

AWARENESS OF ECO-FRIENDLY PRODUCTS AND ITS EFFECT ON BUYING BEHAVIOR

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ABSTRACT

The way that consumers think about the environment is changing dramatically in the modern period, which encourages manufacturers to find new ways of doing business that are friendlier to the environment. This will lead to a brighter future for the generations who have not yet been born. The purpose of this study was to investigate the ways in which green marketing practices implemented by a variety of companies have an impact on the environmental beliefs and practices held by customers, as well as how these practices shape consumer behaviour. This research also attempts to find the outcomes of environmental consciousness in the minds of consumers, specifically whether or not consumers acknowledge their role towards the maintenance of a sustainable environment. In addition to this, it places an emphasis on the perspective of consumers as well as the effect of green marketing communications and promotions, with the goal of determining how and what influences customers to choose environmentally friendly products and services rather than conventional ones.

Keywords: Green marketing, consumer, eco-friendly product, green marketing

1. INTRODUCTION

The term "green marketing" refers to a wide variety of practices, some of which include the alteration of products, the modification of manufacturing processes, the alteration of packaging, and the alteration of advertising strategies. In its most basic form, "green marketing" refers to the practice of making sales of goods and/or services on the basis of the positive effects such goods and/or services have on the surrounding environment. One possible approach for a product or service to be environmentally friendly is for it to be created in an ecologically friendly manner and/or to be packaged in an environmentally friendly manner.

According to Polonsky's definition from 1994, "Green or Environmental Marketing consists of all activities designed to generate and facilitate any exchanges intended to satisfy human needs or wants. This is done in such a way that the satisfaction of these needs and wants occurs, with the minimal detrimental impact on the natural environment as possible."

The practice of selling goods and/or services on the basis of the environmental

advantages they provide is referred to as "green marketing." One possible approach for a product or service to be environmentally friendly is for it to be created in an ecologically friendly manner and/or to be packaged in an environmentally friendly manner. Green marketing operates on the presumption that prospective customers would consider the "greenness" of a product or service to be an advantage and will base their purchasing decision on this perception. Consumers may be more ready to pay a higher price for environmentally friendly items than they are for products with lower environmental impact. Green marketing encompasses a wide variety of actions, some of which include the modification of products, the alteration of manufacturing processes, the modification of packaging, and the modification of advertising. The goal of "Green Marketing" is to fulfil the requirements and preferences of consumers while causing minimal or as little damage as possible to the natural environment.

1.1 Green Marketing Mix

1. Product:

Entrepreneurs that are interested in capitalising on burgeoning green markets will do one of two things:

- (1) Identify the environmental requirements of their consumers and design goods to fulfil these demands; or
- (2) Produce environmentally responsible products that have a less effect than those of their rivals.

2. Price:

The pricing strategy is the most important component of the marketing mix. The majority of clients will only be willing to pay a premium price if they have the impression that the product has extra value. This value could be enhanced functionality, design, aesthetic appeal, or taste, among other things. When picking between items of equivalent value or quality, the advantages to the environment will often be the decisive factor.

3. Place:

The choice of location and time at which things are made accessible will have a big influence on the kind of clients that you bring in. Very few consumers will go to extra effort to purchase environmentally friendly items just because they are available on the market. Marketers that want to effectively launch new environmentally friendly goods should position such items widely in the market so that they are not aimed just at appealing to a certain subset of the green market.

4. Promotion:

Paid advertising, public relations, sales promotions, direct marketing, and on-site promotions are all forms of product and service promotion that may be directed towards specific target audiences. By using environmentally responsible marketing and communication strategies and technologies, astute green marketers will be able to bolster their reputation in the environmental field.

E-marketing is quickly replacing more conventional marketing techniques, and

printed products may be generated using recyclable materials and economical procedures such as waterless printing. For instance, many businesses in the banking sector are delivering electronic statements via email.

2. LITERATURE REVIEW

This work by Rosenbaum, M., and Wong, I. (2021), which was a study on the level of awareness of green marketing in the Tiruchirappalli District, shows that items labelled as green are safe for the environment. It includes a variety of different measures, such as the modification of products and manufacturing processes, the development of environmentally friendly packaging, and the implementation of marketing practises that place an emphasis on the eco-friendliness of goods and services.

Ishtkan, "Green Marketing: Challenges and Suggestions," 2019, published year. According to the findings of this research, marketing is defined as the act of selling and purchasing products and services that are in demand. Green marketing is defined as the practise of selling and purchasing goods and services in a manner that has a positive effect on the environment that is either minimal or nonexistent. The marketing of environmentally friendly products and services is another way of referring to the same thing.

According to Sujith (2017), the report claims that "green" has become a worldwide phenomenon that the market is more conscious, and that consumers now comprehend the moral and social duty that is theirs. The stance that customers have taken towards the issue of climate change has been a primary motivating element for companies to alter their practises in a positive direction. In contrast to the markets in developed nations, those in India are not yet aware that climate change is occurring. When businesses consider the propensity of customers to purchase environmentally friendly products and services, they are driven to undertake green efforts in the hope of attracting customer business.

Influence of Green Marketing on Consumer Behaviour: A Realistic Study on Bangladesh, authored by Rehman, Barua, Hoque, and Zahir (2017). The purpose of the study was to investigate how consumers feel about eco-friendly practises that are carried out by businesses and how these practises influence consumers' purchasing behaviours and attitudes.

Green Marketing: A study of Consumer Perceptions and Preferences in India, authored by Yadav, R., Dokania, A., and Pathak, G. (2016), was published. States that customers kept the deteriorating environmental circumstances in mind and that they want firms to recognise the moral and social obligation and behave responsibly as well. Also states that consumers expect corporations to realise the responsibility and to do so. In the past, communication in Green Marketing would centre on different ideas and concepts.

Awareness of Green Marketing and Its Influence on the Buying Behaviour of Consumers: Special Reference to Madhya Pradesh, Maheshwari (2014). In order to encourage research and development aimed at mitigating harmful impacts on the environment, it is necessary to state that environmentally responsible consumer behaviour is becoming more prevalent.

Saini (2014) published a research paper titled "Green Marketing in India: Emerging Opportunities and Challenges." Environmental concerns are now a subject that is

receiving a lot of attention across the world, not just from the general public but also from companies. As a result of the market's emphasis on climate change and the worsening of environmental circumstances, businesses are moving towards more environmentally friendly business practises in an effort to gain the market's attention.

Effect of Green Marketing on Consumer Purchase Behaviour, by Delafrooz, Taleghani, and Nouri (2013). According to the findings of this research, the emphasis of modern society has turned towards nature. Because the non-renewable resources are being depleted and exploited on a non-going basis, which will have an impact on human generations that have not yet come into existence, policymakers should critically reconsider the policies that they have in place.

Kumari & Yadav (2012). According to the findings of their research, customers are aware of green marketing and its impact on environmental management, and the market is aware that it has an impact; therefore consumers want to support environmental conservation. Literate customers are willing to spend a little bit more since it is also a status signal for consumers nowadays, and they are willing to do so.

3. RESEARCH METHODOLOGY

Primary data from the population sample have been gathered and processed in order to make the most of the time and effort spent working towards the goals of the study. In the beginning, there was a comprehensive search for research articles, papers, review papers, and information on Green Marketing sourced from reliable sources. This material was collected, researched, and assessed before being presented. After doing an analysis of these secondary sources of information, which served as a foundation for the development of a survey sheet, the next step is to conduct an analysis and interpretation of the primary data which was obtained.

Descriptive Research-

Research designs govern data collecting and analysis. Descriptive study aims to explain how advertising campaigns affect consumers' perception and behaviour.

The **sample** is either temporarily or permanently living in Delhi and the National Capital Region of India.

Sampling Design - During a sampling survey, a randomly selected sample is chosen, and then that sample is surveyed in order to obtain the appropriate data for the sampling technique that has been used. Studying just a small portion of a population is an example of sampling. By sending the questionnaire out to everyone on the researcher's email list, a convenience sample was created and utilised. The size of 100 sample was chosen to be representative of a wide range of genders, age groups, educational levels, and income levels.

4. RESULTS AND DISCUSSION

To what extent do you agree or disagree with the following statements about the Green Marketing practices.

Table 1: Green Marketing Knowledge

Feedback	No.ofRespondents
StronglyAgree	30
Agree	30
Neutral	20
Disagree	10
StronglyDisagree	10

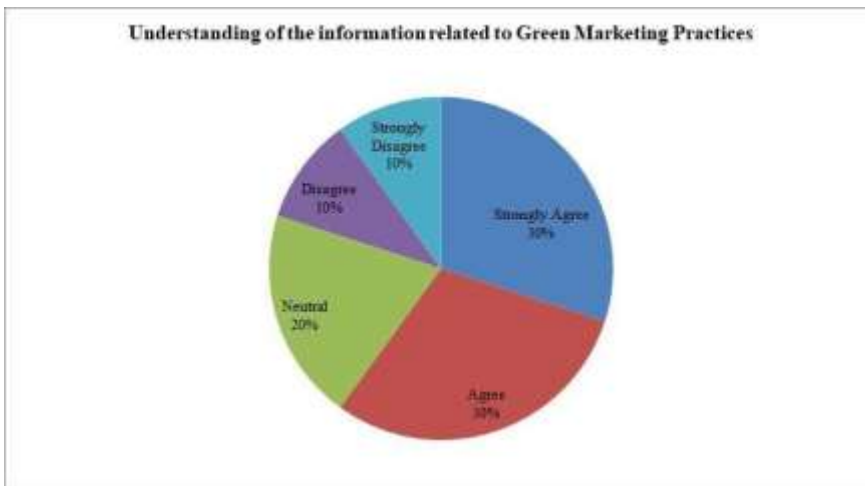


Fig1: Awareness to Green Marketing Practices

Approximately 65% respondents strongly agreed or agreed that they understand the information regarding Green Marketing practices.

Table 2: I like utilizing eco-friendly products and services.

Feedback	No.ofRespondents
StronglyAgree	40
Agree	25
Neutral	15
Disagree	10
StronglyDisagree	10

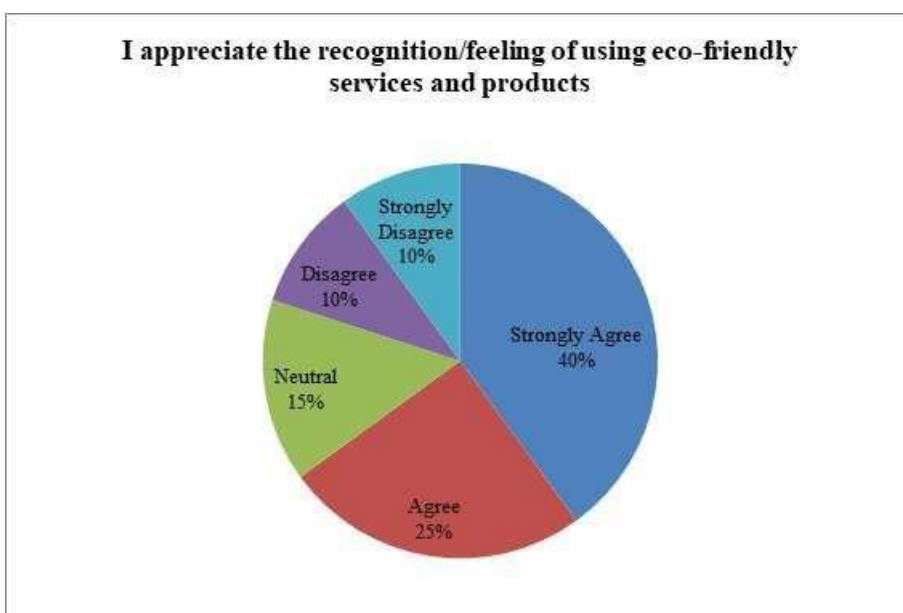


Fig2: I like utilising eco-friendly products and services.

From above table and figure, we can predict that 65% respondents strongly agreed and agreed that they like to utilise eco-friendly products and services regarding Green Marketing practices while 10% respondents were strongly disagree and disagree on same perception. Table3: willingness to pay more for green-marketed products or services

Feedback	No.of Respondents
Strongly Agree	73
Agree	17
Neutral	5
Disagree	2
Strongly Disagree	3

From the table and figure 3, we can anticipate that 73% people like to utilise eco-friendly products and services. While 17% respondents were agree to more amount to buy green products. On other note, 5% people were neutral, 2% people were disagreeing and 3% people were strongly disagreeing.

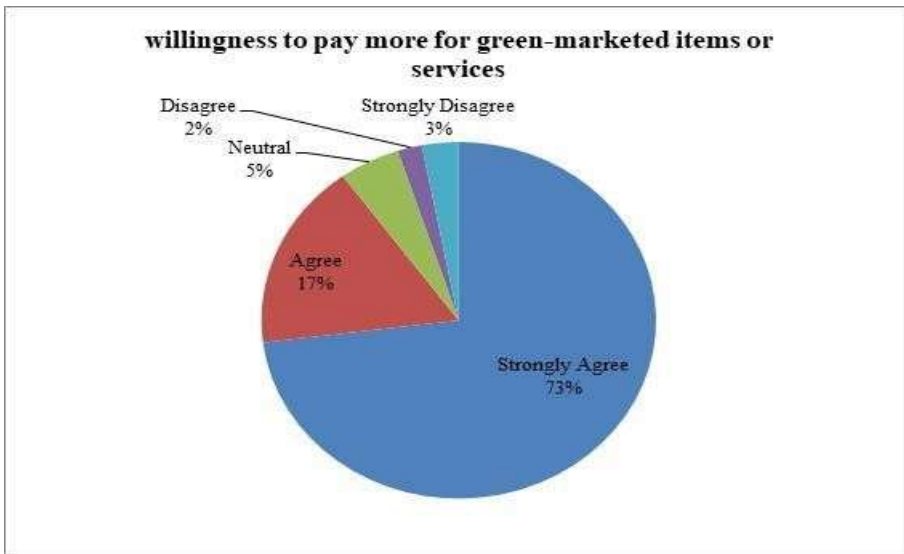


Fig 3: willingness to pay more for green-marketed products or services
Table 4: Eco-friendly product and service opinions from friends and family

Feedback	No. of Respondents
Strongly Agree	48
Agree	22
Neutral	8
Disagree	12
Strongly Disagree	8

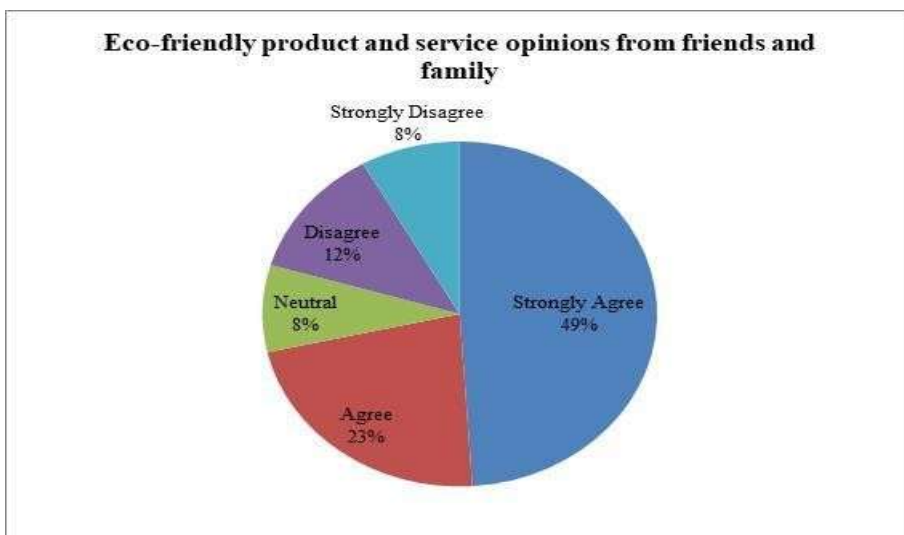


Fig 4: Eco-friendly product and service opinions from friends and family

From above table and figure, we can predict that 49 % of respondents were agreed that eco-friendly product and service opinions from friends and family affect their business decision.

Table 5: Eco-Friendly Products and Services

Feedback	No. of Respondents
Strongly Agree	78
Agree	12
Neutral	10
Disagree	0
Strongly Disagree	0

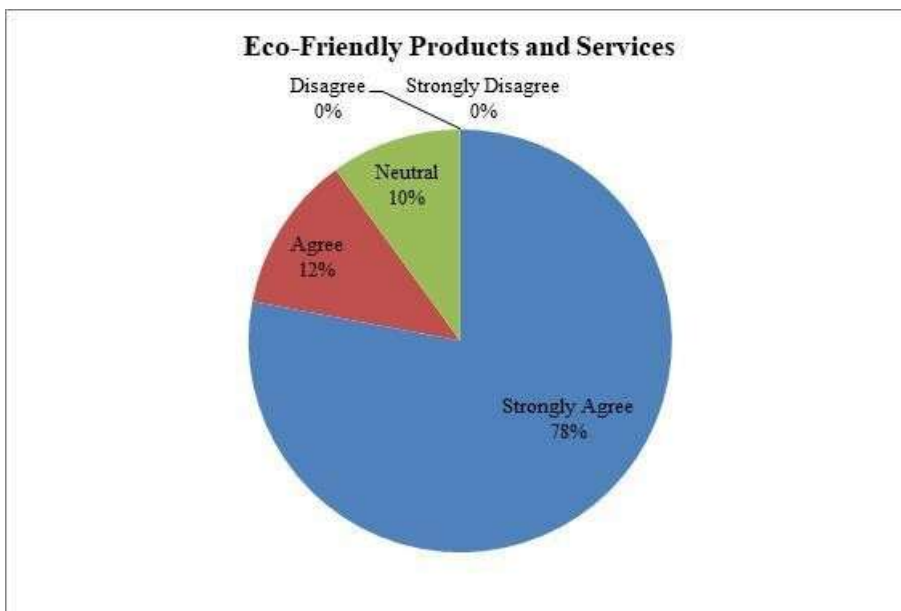


Fig 5: Eco-Friendly Products and Services

Green marketing goods and services are excellent for the environment, according to 75% of respondents.

CONCLUSION

The majority of respondents stated that they had an understanding of the material pertaining to green marketing practices; yet, there is still a sizable proportion of respondents who either have no opinion on the matter or have admitted that they do not have an understanding of green marketing practices. There is still a significant amount of room for growth in terms of trust, despite the fact that more than half of those who responded stated that they believe the information about the green marketing practices offered by the firms in their commercials. It

was discovered that an extremely large majority of individuals like the acknowledgment that comes together with making use of environmentally friendly services and goods. It was discovered that more than half of the respondents consented to pay a higher price for the items, which demonstrates that people are cognizant of and sympathetic to the environmental cause.

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