



## Impact of green marketing on consumer behaviour

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### Abstract

This study aims at looking into consumer perception towards green values created by the green marketing efforts by the promoters and its impact on their purchasing behavior of eco-friendly sustainable products in Gwalior city. This study is having descriptive research design and the convenience sampling method was used to identify respondents of the study. The population for the study was consumers who use to buy green products from the markets of Gwalior city. The sample size of the study was 80 customers. Regression was applied to test the hypotheses of the study and result shows that green marketing is having positive impact on consumer behaviour.

**Keywords:** green marketing, consumers, behaviour, customer perception

### Introduction

According to Chaudhary, Tripathi, and Monga (2011) the term of “green marketing” first revealed in the late 1970s. American Marketing Association (AMA) defined it as “ecological marketing”. Green marketing consists of a wide range of business activities which intends to satisfy customers’ needs and wants, as well as diminish the negative impacts on the natural environment (Tiwari, Tripathi, Srivastava, & Yadav, 2011). “Green marketing” as a concept refers to a business practice that focuses on consumer needs and concerns regarding the conservation of natural resources (Coddington, 1993). Green marketing represents a 360-degree marketing effort in which all aspects of a strong consumer relationship, such as manufacturing and manufacturing of products and services, its sales, purchases and subsequent consumption does not have any degrading effects on the environment.

### Characteristics of green products

Green products are products made using eco-friendly technology and reduce the risk to the environment. Green products are generally known to have the following characteristics:

Green products grow naturally, they can be recycled, recycled and can be recycled, they have no materials, They have no toxic chemicals, Ingredients in raw products are approved chemicals, They are not the causes of contamination, These products are not tested in animals and These products include environmentally friendly packaging.

### Green advertising

According to Qader and Zainuddin (2011) media coverage has transformed many specific environmental problems in public issues and as a result, the company’s focus on environmental protection, ecology, and environmental degradation and focus on producing environmentally friendly products, promoting the advertisements of these green products. According to Haytko and Matulich (2008), green advertising started due to the recession caused by the high oil prices during the 1970s to deal with the environmental problems. Companies following the green trend started to create green environmental-friendly goods to achieve a competitive advantage over the competitors and

looked for new ways to reach the masses (Phau and Ong 2007). The companies started to make environmental claims in the advertisements and Scammon and Mayer (1995) describe environmental claims as “statements made by the businesses for selling their products which have a significant positive effect on the natural environment”.

### Green consumers purchasing behaviour Attitude and behavior

The main aim of a green faction of consumer psychology is to explain the gap between consumer’s attitude and their actual buying behavior. Ajzen’s Theory of Planned Behavior aims towards the acts that are determined by attitudes, norms, and perceived control. Many other factors could lead to some certain behavior and may even interfere in the behavior process that may explain the impact of whether the environmentally friendly attitudes will result in actual purchase behavior of green products or not. Many factors might be “low-cost vs high cost” Diekmann and Preisendorfer (2002), “availability of alternatives” Rex (2000), and “consumers trust” regarding the provided environmental information (Thøgersen, 2000).

### Literature reviews

Mainieri, Barnett, Valdero, Unipan and Oskamp (1997) investigated the variables that predict “green buying” (i.e., buying products that are environmentally beneficial). Predictor variables included awareness about environmental impacts of products, specific environmental beliefs of consumers, several general environmental attitude scales, demographic variables, and several pro environment behaviors other than buying behavior. A written questionnaire, mailed to randomly selected residents of 8 middleclass communities in the Los Angeles area, was answered by 201 respondents. The results of hierarchical multiple regression analyses supported the hypotheses under study: Specific consumer beliefs predicted several green buying variables as well as general environmental attitudes, whereas general environmental attitudes predicted only one aspect of green buying. Women were significantly higher than men on two aspects of green buying and on the environmental attitude scales. Home ownership was positively related to recycling behavior.

Dr. Reeta Arora (2014) Green Marketing: Emerging Opportunities and Challenges. This paper seeks to introduce the concept of green-marketing. The main objective of this study is to analyze the concept of green marketing globally and with special reference to India. The study is mainly based on literature reviews of secondary data. The study concludes with the fact that with the threat of global warming, it is more important that green marketing become the norm rather than the exception or just the fad. Recycling of paper, metal, plastic etc. should be more systematic and universal in a way that is safe and harmless to the environment. It has become a standard to use energy-efficient lamps and other electrical appliances.

Yeow Kar Yan & Rashad Yazdanifard (2014) conducted a study on the concept of green marketing and green product development on consumer buying approach. This study focuses on the concept of green marketing and green product development, the different consumer consumption in regards to green marketing and green product development, and lastly examines the problems that firms have faced when they have failed to implement green marketing and green product development. Researcher concluded from the study that Green marketing and product development have been deemed the best ways forward for a business to be able to conform with new rulings from the government, and also to be able to comply with the behavior of consumers from field studies in to the wants and needs. The firms believed that the ideas of green marketing such as implementing a green supply chain, green products design, packaging, pricing and promotion are beneficial to society and the environment; and therefore it has taken priority over conventional marketing initiatives. Furthermore, the firms should present notable efforts to its customers in a manner that shows the firm is actively trying to decrease its environment risk.

Sandeepani DMM, Samaraweera GC, (2019) conducted a study on how green marketing tools shape consumer purchase behavior. The present study focused to identify the consumer awareness and attitude towards green products while evaluating the consumer perception towards selected green marketing tools; eco-labelling, eco-branding and eco-packaging. For reasons of convenience, the study was carried out in Mapalana Magin Pahala Grama Niladari division, Matara, Sri Lanka. Consumers in the area were selected as the population for the study. Primary data were collected through a pre-tested questionnaire survey. The questionnaire was developed to understand the consumer profile, to assess the consumer awareness and attitude towards green products and to examine how purchase behaviour is affected by green marketing tools such as eco-labelling, eco-branding and eco-packaging. All the statements used to assess the green marketing tools were measured by using the five-point Likert scale. The findings ramified the past findings that the green marketing has a positive and meaningful impact on consumer's green purchase behavior (Kordshouli and Bouzanjani 2012) [9]. It is concluded from the study that the customers will view the "greenness" of a product or service as a benefit of green marketing and thus make their purchasing decisions. The study on the impact of green marketing tools on consumer purchase behaviour shows significant gender differences with respect to eco purchase intention. Female consumers were willing to pay a premium price for green products to conserve the environment. Furthermore, the results of

independent sample t-test revealed that the gender significantly shapes eco-labelling, eco-branding and eco-packaging attributes on consumer purchase behaviour.

Kiran Wazir, Haider Khan (2021) conducted study on The Impact of Green Marketing Strategies on Consumer Purchasing Patterns. This study aims to investigate the role of green marketing strategies on consumer believes and behaviors in terms of shopping goods that included household detergents and organic food items. The research serves the consumers of Guildford Surrey, to analyze the role of green marketing in terms of their behavior. Data were mainly collected from the primary source through the help of a structured close-ended questionnaire. The finding of the results suggests that green marketing strategies have a positive impact on consumer believes and behavior.

### Objectives of the study

1. To study the perception of consumers toward green products and marketing practices.
2. To study the preferences of consumers about green products and marketing practices.

### Hypotheses of the study

H1 Consumer purchase intentions are positively influenced by the green marketing activities.

H2 Consumer purchase behaviors are positively influenced by the green marketing activities.

### Research methodology

This study is having descriptive research design and the convenience sampling method was used to identify respondents of the study. The population for the study was consumers who use to buy green products from the markets of Gwalior city. The sample size of the study was 80 customers.

### Questionnaire designing

The questionnaire comprises 4 sections respectively demographic data, knowledge base data, behavioral data, and questions regarding the indicators scale which sub-sectioned by Consumer Attitude, Purchase Intention, and Purchase Behavior. The first section includes the demographic data like name, age, annual income etc. The second section of the questionnaire includes the knowledge base data of the respondent to understand the knowledge regarding the green concept. In the third section, three points Likert scale technique was used to quantify the variables. This information includes the perception of the respondent toward the green concept (e.g. the green marketing tools, green products and general conduct of the respondent).

### Data collection method

Primary data will be collected for the study. A structured questionnaire was the key instrument used to collect data. In the order to develop and refine, the questionnaire will be reviewed by academic scholars to establish its appropriateness, clarity, and free from misunderstanding.

### Data analysis

In order to comprehend the responses and make inferences, the questionnaires collected from the field is processes through SPSS. For statistical analysis Realibity and Multiple regression are applied.

**Table 1: Reliability Analysis**

Cronbach alpha	No. of items
0.897	32

Cronbach’s alpha was applied to check the reliability of Data. The value of alpha should stay between 0 and 1. The value 0.897 shows acceptable range for Cronbach alpha.

**H1:** Consumer purchase intentions are positively influenced by the green marketing activities.

**Table 2: Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.812 <sup>a</sup>	.659	.655	4.70558	1.939

a. Predictors: (Constant), Green marketing activities  
 b. Dependent Variable: Consumer purchase intentions

**Table 3: ANOVA**

Model	Sum of Squares	df	Mean Square	F	Sig.	
1	Regression	3344.886	1	3344.886	151.062	.000 <sup>b</sup>
	Residual	1727.114	78	22.142		
	Total	5072.000	79			

a. Dependent Variable: Consumer purchase intentions  
 b. Predictors: (Constant), Green marketing activities

**Table 4: Coefficients**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	7.606	2.608		2.917	.005
	Green marketing activities	.515	.042	.812	12.291	.000

a. Dependent Variable: Consumer purchase intentions

The result of regression analysis shows that the Value of F is 151.062, which are significant at 0% level indicating good model fit and value of t is 2.917, which are also significant at 0% level. R square value is .659, which indicates 65.9 % of variance in Consumer purchase intentions is explained by Green marketing activities. Thus, our hypothesis will accepted and this indicates that Consumer purchase intentions are positively influenced by the green marketing activities.

The value of Durbin Watson for is 1.939 indicating that the autocorrelation of the dependent variable is well within acceptable limits for linear regression.

The equation for regression analysis from the coefficient table above can be summarized as below:

$$Y = a + bx + \text{error}$$

$$\text{Consumer purchase intentions} = 7.606 + .515 (\text{Green Marketing Activities})$$

**H2:** Consumer purchase behaviors are positively influenced by the green marketing activities.

**Table 5: Model summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.721 <sup>a</sup>	.521	.514	5.58364	2.118

a. Predictors: (Constant), Green Marketing Activities  
 b. Dependent Variable: Consumer purchase behaviors

**Table 6: ANOVA**

Model	Sum of Squares	D f	Mean Square	F	Sig.	
1	Regression	2640.191	1	2640.191	84.684	.000 <sup>b</sup>
	Residual	2431.809	78	31.177		
	Total	5072.000	79			

a. Dependent Variable: Consumer purchase behaviors  
 b. Predictors: (Constant), Green Marketing Activities

**Table 7: Coefficients**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	11.104	3.095		3.588	.001
	Green Marketing Activities	.753	.136	.721	9.202	.000

a. Dependent Variable: Consumer purchase behaviors

The result of regression analysis shows that the Value of F is 84.684, which are significant at 0% level indicating good model fit and value of t is 3.588, which are also significant

at 0% level. R square value is .521, which indicates 52.1 % of variance in Consumer purchase behaviors is explained by Green Marketing Activities. Thus, our hypothesis will

accepted and this indicates that Consumer purchase behaviors are positively influenced by the green marketing activities.

The value of Durbin Watson for Consumer purchase behaviors is 2.118 indicating that the autocorrelation of the dependent variable is well within acceptable limits for linear regression.

The equation for regression analysis from the coefficient table above can be summarized as below:

$$Y = a + bx + \text{error}$$

Consumer purchase behaviors = 11.104 + .753 (Green Marketing Activities)

### Conclusion

The result of the study shows that Green Marketing Activities are having and positive and significant impact on Consumer purchase intentions and Consumer purchase behaviors. The firms should promote the idea of green marketing ideas of green marketing such as implementing a green supply chain, green products design, packaging, pricing and promotion are beneficial to society and the environment; and therefore it has taken priority over conventional marketing initiatives. Furthermore, the firms should present notable efforts to its customers in a manner that shows the firm is actively trying to decrease its environment risk.

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