product, this will create positive impacy on consumer buying behaviour.
- As the marketer follow the green marketing concept, it will be increase their sales volume and create positive goodwill.

Suggestions to Consumers

- It is suggested that consumers are asked to buy eco labeled green products for their use like star labeled electronic home appliances, green icon labeled products such as garments, paper and other stuff.
- Consumers should have strong environmental concerns, such as considering the environmental claims and safety to the environment, will likely result in ecologically conscious buying.

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