



## IMPACT OF GREEN MARKETING COMMUNICATION ON THE CONSUMER BEHAVIOUR IN KOTAYAM DISTRICT

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### Abstract

Due to the augmentation of technology, the traditional marketing mix components of awareness, preferences, and product attributes are not exactly able to influence the behaviour of customers. Particularly in the case of green marketing products, marketers require a different approach to communication to reach their customers. The main objective of the research is to test all six hypotheses of the green marketing communication of marketers and the impact of green marketing communication on consumer behaviour towards the purchase of green products. The researcher selected the Kottayam district in the Kerala state of India as a research area and used a convenience sampling method to collect 510 responses, comprising all the taluks in the district. It is concluded that green marketing communication is essential for product promotion and awareness among consumers, integrated communication has the strength to change the complete behavioural aspects of customers of green products.

**Keywords:** *Green marketing, marketing communication, consumer behaviour*



## **1. Introduction**

As far as green marketing is concerned, marketers must highlight the important and popular attributes of green products through their integrated marketing communication. Consumer behaviour is an attractive phenomenon for marketers to focus on the success of marketing their products. The information carried by the marketers to their customers changes their attitude and makes significant inroads in their behaviour. At the point of inception, the manufacturers of green products find it difficult to identify potential customers, maintaining more proximity with the dynamic purchase.

Due to the augmentation of technology, the traditional marketing mix components of awareness, preferences, and product attributes are not exactly able to influence the behaviour of customers. Particularly in the case of green marketing products, marketers require a different approach to communication to reach their customers. Traditional marketing communications are not considered dynamic tools to meet heavy competition. Technological augmentation replaces the primitive approach of marketing routes with the latest communication technologies through computer robotics and social media. Therefore, the significant difference among the competitors can be differentiated by effective marketing communication. The sustainability of green marketing is dependent on its ability to focus on its leverages. Green marketers are expected to capitalize on their effective communication innovatively. Since green marketing products are in the take-off stage, marketers should ensure the creation and maintenance of long-term relationships with their customers steadfastly.

Communicational messages with attractive content transform potential customers into dynamic purchasers. The immediate reaction of customers in the form of purchases is the indicator for dynamic purchases after getting effective communication from green marketers. The present research focuses on how green market communication changes the behaviour and attitude of consumers.



## **2. Literature Reviews and Hypotheses Development**

Kumar and Rajan (2013) argued that manufacturers are duty-bound to communicate and transmit powerful messages that can diminish the dimensions of risk for consumers in the purchase. The amount of information, its approaches, and its appropriateness reduce incomplete information and motivate the customers to purchase with full willingness and without any doubt. This leads to the following hypothesis.

H01: Relevant green marketing communication to the customers reduces the risk of the purchase.

(Fehrstorm and Rich 2009) proved that consumers must realize the communication is interesting to them and should have the ability to change their attitudes. The communication must motivate the consumers to have a magnetic interest in any product or service of the marketers. Hence, this leads to the hypothesis.

H02: Green marketing communication changes the attitude of the consumers towards the product.

(Fill, 2005) demanded consistent communication from the marketers to the customers to provide information regarding the quality of products or services. Marketers are expected to play a dynamic role in connecting the customers to purchase the products (or) services and also to have messages transmitted to replete a positive attitude towards the products. Therefore, the following hypothesis is generated.

H03: Marketing communication influences the preferences of the customers.

(Schltz& Kitchen 2000) identified the role of integrated communication from the sources of programs, employees, and advertisements to reach potential customers. These persuasive communications turn ordinary customers into potential customers with purchase intentions. This leads to the hypothesis.

H04: Green marketing communications influence the purchase decisions of customers.



(Belch & Belch 2009) empirically proved that integrated communication can get the maximum number of customers and generate financial benefits for the marketers as well as for the customers. These financial benefits build significant, long-term customer relationships. This leads to the hypothesis.

H05: Green marketing communication influences the customer relationship with green marketers.

Gilbert (1991) found that integrated communication influences customers to make quick purchase decisions and changes their psychological behaviour in terms of assimilating their perception of the product, and gives them leaving capabilities regarding the product attributes. This leads to the following hypothesis.

H06: Green marketing communication creates awareness of green product attributes.

### **3. Aim of the Study**

The main objective of the research is to test all six hypotheses on the green marketing communication of marketers and the impact of green marketing communication on consumer behaviour towards the purchase of green products.

### **4. Methodology**

The aim of the research can be achieved through the appropriate responses from the consumers of green products. They expressed their opinion regarding their behavioural aspects through an appropriate research instrument. This primary data questionnaire consists of seven subsections: green marketing communication, preferences, and purchase decisions. Attitude, awareness, customer relationships, and risk in the purchase. All these are measured on well-defined scales. The integrated communication of green products consists of five independent components: cost information, content information, environment benefits, future society and health information, and all the remaining components preferences and purchase decisions. Attitude, awareness,



customer relationships, and risk in the purchase and their total average scores are dependent factors.

### **5. Data Collection and Statistical Tools**

The circulation of the research instrument was useful to prove the reliability and validity of the research instrument. The researcher selected the Kottayam district in the Kerala state of India as a research area and used a convenience sampling method to collect 510 responses, comprising all the taluks in the district. To test the hypothesis and verify the objectives, linear multiple regression analysis is used, and the Cronbach alpha method is used for reliability verification. A structural equation model is used to validate the independent and dependent factors and consumer behaviour components.

### **6. Analysis and Discussion**

At the initial stage of validation of the independent variables green marketing communication and six consumer behaviour factors, the Cronbach alpha method and confirmatory factor analysis were exploited on the five independent variables cost information, content information, environment benefits, future society, and health information separately, and the total average scores of the six consumer behaviour factors. The results are presented in the following tables, separately for independent variables of green marketing communication and dependent factors of consumer behaviour.

Table 1- Reliability Values Using Cronbach Alpha

Variables	Cronbach's alpha values
cost information	0.789
content information	0.884
environment benefits	0.778
future society	0.754
health information	0.881

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preferences,	0.801
Purchase decision.	0.791
Attitude,	0.765
awareness,	0.810
customer relationships	0.822
risk in the purchase	0.840

The Cronbach alpha values are greater than 0.75 showing that the reliability is more significant for both independent variables, green marketing communication and consumer behaviour factors.

Table-2-Model Fit Indices and Benchmarks for all the Green Marketing Communication and Consumer Behavior

	Fit indices	Values	Benchmark values
1. Green marketing communication	Chi-square	7.840	-
	P-value	0.330	>.05
	The goodness of fit index(GFI)	0.962	>.9
	Comparative fit index(CFI)	0.961	>.9
	Normed fit index(NFI)	0.959	>.9
	Root Mean Square Error of Approximation(RMSEA)	0.08	<=0.08
1. Consumer behaviour	Chi-square	9.128	-
	P-value	0.401	>.05
	Goodness of fit index(GFI)	0.970	>.9

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	Comparative fit index(CFI)	0.968	>.9
	Normed fit index(NFI)	0.966	>.9
	Root Mean Square Error of Approximation(RMSEA)	0.07	<=0.08

The values derived for the six fit indices in the table satisfy the required benchmark values, which are the indicators for the validation of independent green marketing communication and the dependent factor, consumer behaviour.

Table-3-Regression Coefficients for Green Marketing Communication and Consumer Behavior.

Dependent factors	Independent variables	Beta Values	t- values	Sig
1. preferences, (R-square=.312)	cost information	0.115	3.124	.000
	content information	0.131	2.999	.000
	environment benefits	0.158	3.012	.000
	future society	0.160	2.907	.000
	health information	0.262	3.007	.000
2. Purchase decision. (R-square=.334)	cost information	0.159	3.157	.000
	content information	0.357	4.018	.000
	environment benefits	0.151	3.984	.000
	future society	0.153	2.987	.000
	health information	0.254	3.028	.000
3. Attitude, (R-square=.301)	cost information	0.104	2.963	.000
	content information	0.347	4.174	.000
	environment benefits	0.361	4.089	.000
	future society	0.162	2.984	.000
	health information	0.165	2.487	.000

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4. awareness, (R-square=.319)	cost information	0.178	2.547	.000
	content information	0.110	2.658	.000
	environment benefits	0.157	3.001	.000
	future society	0.159	3.147	.000
	health information	0.260	3.547	.000
5. customer relationships (R-square=.307)	cost information	0.154	2.954	.000
	content information	0.338	4.118	.000
	environment benefits	0.264	3.445	.000
	future society	0.265	2.984	.000
	health information	0.166	2.549	.000
6. risk in the purchase(R-square=.318)	cost information	0.147	2.647	.000
	content information	0.158	2.917	.000
	environment benefits	0.174	2.850	.000
	future society	0.172	2.789	.000
	health information	0.271	2.880	.000

This paves the way for a conducive analytical arena to estimate the influence of green marketing communication on consumer behaviour through linear multiple regression analysis. Since the present study encounters six dependent consumer behaviour factors, each requires a regression analysis. The following tables indicate the beta values. T-values and R-square values with high significance to prove the reliability

From the above table, all six R-square values, which should be greater than 300, beta values and t-values satisfy the statistical benchmarks with 95 per cent confidence levels. It proves that the independent variables of green marketing communication—cost information, content information, environment benefits, future society, and health information influence the six

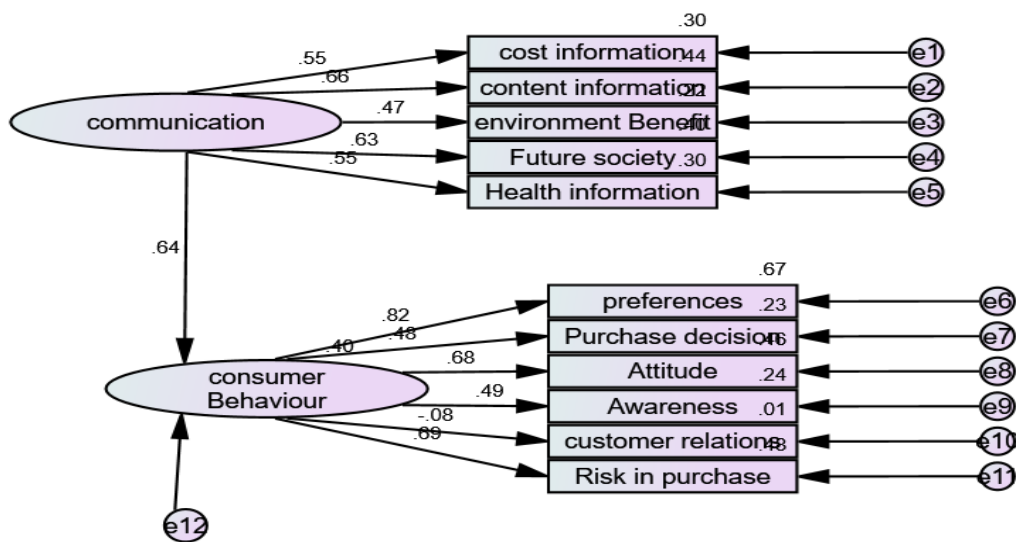


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consumer behaviour factors - preferences, purchase decisions, Attitude, awareness, customer relationships, and risk in the purchase. This forces us to accept all six hypotheses.





It is further proven through the structural equation model for the whole research design. The fit indices are within the limitations to prove the independent variables of cost information, content information, environment benefits, future society, and health information are the true integrated green marketing communications from the marketers are significantly influencing the consumer behaviour factors of preferences, and purchase decisions. Attitude, awareness, customer relationships, and risk in the purchase.

## **7. Findings and Conclusion**

In the augmented technological world, consumers have many avenues for accruing information from various sources of communication, including marketers and others. Green marketing communication is rapidly reaching its peak to increase the strategies for the reputation of the manufacturers of green products. Green marketing communication is highly targeted at potential customers to change their behaviour psychology. It is concluded that the integrated communication of green marketers considerably reduced the risk perception of customers, and they became dynamic and potential customers to buy green products.

Green marketing communications are more useful to create more awareness among consumers to change their psychology significantly. Communication is also found useful to maintain an optimistic, conducive, and pleasant relationship with the customers and motivate them to repeat the green product purchase. Green marketing communications have the potential to change the preferences, attitudes, perceptions, and purchase decisions of consumers. Sometimes it rapidly accelerates the purchase decision and transforms the potential customers into dynamic purchasers. It is concluded that green marketing communication is essential for product promotion and awareness among consumers, integrated communication has the strength to change the complete behavioural aspects of customers of green products.

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