



CONSUMER BEHAVIOUR ON GREEN MARKETING FOCUSED ON ENVIRONMENTAL AWARENESS

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Abstract : Green marketing is a phenomenon which has grown significantly in the modern market. The idea of the pollution-free operation has granted further significance in all industries at all levels in the current global scenario. Environmentalists blame the industrial sectors as the main factors for the degradation of natural resources and destruction of the environment. To overcome these challenges, a new concept has been developed to today's globalized modern world where manufacturing, consumption and also product marketing can easily ensure the safety of the environment, that is, the word 'Green Marketing'. It was developed through the research that people had a positive attitude towards the environment and also acted in an environmentally-friendly manner.

I. INTRODUCTION

The idea of the pollution-free operation has granted significance in all industries at all levels in the current global scenario. Therefore, both the production and marketing departments of the companies were compelled to take the utmost care in these areas along with meeting the demands of the sector. Modern marketing has created a lot of problems to humanity. Development in marketing activities has contributed to rapid economic growth, mass production utilizing state-of-the-art technologies, convenient and luxury way of life, manufacturing competitiveness, the use of harmful marketing practices and the introduction of unnecessary strategies to attract customers, deception in advertisement, liberalization and globalization, the formation of multinational companies, market have brought so many problems. Environmental issues have gained importance throughout the world in both business and public life. Excessive emission has caused damage to society, and nature continues to act unnaturally in the context of global warming v/s global cooling, heavy rains v/s drought, and other natural disasters such as regular earthquakes and tsunamis, cyclones, diseases, and so on.

Green marketing is an effort to protect public health and the natural environment by eco-friendly goods being made, used and disposed of.

By fact, there are three facets of green marketing concerns:

- Promotion for simple and performance goods production and consumption,
- Only interacting equally with customers and culture, and
- Global environmental system security and conservation.

Green marketing is, therefore, an advertising strategy that encourages the production and distribution of pure (environment friendly) goods with ecological balance security.

II. ORIGIN AND DEVELOPMENT OF GREEN MARKETING

Over the past decade, sustainable development has become a major topic. Sustainable development can be seen as a resource utilization pattern that aims to satisfy people's needs while maintaining the environment so that such needs can be encountered not just in the current situation, but also in the foreseeable future. Sustainable development has evolved as one of the concept of preserving the wealth of the planet while its real agenda is to manage the assets of the earth. Knowing this value, Green Marketing has taken shape these days as one of the strategic business approaches to maintain sustainable development. The idea of sustainable advertising derives from social marketing. Green advertising is an attempt to define a brand as environmentally friendly. This takes the view that advertising, which is part of the business, must not only please consumers in general but also bring the interests of the nation in general into account. That is, if determining an organization's priorities or strategies, all those impacted by a company's operations must be taken into account. This has already led to growing the company's recent trend of "greening." Industries dedicated to sustainable development and corporate social responsibility actively conduct green marketing. Most companies are taking action to adopt sustainable business practices because they realize that, as a result, they will show their goods more appealingly to customers as well as minimizes the costs, like labelling, shipping, etc. Businesses are increasingly beginning to realize that demonstrating a wide degree of social responsibility can increase brand loyalty among socially conscious consumers. Short and long-term expenses are the primary barrier to sustainable business activities such as environmental procurement. A

biological disparity and global warming, as well as global cooling, has called on activists, researchers, social organizations, companies and common people to take drastic steps to stop more ecological destruction. The initiatives of the World Bank, SAARC, UNO, WHO, and other internationally prominent entities to encourage and implement sustainable advertising have started.

III. OPERATIONAL DEFINITIONS

3.1) Consumer: A Consumer is one who purchases something for use, not for industrial or resale purposes. The consumer is a person who charges a certain amount of money for the goods and services necessary to be consumed. Consumers, thus, play a vital role in a nation's economic structure. Producers would lack one of the key motivations to produce without consumers' demand, to sell to consumers. In this Study Consumer is the person who consumes Green Products in the Selected Districts.

3.2) Green Marketing: Green marketing is the marketing of products that are supposed to be safe from the environment. This covers a wide range of activities from brand alteration, manufacturing process improvements, green labelling, and marketing adjustment. Describing green advertising is not a simple task in which several definitions overlap and contradict each other; in the current study green marketing refers to marketing and sale of Eco Friendly house hold products.

3.3) Consumer Behaviour: Consumer behaviour is the study of individuals, groups or organizations and all activities related to the purchase, use and disposal of goods and services, including the emotional, mental and behavioral responses of the consumer preceding or following these activities. In the 1940s and 1950s, consumer behaviour emerged as a distinct marketing sub-discipline. Consumer behaviour is an interdisciplinary social science which takes together elements from psychology, sociology, social sciences, anthropology, ethnography, and advertising and economics, especially behavioral economics. This explores how the purchase behaviour is influenced by feelings, perceptions and desires. In the present study consumer behaviour refers to the behaviour of the consumers towards the Eco-friendly environment and products.

3.4) Green Environment: "Green Earth" applies to environmental protection issues and enhanced environmental health. It involves promoting activities such as responsible use, recycling measures, and renewable energy production. In this study Green Environment refers to a safer Environment for Humanity.

IV. RELATIONSHIP BETWEEN GREEN MARKETING AND CONSUMER PURCHASE BEHAVIOUR

The product, price, place and promotion (4P's) comprises the marketing mix. The advertising blend components of green marketing are important to be used by advertisers to meet the company's goals. According to Young, Hwang, McDonald, and Oates (2010), 30% of customers agree that green goods must be energy efficient, water conservation aid, environmentally safe during the processing, use and disposal phase. The dangerous content of a product that influences the purchasing decisions of consumers; thus, marketers tend to produce goods that are environmentally friendly to meet green consumers' demand.

There are international companies that use sustainable advertising to manufacture hybrid cars that seek to align the need of the company's revenue with the obligation of the company to minimize environmental damage like pollution. Tata Motors manufactures Nixon, Tigor and Tiago, for instance, which has many beneficial advantages to customers and the natural environment. These vehicles has an electric engine that reduce carbon dioxide and nitrogen dioxide emissions into the air; lower emissions will have a beneficial impact on the environment, reducing pollution in the atmosphere.

Another good example is Samsung, which has an environmental program called "Planet First," intended to balance the supply for cutting-edge technology with the accountability of reducing environmental impacts in order to promote a green lifestyle. In fact, through the Samsung platform and ESPN Magazine, Samsung provided the obligation for environmental engagement and sustainable advertisements to customers, while reinforcing the company's contribution to conservation. In this case, once subjected to green ads, customers shape feelings that influence their behaviour and opinion towards green advertisements and firm identity beliefs. Therefore, the advertisement's environmental arguments can cause buyers to act in a beneficial ecological way and affect their intention to buy the item.

Furthermore, businesses must provide the service at a strategic location that is easy for customers to reach so that it can affect consumers purchasing decision. Many advertisers effectively put new green goods on the markets as long as the company's position from its rivals was more excellent than that of a brand.

V. GOALS OF GREEN MARKETING

Environmental advertising targets Sustainable marketing is the process of residing by eco-friendly policies and practices. It also makes it possible for customers to learn about it. For a variety of reasons, green marketing is relevant, from reducing waste to informing customers about how an organization manages eco-friendly measures. When talking about environmental advertising, here are a few other targets to remember.

1) Eliminating waste: Whether it is producing biodegradable product packaging (which means it is necessary to break down by biological means), reducing water consumption or reducing the quantity of waste entering landfill sites, green marketing is just as concerned with reducing waste as it is with presenting the public with an ecofriendly image.

2) Reinventing products: Foods themselves can be re-modified to minimize the impact on the environment. For instance, method incorporates the products from several plant derived components, which ensures that it is healthier for safety, less harmful to pets in communities who may accidentally eat it, and also more environmentally friendly by being water-soluble and easily and safely spread into the setting.

3) Making green while being green: Earth's best citizens want to be the businesses selling organic goods. And while they do that, they always make a profit. Environmental advertising allows companies to focus on the population's segment willing to pay a little more to reduce their impact on the economy and protect the environment.

4) Changing processes: Customers are not the only people to be informed about the effects of the climate. Environmental advertising allows companies to make good use of energy, including electricity and water. It is easier to change practices by searching for recycled resources, utilizing alternative sources of energy, or discovering ways to deliver goods in a more fuel-efficient way to save the planet.

5) **Creating eco-friendly messaging:** It is the highest achievement in ecological advertising. Green marketing works to help consumers understand a product's green benefits and the commitment of a company to the environment. It is an interesting area for educating the public about climate and conservation.

VI. GREEN MARKETING COMPANIES IN INDIA

1) **Tata Motors:** Tata Motors as one of the leading companies in the country is uniquely positioned to create sustainable positive environmental impact. The company is constantly advancing environmental innovation and systematically reducing environmental impact, by assessing its footprint across the whole lifecycle and value chain of its products. Tata Motors is actively working towards a low-carbon strategy and has been leading the charge of environment-friendly alternate fuel mobility in the country. As a 'Future Ready' responsible corporate and a signatory of RE100 initiative, Tata Motors aims to source 100% renewable electricity by 2030.

2) **LG :** South Korean consumer durables major LG Electronics introduced LG LED-E60 and E90 series monitors in the Indian market, which are packed with the eco-friendly features such as 40 per cent less energy consumption than the traditional LCD monitors. Also, the use of hazardous materials such as halogen or mercury is kept to minimal in this range. Globally, LG launched a range of eco-friendly products 'Eco-Chic' such as the platinum coated two-door refrigerator and washing machine with steam technology.

3) **Wipro Info Tech :** The company has launched a wide range of eco-friendly desktops is Wipro. Introduced under the Wipro Green Ware initiative, these products aim to cut down e-waste in environment. Here, the systems launched are toxin free and operate under a total recycling policy. With the removal of the toxins, recycling of the electronic products would be safer, say company executives. Wipro has 17 e-waste collection centers in India where products are collected and recycled. Also, 12 Wipro campuses in the country have been certified as green buildings.

4) **HCL :** HCL launched its range of eco-friendly notebooks, HCL ME 40. HCL claims that this was India's first PVC free and eco-friendly notebook. This notebook is completely free from polyvinyl chloride (PVC) material and other harmful chemicals. Further, Bureau of Energy Efficiency has given HCL eco-friendly products a five-star rating, and they also meet REACH (REACH is the European Community Regulation on chemicals and their safe use) standards and are 100 per cent recyclable and toxin free.

5) **MRF Tyres:** MRF has launched the ZSLK series and this is all about creating eco-friendly tubeless tyres made from unique silica-based rubber and also offers extra fuel efficiency to those who drive their vehicles.

VII. OBJECTIVES OF THE STUDY

1. To understand the awareness of consumers towards Green products marketing.
2. To study the consumers' concern over Green Marketing.
3. To know the behaviour and actions of consumers towards green marketing.
4. To examine the attitude of consumers towards Green Products Marketing.
5. To present the suggestion of consumers to improve green marketing.

VIII. RESEARCH METHODOLOGY

The methodology section outline the plan and method that how the study is conducted. This includes Universe of the study, sample of the study, Data and Sources of Data, study's variables and analytical framework. The details are as follows;

8.1 Population and Sample

The Sample Size consists of 500 respondents selected from Belagavi, Hubli and Dharwad district. Total of 500 respondents were selected for the study out of which 481 questionnaires had valid response and rest 12 questionnaire were eliminated due to incomplete response.

8.2 Data and Sources of Data

The primary source of data was collected from the field Survey using pretested Questionnaire. The Secondary data were also collected from various sources like books, journals, magazines, publications and various websites.

8.3 Research Design of the Study

Three types of research design were used during the current research is presented. These comprise exploratory, descriptive and causal research designs.

8.3.1. Exploratory Research - This design is defined as 'research that focuses on collecting either secondary or primary data and using an unstructured format, or informal procedures to interpret them'. This kind of studies comes under the umbrella of qualitative research and could comprise methods like interviews, review of literature or pilot studies. This is mostly used when prevailing knowledge is scarce or unclear. Exploratory research design has been employed in current research for review of literature, identification of antecedents and consequents.

8.3.2. Descriptive Research - This design is defined as "research that uses a set of scientific methods to collect raw data and create data structures that describe the existing characteristics of a defined target population or market structure". This kind of research falls under the umbrella of quantitative (also called statistical or analytical) research. It is beneficial in answering critical questions like when, where, how, what. Who, etc. Descriptive research design has been employed in current research for development of research instrument and measurement scales, collection of data, analysis and interpretations.

8.3.3. Causal Research - This design is defined as 'research designed to collect raw data and create data structures and information that will allow the researcher to model cause-and-effect relationships between two or more market (or decision) variables'. It generally involves use of accurate data which gives rise to precise information. Causal research design has been employed in current research for development of a conceptual framework (research model) and to analyse the causal relations between study variables.

8.4. Sampling Technique

Simple random method was used for selecting the respondents in to three districts, namely Belagavi, Hubli and Dharwad Districts.

IX. FINDINGS

The aim of the study was to explore the scope for environmentally friendly marketing inside the current economic system through a deeper understanding of eco-friendly consumer behaviour. The analysis highlights the need for collaboration across several entities like those of public and private, nongovernmental, industrial sector, and buyers.

It was developed from the population observation of the data that, with eco-buyers, environmentalists were determined in the research, belonging to the lower or middle-income group. These green people are members of the business class. On the other hand, non-environmentalists were people who belonged to the higher-earning group and as far as literacy is concerned, they were all well cultured. One of the research's goals was to examine the people's attitude and behaviour towards eco products that the research had met. It was developed through the research that people had a positive attitude towards the environment and also acted in an environmentally-friendly manner.

The study says that advertisement plays a vital role in creating awareness among respondents. So in order to make aware of the respondents about green products the producers must concentrate on advertising. The green advantage is to be focused more to capture the attention and to educate the respondents.

Consumers are aware that green product leads to green environment, avoidance of non-green product brings positive change in environment and green marketing plays an important role in saving environment where consumers have stated that saving the earth is everyone's duty.

Regarding social awareness respondents have stated that social awareness is very much necessary and it can be done through green marketing campaigns like advertisement of green products, social awareness through green labels on the product and even through social media. Such green marketing campaigns become deliverable for people to buy green products and when people buy green products they will become aware of benefits received from green products.

As per this study, majority of the consumers feel proud to buy green product, they feel happy to prefer a green product in the place of the non-green product, they always buy products in biodegradable package and they recommend others to use green products.

The attitude of consumers towards green product marketing is that persuasion, avoidance of false promise, stoppage of using the world green as a business trick will improve green marketing behaviour.

X. SUGGESTIONS

10.1 SUGGESTIONS FOR THE GOVERNMENT

Majority of the respondents have given suggestions to Government to improve in the following aspects.

- i. **Proper waste management** - The government should insist local bodies like municipal corporations, panchayath unions and panchayaths to allocate the workers to collect the wastes separately from each house, retail shops, factories and offices continuously in two forms namely biodegradable wastes and non-biodegradable wastes. Non-biodegradable wastes must be taken to the recyclable industries for reuse.
- ii. **Granting subsidies to companies producing green products** - Financial aid or subsidy to manufacturers and retailers may be given for importing green technologies which bring the green marketing practices among them. Such subsidies may help to create awareness among manufacturers to adopt green practices. Further, these subsidies may help to reduce the price and remove any reluctance on the part of the consumers
- iii. **Creating awareness at the consumer level** - It is very clear from the study that many of the consumers are still not having awareness of green marketing. So in order to increase the awareness of green marketing practices, Government and NGOs have to conduct many awareness programmes.
- iv. **Creating awareness to children through school education** - Inclusion of syllabus in school education, street plays, television programs, debates, competitions among students on this topic is some of the methods useful to increase awareness.

They must also give awareness to retailers, manufacturers and others through conducting orientation programs, award recognition for best green sales, etc.

10.2 SUGGESTION FOR PRODUCER

Respondents have also given suggestions to producers to improve in the following aspects.

- i. **Adopting green policies** - The initial investment cost of green technology may be high but it will give more green profit in the long run by the way of reducing recurring expenditures. For example, the green investment in solar panels may be so high, but the recurring electricity monthly bill can be minimized resulting in lowering the cost of production. So by reducing the cost of production, the manufacturers can bring down the price of the green products and this will automatically increase the chance of getting more customers resulting in a furthermore reduction in the cost of production.
- ii. **Using Biodegradable or recyclable materials for packaging** - The manufacturers are suggested by the respondents to use recyclable or bio-degradable materials in the package of their products. It is also suggested that they may use refillable containers to pack their products so that the consumers can use the containers repeatedly and can avoid throwing them immediately after unboxing the products.
- iii. **Making educational advertisement highlighting the green advantage** - The advertisement must be genuine and it should not be just a commercial trick to sell by cheating the consumers. False promises, exaggerations and deceiving information have to be avoided during advertising in order to win the confidence of customers.

Further, they are suggested to construct forthcoming buildings for expansion of their offices and factories as green buildings. The practice of using fuel-saving vehicles for transport, giving training for staff and workers with regard to the green practices and using of electronic gadgets for exchanging business information and thereby reduces the usage of papers are some other ways to exhibit themselves as a friend to the environment

They can become a role model of a green environmentalist for the customers, competitors and peer companies and this obviously will bring goodwill to the firm.

XI. CONCLUSION

It is the duty of everyone to save our planet for the survival of our future generations. If the manufacturer, consumer and Government join hands together the green marketability can be improved to a greater extent. The green products help to nurture nature. So to leave some natural resources for the well-being of future generations, every individual is suggested to shift to green products. Green products have no side effects and also good for health. So to safeguard the health of total family every consumer is suggested starting using green products. It is suggested that consumers should be ready to buy green products voluntarily in spite of the high price of the green product for saving our nature.

The costs of green raw materials and green technology are high and in some cases they are imported from foreign countries. So automatically the price of the green products will also be high. Therefore consumers must look into benefits received and not into the premium price to be paid. The study clearly shows that the awareness level of green marketing practices is up to a substantial mark. Awareness among society is the foundation for any positive change. Any action on green marketing practices will go in vain if there is lack of awareness. In this study, the action towards green marketing is at a low level. Neglecting the importance of green marketing practices will lead to landing on difficulties. So awareness of consumers and their concern are to be converted into action and this is the need of the hour.

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