
Green Marketing and its Impact on Consumer Buying Behavior

Dr. Seema Laddha

Associate Professor, NCRD's Sterling Institute of Management Studies, Nerul, Navi Mumbai

Prof. Mayur Malviya

Assistant Professor, NCRD's Sterling Institute of Management Studies, Nerul, Navi Mumbai

Global warming and green house gas emission is the main problem which today everybody is facing. Right from government and corporate bodies are concern about this issue. Everybody is putting their efforts and innovations to reduce this green house emission. This led to the increasing awareness among the marketers to brand and rebrands their products to their concerns towards this global problem. As a result there is a spur in interest toward environmental protection and sustainable development. Many Indian corporate houses changed their logo brands to reflect their willingness and commitment towards fighting this issue.

One type of environmentally conscious behaviour is environmental consumerism (green buying)-purchasing and consuming products that are benign towards the environment. The rising number of consumers who prefer and are willing to buy eco-friendly products are creating opportunity for businesses that are using "eco-friendly" or "environmentally friendly" as a component of their value proposition.

This change in consumer behaviour and future trends must be spotted by a marketer and offer their products and services to consumer in order to retain market share and build future green brands. Many scholars have done survey on green marketing and allied subjects shows that consumer preferences are changing due to this global phenomenon. Moreover many governments are forcing to adopt green processes through policy change.

This changing attitude of buying behaviour is forcing many firms to incorporate green processes. In this small research serve it is revealed that Indian consumers' pro-environmental concerns, knowledge of environmental issues, awareness of eco-friendly products, and educational levels affect on green buying behaviour.

To understand this I have conducted a small survey of 150 samples from Navi Mumbai. Questions related to Environment and buying behaviour were asked to the respondents. From this survey it is clear that there is growing concerns about environment and increasing

inclination towards green product. This trend throws an opportunity to marketer to offer green products and catch the theme.

Keywords: *Green Marketing, Consumer Buying Behavior, Environment, Eco-friendly products*

INTRODUCTION

Consumer behavior is "The study of individuals, groups, or organizations and the processes they use to select, secure, use, and dispose of products, services, experiences, or ideas to satisfy needs and the impacts that these processes have on the consumer and society."

On a global level, there is an increased awareness of global warming and adverse climate conditions and as a result there is a spur in interest toward environmental protection and sustainable development. This issue is changing the consumer buying behaviour and this change in consumer buying behaviour is going to set the lasting trends in Indian and international marketing area. A true marketer must understand these changing trends in the society and responds positively to this change in order to sustain in the competitive market.

In India few large scale companies like Videocon International, ITC are responding to this changing behaviour by incorporating green theme in their communication with the customers. Green theme must not be limited in the advertisement but the concept shall be internalised by the company and its employees and try to become zero green house emission or contributing towards reduction of these gases.

One type of environmentally conscious behaviour is environmental consumerism (green buying)-purchasing and consuming products that are benign towards the environment. The rising number of consumers who prefer and are willing to buy eco-friendly products are creating opportunity for businesses that are using "eco-friendly" or "environmentally friendly" as a component of their value proposition.

This paper assesses Indian consumers' pro-environmental concerns, knowledge of environmental issues, awareness of eco-friendly products, effects of income level and educational levels and any potential effect that these factors may have on green buying behaviour.

GREEN MARKETING

Green marketing is somewhat new concept which evolves in recent years. But Marketing is the holistic approach towards identifying and satisfying need and wants of consumer and potential consumer. Green Marketing means manufacturing and marketing of those products and services which are manufactured through green processes.

According to the **American Marketing Association**, green marketing is the marketing of products that are presumed to be environmentally safe. Thus green marketing incorporates a broad range of activities, including product modification, changes to the production process, packaging changes, as well as modifying advertising. Other terms use for Green Marketing is Environmental Marketing and Ecological Marketing.

Thus "Green Marketing" refers to holistic marketing concept wherein the production, marketing consumption an disposal of products and services happen in a manner that is less detrimental to the environment with growing awareness.

Green Marketing is not limited to adding green theme to company brand name or making websites or product/packaging design with green colour. It is the overall efforts of a company to eliminate processes which are detrimental to the environment and use environmental friendly processes and packaging for manufacturing and presenting product. In doing this a firm may have to spent few extra bucks initially but in the long run this will pay in terms of increased sales and revenue. Recently due to changes in policies for corporate results compliance procedure by SEBI all companies are using e mail channels for reporting of financial results which has saved lot of paper and trees. The firms benefited in terms of reduced cost. Such innovative practices can reduce waste, green house gas emission and cost also.

BENEFITS OF GREEN MARKETING

Today's consumers are becoming more and more conscious about the environment and are also becoming socially responsible. Therefore, more companies are responsible to consumers' aspirations for environmentally less damaging or neutral products. Many companies want to have an early-mover advantage as they have to eventually move towards becoming green. Some of the advantages of green marketing are,

- ✓ It ensures sustained long-term growth along with profitability.
- ✓ It saves money in the long run, though initially the cost is more.

- ✓ It helps companies market their products and services keeping the environment aspects in mind. It helps in accessing the new markets and enjoying competitive advantage
- ✓ Most of the employees also feel proud and responsible to be working for an environmentally responsible company

LITERATURE REVIEW

Tilikidou ve Delistavrou (2001) conducted a survey in Greece with 420 household. As a result of this study, it is concluded that citizens who more frequently adopt pro-environmental non-purchasing behaviors are all highly educated people.

These citizens are not many, neither strongly engaged in most of these behaviors. The non-purchasing ecological behaviors are all positively correlated to recycling attitudes and locus of control. Recycling behavior is better predicted by recycling attitudes, while post-purchasing behavior and ecological activities are better predicted by the other behaviors. Consumers who are mostly involved in recycling and non-energetic, rather traditional activities are mostly influenced by their positive attitudes towards recycling as well as by their social responsibility. It was also found that those who were engaged in one type of the non-purchasing pro-environmental behavior were more likely to engage in another type as well.

Diamantolopous and others (2003) conducted a study on 1697 questionnaires in Britain. According to this study, demographic variables were found insufficient to determine green consumer profile. However, again according to this study women are more related to the environment and women display pro environmental behaviors. Married couples are more likely to have pro environmental behavior. There is a negative correlation between age and pro environment attitude. There is a positive correlation between education, information and attitudes and behavior. However, in high social class, environmental information and environmental quality, and participating in green activities hypotheses were not supported (Keleş, 2007).

Belz & Peattie (2008) stated that green marketing and environmental marketing in the late 1980's focused on green consumers who would be willing to pay premium prices for more environmentally friendly products. Many consumers choose products that do not damage the environment over less environmentally friendly products, even if they cost more. With green marketing, advertisers focus on environmental benefits to sell products such as biodegradable

diapers, energy-efficient light bulbs, and environmentally safe detergents. Green marketing encourages consumers to use eco-friendly products and manufacturers to develop more environmentally beneficial products.

OBJECTIVE

1. To study the importance of green marketing in the development of future brand.
2. To assess if consumers' pro-environmental concerns, awareness of eco- friendly products and knowledge of environmental issues affect their buying of eco-friendly products.
3. To identify if consumers are willing to pay more for eco-friendly products.

RESEARCH METHODOLOGY

The present study is a descriptive research and involves the use of “Survey Method”. Quantitative data collection will be achieved via self-administration of the questionnaire. Both the personal and electronic survey methods can be used as the mode of administration. In personal method, we will use in-home, institute and local train . In electronic method, links will be sent to respondents; also internet can be used as a medium to conduct the survey.150 questionnaires were distributed to a conveniently generated sample. The samples were selected through Convenience sampling in Navi Mumbai region with the age group of 15 years to 60 years

RESULT OF THE STUDY

SR. No.	Item	Strongly Disagree	Dis Agree	Neutral	Agree	Strongly Agree
1	I would describe myself as environmentally responsible.	6	12	4	58	70
2	Increase in green house gases will affect the future of next generation	12	16	2	71	49
3	I have convinced members of my family or friends not to buy products which are harmful to the environment	24	18	28	64	16
4	There is no truth in to environmental problem issue	43	69	23	12	3
5	Global warming is biggest threat for the degradation of environment	16	15	05	65	49
6	Rapid industrialization is harming environment	16	15	19	53	47
7	I am fully aware about the product promoting green are using environment friendly process	11	33	61	33	12
8	Companies using green process are incurring extra cost for the production process	9	22	10	65	44
9	I would not buy a product if the company which sells it is environmentally irresponsible	21	15	20	69	25
10	Companies do not use eco friendly processes in manufacturing and packaging of their products	11	31	48	37	23
11	I would buy a toilet soap if it wrapped in recycle paper	10	19	10	49	62
12	I would buy products of those companies which are fulfilling their electricity need through renewable sources	12	24	11	43	60

128 respondents are feel to be environmentally responsible. 120 respondent aware about the impact of green house gases on the future of next generation. 80 respondents tried to convinced members of family or friends not to buy products which are harmful to the environment. 100 respondent aware of ill effect of industrialization 109 respondents aware about extra cost for the production process more than 100 are ready to buy products of those companies which are fulfilling their electricity need through renewable sources

CHALLENGES OF GREEN MARKETING

- ✓ Green products require renewable and recyclable material, which is costly
- ✓ Requires a technology, which requires huge investment in R & D

- ✓ Majority of the people are not aware of green products and their uses
- ✓ Majority of the consumers are not willing to pay a premium for green products

CONCLUSION

Green marketing should not neglect the economic aspect of marketing. Marketers need to understand the implications of green marketing. If you think customers are not concerned about environmental issues or will not pay a premium for products that are more eco-responsible, think again. You must find an opportunity to enhance your product's performance and strengthen your customer's loyalty and command a higher price. The awareness about the products should be done through advertising so that individual buying behaviour can be changed which can have an impact on the welfare of the environment. It is also important that companies aiming at developing new eco-friendly products should ensure that products perform competitively. Green marketing is still in its infancy and a lot of research is to be done on green marketing to fully explore its potential.

REFERENCES:

- [1] Kohut, A., & Shriver, J. (1989). Environment regaining a foothold on the national agenda. *Gallup Report*, 285
- [2] Kassaye, W. W. (2001). Green dilemma. *Marketing Intelligence & Planning*, 19 (6), 444-55.
- [3] Chitra, K. (2007). In Search of the green consumers: A perceptual study. *Journal of Services Research*, 7(1),173-191.
- [4] Babita Saini (2010), Green marketing and its impact on consumer buying behavior, *International Journal of Engineering Science Invention*, Volume 2 Issue 12, PP.61-64
- [5] Chen, T.B., & Chai L.T. (2010). Attitude towards environment and green products: Consumers perspective. *Management Science and Engineering*, 4 (2), 27-39
- [6] Jungermann W. C, & Jungennatm C. E., (2010). *Reconsider-Executive Summary*.
<http://s3.amazonaws.com/smorgdownloads/clients/vanj/fall2009/Reconsider.doc>