



A STUDY ON CLUSTER ANALYSIS OF CONSUMERS IN GUJARAT IS ABOUT HOW GREEN THEY ARE

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ABSTRACT

This report describes a detailed study on cluster analysis of consumers in Gujarat about how green they are. As it has chosen this topic, "A study on cluster analysis of consumer in Gujarat about how green they are" (with reference to Gujarat) The objective of this study is to assess the awareness of consumers regarding green products. Secondly, to analyze the attitude and behaviour of Gujarat consumers towards green products and third, to segment consumers in Gujarat according to their green lifestyle This study helps to identify the cluster analysis of consumers in Gujarat and its acceptance. Those people who have a high education level will then be highly affected by the use of such green marketing products.

CHAPTER 1: INTRODUCTION

Green marketing (the marketing of an organization, product, or service based on environmental attributes) can be a vital component of company sustainability strategies and general business operations. However, if they are not designed properly, a company's sustainability efforts and green marketing campaigns might be tainted by greenwashing allegations. Greenwashing claims are due to misleading or deceptive green marketing and can have several negative impacts that could include damaging reputation, relationships, and organizational behavior while also violating laws and regulations. Companies engaged in green marketing should structure their efforts to minimize greenwashing risks. Some companies will do this by selecting various standards and certifications and complying with their requirements. For consumers, these standards and certifications often evidence objectivity and predictability. For the company itself, standards and certifications offer a framework to measure their sustainability efforts, guidelines toward improvement, methodology, and a mechanism to communicate sustainability efforts. Companies selecting a standard or certification as part of green marketing efforts or a sustainability strategy should evaluate their choices based on credibility, applicability, and feasibility. Regardless of whether a company uses a sustainability standard or certification, it will benefit from self-evaluation before engaging in green marketing. This self-evaluation should involve an analysis of a company's sustainability policies, programs, and performance; other internal sustainability characteristics; and external sustainability influences. A company can then identify itself as an industry leader, an industry-competent company, or an industry-based company. Following this self-evaluation, a company will also be able to position itself to use the most effective and least risky array of green marketing implementation tools. These tools range from standards and certifications to traditional media and social media. Companies that prudently plan, intelligently position themselves, and carefully select green marketing tools will be able to implement more effective green marketing, with less risk of greenwashing.

Environmentally responsible, or "green," marketing refers to the satisfaction of consumer needs, wants, and desires in conjunction with the preservation and conservation of the natural environment. Green marketing manipulates the four elements of the marketing mix (product, price, promotion, and distribution) to sell products and services offering superior environmental benefits in the form of reduced waste, increased energy efficiency, and/or decreased release of toxic emissions.

Introduction of the topic

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Green consumer: A green consumer is one who is genuinely concerned about the environment and therefore purchases only those products that are environmentally friendly or eco-friendly. Products with little or no packaging, products made from natural ingredients, and products that are made without causing pollution are examples of eco-friendly products.

Green Consumerism: Green marketers hope to capitalize on this by developing strategies that allow consumers to integrate green products into their lifestyles, which can be termed as green consumerism. The "organic" industry, which specializes in the sale of organically produced foods, health and nutritional supplements, and other green lifestyle items, promotes green consumerism.

Green Consumer Purchase Behavior: In simple words, consumer behavior can be defined as "the study of how people or organizations behave while obtaining, using, and disposing of products and services by engaging in comparison while shopping for the actual purchase of a product," e.g., whether or not to purchase a product and, if so, which brand and where, while making purchase decisions and their post-purchase behavior.

Green Consumer Conservation Behavior: Limited use of scarce natural resources for the purposes of environmental conservation can be called green consumer conservation behavior.

Green Consumer Attitude: An attitude is a way one thinks, feels, and acts favorably or unfavorably based on learning towards some aspects of market stimuli, such as a retail store, product, and brand.

Consumer attitudes are a composite of a consumer's (1) beliefs about, (2) feelings about, and (3) behavioral intentions toward some "object"—within the context of marketing, usually a brand, product category, or retail store.

Attitude and Behavior Linkage

There is a linear linkage between behavior and attitude. Research has discovered that there are several conditions that lead to a strong link between attitudes and behavior. These are discussed below.

Attitude Specificity: Some researchers believe that an attitude is only related to behavior if they are both on the same level of specificity in time, objects, scope, and circumstances.

Attitude Strength: Some attitudes are extremely important; there is a high degree of attitudes, like "enthusiastic" or "horrible," which are strong attitudes and they correspond to behavior. While other attitudes are less central or amenable to change, that may not lead to behavior.

Direct Experience: Attitudes are often formed from our direct experience. Attitudes held with greater confidence are more specific, more easily recalled, more resistant to change, and more likely to influence subsequent behavior.

1.2 Objective of the study

- To assess the awareness of consumers regarding green products.
- To analyze the attitude and behavior of Gujarat consumers towards green products.
- To segment consumers in Gujarat according to their green lifestyle.

Rationale of the study

The main purpose of the study was to assess the link between variables specific to environmental consciousness and pro-environmental purchase and conservation behaviors. From the demographic analysis of the sample data, it was established that Gujarat environmentalists were likely to be male, of young age, belonging to a higher middle-income group, and having a postgraduate degree. These green people were business-class people. On the other hand, non-environmentalists were older people belonging to lower/middle-income groups. As far as education is concerned, all of them were well educated, as only graduate and above people were included in the sample.

The study of consumers concerned about the environment revealed that consumers were concerned about the environment, but not highly, in fact not sufficiently. There exists inconsistency in consumer attitude and behavior towards the environment. The implication was that "if consumers are not highly concerned with environmental issues, they are less likely to behave green." An attitude of indifference or just a feeling towards the environment is not sufficient to drive consumers to behave in a green manner. This shows there is a great need to educate consumers and raise their level of concern about the problems that mankind is facing. The passive concern needs to be converted into active concern.

Scope of the topic/study

The target population was 200, and this survey was done in Gujarat. The data is collected from different areas of Gujarat, and the target audience for the survey is youth as well as elder people.

CHAPTER 2: OVERVIEW OF THE TOPICS

2.1 Introduction

According to the Environmental Protection Agency, sustainability is "policies and strategies that meet society's present needs without compromising the ability of future generations to meet their own needs." (United States Environmental Protection Agency, 2011) The social, environmental, and economic benefits of a "sustainable" approach to business have been well-documented; increasingly, these play a significant role in influencing business decisions. (Senge, 2008) Executives have recognized that sustainability is now a mainstream business concept. As such, it frequently finds a place in company business models, and it plays a role in shaping their larger business strategies. Often, the effective communication of sustainability efforts via "green marketing" is a cornerstone of these strategies. Green marketing is the bridge between an organization's sustainability efforts and its suppliers, customers, and consumers; it is also an important means of improving relations with non-governmental organizations and regulatory bodies. Green marketing can be a valuable business tool, but like many tools, it may require adjustments to best fit a given situation. To make these adjustments, one must first understand more about what green marketing really is and what risks it might entail.

Adaptability

In 1989, 67 percent of Americans stated that they were willing to pay 5-10 percent more for ecologically compatible products. By 1991, environmentally conscious individuals were willing to pay between 15 and 20 percent more for green products. Today, more than one-third of Americans say they would pay a little extra for green products.

An important challenge facing marketers is to identify which consumers are willing to pay more for environmentally friendly products. It is apparent that an enhanced knowledge of the profile of this segment of consumers would be extremely useful.

Everett Rogers, communication scholar and author of "Diffusion of Innovations," claims that the following five factors can help determine whether a new idea will be adopted or not, including the idealism of the shift towards "green":

1. **Relative advantage:** is the degree to which the new behavior is believed to accrue more beneficial outcomes than current practice.
2. **Observability:** is how easy it is to witness the outcomes of the new behavior.
3. **Triability:** is the ease with which the new behavior can be tested by an individual without making a full commitment.
4. **Compatibility:** is the degree to which the new behavior is consistent with current practice.
5. **Complexity:** is how difficult the new behavior is to implement.

LOHAS

LOHAS stands for Lifestyles of Health and Sustainability and describes an integrated, rapidly growing market for goods and services that appeal to consumers whose sense of environmental and social responsibility influences their purchase decisions. The Natural Marketing Institute (short: NMI) estimates the US LOHAS consumer market of products and services to be USD 209 billion—sold across all consumer segments.

The five LOHAS segments as defined by NMI include:

- **LOHAS:** Active environmental stewards dedicated to personal and planetary health. These are the heaviest purchasers of green and socially responsible products and the early adopters who influence others heavily.
- **Naturalities:** Motivated primarily by personal health considerations. They tend to purchase more LOHAS consumable products vs. durable items.
- **Drifters:** While their intentions may be good, DRIFTERS follow trends when they are easy and affordable. They are currently quite engaged in green purchasing behaviours.
- **Conventionalists:** Pragmatists who embrace LOHAS behaviour when they believe they can make a difference but are primarily focused on being incredibly careful with their resources and doing the 'right' thing because it will save them money.
- **Unconcerned:** Either unaware or unconcerned about the environment and societal issues mainly because they do not have the time or the means—these consumers are focused on getting by.

The level of greening—strategic, quasi-strategic, or tactical—dictates what activities should be undertaken by a company. Strategic greening in one area may or may not be leveraged effectively in others. A firm could make substantial changes in production processes but opt not to leverage them by positioning itself as an environmental leader. So, although strategic greening is not necessarily strategically integrated into all marketing activities, it is nevertheless strategic in the product area.

CHAPTER 3: REVIEWS OF LITERATURE / THEORETICAL BACKGROUND

(Arde, S, Singh, & Mehendale, 2018) With an increased awareness of green marketing, many businesses have adopted this. The paper has suggested that there is a huge change in demand for green marketing. To get acquainted with the result, the author has gone through 30 papers, which included the concepts of consumer awareness, consumer perception, purchase intention, and the challenges of green marketing.

(Vowles, S, Chang, & Zong, 2018) The issue of the natural environment is progressively imperative to customers, producers, retailers, and open-approach producers. The objective of this investigation is to create a process-oriented view of shopper development from common natural concern to the buying of green merchandise inside an item category. The research has been done to understand whether people know about green marketing and have the awareness of the natural product or not.

(Laroche, Bergeron, & Barbaro-forleo, 2001) As there are huge issues related to environmental problems, most of the people are getting transferred to green products, in which most of the females prefer more organic products than the men. The products are mainly used by females who have at least one kid, and normally the mother is caring towards the children's health.

(Bhatia & Amit, 2013): As of late, concerns have been communicated by producers and clients around the natural effect of items. Buyers and producers have coordinated their consideration toward environmentally inviting items that are assumed to be "green" or environmentally friendly. Indian marketers are, moreover, realizing the significance of the green promoting concept. Although an assortment of inquiries about green promoting has been conducted over the globe, small scholarly investigations on buyer recognition and inclinations have been carried out in India. This investigation gives a brief survey of natural issues and distinguishes the green values of the consumers, their level of mindfulness, almost natural issues, green items, and homes.

(Jacquelyn, 1992) The author argued that green buying must be seen in the context of wider debates surrounding the development of sustainable ways of living that incorporate other environmental actions in a holistic conceptualization of sustainable lifestyles. This framework was operationalized in a study of environmental action in and around the home, in which 1600 households were asked questions concerning their everyday environmental actions. These results were manipulated to investigate how different behaviors related to each other and whether diverse groups of individuals could be identified, conforming to different lifestyles.

(Straughan & Roberts, 1999) Environmental segmentation alternatives: a look at green consumer behavior in the new millennium, Journal of Consumer Marketing, Vol. 16 Issue: 6, pp. 558-575: Looking from past decades the future generation have more concern about the issue of the environment and they are more interested in buying green marketing products and don't want to destroy the earth by using the other things.

(Jansson, Marell, & Nordlund, 2010) From this literature review we can see that the adopter and non-adopter are accepting the innovation of the green product. By using the regression analysis, we can identify that people have a more positive attitude towards the products and have more readiness. Attitudinal variables and propensities in combination demonstrate to be successful determinants for reduction behaviors and readiness to receive eco-innovations. In expansion, past selection is found to be a solid determinant of future eagerness to receive.

(Carrete, Castano, Felix, Centeno, & Gonzalez, 2012) The purpose of this research is to understand the deep motivation of green marketing towards the people. By using ethnographic approach, in-depth interviews, and observational data we can see that there is uncertainty in the adoption of environmentally friendly behaviors: consumer confusion, trust and credibility, and compatibility. It is recommended that the components that drive customers from positive demeanors and eagerness to the real appropriation of green behavior are a combination of seen individual benefits, diminished seen hazard and vulnerability, a sense of control over costs, and a decay and recreation of profoundly inserted social values and homes.

(Paul & Rana, 2012) The purpose of this research paper study is to understand the behavior of ecological consumers and their intention to purchase organic food. By using a structured questionnaire with closed-minded questions, we find that health, availability, and education from demographic factors positively influence the consumer's attitude towards buying organic food.

(Boztepe, 2012) The purpose of the study is to give information about the effect of green marketing on customers' purchasing behaviors. The research has been done as such: there are issues related to environmental problems, so a green marketing and green consumer questionnaire was prepared and was conducted with a total number of 540 consumers in Istanbul. Hence, the resulting environmental awareness, green product features, green promotion activities, and green price affect the green purchasing behaviors of the consumers in a positive way.

(Sankaranarayanan & Mayekar, 2014) Green marketing, or environmental marketing, has the same concept and has been recently talked about as these concepts in society because other products are doing damage to society and even to the health of the people. The purpose of the literature is that people are becoming more concerned about the lifestyle, and we can see that there are a greater number of people buying green products, and they are satisfied with them.

(Priti, 2017) Sustainability is challenging for all society and particularly for trade. In businesses, commitment to feasible improvement ought to be a crucial driver of the corporate technique.

CHAPTER 4: RESEARCH METHODOLOGY

4.1 Problem identification

To identify obstacles that respondents perceive to come in the way of adopting a green lifestyle and to segment the customer according to their green segment.

4.2 Type of research

The type of research—descriptive research

A descriptive study is one in which information is collected without changing the environment, nothing of which is manipulated. It is used to obtain information concerning the status of the phenomena to describe "what exists" with respect to variables or conditions in a situation.

4.3 Sources of data

Primary Data

The primary data are those that are collected to be fresh and for the first time.

The topic is "A study on cluster analysis of consumers in Gujarat about how green they are."

"If we talk about customer preference, then it cannot be known by observation or any other method. The preference of the customer can be known by giving a questionnaire or interview with structured questions that are fixed. It will benefit you to understand the preference of customers, and it will be easy to know about the customer. They don't have time to give interviews in this research, so that questionnaire is used, which is a primary and suitable source to collect. The primary data are those that are collected to be fresh and for the first time. In this research a primary source is chosen and gets an incredibly positive response from the respondent.

Secondary Data: It makes use of information previously researched for other purposes and publicly available. This is also known as 'desk research'; it includes published research reports in the library, surveys, or the internet.

Here in this research, both primary data and secondary data are used to collect information.

4.4 Data collection method

Data collection method: Questionnaire Method (Structured questionnaire)

There are twenty structured questions that are asked by the people of Gujarat City. Questions are made according to the objectives of the study.

In the questions, the nominal scale, interval scale, and ordinal measurement scale are used. Scaling is the process of placing the respondents on a continuum with respect to their attitude.

4.5 Sampling plan

A part of the population is called a sample, which is $n=200$. The area of the study is marketing. A place where study is happening and data collected are in Gujarat.

Sampling method — Nonprobability Convenience Method

The sampling method that is used during this research is the nonprobability convenience method because I have collected random data from customers without any equation, and all have an equal chance.

4.6 Statistical Tool Used:

(i) H0: Awareness of customers and age group is independent of each other.

H1: Awareness of customers and age group is dependent on each other.

(ii) H0: Behavior of the customer and attitude are independent of each other.

H1: Behavior of the customer and attitude are dependent on each other.

(iii) H0: Segmentation and lifestyle are independent of each other.

H1: Segmentation and lifestyle are dependent on each other.

CHAPTER 5: DATA ANALYSIS / DATA INTERPRETATION

1) How would you describe your level of awareness about green products?

Row Labels	Count of Name
Average	38
High	42
Low	39
Very high	21
Very low	57
(blank)	
Grand Total	197

The above-mentioned graph show the level of awareness among the people of Gujarat. From the graph we can see that 29% of people are not aware of the green products and 21% of people are aware of green products. Thus by this we can say that people need more information and awareness about the green product and their uses.

2) Green products are not easily available in shopping outlets?

Row Labels	Count of Name
Average	100
High	34
Low	40
Very high	15
Very low	8
(blank)	
Grand Total	197

From the above graph we can identify that 51% of people say that green products are not easily available and 8% of people say that green products are easily available at the store and shopping outlets.

3) How will you describe your level of satisfaction regarding green products?

Row Labels	Count of Name
Average	44
High	80
Low	40
Very high	22

Very low	11
(blank)	
Grand Total	197

From the graph we can indicate that 41% of consumers of green products are highly satisfied with the product and 6% of the consumers say that they are not satisfied with the products.

4) How would you express your willingness to recommend green products to friends and relatives?

Row Labels	Count of Name
Average	38
High	42
Low	39
Very high	21
Very low	57
(blank)	
Grand Total	197

The graph shows the willingness of the consumers in Gujarat to buy green products.

We can say that 19% of the consumers are willing to share their feedback with their friends and family, and 20% of consumers would not share the feedback of the products with their friends and family.

5) I prefer green products because I want to contribute to saving my planet earth

Row Labels	Count of Name
Average	100
High	34
Low	40
Very high	15
Very low	8
(blank)	
Grand Total	197

From the data of the graph, we can see that 51 % of people contribute to the saving of the planets whereas 4% of the people are not interested in saving the planet earth.

6) I prefer to buy products made or packaged in recycled materials

Row Labels	Count of Name
agree	31
disagree	41
neutral	94
strongly agree	26

strongly disagree	3
(blank)	2
Grand Total	197

The data indicates that 16% of the people buy products that can be recycled, whereas 1% of the people would not buy products that can be recycled.

7) I would pay extra for green products just because they are safe for my health.

Row Labels	Count of Name
agree	70
disagree	34
neutral	61
strongly agree	24
strongly disagree	5
(blank)	3
Grand Total	197

From the above-mentioned graph we can see that 3% of the people are willing to pay extra money for the green products and 36% of the people are not willing to pay more for the green products as we can say that the green products are very expensive and are not easily available.

8) Deterioration of the environment is a serious issue, and green products can contribute to saving the environment.

Row Labels	Count of Name
agree	77
disagree	27
neutral	35
strongly agree	52
strongly disagree	4
(blank)	2
Grand Total	197

From the graph we can see that 2% of people think that deterioration of the environment is a fundamental problem, whereas 39% of the people think that it is not such a genuine issue for the environment and saving the environment is not their concern.

9) If you use green products, what is your motive? As per the importance?

Row Labels	Count of Name
Concern for Health	55
Concern for status	44
Concern for the environment	68
To use better quality products	29

(blank)	1
Grand Total	197

The graph indicate that 28% of the people say that they use the green product for the concern of their health , 22% of the people use the green product for the concern of the status ,35% of the people use the green product for the concern of the environment and 15 % of the people say that they use the green product for the better quality of the product.

10) What is the most effective source of awareness of green marketing is?

Row Labels	Count of Name
Friends/ Relatives	34
Internet Ads	41
Magazines	33
Newspaper	12
Seminars/Conferences	33
Super Market staff	13
T. V	30
(blank)	1
Grand Total	197

From the graph we can see that 17% of the people say that they got the effective source of awareness from friends and relatives, 21% from the internet ads, 17% from magazines, 6% from newspapers, 17% from the seminar, 7% from supermarket staff, and 15% from the TV.

11) Age:

Row Labels	Count of Name
18-25 Years	95
26-40 Years	50
41-55 Years	41
56 Years & above	9
(blank)	2
Grand Total	197

The graph shows the age of the people who have filled out the questionnaire. We can see that 48% of the people are young generation and 5% of the people are the senior people.

12) Gender:

Row Labels	Count of Name
Female	104
Male	92
(blank)	1
Grand Total	197

The graph shows gender status we can say that 53% is female and 47% is male.

13) Employment status:

Row Labels	Count of Name
Homemaker	34
In service	46
Own Business	53
Student	64
Grand Total	197

The graph shows the employment status of the people; we can say that.

14) Educational Qualification:

Row Labels	Count of Name
Graduate	86
Postgraduate	62
Undergraduate	49
Grand Total	197

From the graph we can see that 44% of the people are graduates, 31% of the people are postgraduates, and 25% of the people are undergraduates.

Hypothesis to be evaluated.**(i) H0:** Awareness of customers and age group is independent of each other.**H1:** Awareness of customers and age group is dependent on each other.

Chi-Square Tests	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	25.266^a^	3	.001
Likelihood Ratio	20.518	3	.000
Linear-by-Linear Association	10.873	1	.000
N of Valid Cases	173		

a. 4 cells (50.0%) have expected count less than 5. The minimum expected count is .43.

Interpretation: Here, the sig value is 0.01, and it is more than 0.05. So, H₀ is accepted. This shows that there is an association between Awareness of Customer and age group. It also shows that there is awareness among people with all age groups.

(ii) H0: Behavior of customer and attitude is independent on each other.**H1:** Behavior of customer and attitude is dependent on each other.

Chi-Square Tests	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	18.254^a^	3	.001
Likelihood Ratio	11.791	1	.003
Linear-by-Linear Association	9.186	1	.000
N of Valid Cases	173		

a. 3 cells (37.5%) have expected count less than 5. The minimum expected count is .29.

Interpretation: Here, the sig value is 0.01, and it is more than 0.05. So, H_0 is accepted. This shows that there is an association between Behaviour of the customer and the attitude. It also shows that the behavior and attitude towards the green product are different from person to person.

(iii) H_0 : Segmentation and lifestyle are independent of each other.

H1: Segmentation and lifestyle are dependent on each other.

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	35.381^a^	16	.004
Likelihood Ratio	32.836	16	.008
Linear-by-Linear Association	4.340	1	.037
N of Valid Cases	149		

a. 15 cells (60.0%) have expected count less than 5. The minimum expected count is .16.

Interpretation: Here, the sig value is 0.04, and it is more than 0.05. So, H_0 is accepted. This shows that there is an association between segmentation and lifestyle. It also shows that there is different preference of the people towards the green product according to their lifestyle.

While considering the preferences of the people of Gujarat, we came to know that 30.3% of the people are more concerned about saving the environment, and 69.7% of the people are at least bothered about saving the environment.

According to cluster sizes, the group of people who are concerned about the environment is called a club, and the people who are not concerned about the environment are called a crowd.

According to the predictor importance, we can see that the more important reason for buying the green products is because they have concern about the earth, and they even want to contribute towards the saving of the planet earth. Similarly, they are willing to buy recycling material, but they are not willing to spend extra money on it.

From the two-step cluster taking the inputs of three and the cluster of two, the cluster quality of it is good.

Finding

- from the viewpoint of awareness, we can see that the 57% of the people does not have that much awareness about the product of green marketing
- 34% of the people say that the green products are easily available at their nearby store or outlets
- from the viewpoint of satisfaction, we can identify that 80% of the people are high satisfied with the product of the green marketing
- 42% of the people would recommend the green product to their friend and family
- From the filled questionnaire, we can see that 34% of people are concerned about saving the environment.

- Thirty-one percent of the people would buy the products that are recycled in nature.
- Seventy percent of the people would disagree with paying more for the product of the green market.
- Seventy-seven percent of the people think that the environment is a genuine issue that should be considered among society.
- Sixty-eight percent of people think that they buy the product of green marketing because of the concern for the environment.
- From the survey we came to know that 41% of people get the information from internet ads for buying the product of the green marketing
- From the viewpoint of age, we can see that every age group of people has some concern for the environment.
- From the viewpoint of gender, we can identify that females buy greener products rather than males.
- The employment status of the people has more influence on buying green products; we can see that business-class people would buy greener products rather than other class people.
- From the viewpoint of educational we can see that every person has some knowledge about green products

CONCLUSION

Now this is the right time to select "green marketing" globally. It will come with drastic change in the world of business if all nations play strict roles because green marketing is essential to save the world from pollution. Green marketing should not be considered as just one more approach to marketing but must be pursued with much greater vigor, as it has an environmental and social dimension to it. With the threat of global warming looming large, it is extremely important that green marketing becomes the norm rather than an exception or just a fad. Recycling paper, metals, plastics, etc., in a safe and environmentally harmless manner should become much more systematized and universal. It must become the general norm to use energy-efficient lamps and other electrical goods. Marketers also have the responsibility to make the consumers understand the need for and benefits of green products as compared to non-green ones. In green marketing, consumers are willing to pay more to maintain a cleaner and greener environment. Finally, consumers, industrial buyers, and suppliers need pressure to minimize the negative effects on the environment. Green marketing assumes even more importance and relevance in developing countries like India. Thus, an environmentally committed organization may not only produce goods that have reduced their detrimental impact on the environment, but they may also be able to pressure their suppliers to behave in a more environmentally "responsible" fashion.

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