

# Green Marketing- Study of Digital Marketing and its impact on Consumers Buying Behaviour.

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## **Abstract:**

Concerns have been expressed by manufacturers and customers about the environmental impact of products during recent decades. Consumers and manufacturers have directed their attention toward environment friendly products that are presumed to be “green” or environment friendly like low power consuming (energy-efficient) electrical appliances, organic foods, lead free paints, recyclable paper, and phosphate free detergents. Indian marketers are also realizing the importance of the Green Marketing Concept. This research provides a brief review of environmental issues and identifies the green values of the consumers, their level of awareness about environmental issues, green products and practices.

This paper highlights the consumers’ perception and preferences towards green marketing practices. A study was conducted on conceptual reviews and various marketing platforms used by today’s manufacturer and sellers for creating an impact on consumer are buying behaviour. High level of awareness about green marketing practices and products was found among the consumers. Green values were also found to be high among the respondents. Research has given good insights for marketers of the green products and suggests the need of designing the marketing communication campaigns promoting green products due to high green value among the consumers.

**Key Words:** Green Marketing, online shopping, blogs, Green techniques.

## **1. Introduction:**

Green marketing is on the rise and a rather new area acknowledged for research. There is not one universal definition of green marketing and the definition generally varies according to the researcher’s viewpoint. Dahlstorm (2011) and Ottman (2011) have characterized green marketing as an integration of ecological concerns into marketing aspects including production, distribution and logistics, promotion and packaging along with marketing communications. Green marketing associates with identifying the consumer needs and satisfying those needs in valuable and

sustainable manner (Peattie, 1995). For this research, the definition adopted states that green marketing can also be used as a strategy that points the consumers towards the benefits of environmentally friendly products to influence their purchasing patterns (Harrison, 1993). Green marketing helps in brand differentiation of companies that in turn focuses on the environmentally aware consumers willing to buy green products (Chan, 2004). It can be inferred from various literature that green marketing basically bridges the communication between environmentally conscious firms and consumers, in turn strengthening their relationship.

Today, "Green" marketing has moved from a trend to a way of doing business and businesses that sell should recognise (a) the value of going green and (b) incorporating this message into their marketing program and communicating the green concept to their consumers. Green is slowly and steadily becoming the symbolic colour of eco-consciousness in India. The growing consumer awareness about the origin of products and the concern over impending global environmental crisis there are increasing the opportunities to marketers to convince consumers. Firms have increasingly introduced GPIs (Green Product Innovations) into their product developments over recent decades. Studies on the consumption of environmentally sustainable products have demonstrated that perceived product performance is a significant barrier to their selection.

### **Environmentally Sustainable Products**

Defining environmentally sustainable products is complex. In a strict sense, there is no such thing as a truly sustainable or green product, as all products we buy, own, use and discard in our everyday lives will have negative environmental impacts at some stage in their lifecycles. However, products can be classified according to the scale of these impacts, and a quality threshold can be drawn (Cooper, 2000). If a product has a low environmental impact, it is regarded as an environmentally sustainable product. Another definition of an environmentally sustainable product, for consideration in this paper, is that products should be readily available for purchase and include those supplied by companies with a reputation for reducing environmental impacts from their manufacturing processes.

### **Green Marketing Tools**

Eco-label, eco-brand and environmental advertisement are part of the green marketing tools which can make perception easier and increase awareness of eco-friendly products features and aspects. Consequently, this will lead the consumers to purchase the environmentally friendly products.

#### **a) Eco-labelling**

Eco-label is one of the important green marketing tools used on eco-friendly products. Ecolabel is characterized as a tool for consumers to assist the progress of making a decision to choose eco-friendly product. It also allows them to understand how the process of products are made.

**b) Eco-brand**

The American Marketing Association interprets a brand as “a name, term, sign, symbol, or design, or the combination of them, engaged to recognize the goods or services of one seller or group of sellers and to distinguish them from those of a competitor. Applying eco-brand aspects can help consumers to distinguish them by some means from other non-green products.

**c) Environmental Advertisement**

In order to improve green movements worldwide and raise public attention to environmental problems, most organizations prefer environmental advertisements through media or newspapers as green techniques for introducing their products to environmentally responsible consumers. Green advertisement is one of the ways to influence consumers' purchasing behaviour that will strongly encourage consumers to buy products that are eco-friendly to our environment.

**Digital Marketing Tools**

Digital marketing tools create campaigns that educate and convert people. These tools are widely used by various Marketers and production houses to market their products.

These Marketing tools also support Green Marketing which are widely creating awareness of products and services amongst the society.

**1. Facebook audience Insights/ Facebook Adverts**

One of the most powerful and underestimated tools that exist right now. As we know Facebook has one of the best targeting ad systems that has ever been built since it has tons of data for all of us. It can help to make a plan for a Facebook Ads campaign in the best way. Facebook is the biggest Social Network in the world with an average of 25.5 Billion visits per month, average session duration of 16 minutes and 5 seconds and an estimate of 14.36 scrolls per visit. Advertising on Facebook creates great awareness and impact on today's generation.

**2. Google Adwords**

Google Adwords is the tool that made Google \$67.39 billion in 2015 alone according to statista.com. Google Adwords is very important because you can use a lot of channels that are connected to Google via Adsense and Tap into Google Search. Conversion rates are much higher when a user sees an ad about something he is actually searching for.

### 3. Bing ads

Bing Ads (formerly Microsoft adCenter and MSN adCenter) is a service that provides pay per click advertising on both the Bing and Yahoo! search engines. This system encourages advertisers to write effective ads and to advertise only on searches which are relevant to their advertisement.

### 4. Pushengage

Web push notifications are messages that come from a website. You get them on your desktop or device even when the concerned web page is not open in your browser. They are a brand new/nascent marketing channel to re-engage your visitors without knowing their email or other contact details.

### 5. Twitter Native Platform

Twitter is another major network brands should consider paying to advertise on. Twitter has some fantastic features for targeting, with segmentation functionality that includes the ability to target certain keywords so that whenever someone Tweets out, or engages with a Tweet, using that key phrase they'll be targeted.

### 6. MailChimp

Mail Chimp represents an absolute giant within the email marketing space. The beauty of Mail Chimp is the platform's usability and sliding price tag based on the size of your email list.

### 7. Advertising through Mobile Devices

The marketer also utilising the mobile devices for advertising their products and services. This provide the quick reach and response from the targeted audience. Example for the same can be using WhatsApp, Messaging etc.

## 2. Literature Review

Green marketing is becoming a popular research area and many theories have been proposed in the context of green marketing and consumer behaviour. This chapter will focus on the key literature that has been studied surrounding the research topic. The key aspects of green marketing, green consumer behaviour and consumer responsiveness on eco labelling, green advertising and green branding will be explained primarily based on the impact of green marketing on consumer purchase patterns in India.

The most recent definition of green marketing has completely progressed in terms of its variables. It states that green marketing involves the marketing strategies used to achieve a firm's financial as well as strategic goals while reducing its negative impact on the environment (Leonidou et al., 2013).

Dahlstorm (2011) and Ottman (2011) have characterized green marketing as an integration of ecological concerns into marketing aspects including production, distribution and logistics, promotion and packaging along with marketing communications.

A green consumer is defined by Peattie (2001, p. 187-191) as someone who voluntarily engages in consumer practices that are regarded as environmentally friendly by marketing academics and practitioners.

Ottman (1993) and Peattie (2001), classify green consumer needs in four categories including having knowledge and information, preserving their choice of lifestyle, desires to be substantive and the desire to control.

Yin and Ma (2009) state that green advertising caught momentum again in 2000s, with developments in international legislations, global support, renewed interest among consumers and so on, therefore starting the sustainable age (Belz and Peattie, 2009).

Green advertisements refer to adverts including sustainability of the environment, eco-friendly content, substance targeting needs and desires of green consumers and other stakeholders (Zinkhan and Carlson, 1995).

### **3. Research Designs and Methods**

This study is basically an exploratory research to give an insight into the various drivers of Green Marketing tools. The research has been carried out in two stages. In stage I, literature review has been done to study variables impacting consumer's buying behaviour through utilisation of Green Marketing techniques. In second stage, data were gathered by primary data collection method through personally administered questionnaires. An exploratory questionnaire has been designed on parameters concerning consumer's buying behaviour and a survey has been conducted to study the scope to which consumer demographics and psychographics has an impact of Green Digital Marketing tools. This study also explores the awareness on the availability of environmentally friendly products amongst the selected sample population.

### **4. Research Aim and Objectives**

1. Consumer beliefs and attitudes on green products.

2. Consumer awareness on the availability of environmentally friendly products.
3. The influence of marketing efforts put by marketers with reference to Consumers.
4. The overall research aim for this study is to investigate the impact of Green Marketing on Consumer Purchasing Patterns and Decision Making

## 5. Hypotheses of the study

1. There is no significant relationship between Green Marketing and environmental behaviour of consumers.

## 6. Sampling Technique

The technique of sampling used in this study was non-probability convenience sampling method because it was a feasible alternative, due to the limitation of time, costs, and conveniences in order to find adequate respondents.

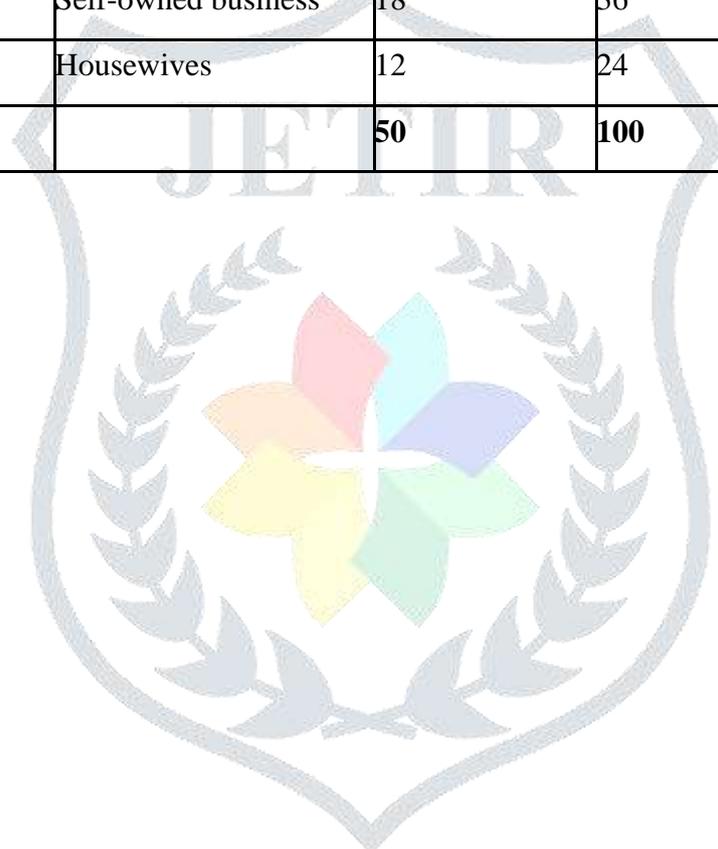
## 7. Data Analysis and Interpretation

The questionnaire has been distributed to 50 respondents; the information collected can be depicted by the following graphs and tables.

**Table 1: Distribution of Individual Respondents by Demographic Factors**

Respondents Particulars		Number of Respondents	
Parameter	Variables	Total (50)	Percentage (%)
Gender	Male	22	44
	Female	28	56
<b>Total</b>		<b>50</b>	<b>100</b>
			0
Marital status	Married	17	34
	Unmarried	33	66
<b>Total</b>		<b>50</b>	<b>100</b>

<b>Income (in lacs)</b>			
	1.5- 2.5	14	28
	2.5- 3.5	17	34
	3.5-4.5	13	26
	4.5 and above	6	12
<b>Total</b>		<b>50</b>	<b>100</b>
<b>Occupation</b>	Service	20	40
	Self-owned business	18	36
	Housewives	12	24
<b>Total</b>		<b>50</b>	<b>100</b>



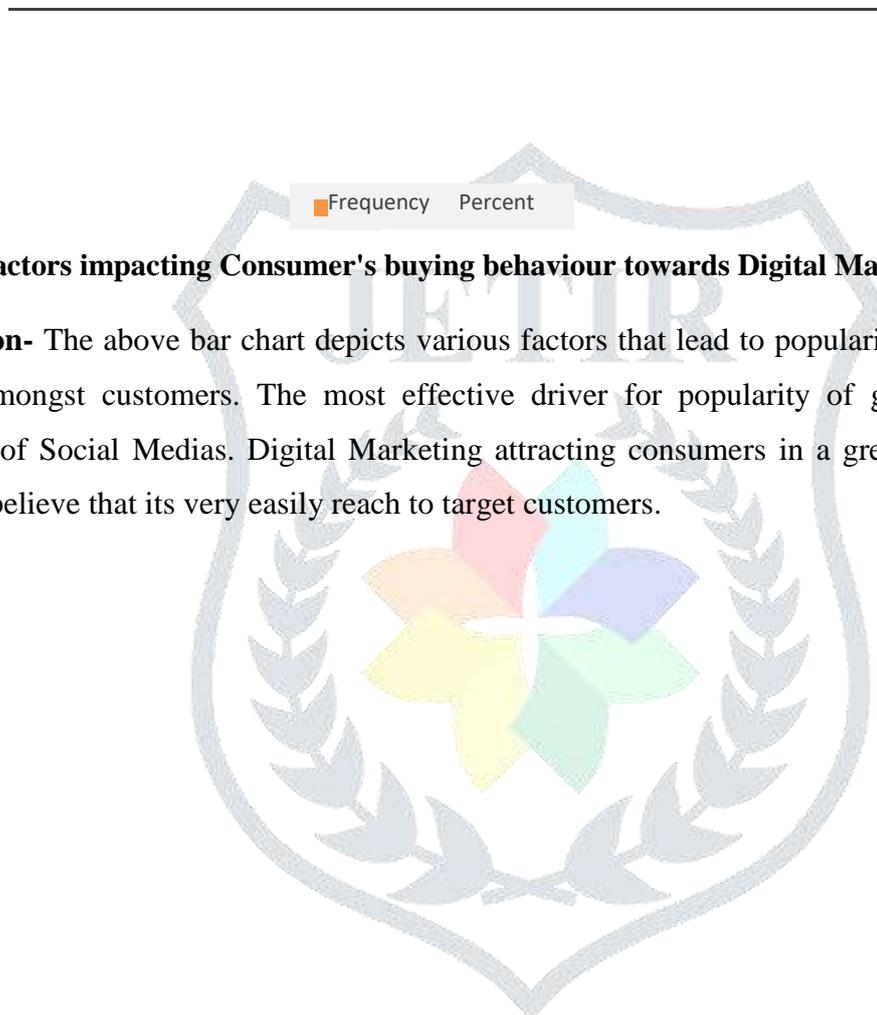
Age	18-22	9	18
	22-26	8	16
	26-30	16	32
	30-35	10	20
	35-40	7	14
<b>Total</b>		<b>50</b>	<b>100</b>
<b>Educational Qualification</b>			
	Undergraduate/ Diploma	9	18
	Graduate	23	46
	Post-Graduate	12	24
	Professionals	6	12
<b>Total</b>		<b>50</b>	<b>100</b>

**Profile of Respondents-** The above table provides the insights of the demographic profile of the respondents. The sample size chosen for the study was of 50 respondents which includes 22 males and 28 females. Major population of the sample lies in the income group of 2.5 to 3.5 lacs and 50% of the sample belongs to the age group of 26- 35 years.

**Table:2- Factors impacting Consumer's buying behaviour towards Digital Marketing**

Factors	Increase in the use of Cell phones	Ease of Reach	Attractive advertisements	Ease of Internet Connection	Increase use of Social Media	Wide Network
Frequency	18	16	15	11	28	12
Percent	9	8	7.5	5.5	14	6

## Factors impacting Consumer's buying behaviour towards Digital Marketing

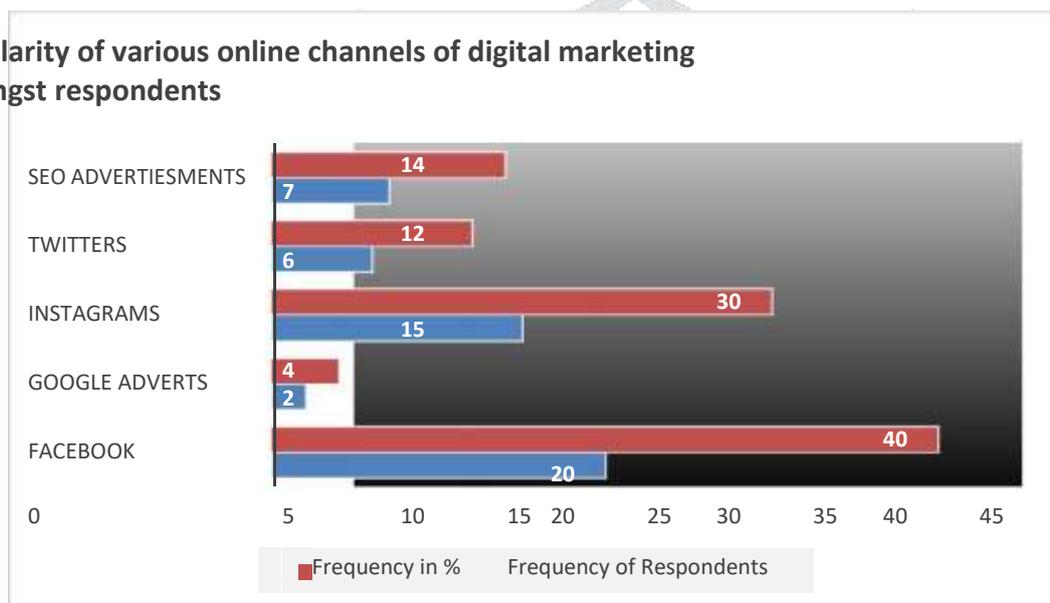


**Figure 2: - Factors impacting Consumer's buying behaviour towards Digital Marketing**

**Interpretation-** The above bar chart depicts various factors that lead to popularity of Digital/Green Marketing amongst customers. The most effective driver for popularity of green Marketing is Increase use of Social Medias. Digital Marketing attracting consumers in a greater way as 8% of respondents believe that its very easily reach to target customers.

**Table 3: Popularity of various online channels of digital marketing amongst Respondents**

Online Channels	Frequency of Respondents	Frequency in %
Facebook	20	40
Google Adverts	2	4
Instagram	15	30
Twitters	6	12
SEO Advertisements	7	14
<b>Total</b>	50	100



**Figure 3: - Popularity of various online channels of digital marketing amongst respondents**

**Interpretation:** It can be seen from the above chart that social medias are very popular amongst the consumers and help them in an ease to reach towards the product and services. Facebook is the most popular tool as 40% people believe that. Later comes Instagram’s, Twitter and SEO Advertisements.

## 8. Hypotheses Testing

**Null Hypothesis (H<sub>0</sub>):** There is no significant relationship between Awareness of Green Marketing and Education qualification of consumers.

**Alternate Hypothesis (H<sub>1</sub>):** There is a significant relationship between Awareness of Green Marketing and Education qualification of consumers.

**Table: Distribution of Respondents on the basis of Qualification and Awareness level of Green Marketing**

Education Qualification	Aware	Mostly Aware	Not Aware	Total Frequency
Undergraduate/ Diploma	3	5	1	9
Graduate	4	15	4	23
Post-Graduate	4	5	3	12
Professionals	2	3	1	6
<b>Total</b>	<b>13</b>	<b>28</b>	<b>9</b>	<b>50</b>

### Chi-Square Test Applied

O	E	(O-E)	(O-E) <sup>2</sup>	(O-E) <sup>2</sup> /E
3	2.34	0.66	0.4356	0.186153846
5	5.04	-0.04	0.0016	0.00031746
1	1.62	-0.62	0.3844	0.237283951
4	5.98	-1.98	3.9204	0.655585284
15	12.88	2.12	4.4944	0.348944099
4	4.14	-0.14	0.0196	0.0047343
4	3.12	0.88	0.7744	0.248205128
5	6.72	-1.72	2.9584	0.440238095
3	2.16	0.84	0.7056	0.326666667
2	3.12	-1.12	1.2544	0.402051282
3	6.72	-3.72	13.8384	2.059285714
1	1.08	-0.08	0.0064	0.005925926
		<b>Total</b>		<b>4.915391753</b>

**Degrees of Freedom**

$$V = (r - 1) (c - 1)$$

$$V = (4 - 1) (3 - 1)$$

$$V = 6$$

6 degrees of freedom 5% level of significance is 12.592.

The calculated value (4.91) is smaller than the table value. So the null hypothesis has been accepted.

**Hence it is concluded that, “There is a no significant relationship between Awareness of Green Marketing and Education qualification of consumers.”**

**Conclusion of the study**

It can be concluded from the above Research Study that the importance of Green Marketing has been increased in today's world. People are much more aware of Green Marketing and prefer the product and services which are of green in nature.

The producer and Retailers has started promoting the good and services with green effects and hence various medias for digital marketing has also been developed and utilised by people to promote the services. These medias help and create direct understanding of products and services amongst the consumers. The products advertised over these platforms are more preferred by consumers.

Today's consumers are ready to pay some more cost for availing the green nature of products and services.

**References****Web links**

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