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GREEN MARKETING AND ITS IMPACT ON CONSUMER BEHAVIOR: AN EMPIRICAL REVIEW

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ABSTRACT

Environmental issues have been widely discussed for many years. Natural resources are decreasing day by day in line with the unscrupulous interests of commercial profitability, creating the natural need for alternative solutions. Implementation of green marketing strategies can be guaranteed to increase environmental awareness. This study aims to investigate where green marketing tools such as eco-branding, eco-labelling, eco-packaging and environmental advertising influence consumer behaviour for green products or services. Using an improbable strategy, a total of 50 questionnaires were distributed to the target participants.

Keywords - Green Marketing, Environment, Eco-Brand, Eco-Labelling, Eco-Packaging, Environmental Advertising, Purchasing Behaviour

INTRODUCTION

The green marketing started in Europe in the 1980s. A green business is an environmentally friendly goods and service business. It is also known as sustainable business and environmental business. This type of business has no impact on the environment. Green advertising, ecological marketing, organic marketing, etc. are the similar concepts of green marketing. Green business also helps protect the environment. Now companies are trying to promote ecological business, which is called green business. Companies that create new and reliable products and services with environmental considerations in mind give access to new markets. A green economy leads to long-term growth in profitability and profitability. It helps save money and the environment in the long run.

While the initial investment cost is higher, it can help companies market their products and services with the environment in mind. It helps to enter new markets and gain competitive advantage. Most employees also have an interest and responsibility to work for the company's work environment. Companies are more responsible for producing and selling products that have no impact on the environment.

Many companies are starting to realize that they need to be kind to the environment. They believe in achieving environmental goals as well as profit related goals. Reducing hazardous waste can lead to significant savings. Stores always have a good relationship with customers and can guide their customers to green steps. The aim of this study is to understand green marketing awareness in the retail industry.

For this study, samples were collected from Sultan Bather Neighbourhood with a total of 50 samples. It also addresses the challenges consumers face in adopting green marketing in their business.

SIGNIFICANCE OF THE STUDY

All the studies are mainly carried out in highly developed countries which are major contributors to environmental degradation. There is a need of such research in countries. All though the retailer's environmental concern is showing an increasing trend in India, still it is highly questionable, that environmental sophistication will get translated into increased green purchasing or conservation of energy. Moreover, all green activities are the outcome of different ecological philosophy.

All these researches are executed only in developed countries, which is the main cause of environmental degradation. There is a dire need for conducting this kind of research. As environmental concerns in India is increasing, it is doubtful that the increasing environmental trend will translate into green purchasing or energy savings. Moreover, all green activities are products of different ecological contexts.

This study is to confined to select sample from Bengaluru and establish the awareness to improves consumer awareness of green marketing.

STATEMENT OF PROBLEM

Green marketing has become an important area of interest for business people as it can provide competitive advantage. Many companies in Bengaluru have now started doing green business. The government has also made some concession and benefits to change the way shops around would operate. However, there is not much research on the green market in Bengaluru and there are doubts about consumers' awareness of green products. The attitude of Bengaluru consumers towards green products is also questionable. Green business is also different from traditional business. Marketers need to know what motivates consumers to purchase green products. This study focuses on research questions related to issues affecting consumers using green marketing. In this context, the subject titled "Green Marketing Awareness of Consumers, Especially in Bengaluru City" is important.

RESEARCH OBJECTIVES

1. To understand consumers' green marketing awareness.
2. Investigate consumers' attitudes towards green marketing.
3. Research the green marketing behaviors of consumers.
4. Identify barriers to a green economy.

SCOPE OF THE STUDY

In Bengaluru, most of the green products are small crops. The role of peripheral products in link building and selling is clearly minor. There are many companies that use the store for many meetings and collaborations. There is much room for improvement in the green economy and promotion of green technology and green products is necessary for the conservation of natural resources and sustainable development. The study mentions that consumers focus on green marketing awareness and especially in Bengaluru customers are from almost all districts of Bengaluru; The findings are valid for all retailers to sell the green products to their customers. This research will support green products and their marketing.

RESEARCH METHODOLOGY

Green marketing is the marketing of products that are considered environmentally safe. It covers a wide range of activities, including product updates, changes in manufacturing processes, sustainable packaging and promotional updates. However, defining a green economy with many overlapping and conflicting concepts is no easy task. An example of this is that there are different social, environmental and retail interpretations of the time. Other similar terms used are environmental and ecological business. radical difference. . In more detail, green economy, environment and ecological economics belong to a group of methods that try to solve the mismatch of the economy in current practices and the ecological and social good in international trade. Green marketing describes a company's efforts to communicate the environmental sustainability of its business. The emergence of consumers who give more and more importance to the environment and social relations has made green marketing an important part of public relations. One criticism of green markets is that they tend to attract large companies that can afford additional costs, such as services.

SAMPLING DESIGN

Population

Population means a collection of non-human entities or groups of human beings

Sampling techniques

Sampling techniques means the procedures used by researchers to select items for testing. Simple random sampling technique was used for this study.

Sample size

Sample size refers to the number of items selected from the population as a sample. A sample size of 50 participants was chosen.

SOURCE OF DATA

Primary data

Primary data is the data which is not available in the database. This is new information. Only raw data were used for this study. Primary data was collected from source through a questionnaire with a list of questions.

Secondary data

Secondary data is the data which has already been published. It refers to information that has already been saved and published for another purpose. The main data of the research were gathered from published documents such as reports, records, notes and books and other related topics on the subject, etc.

TOOLS FOR DATA ANALYSIS

Analysis of data are carried out by tabulating the collected data in a suitable manner by which the interpretation can be done. Statistical tools were used for analysis and interpretation of the data. Simple percentage method was used for analysing data.

Simple Percentage Method

Simple percentage analysis refers to a ratio with the help of absolute figure it will be difficult to interpret any meaning from the collected data, but when percentage are found out then it becomes easy to find the relatives difference between 2 or more attributes.

$$\text{Percentage (\%)} = \frac{\text{Number of respondents}}{\text{Total number of respondents}} * 100$$

LIMITATIONS OF STUDY

1. There may be mistake due to the predisposition from responders; hence results may be inaccurate.
2. In the case of the actual population, the sample is very small and may affect the final results.
3. This being an scholarly ponder endures from time and thought

DATA ANALYSIS AND FINDINGS

Demographic Profile

Table 1: Demographic Profile Characteristics

Particulars	Demographic Profile	Frequency	Percentage (%)
Gender	Male	15	29
	Female	35	71
Age	Under 18 years old	1	2
	18 - 30 years old	46	93
	30 - 40 years old	1	3
	40 - 50 years old	1	2
	Above 50 years old	1	2
Marital Status	Single	46	91
	Married	4	8
Occupation	University / College Students	43	87
	Government Sector	1	2
	Private Sector	3	6
	Housewife	2	3
	Others	1	3
Current Household Income	Less than 15,000 INR	45	89
	INR15000- INR30000	1	3
	INR30000- INR45000	3	6
	INR45000-above	1	2

As shown in Table 1, majority of respondents in this study were females with a significant percentage of 71% (N=35) compared to the male respondents which consisted of only 29% (N=15). Many respondents were in the age group of between 18 - 30 years old at 93% (N=50). In terms of marital status, majority of the respondents were single at 91% (N=42). They were mainly university and college students at 87% (N=43). Majority of the respondents' household income were less than RM 15,000 at 87%(N=45).

<i>Table showing the attitude of Bengaluru customers towards Green marketed product</i>			
S.NO	PARTICULARS	FREQUENCY	PERCENTAGE
1	Strongly agree	21	42
2	Agree	24	48
3	Undecided	4	8
4	Disagree	1	2
5	Strongly disagree	0	0
	Total	50	100

From the table above, it can be seen that 48% of the respondents think that green products have a positive impact on the environment, which means that most of the respondents have a positive attitude towards green things. 42% of the participants agree that green products will be beneficial. However, none of the 50 respondents believed that green products would have a negative impact, meaning the overall attitude was very positive.

Table showing the socio-economic characters and attitude towards green marketed products

<i>Socio</i>	<i>Chi-square</i>	<i>P-value</i>	<i>Result</i>
<i>Gender</i>	1.0	0,000	Significant
<i>Age</i>	3.2	0.001	Significant
<i>Education</i>	2.7	0,000	Significant
<i>Occupation</i>	2.9	0.000	Significant
<i>Monthly</i>	3.8	0.001	Significant

The chi-square test was used to explore the relationship between financial characteristics and consumer attitudes towards eco-threat projects. From the analysis of $p < 0.01$, it can be concluded that the null hypothesis was rejected at the 1% significance level. Therefore, it holds an invalid estimate. This shows that there is a positive relationship between financial characteristics (monthly income) and consumers' perception of green products.

Table showing the biggest barriers to purchasing green retailed products

S.NO	Barrier	Mean score	Rank
F1	High cost	62.58	1
F2	Happy dealing with non-green products	56.5	7
F3	Questionable ability to perform well	58.82	5
F4	Not comfortable to use	57.47	6
F5	Lack of knowledge	60.46	3
F6	Limited availability	61.29	2
F7	No environmental impact	51.48	8
F8	I have bad experience	59.36	4
F9	Not an environmentally friendly	50.52	9

After applying Garret ranking to the data, it was found that high price was the biggest barrier to customer's purchase intention towards green products. Second to price was limited availability. And the third reason which prevented people from buying green products was lack of proper knowledge which means low awareness is a barrier to purchase intention of green products.

Also, when asked whether they would buy if the price of the green product was lower than they are used to, 87.8% of the respondents answered "Yes", 09.8% "Maybe" and only answered 2.4% replied "No".

FINDINGS AND DISCUSSION

Essentially, this study aims to examine the effect of green marketing on consumer behavior. Analyzing independent models such as eco-branding, eco-labeling, eco-packaging and eco-friendly advertising is decisive in predicting consumers' green service attitudes towards products and services.

The study in this paper is to analyze the Indian consumer's buying behavior and intention to buy green products sold by retailers. To this end, we have developed an additional survey to help understand what Indian consumers are doing and behaving towards green products. Returning primarily to consumer relations, environmental awareness, beauty awareness, and health awareness findings, these findings are important for predicting consumers' green product purchase intentions. While there are many factors that affect people's desire to buy green products, high prices and green products are seen as important factors. The concept of green marketing is still a phenomenon today, and according to First and Khetriwal (2008), there are many aspects that need to be evaluated.

However, some of the studies listed above clearly show that consumers' awareness of environmentally friendly brands and products is increasing. The product may cause changes in consumer demand. Equal support has the potential to change the green buying habits of consumers willing to pay a premium for sustainable products. Finally, as more and more consumers are turning to a green lifestyle lately, green retailers must find ways to remove the factors that prevent others from buying them. The responses received and the data collected are only a small fraction of the large population, so they can only be used to understand behavior and purchase intentions with a limited sample.

The findings and analysis from this study can help other retailers understand what Indian consumers expect of them, and this can be used further to improve the retailers' business. Also, since high prices are considered the main reason people don't want to buy green products, it would be a good idea to reduce out-of-stock marketing and advertising costs and make this product widely available at a low price

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