



A STUDY ON THE IMPACT OF GREEN MARKETING PERCEPTIONS TOWARDS CONSUMER BUYING DECISIONS

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Abstract

The term "green marketing" was originally used in the 1980s. Green marketing has received increased attention from industrialists and customers as a result of climate change, growing globalization, and industrialization. New studies show that corporations are more aware of their responsibility to the community. They recognize that embracing social responsibility is a smart business move that will boost their standing with clients. As consumers' environmental concerns increase, they are shifting their perspective on companies who promote or sell "green" policies and goods including those that use less energy (energy efficiency), organic foods, lead-free paints, recyclable papers, phosphate-free detergents, and energy-efficient appliances. This article seeks to explore why certain customers choose green marketing methods and products over others. Primary data were collected via the use of a standardized questionnaire administered to the sample respondents. The statistical data suggested a substantial correlation between customer perception, green consumer values, and product aspects in marketing tactics. According to the research, customer purchasing behaviour is significantly impacted by their level of consumer knowledge of green marketing.

Keywords: Green Marketing, green products, Consumer Buying Decisions, social responsibility, environmentally friendly,

1. Introduction

The detrimental effects of human activity on the environment are clearly a cause for worry in the modern world. Governments all across the globe are working to reduce how much the environment is impacted by humans. The environment is becoming a bigger issue for our society and the government. Businesses have started changing their behavior and incorporating environmental problems into organizational operations as a result of realizing the new concerns of society. Green themes have been included into academic areas' literature. This also applies to the marketing discipline, and the curriculum includes terminology like "Green Marketing" and "Environmental Marketing." Governments from all around the globe have made an effort to control green marketing since they are so worried about it. Businesses are placing increasing emphasis on green marketing. Most companies are focusing their efforts on green marketing in an effort to distinguish themselves from the competition. Green marketing refers to promoting a product or service in a way that doesn't harm the environment. Green marketing goes beyond traditional marketing strategies by emphasizing the company's commitment to environmental causes in the hopes that consumers would associate the company with their own personal values. Products that portray themselves as environmentally friendly often see an increase in sales because consumers are willing to pay a premium for items that help the planet. Recently, a new client segment has emerged in the market that is more environmentally conscious and believes it is their job to do their part to protect the environment.

1.1. Definition

Selling goods and services with an eye on environmental impact. Businesses that engage in "green marketing" make choices about every step of the production and distribution of their goods.

1.2. Evolution of Green Marketing

What It Is Green advertising gained popularity in the late 1980s and early 1990s. In that time, eco-friendly advertising has grown in popularity. The growth of eco-friendly advertising occurred in three distinct phases. In the first phase, which was dubbed "Ecological" green marketing, the emphasis was placed on solving environmental problems via advertising. In the second stage, called "Environmental" green marketing, efforts shifted toward developing eco-friendly technologies and inventing cutting-edge products. The third stage was "sustainable" green marketing. It had a surge in interest in the late 1990s and early 2000s.

"Sustainable development" is described as "meeting the needs of the present without compromising the ability of future generations to meet their own needs." So, this is what went down.

1.3. Green Consumer

A "green consumer" is someone who makes environmentally positive choices, such as opting for environmentally friendly products when available or recycling when possible. Because they

believe that each individual shopper can make a difference in the fight to protect the environment, green consumers tend to reflect more deeply on their own actions. Customers, not only governments, corporations, environmentalists, and scientists, should have a role in environmental protection, in their view. They are also more open-minded and less likely to be set in their ways. They are more receptive to environmentally friendly products and practices, thus they readily accept them.

1.4.Green Products and its Characteristics

For the protection of natural resources and sustainable development, green technologies and goods must be promoted. The steps below may help us define "green" products:

- Products that are grown at their source
- Items that are biodegradable, recyclable, and reusable
- Natural-ingredient products,
- Products using recyclable materials, nontoxic ingredients,
- Items which don't damage or contaminate the environment,
- Products that won't be put through animal testing,
- Goods with environmentally friendly packaging, such as reusable, refillable containers, etc.

2. Literature Review

The following are some categories of literature on green marketing and related topics that have been evaluated by reputable national and international publications. A review of the literature from textbooks, magazines, and websites was also conducted.

Charles W Lamb et al (2004) highlighted that through promoting a hot topic, "Green Marketing" has grown to be a crucial strategy for businesses to increase awareness and customer loyalty. Marketing professionals may demonstrate care for the environment and society at large by promoting their companies as eco-friendly.

Roger a Kerin et al (2007), There are several sorts of green marketing. It originates from prospects for product creation that result from customer research and its "Pollution Prevention Pays" campaign. This initiative seeks recommendations from staff members on ways to recycle things and lessen pollution.

Vemuri Lakshmi Narayana & Dhinesh Babu (2008), One who successfully markets a product is one who not only persuades the customer but also incorporates them in the marketing process. Green marketing is not just another kind of advertising since it takes into account environmental and social concerns. Instead, significantly more force is required to push it.

Meenakshi Honda (2006) has shown that in recent years, the media and activist organizations have had a significant impact on raising consumer awareness of environmental issues. The majority of research on the issue indicate that, despite possible differences in consumer

knowledge and environmental behavior between nations, educational levels, age groups, and economic brackets, environmental concerns are growing globally.

Jacquelyn A. Ottoman (2006) highlighted that in order to be successful, green marketing must achieve both increased customer satisfaction and improved environmental quality. According to research, Because of green marketing, green products have failed a lot. Myopia: Marketers place an excessive amount of emphasis on the "greenness" of their goods at the expense of the needs of customers or other market participants (such activists or regulators).

Arun Kumar & N. Meenakshi (2009): Consumers need to play a major role if they want firms to be held responsible for environmental protection. They ought to stop supporting polluting companies by buying their wares.

NGOs, in addition to businesses, play a vital role in society. Non-governmental organizations (NGOs) should research and advise companies on how to green their processes.

Biji P Thomas & H Nanje Gowda (2010) highlighted that buildings that are kind to the environment are sometimes called "green buildings." Natural ventilation chimneys, sufficient daylighting, green (landscaped) roofs, and exterior window shade are only some of the apparent "green" attributes that are typically seen as markers of sustainability.

Project Guru (2010) shown that India is still in the early stages of employing environmentally friendly items. The government, organizations, and people must take more action to raise public knowledge of the advantages of eco-friendly goods.

Welling & Anupama S Chavan (2010) A simplistic concept, green marketing analysis seems unlikely. The organization has to make a strategy and then do study to see whether it's feasible. Green marketing needs time to grow since it is still in its infancy. Green marketing may be difficult to execute at first, but it will pay off in the long run.

Dharmendra Mehta (2011) shown Indians' interest in both environmental and health-related issues. Due to this mental paradigm change, green marketers find Indian customers to be appealing. The public is now more receptive to and aware of green marketing arguments.

3. Research Methodology

3.1. Research Design

A logical, methodical strategy created for guiding a research project is known as a research design. It is an effort to learn more. Research is the process of discovering new information and correlating it with previously known information by using scientific techniques to study a natural or social event.

3.2. Sample Technique

The research uses non-probability sampling, and respondents are chosen at random. Particularly those who reside in City were chosen for the first data collection.

3.3. Sources of data

There are two types of data Primary and Secondary:

Primary data - Personal observation and in-field data collecting are the primary sources. It suggests that the information is one-of-a-kind since it was acquired from the field of study with a

specific purpose in mind. Most of the study's primary data came from questionnaires and survey instruments.

Secondary data - whereas those who are already gathered and subjected to the statistical procedure by another party. Here is where the secondary data came from. different dictionaries, registries, publications, and journals. publications, etc. websites of the business.

3.4. Structure of Questionnaire or data collection

The questionnaire is well-structured and has straightforward questions. The survey consists of closed-ended, Likert-scale, and multiple-choice items.

3.5. Sample Size

100 respondents, 100 of them male and female, were chosen as a sample.

3.6. Tools Used

In a cross-tabulation, the Chi-Square test is used to determine the significance of the observed connection. With the use of tables, a number of characteristics are evaluated on a percentage basis.

3.7. Sampling Unit:

City residents make up the sample unit.

4. Data Analysis

Table 1: Identifying the different aspects of green marketing goods

Sl no	Statement	Strongly agree	Disagree	Neutral	Agree	Strongly disagree
1	The health advantages of eco-friendly goods are not lost on me.	47	8	18	19	8
2	I understand that eco-friendly items have many advantages.	60	8	13	15	4
3	Where to get eco-friendly goods is something I'm familiar with.	4	21	15	10	50
4	Several companies that I am familiar with provide environmentally friendly goods.	35	25	23	12	5
5	I am aware that there are a variety of certifications, markings, and other indicators that designate the product as environmentally friendly.	5	40	35	15	5

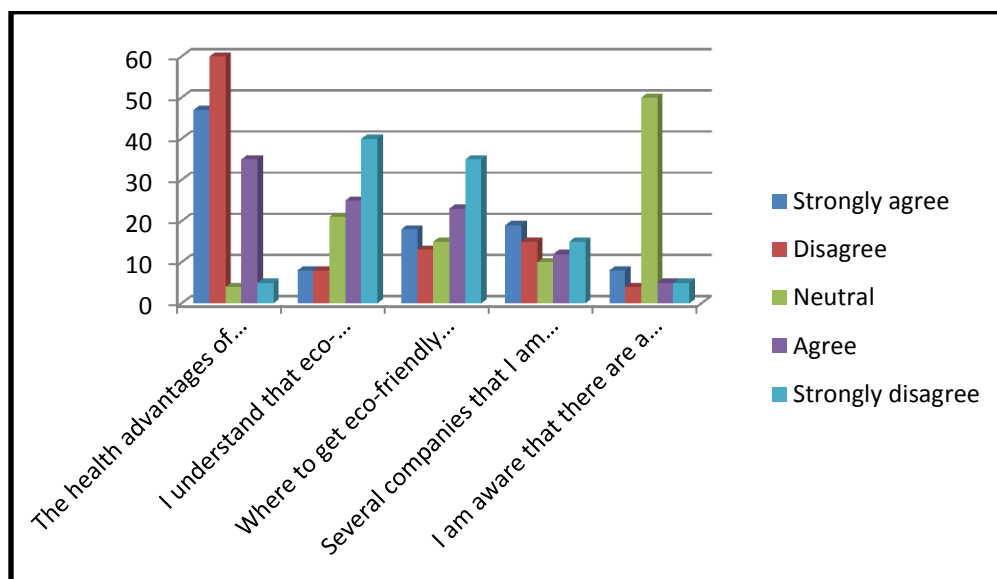


Figure 1: the graphical presentation of the various dimensions of green marketing products

Table 2: demonstrating the reasons why green marketing goods are not used

Sl no	Statement	Strongly agree	Disagree	Neutral	Agree	Strongly disagree
1	Insufficient education on eco-friendly options.	53	6	8	30	3
2	The price tag on eco-friendly goods is hefty.	58	5	2	26	9
3	The marketing of eco-friendly items is lacking.	64	9	5	20	2
4	Concerns about the reliability of eco-friendly goods	20	45	5	20	10
5	There is a lack of selection of green items.	50	2	6	33	9
6	It is difficult to find eco-friendly goods at stores.	55	10	10	20	5
7	The labels on green goods are misleading and fail to provide enough information.	45	29	6	10	10

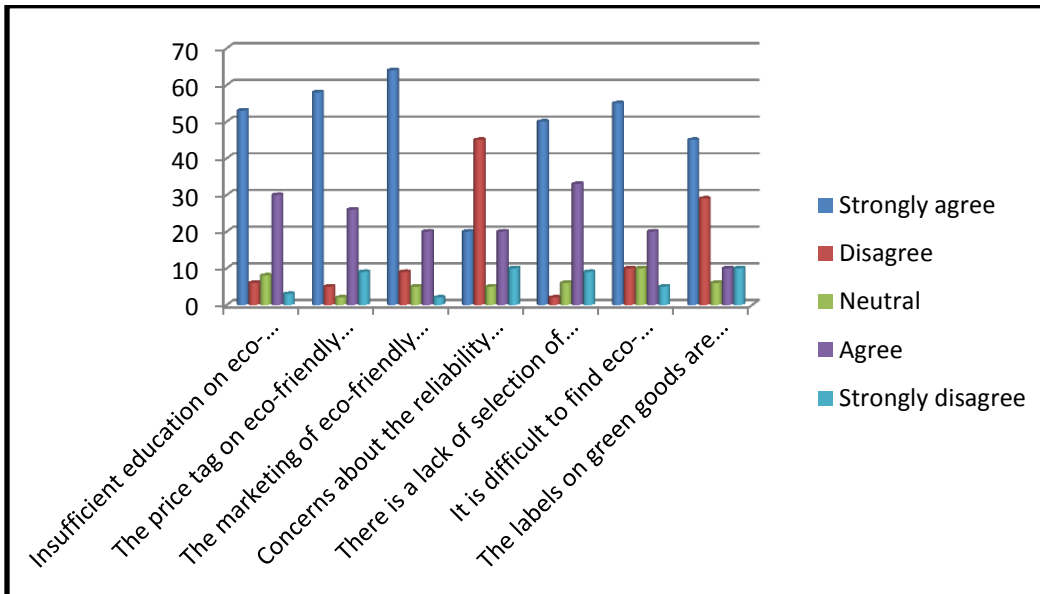


Figure 2: the graphical presentation of explanations on why eco-friendly advertising options aren't more widely used

5. Conclusion

We may draw the conclusion that the business can become more environmentally friendly by educating its staff, particularly its sales reps. green marketing, a framework for sustainable development, is already being used by most businesses, and most organizations now recognize the value of ecologically friendly green goods. One major reason people don't buy eco-friendly products is doubt that they'll really operate as advertised. This study's main finding is that "People purchase less harmful to the environment products in order to feel better."

This is to provide them with information about how to market the environmentally friendly product successfully by outlining the key points for customers. To become green, the business must use new marketing tactics. Businesses must educate their clients about this idea.

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