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A STUDY ON VIEW POINT OF CONSUMERS RELATED TO GREEN PRODUCTS

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ABSTRACT

In today's world, both consumers and businesses are beginning to question the environmental friendliness of many items. Evidence from around the world reveals that people are currently concerned for their environment. They are enthusiastic in making adjustments to their behaviour. Therefore, the idea of environmentally friendly products and environmentally friendly marketing is anticipated to result in a growing market for environmentally friendly and socially responsible goods and services. Consequently, as worldwide consumer awareness regarding the protection of their own environment continues to rise, more and more people are becoming interested in the idea of leaving a clean earth for the generation that will come after them. For the purposes of this research study, the researchers focused on some of Gujarat's larger cities, including Ahmedabad, Vadodara, Surat, and Rajkot. This research will focus on the purchasing habits of 250 people from each of these four cities. The responses from these one thousand customers were analysed with SPSS software, and the primary data that was collected was analysed with ANOVA and Chi-Square methods in order to investigate the attitudes and behaviours of the respondents with regard to environmentally friendly products and green marketing.

Keywords : Green Products, Consumer, Behaviour, Green Marketing

1 : INTRODUCTION

1.1 OVERVIEW OF GREEN MARKETING

The newest and most popular marketing movement, known as "green marketing," encourages people to be more considerate of other people, animals, and the environment (Rajeshkumar, 2012). The public's awareness for environmental issues has increased throughout the years as a result of growing concerns about climate change and global warming.

Businesses and customers have started to question eco-friendly products nowadays. This is due to increased stakeholder concern over the environment, human health, and abundance of the planet's natural resources. In addition, a number of businesses have gradually started incorporating green marketing strategies into their operations. They carry this this under the aegis of their social conscience goals. These businesses plan to reach out to customers today with these environmental themes (Nagaraju & Thejaswini, 2014).

For instance, companies promote various green packaging initiatives by suggesting recyclable and reuse packaging as of late, green marketing's importance to market success has increased. Additionally, because green marketing is currently the focus of business operations, companies today are well-versed in providing for such ecologically sensitive clients. As a result, consumer awareness of environmental actions, intentions, and purchasing patterns increases. As a result, people are increasingly motivated to buy ecologically friendly goods and services. Consumers are becoming more and more concerned with environmental issues today. So, despite the increased cost of these products, people think about buying ecologically friendly ones.

Consumers are more likely now to understand the importance of the natural world. They are more aware now of the immediate effects their consumption, production, and buying habits have on the environment. Therefore, firms who have included "eco-friendly" or "environmentally friendly" in their value offer will have more opportunities as a result of the expanding number of consumers planning to purchase environmentally friendly items.

Businesses who provide goods that are made and developed with an environmental marketing mix have a sustained competitive edge. Understanding consumer purchasing behaviour better tends to help organisations use a more market-centric strategy to survive in a cutthroat market. Additionally, it enables businesses to draw in more customers while also tailoring their goods and services to meet their needs or modifying how customers behave in relation to their goods and services (Agyeman, 2014).

NEED OF GREEN MARKETING

Because the needs of people are infinite but resources are limited, those in charge of marketing must make efficient use of their resources and avoid wasting anything in order to achieve the objectives set forth by their firm. Because of this, eco-friendly marketing is unavoidable. Consumers all over the world are showing a growing interest in protecting the environment.

There is mounting evidence from all across the world to suggest that people are becoming increasingly worried about the environment. They are ready to alter the way that they conduct themselves. It is therefore anticipated that the implementation of the concept of green marketing will result in a growing demand for products and services that are both environmentally and socially conscientious. As a result, as consumer understanding of how to safeguard their own environment increases across the globe, an increasing number of people are becoming motivated to leave a clean planet for the generation that comes after them. Studies conducted by environmentalists have discovered that the general public is very concerned about the environment. For the same reason, modern customers are more willing to alter their behaviours in order to be friendlier to the environment.

As a direct result of this, an increasing number of consumers (both individuals and businesses) are becoming environmentally conscious, and as time goes on, their interest in products that are kind to the environment only develops.

CHALLENGES IN GREEN MARKETING

According to the research, only 5% of the marketing messaging for the Green campaigns are wholly accurate. Additionally lacking are any standards for evaluating and validating these assertions. Standardizations that are supposed to vouch for an organic product are also absent. Verifiability will remain difficult unless and until the appropriate regulatory organisations are approached to develop certificates. Labeling and licencing must be approved by an established quality control body.

Urban Indian consumers who are literate are becoming more aware of the benefits of green products. But the general public still knows nothing about this idea. In order for the customer to become aware of the environmental concerns, education is necessary. Fresh green movements need to reach a large number of people, which takes time. Indian customers genuinely recognise the value of using natural and herbal beauty products thanks to their country's ayurvedic background. Present-day Indian customers are adopting a healthy lifestyle

that includes yoga and organic foods. The consumer is already aware of these factors and is more likely to adopt green products because of them.

The environment must be viewed by businesses and investors as a long-term investment opportunity. The push for green marketing must be understood by marketers as having long-term advantages. Results won't come right away, thus patience will be required in order to wait for them. Green marketing will need its own period of acceptability since it is a new idea.

CONSUMER SATISFACTION

The goal of the market survey tool is to gather data on current consumers' satisfaction in a certain market or community. Researchers choose a sample of consumers from the research population when conducting a market survey. The examination of attitudes and beliefs is done using the survey data that has been gathered. It is then applied to forecast market behaviour.

By generating, providing, and freely sharing items and services of value with others, the social process of marketing enables dealers, builders, architects, and individual customers to obtain for themselves what they need and wish for. The choice of target makers and the acquisition, retention, and growth of consumers through the creation, introduction, and dissemination of better customer value is both an artistic science and a scientific art. Consumers have a distinct way of making their own purchasing judgments, it must be highlighted.

2 : LITERATURE REVIEW

According to research by Jon F. Kirchoff (2018), if a company properly manages and coordinates demand (marketing) and supply (SCM) operations, stakeholders (customers) will tend to perceive more value. Therefore, it is important to make sure that consumer stakeholders receive the environmental products and services for which they were intended. In order to provide this association a competitive edge and improve business success. The authors also make the case that it's critical to understand stakeholders' (customers') perceptions of businesses' environmental actions. Additionally, to determine whether or not the degree of integration between a firm's supply and demand functions has a significant impact on such perceptions

According to research by Mitra AHMADZADEH et al. (2017), there are strong connections between an organization's green culture and its environmental commitments of management (ECM). In this way, the linked theory is now supported. This indicates that the ECM has a propensity to influence organisational green culture. According to the findings of the library studies conducted at the beginning of the research, it was expected that

the ECM would result in the development of an organisational green culture, and the outcome is consistent with that expectation. Therefore, it is feasible to draw the conclusion that environmental commitment and green culture in Iran have a significant and positive relationship based on the statistically significant values of (14.88) and coefficient (0.93).

Karolos-Konstantinos Papadasa et al(2017) .'s studies highlight the need of assessing the effects of various green marketing strategy components on business performance. The analyses we conducted show that each GMO dimension tends to have different drivers and performance implications, despite the fact that research in this field focuses, at the very least, on a specific aspect of green marketing strategy and the ensuing effects on business performance (e.g. Banerjee, 2002; Cronin et al., 2011).

Initiatives at the strategic and tactical levels appear to be coming from CSR and EO, respectively. Although it appears that both dimensions are having a favourable performance impact. Regarding IGMO, the company's environmental culture is probably going to serve as a significant antecedent of these kinds of internal initiatives.

According to Zuzana Dvořáková Lková1 et al(2016) .'s findings, people have an innate affinity for natural resources, which makes green marketing appealing to businesses. Producers convey to consumers their affinity for natural resources and emphasise the reliability of environmentally friendly products.

Influencing consumption patterns for environmentally conscious behaviour is crucial with the aid of green marketing. The pursuit of improved environmental performance necessitates foregoing product orientation and labelling. It requires making use of every traditional marketing strategy available, including price, communication, and distribution. Only then might green marketing be utilised to achieve a competitive edge.

According to research by Christian Fuentes (2015), green products are sold as practise enhancers as well as through practises. Practice-enablers are advertised as tools that help carry out environmentally harmful actions.

According to Aggarwal's research (2019), a variety of variables, including age, gender, education level, and income, have a direct impact on internet buying. It also emphasises how age and attitude are strongly associated with online shopping.

Online shopping can be influenced by a variety of circumstances, according to studies by Azadavar (2017). According to the causal model, internet purchase can be positively impacted by trust and customer service. It also demonstrates how important factors like convenience, affordability, and information are when shopping online.

Customer satisfaction surveys are now used as general performance feedback sources for firms and individuals, according to research by Rosenbloom (2016). Researchers have presented a few novel ideas that claim that elements affecting employee remuneration and one of the main considerations for businesses when making strategic decisions is customer happiness. Customer satisfaction frequently exhibits gender bias. This was discovered on the grounds that it is primarily related to how people behave and perform, which is primarily related to gender.

The survival of the fittest and the fastest is the adage in today's business environment, according to the results of Kamaladevi et al. (2015). Retailers must focus on the customer purchase experience if they want to successfully compete in the modern business sector.

Retailers must understand what is genuinely meant by "customer experience" in order to manage consumers' experiences. In the end, it's important to keep in mind a few key ideas: Customer experience management (CEM) is more than just a repackaged version of an old wine. As a result, there are more services and goods available on the market than there were previously, but customer satisfaction is declining.

3 : RESEARCH METHODOLOGY

RESEARCH OBJECTIVE

1. To study the behaviour of consumers towards green products
2. To compare the behaviour of consumers of 4 cities of Gujarat state

DATA COLLECTION AND SAMPLE SIZE

In this particular study, the researchers focused on the cities of Ahmedabad, Vadodara, Surat, and Rajkot located in the state of Gujarat. Interviews have been conducted with 250 residents from each of these four cities for the purpose of this study.

DATA ANALYSIS METHOD

The SPSS software was used to perform an analysis on the data that was collected. For the purpose of this study, ANOVA and Chi-Square testing were utilised.

4 : DATA ANALYSIS

ANOVA TESTING

1. How significant is it to you to use ecologically friendly products?

<i>Source of Variation</i>	<i>SS</i>	<i>df</i>	<i>MS</i>	<i>F</i>	<i>P-value</i>	<i>F crit</i>
Between Groups	214.8	3	71.6	2122.43	0	2.614
Within Groups	33.6	996	0.0337			
Total	248.4	999				

According to the data presented in the table that can be found above, the customers in the four different cities that make up the state of Gujarat do not use products that are kind to the environment to the same extent.

2. What would be your main buying restrictions if you had to choose between a green product and a standard one?

<i>Source of Variation</i>	<i>SS</i>	<i>df</i>	<i>MS</i>	<i>F</i>	<i>P-value</i>	<i>F crit</i>
Between Groups	1275.6	3	425.2	2508.88	0	2.61
Within Groups	168.8	996	0.169			
Total	1444.4	999				

Consumers in the four different cities of Gujarat have significantly different perspectives on the most important factors to consider when choosing an environmentally friendly product to buy.

3. If the price and quality of an environmentally friendly product were comparable to those of other products, would you consider purchasing it?

<i>Source of Variation</i>	<i>SS</i>	<i>df</i>	<i>MS</i>	<i>F</i>	<i>P-value</i>	<i>F crit</i>
Between Groups	7.5	3	2.5	62.25	6.84449E-37	2.613839
Within Groups	40	996	0.040161			
Total	47.5	999				

Among customers in four locations in Gujarat, there is a substantial difference in purchasing environmentally friendly products if those products' prices and qualities are comparable to those of other products.

CHI SQUARE TESTING

There is a correlation between age and the belief that environmentally friendly products are priced too high.	0.010	There is relation
Relationship between Age Group and how individuals feel about the environmentally friendly advertisement	0.025	
There is a correlation between the age group of consumers and their favourable response to environmentally friendly products.	0.000	
There is a correlation between age group and the inclination to purchase environmentally friendly products.	0.049	
The relationship between age group and the likelihood of recommending environmentally friendly products to others.	0.410	

5 : CONCLUSION

The purpose of this thesis is to investigate the views and attitudes of consumers in relation to the green marketing actions of businesses. It also investigates how they affect the use of green products.

Both the theory and practise of green marketing and green consumption can benefit from the findings of this study. It makes a point that emphasises the difficulties that arise from the behavioural consequences of environmentally friendly consumption, and it does so by putting forward this point. In order to achieve environmentally responsible behaviours at the rate at which they are necessary, the old individual behaviour modification methods need to be abandoned.

In contrast to this, much more attention needs to be placed on the work of generating green consumption routes through green marketing. This requires significantly more study attention. This is the undertaking that constitutes the central focus of this investigation.

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