

GREEN MARKETING: A STUDY OF CONSUMERS' PURCHASING BEHAVIOR OF SELECTED ECO-FRIENDLY PRODUCTS

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Abstract

The phrase "green products" is widely used to describe products and services that try to protect or enhance the environment during manufacture, use, or disposal through resource conservation and decreased use of hazardous chemicals, pollution, and waste. The Present study is on the subject of green consumer purchase behavior. This study explores the awareness and knowledge of Green Products. After consumers realized how their purchasing decisions, directly and indirectly, impacted the environment and their health, they began making more green purchases. Most studies that analyze it don't clearly define any particular product categories, such as organic food, green clothing, green electronics, green cleaning trends, ethical personal accessories, reusable containers, eco-friendly home goods, green cosmetics or organic personal care, green furniture, etc. Contrary to general green products, different product categories have different factors that influence consumer choice. Therefore, the paper aims to perform a complete holistic review of the fragmented and divergent studies on specific product categories. The purpose of consumer behavior research on green issues is to identify the rules that govern green consumption and make specific suggestions for promoting green consumption. Each sustainability value should come from home.

Keywords: Consumer behavior, Green Products, Green Buying behavior, Green Marketing

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INTRODUCTION

The terms "eco-friendly" and "green" have recently gained popularity in marketing theory and practice. Going green, however, demands for a significant change in corporate culture in addition to strategic choices that are in line with consumers' environmental attitudes and views. Environmental worries are apparent in the market, which is becoming more environmentally sensitive. The majority of customers are aware that many ecological issues are directly affected by their purchase decisions. Customers respond Considering the environmental implications of this potentially dangerous situation concerns while making purchases and limiting themselves to ecologically friendly goods[e.g. organic product , green electronics, planet friendly accessories , reusable containers , environmental friendly home items , sustainable clothing , products packaged in a sustainable manner]. An environmentally friendly product is referred to as a "green product" if it uses recycled materials in its production or design, minimizes toxic waste generation, and benefits the environment.



Figure 1

Planning, developing, and promoting environmentally friendly products or services to meet the needs of final customers for quality, quantity, best pricing, and service, without having a detrimental impact on the usage or its users, is referred to as "green marketing." Environmental challenges that affect both the natural environment and human society must be addressed through green marketing. There aren't many studies on consumer behavior with regard to green products, particularly those that focus on the effects of factors on intentions to buy green items. A vast amount of study has, however, been done in an effort to identify and profile the population's environmentalists. Knowing the green market's possibilities, particularly the market geared toward green customers, will be important and helpful to business. This study's objective is to look into how green marketing techniques affect consumers' plans to make green purchases. Some difficulties businesses encounter when pursuing green marketing strategies include inconsistent demand, negative consumer perceptions, and high costs. (Gurau and Ranchhod, 2005). Therefore, it is necessary to research how customers will react (purchase green products or not) to the company's efforts if it spends a significant amount of money on promotional activities to inform consumers about the greener products. Most studies that analyze it don't clearly define any particular product categories, such as organic food, green clothing, green electronics, green cleaning trends, ethical personal accessories, reusable containers, eco-friendly home goods, green personal care products, organic home furnishings, etc. Separate product groups are affected by different factors than all green products combined. The study's primary goal is to explore and analyze the consumer behavior towards green products and green marketing. Studying Consumer Behavior is necessary because it is essential for marketers to have access to information about customers' purchasing decision to create effective communication strategies.

LITERATURE REVIEW

Swadia (2021), The researchers have examined the variables that affect customer attitudes toward green products and, consequently, environmental concern and efforts to understand factors influencing customers to buy. The findings of the study were mainly dependent on respondents and this study suggest that green products should be priced appropriately with their quality, that attitudes toward eco-friendly products should change for the better, and that knowledge of green products' efficacy should be increased.

Vijayalakshmi et al. (2021), The present studies indicates, four factors— environmental attitudes, social influence, health awareness, and perceived consumer effectiveness —are crucial to increasing green purchase intention among the general public. According to the study's findings, quality, durability, and variety of green products have a significant impact on customers' comprehension of them and conduct in relation to green products' environmental aspects.

Devaru (2020), Manufacturers today consider natural clothing to be moral and work to establish new market trends as they move toward producing earth friendly products that are more in line with environmental preservation. The apparel industry is enormously large, and change is frequently met with resistance. However, with consumers, the market now completely depends on their preferences. Marketers can use fresh, splitting strategies to influence customers to choose unproven products.

Kaur (2017), The concept, necessity, importance, and golden rules of green marketing as well as how it differs from traditional marketing have received the most attention in this essay. The roles and responsibilities of the people of today are becoming clearer. Even previously profit-driven businesses have now turned their focus to green marketing agencies and the production of sustainable products.

Milana et al. (2020), According to the study, it was cleared that there were numerous factors influencing consumers' decisions to purchase environmentally friendly products based on three main criteria: social norms, environmental criteria, and vouch factors. According to the author, businesses should concentrate on to identify individual and environmental factors that influence customers, satisfaction level of them and expectation of customers while purchasing green product. The findings of the study are before purchasing a product, the consumer demands and transparency on the product's materials and process of manufacturing. First, the primary two variables— demographics and consumer purchasing patterns—were examined.

Jisana (2014), the work in this paper is focusing on consumer behavior and buying decision behavior. The term "consumer" refers to someone who makes a purchase for their own needs. Consumer behavior is the process by which individuals choose how to spend their available resources, including money, time and efforts, on consuming a wide range of services and goods. It includes what, why, when, where they buy it. A review of models for the theory of consumer behavior was presented in this paper. Moreover, this study discusses other factors that have an impact on customer purchase behavior.

Gandhi (2020), The study was determined the factors that influence green consumers' purchasing decisions. A study was required to: understand the driving forces behind green consumer behavior through the experiences of Indian consumers who purchased green products; and determine how these attitudes might be used to boost the sale of such products. Various green consumer behavior constructs have been empirically tested in studies.

Akter & Islam (2020), By studying how women feel about buying organic cosmetics, these researchers investigated green consumer behavior. The modified Theory of Planned Behavior acts as the study's foundation. According to this study, a person's income and education level are positively correlated with their attitude and likelihood to make future purchases. An individual's attitude toward buying green items was largely influenced by their level of environmental understanding. The findings demonstrate that an individual's choice to buy a product is significantly influenced by their attitude toward green products, level of eco-awareness, and perception of their ability to change their behavior.

Sheetal & Singh (2019), This study attempts to analyze consumers' purchasing habits for sustainable products. According to this study, the majority of the consumers are aware of environmental issues and availability of green products. Consumers have a favorable attitude and are acting responsibly.

Ndofirepi & Matema (2019), This study investigates the connections between green product knowledge, attitude toward buying green products, intention to buy green items, and green purchasing behavior. The study has mainly looked at how product knowledge and other psychological factors affect consumers' intentions to buy green products and their actual behavior.

Chaudhary (2018), This study aims to explore the variables and their respective importance in predicting the green purchasing behaviour of young, well-educated customers in India. The desire to purchase green products is significantly influenced by perceived value and readiness to pay extra, according to the results. Green purchase intention, in turn, had a significant impact on green shopping behaviour.

Kishore Babu et al. (2018), This study looked at customer purchasing patterns and attitudes regarding green items. However, due to a lack of consumer understanding of the items, the acceptance of green products is still lagging behind. Consumer attitude, price influence and demographic factors were studied. According to the study, there has been a sharp rise in the use of eco-friendly items, but there is still a vacuum in the market for them. This results from elements like availability.

Chaudhary & Bisai (2018), The purpose of this study is to understand Indian teenagers with education levels' green buying behaviours. By adding the two new variables from the framework—environmental consciousness and willingness to pay more—the study attempts to further expand the TPB. This study added to our understanding of the factors influencing educated millennial Indian consumers' green purchasing decisions.

Huang & Zhao (2018, August), This study found that certain relationships, including those between consumer behavior and the demand for green products, environmental literacy and green purchasing mentality, fashion colour purchase intention and green purchasing mentality, perceived purchasing risk and green purchasing intention, green purchasing psychology and green purchasing cognition, and green purchasing attitude and green emotion, are crucial for the resale of green products.

Antonides (2017), Surveys, field tests, eye tracking, scale development, and contingent valuation are just a few of the methodologies used in the study.

Samarasinghe et al. (2013), This study focusing on green consumer purchasing behavior and explain how Sri Lankan customers' environmental knowledge and attitude affect their green buying behavior. Using 238 consumers as a random sample, a survey study was conducted. This study aims to clarify the connection between green purchasing intention and real green purchase, investigate the relationship between environmental affect and green buy behaviour, and explain the relationship between environmental knowledge and green purchase intention. The study considered that consumer environmental knowledge in Sri Lanka is not a significant predictor of their intention to purchases. Additionally, it found that the intention to buy sustainable product partially interferes with the relationship among real green purchasing behaviour and environmental impact.

THE CONCEPT OF CONSUMER BEHAVIOR

Consumer perception means "how consumers see the world around them" A marketing term known as "customer perception" describes what consumers believe about a company, a brand, or its products. People who purchase items for themselves or to fulfill the needs of their families and households as a whole are known as consumers. Consumer behavior is the decision-making process by which people assign their available resources, such as time, money, and dedication, to the consumption of various goods and services. It includes what people buy, why they buy it, when and where they buy it, how frequently they buy it, and how frequently they use it. Consumer behavior can be successfully modified in order to achieve the desired behavior of the firm.

THE CONCEPT OF GREEN BUYING BEHAVIOR

There is no shortage of information regarding environmentally friendly products, customer awareness of them, and their perception. Green purchasing behavior could be an effective way to address serious issue. The use of environmentally friendly items by consumers is referred to as "green consumer behavior." Today, more and more individuals are becoming aware of the advantages of eco-friendly products. Numerous businesses have started making green products in an effort to capture this significant market sector as a result of the worldwide increase in consumers who are environmentally conscious.

Green buying behavior study importance;

1. To assist the company in better comprehending the green market's potential.
2. To help businesses truly understand the trend toward green purchasing.
3. To help businesses to understand better green consumers' purchasing habits.
4. How to encourage and raise consumer awareness of green products among young people.

THE CONCEPT OF GREEN MARKETING

"Green marketing," the newest and most well-liked marketing trend, exhorts consumers to be more mindful of other people, animals, and the environment. Consumers and corporations are currently challenging eco-friendly products.. In Green marketing first phase was termed as "Ecological", second phase was termed as "Environmental" green marketing. The reason for this is that more people than ever before are concerned about the environment, human health, and the abundance of the earth's natural resources. Your Customer, Educate Your Customer, Eco-Innovate, Promote Responsible Consumption, Assure the Buyer, Be Genuine and Transparent are the Golden Keys of Green Marketing [R. Kaur, (2017)]. In addition to supporting governmental rules, green marketing is crucial for its social duty.

Green marketing difficulties:

- Most clients' priorities fulfilling their own requirements over protecting the environment.
- Green products demand for costly, recyclable, and renewable materials however, the profits will start out quite low. The majority of people do not want to spend more on sustainable products.

THE CONCEPT OF GREEN PRODUCTS

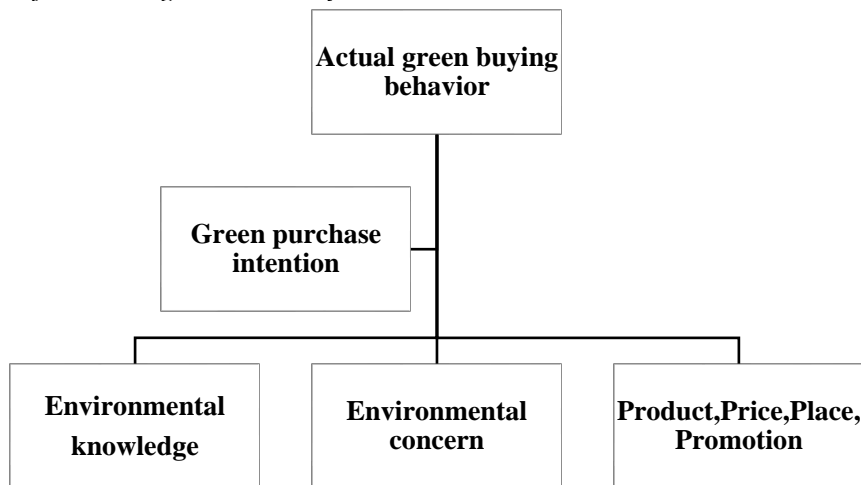
Products with a low environmental impact are referred to as "green products." Green products are those produced utilizing green technologies and have no negative environmental effects. Organic products, environmentally friendly design, organic materials, recycled, reusable, and biodegradable materials are some characteristics of sustainable products. Green Product Requirements include environmentally friendly manufacturing methods, trying to match the objectives of the business, satisfy the requirements of the customer.

Green Products Examples are as follow:

- Solar energy, solar heater, power from wind, solar phone charger,
- Electricity powered vehicles
- Electrical kitchen equipment
- Green electronics [Philips CFL bulbs, LED lights]
- Organic food, organic fast moving goods [soaps, hair oil etc.]
- Reusable water bottles, Eco-friendly kettle
- Rechargeable batteries
- Cloth or cotton shopping bags
- Eco-friendly home items
- Organic cosmetic
- Green trend in cleaning [dishwashing, laundry]
- Eco-friendly packaging
- Ethical personal accessories [eco-friendly phone cases]
- Planet friendly pet accessories
- Reusable beverage containers ,reusable straws, reusable coffee cup,
- Green apparel
- Next-gen plant-based materials [Genuine leather and synthetic materials can both be substituted with plant-based materials. Genuine leather and synthetic materials can both be substituted with plant-based materials]
- Mango wood products
- Jute products
- Eco-friendly Work essentials – laptop sleeve, mouse pad, pen stand

CONCEPTUAL MODEL

Conceptual model developed after reviewing the earlier study.



Conceptual model figure 1.1

ABOUT THE CONCEPT AND PREVAILING POSITION

- Brand name, pricing, packaging, promotion, place, product, social impact, and awareness of and care for the environment are elements that affect customer behavior and perception.
- Consumer Decision - making dynamics are first impressions, the physical appearance of the product or the product's image, and stereotypes.
- Pro-environmental customer behavior, environmental knowledge, perceived customer effectiveness, environmental consciousness, sustainability and attitude, accessibility to and faith in the usage of products, as well as relevant data and availability about products, and transparency in trade practices are factors that affect green marketing.
- It's hard to be green for consumer some times because of price of the products and availability of it, some time they do not perceive difference between eco-friendly products and non-ecofriendly products.
- The majority of the research looked at how consumer behaves.

BENEFITS OF GREEN PRODUCTS

The consumer is king of the market. Any organization's primary goal is to maximize profits while meeting the demands and desires of its customers. The environment will also be benefited by this research. Both commercial organizations and governmental entities will find this study to be significant and helpful. This research will help the company evaluate consumer behavior about environmentally friendly items, help retailers increase consumer knowledge of and promotion of environmentally friendly products, and help the company comprehend the green market. A wide range of materials with multi-utility properties can be used to create eco-friendly products. Because of the way they were made, these goods stand out from the rest and outperform the competition. Additionally, consumers choose eco-friendly products since they appear more different and last longer.

SIGNIFICANCE OF THE STUDY

1. To assist the company in better comprehending the green market's potential.
2. To help businesses truly understand the trend toward green purchasing.
3. To help businesses to understand better green consumers' purchasing habits.
4. How to encourage and raise consumer awareness of green products among young people.

PROBLEM FACED BY CONSUMERS

It's hard to be green sometimes because of price of the product and availability of it; sometime consumers do not perceive difference between eco-friendly product and non-eco-friendly products.

RESEARCH METHODOLOGY

A methodological review in this study is a type of comprehensive secondary investigation that condenses the most pertinent research methodological techniques on a subject of consumer behavior, green marketing, green product and green purchase behavior. This methodological review intends to provide information that will help businesses better understand the green market, determine how consumers feel about green products, and assist retailers in raising consumer knowledge of green products and promoting them to achieve the goal of a study using bibliometric techniques, it is important to identify, compile, and synthesise the existing published knowledge on the chosen topic and related elements. In order to achieve this, an iterative cycle of selecting relevant search terms, scanning the literature's resources, gathering and organizing pertinent data, and conducting additional analysis using pertinent bibliometric tools as advised by the existing studies. Both urban and rural areas have seen a sharp rise in the number of people who own cars, which is a rapidly expanding mode of transportation (Dhar et al., 2015). Petrol or diesel-fueled internal combustion engines have historically predominated, but over the past ten years, CNG has become a viable alternative fuel as city gas distribution infrastructure has grown in a number of cities (Dhar and Shukla, 2010). The market share of hybrid vehicles and fully electric four-wheelers is currently insignificant. According to the reference scenario, small electric vehicles with prices under \$15,000 won't be competitive until 2040 or later, but vehicles with larger batteries, greater payload capacities, and longer ranges won't be competitive until later. A summary shows that women agricultural entrepreneurs in the handicraft industry can address the issue of the inequality in income between rural and urban populations.

CONCLUSION

The information gathered can be used to influence consumer behavior and direct it toward more environmentally friendly traits while analyzing customer behavior will indicate consumption regulations' weaknesses and raise consumer awareness of the environment. This result demonstrated that providing customers with green products that have the right attributes is crucial for encouraging the use of these items in society. For some consumer segments, pricing is a key element. One of the factors supporting environmental protection was the evolution of consumer attitudes toward a more balanced use of environmentally friendly goods. In the examination, we found that consumption and sales of eco-friendly items had dramatically increased, but there was still a deficit due to issues like product quality and availability. It is important to make environmentally friendly items more accessible than standard ones. Buyers who don't try to purchase will soon move to generic goods. Marketers need to convince customers that eco-friendly commodities produce reliable, long-lasting outcomes, even if the process was sluggish. Knowledge of environmentally friendly items should be influenced by educational level. Although adopting eco-friendly items was highly regarded, there's still a gap in the market. Further research will be conducted on specific green products or green marketing strategies. A study will be conducted on a specific geographical area.

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