



ECOLOGICAL MARKETING AND CONSUMER ATTITUDE IMPACT ON CONSUMER BUYING BEHAVIOUR TOWARDS ECO PRODUCT IN ODISHA

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ABSTRACT

Companies are being forced to adjust to the rising trend towards natural and sustainable living. A lot of people are highlighting natural components and eco-friendly production methods. But there's cause for caution over "greenwashing," or making false claims about environmental advantages. This study investigates the decision-making process used by Odisha customers who are aware of ecological products. It looks at how a customer's environmental mindset and eco-logical marketing strategies affect their purchasing decisions. The study develops a novel framework by expanding upon extant theories of consumer purchasing, such as the Theory of Planned Behaviour. After 100 customers' survey data was analyzed, it became clear that there was a significant relationship between ecological marketing, consumer attitudes, and purchasing patterns. This study offers insightful information that academics may use to improve theories about consumer purchasing behaviour and marketers can use to provide better marketing strategies

Keywords:- Ecological marketing, Theory of planned behaviour, Consumer buying behaviour, Attitude

INTRODUCTION

Eco-friendly practices are becoming more and more necessary for enterprises to use due to growing consumer knowledge, environmental concerns, and demand for responsible manufacturing (Niinimäki et al., 2020). Growingly concerned about both the environment and their health, consumers are prepared to pay extra for sustainable goods (Srivastava & Gupta, 2023). Businesses must differentiate themselves and gain the trust of customers by employing green marketing, which emphasises an eco-friendly message and is perceived by consumers as a sign of quality and safety (Kusmana & Masnita, 2023). According to Correia et al. (2023) and Jiang et al. (2023), firms may enhance their competitive advantage, foster deeper customer connections, and

manage expenses more efficiently by integrating sustainability characteristics and communicating about them clearly and concisely.

LITERATURE REVIEW

CONSUMER BUYING BEHAVIOUR

The study of consumer behaviour focuses on how people, groups, and organisations select, utilise, and discard goods, experiences, concepts, and services in order to meet their requirements. Additionally, it looks at how these behaviours affect society at large as well as the consumers themselves (Perner, 2009; Al-amri et al., 2022; Al-Hashimy et al., 2022). Understanding how people purchase goods for personal use is a crucial topic (Madhavan & Kaliyaperumal, 2015). Marketers have a big impact on customer behaviour, and knowing this helps them create marketing tactics that are specifically targeted (Bruwer et al., 2011; Hsu & Chen, 2018).

ATTITUDE

When someone is passionate about something, their perspectives are more easily influenced (Kokkinaki & Lunt, 1999). Many times, the term "attitude" refers to emotions, convictions, or even our values (Bagozzi, 1994). It all comes down to how we evaluate things in light of our personal priorities in a particular circumstance (Kinnear & Taylor, 1996). According to research, our attitudes can accurately predict our behaviour, particularly in situations when few other factors are influencing our decisions (Kinnear & Taylor, 1996). These attitudes are frequently the result of our perceptions, which may not always be accurate (Ajzen, 2001). It's interesting to note that, despite our conscious efforts, most attitudes evolve spontaneously over time without much thinking (Ajzen, 2001).

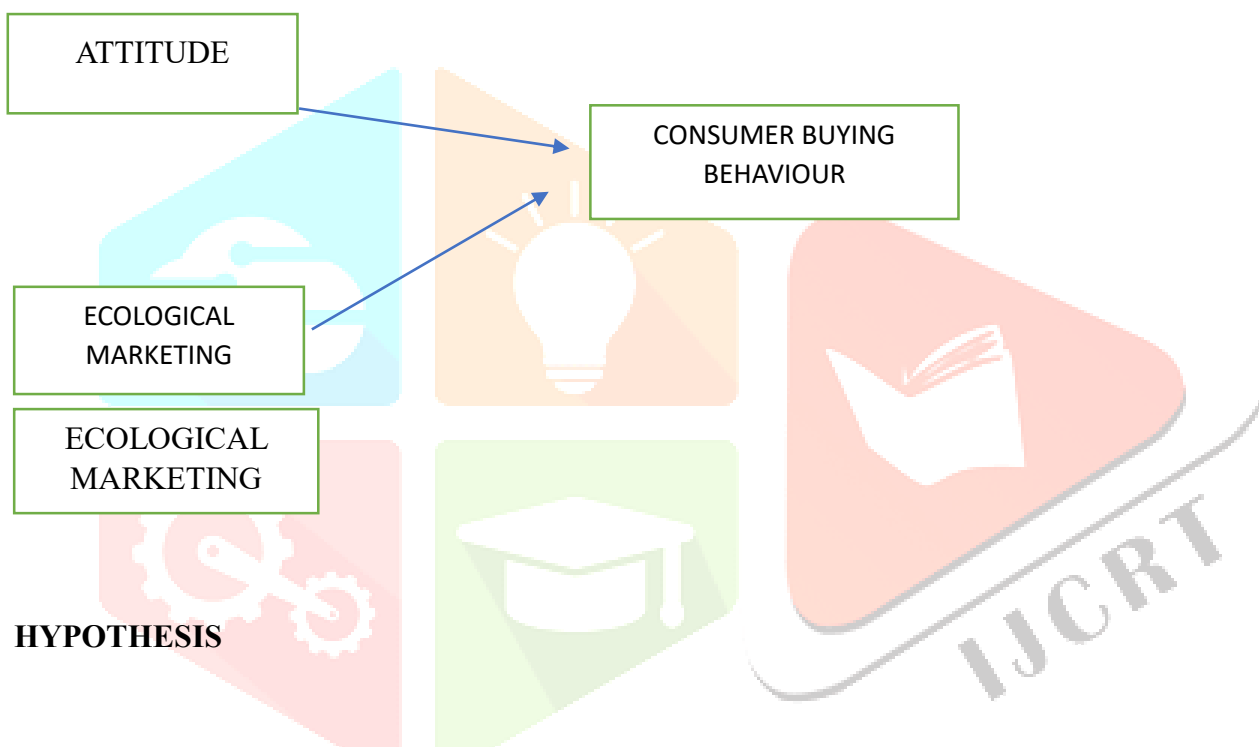
ECOLOGICAL MARKETING

Businesses and consumers alike are talking a lot about ecological marketing these days. Although it bears some similarities to conventional marketing, its main objective is to modify marketing strategies to make them more ecologically friendly and address customers' environmental concerns (Ansar, 2013). Peattie (2001) distinguished three phases of its growth. The first, ecological marketing, sought to address ecological concerns and provide answers to environmental issues. The second phase, environmental marketing, moved the emphasis to coming up with creative answers to problems with pollution and waste. Last but not least, sustainable marketing emerged as the preeminent strategy in the late 1990s and early 2000s. Important components of ecological marketing, such as green products, price, distribution channels (locations), and promotion, were delineated by Govender and Govender (2016).

THEORY OF PLANNED BEHAVIOUR

A Popular psychology paradigm that explains why individuals choose particular activities is called the Theory of Planned Behaviour (TPB) (Ajzen, 1991). (Yazdanpanah & Forouzani, 2015) It has been very helpful in explaining why individuals adopt environmentally responsible practices. According to the Theory of Planned Behaviour (TPB), an individual's intention to pursue a task is influenced by three factors: their attitude towards the task, their perception of the ease of the task, and their perception of what other people expect of them (subjective norms). Ajzen (1991) found that the likelihood of someone following through is predicted by their intentions. Drawn from disciplines such as psychology, sociology, and economics, TPB is simply one theory among several that help explain consumer behaviour (Samarasinghe, 2012; Mahmoud, 2018).

RESEARCH MODEL



HYPOTHESIS

H₁; - Attitude has a significant positive effect on Consumer buying behaviour

H₂; - Ecological marketing has a significant positive effect on Consumer buying behaviour

METHODOLOGY

The purpose of this study was to describe Odisha consumers' purchasing habits for eco-friendly goods. According to academics like Sandelowski (2000), descriptive research is concerned with comprehending the state of affairs rather than formulating conclusions or passing judgment. This study attempted to document the prevailing patterns in consumer purchasing behaviour for green products (Amberg & Fogarassy, 2019). Those in Odisha who have purchased eco-friendly goods for at least a year were the subjects of our poll. Ten items on a 5-point rating scale were included in the questionnaire (similar to rating scales used in previous research as Iftikhar et al., 2022). Three main topics were covered in the questionnaire: general purchasing behaviour, the impact of ecological marketing tactics, and consumer attitudes towards green products. The questions used

to measure these areas were based on well-established research by Boztepe (2012) and Prakash et al. (2019). Software (SPSS.26) with statistical methods frequently found in surveys was used to analyse the gathered data (Akbar et al., 2014). In summary, this study takes a descriptive approach, aims to comprehend contemporary consumer behaviour, and collects data using surveys.

RESULTS AND DISCUSSIONS

Descriptive analysis is used in this study to find out how The Body Shop respondents view the factors and questions about their brand relationship. To have a thorough grasp of the thoughts and sentiments of the 100 consumers who were questioned, through Google Forms the study will examine their replies.

Table 1.

Reliability Analysis			
No.	Variables	Cronbach's Alpha	No of Items
1	Attitude	0.812	4
2	Ecological Marketing	0.834	3
3	Consumer Buying Behavior	0.852	3

A measurement tool's uniformity and stability are referred to as its reliability. A commonly used dependability indicator is the Cronbach's alpha coefficient, which has a range of 0 to 1 (Bougie & Sekaran, 2019). The Cronbach's alpha values and the matching item count for each scale are displayed in the table. With Cronbach's alpha values of 0.812 for attitude measures, 0.834 for ecological marketing scales, and 0.852 for consumer buying behaviour scales, the results show good reliability. All of these numbers are higher than the generally recognised Cronbach's alpha cutoff of 0.70, indicating that the scales are measuring the intended constructs accurately (Bougie & Sekaran, 2019). Additionally, each scale's item count balances research usefulness and comprehensiveness in capturing the essential elements of each construct

PEARSON CORRELATION OF STUDY VARIABLES

Variables	Ecological Marketing	Attitude	Consumer Buying Behavior
Ecological Marketing	1		
Attitude	.623**	1	
Consumer Buying Behavior	.740**	.650**	1

According to the study, there are strong positive correlations between ecological marketing and consumer attitudes ($r = 0.623$, $p < .01$) and behaviour ($r = 0.740$, $p < .01$). Furthermore, a significant positive correlation ($r = 0.650$, $p < .01$) was found between the views of consumers and their purchasing behaviour. These results imply that customers are more likely to adopt green purchasing habits as long as there are more green marketing initiatives and favourable perceptions of eco-friendly activities.

MODEL SUMMARY

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.785a	.632	.600	.63558

Regression analysis looked at the relationship between consumer attitudes and ecological marketing (independent variables) and purchasing behaviour (dependent variable). These parameters have a relatively significant positive association, as indicated by the correlation coefficient (R) of 0.785. This indicates that consumer purchasing behaviour will follow the rise in green marketing initiatives and the improvement in consumer attitudes towards eco-friendly behaviours. Ecological marketing and attitudes appear to account for 63.2% of the variation in customer purchasing behaviour, according to the R-squared value of 0.632. Stated differently, although these factors have a major impact on purchasing behaviour, it is probable that additional factors not included in this model also have an impact

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	247.334	2	123.667	288.906	.000b
	Residual	165.177	100	1.65		
	Total	412.511	102			

The regression model's importance is further supported by the findings of the ANOVA test. With an F-value of 288.906, significant at $p < .000$, the model and the data are well-fitted. Put otherwise, the model does a good job of capturing how green marketing, customer attitudes, and purchasing behaviour are related. Furthermore, the statistical significance of the F-value implies that customer views and ecological marketing both affect consumer purchasing behaviour.

COOEFIGANT

Model	Unstandardized Coefficients		Standardized Coefficients		Sig.	
	B	Std. Error	Beta	t		
1	(Constant)	.391	.133		2.954	.003
	Ecological Marketing	.557	.042	.541	13.195	.000
	Attitude	.335	.044	.315	7.685	.000

Coefficient findings verify the theories on the elements affecting Odisha consumers' purchasing decisions. Two independent factors that significantly influence customer purchasing behaviour are attitude and green

marketing ($p < .05$), according to the research. At this significance level, the study hypothesis is supported by the beneficial effect that consumer buying behaviour in Odisha receives from attitudes towards eco-friendly activities and green marketing methods.

LIMITATION

While this study provides insightful information, several limitations should be taken into account for further research. Although the 100 participants were chosen by random selection, there is a chance that this small sample size will not allow the results to be applied to the Turkish community as a whole. Larger and more regionally varied sample sizes would be advantageous for future research. Secondly, the study framework mostly depended on pre-existing measuring instruments that were modified from previous literature. This raises the possibility of conducting more studies on the same topic, either by including prospective improvements or by utilising the present model as a basis

CONCLUSION

The "environmental value-action gap," in which consumers show care for the environment but may not act in a way that reflects their values, is brought to light by this study. Buying decisions are influenced by several variables, including product visibility, ecological marketing, which moulds consumer preferences for eco-friendly items, and intrinsic interest alignment, which may convert pro-environmental ideas into pro-ecological behaviour. Customers' perceptions of a product's qualities are important, and one obstacle is their lack of confidence in the performance of green products. But this obstacle may be surmounted by reliable and efficient green goods from well-known manufacturers. There is a need for more marketing activities to educate and build awareness in Odisha due to the poor consumer knowledge of green products. Manufacturers who prioritise sustainability and green activities might benefit from this unexplored sector. The significance of marketers utilising branding tactics is emphasised in the study's conclusion.

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