

A STUDY ON IMPACT OF GREEN MARKETING ON CONSUMER PURCHASING PATTERN AND DECISION MAKING IN BANGALORE

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Abstract—Customer's attitudes are changing towards the environment to encourage innovation for conservation and the benefits from this source of innovation are certain to outlive our current generation. This paper investigates consumer beliefs and attitude on environment protection and their purchasing behaviour of eco-friendly products. Green marketing is the marketing of environmentally friendly products and services. It is becoming more popular as more people become concerned with environmental issues and decide that they want to spend their money in a way that is kinder to the planet. Green marketing can involve a few different things, such as creating an eco-friendly product, using eco-friendly packaging, adopting sustainable business practices, or focusing marketing efforts on messages that communicate a product's green benefits. This paper also focuses on the success of efforts put by marketers in bringing green brands awareness in consumer's mind. Its further reviews consumer behaviour and impact of marketing communication to identify how consumers are persuaded to opt for greener products. It reports the results of a consumer product survey using a questionnaire. This paper identifies that consumers are not exposed enough to green product marketing communication and suggests the greater use of marketing and brands to promote and sell products that are environmentally friendly and function effectively. The paper suggests that the Indian market for greener products could be exploited more within consumer groups that have pro environmental values.

Keywords—Awareness, Consumer, Green Marketing, Marketing Mix, Strategy.

INTRODUCTION

Green marketing is the marketing of products that are presumed to be environmentally safe. It incorporates a broad range of activities, including product modification, changes to the production process, sustainable packaging, as well as modifying advertising. Yet defining green marketing is not a simple task where several meanings intersect and contradict each other; an example of this will be the existence of varying social, environmental, and retail definitions attached to this term. Other similar terms used are environmental marketing and ecological marketing.

The American Marketing Association (AMA) held the first workshop on "Ecological Marketing" in 1975. The proceedings of this workshop resulted in one of the first books on green marketing entitled "Ecological Marketing".

Subsequently green showcasing fuses an expansive scope of exercises, including item adjustment, changes to the creation procedure, bundling changes, just as altering promoting. In basic terms green advertising alludes to the way toward selling items and additionally benefits dependent on their ecological advantages. Such an item or administration might be earth amicable or created or potentially bundled in a naturally benevolent manner.

Green or Environmental Marketing fulfils human needs with negligible impeding effect on the national condition. Green showcasing incorporates customer products and modern merchandise as well as the administrations division. During the time spent dissemination of merchandise and ventures, both the assembling and the administrations balance contribute towards the environmental awkwardness and loss of the ozone layer. However, the job of the assembling part in such manner is increasingly huge. The way toward assembling and selling products and ventures with minimal danger to nature is a major issue before the business houses. Green showcasing requires mindfulness from the shoppers as well as from the producers of such merchandise.

REVIEW AND LITERATURE:

According to Michael J Polonsky, ecological showcasing has been an open door by the associations to accomplish their destinations (expressed by Keller 1987, Shearer 1990). It was accepted that associations have moral commitment to serve the public in increasingly ecological inviting way (Davis 1992, Freeman and Liedtka 1991, Keller 1987, Shearer 1990). Firms are likewise compelled to turn out to be more socially capable because of the laws laid by the legislature towards the security of the earth. Firms are likewise pressurized by the ecological exercises adjusted by contenders that request the organizations to change their promoting exercises to natural showcasing activities.

Mainieri et al. (1997) found low correlation between consumers' attitude and green behaviour. Previous researches also proved low correlation between consumers' attitudes and their green behaviour (Tracy and Oskamp, 1984). Spruyt et al. (2007) suggested that the prediction of individual's behaviour is dependent on the attitude of the consumer. In order to predict specific behaviours, the measurement criteria of attitudes should be directed at a specific environmental issue like purchasing of green products.

Cherian and Jacob (2012) found that consumers lack green knowledge and because of this low awareness, organizations are still not focusing on development of green products. There are several issues and challenges identified by various researchers with respect to Green Marketing.

STATEMENT OF PROBLEM:

Global warming, pollution and climate change are some of the problems that have become an increasingly concerning issue internationally. Considerable amount of research has been on green marketing and purchasing pattern in developed country. Green Marketing is the latest and popular trend market which facilitated for the environment-friendly in individual, animal, and planet. For instances, the firms remain to introduce different forms of green packaging programs through the recommendation of recyclable and reusable packages as the importance of green marketing to market success has been increased.

OBJECTIVES OF THE STUDY:

- To understand the relationship between green advertising and the environmental behavior of the customer.
- To identify the factors that influences the customer persuasion to buy green products.

SCOPE OF THE STUDY

Green marketing is not just setting products based on their environmental benefits, but it is a wider concept. It works since individuals are resolved to purchase items and administrations that don't hurt the earth. Individuals will in general consideration more about the earth today contrasted with 50 years prior. These patterns are immediately perceived by organizations that need to benefit from eco-cognizant customers. On the off chance that an organization begins to make all the more naturally agreeable items and simultaneously will have the option to make employments and make benefit, I surmise that is the thing that we call a "win-win circumstance"

LIMITATION OF THE STUDY:

- The study is confirmed to the Finite period
- The results fully dependent on the information given by respondent
- The Analysis study had been done based on the information collected from the one who are residing in Bangalore city.

RESEARCH DESIGN

Sample Size:

The Sample method used for the study in Random Sampling the sample techniques the sample size will be based on 80 to 100 customers in Bangalore city.

Tools for Data collection:

Both primary and secondary data are taken into the account for data collection

Primary data:

- The primary in the information will be conducted through respondent using the well-structured Questionnaire

Secondary data:

- Journals and Articles, Internet, Magazine and Newspaper.

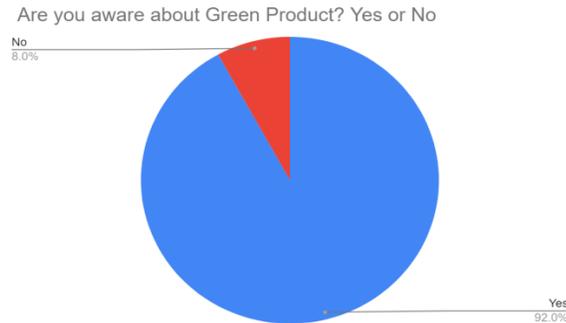
DATA ANALYSIS AND INTERPRETATION

Question 1) Are you aware about Green Product?

TABLE 1

<i>Option</i>	<i>No. of Respondents</i>	<i>% of Respondents</i>
Yes	46	92%
No	4	8%
Total	50	100%

CHART2



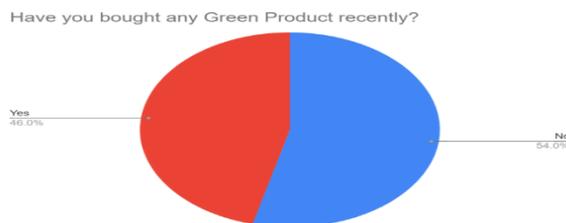
Interpretation

The above table and chart show 92% of respondents know about green products. This study indicates most of the people who living in bang lore they know about green products. Only 8% of respondents they don't know about green products it indicates not total population (100%) they are not aware of the green products.

Question 2) Have you bought any Green Product recently?

TABLE 2

<i>Option</i>	<i>No. of Respondents</i>	<i>% of Respondents</i>
Yes	23	46%
No	27	54%
Total	50	100%



Interpretation

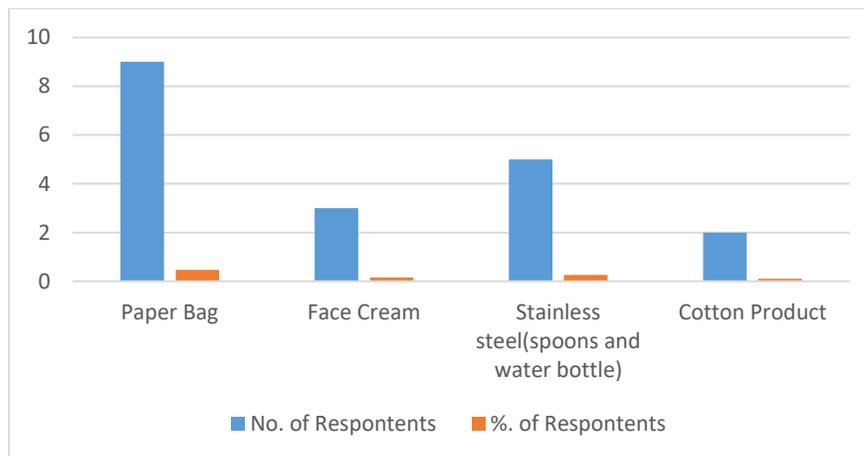
Chart showing 46% of respondents (23 respondents out of 50) purchased green products recently. This information giving scope of green marketing is wider. It indicates approximately 46% of people purchasing green products in Bangalore district. It means half of the population in Bangalore they are purchased green products. Here 50 responses got half of them bought green products.

Question 3) If yes, what product?

TABLE 3

<i>Product</i>	<i>No. of Respondents</i>	<i>% of Respondents</i>
Paper Bag	9	47.4%
Face Cream	3	15.8%
Stainless steel	5	26.3%
Cotton Product	2	10.5%
Total	19	100%

CHART 3



Interpretation

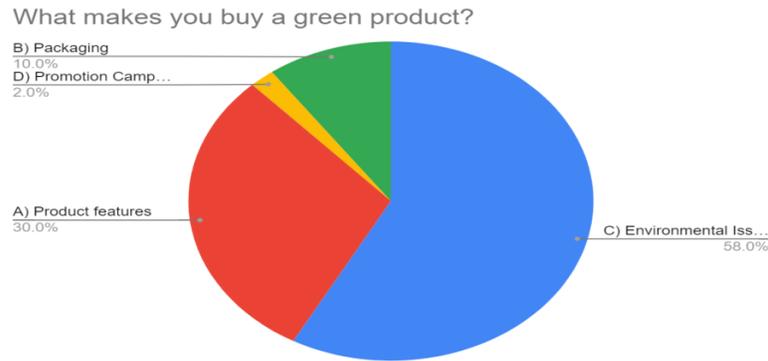
The above chart and table show that most of respondents purchased paper bags from among four type of different products that is 47.4%. The next leading product is stainless steel (example water bottle). In this analysis also given which are the lowest movement green products. This also understands that most of the respondents are purchased paper bag and, they are using again and again. This kind of bags helps to reduce use of plastic bags.

Question 4) what makes you buy a green product?

TABLE 4

<i>Option</i>	<i>No. of Respondents</i>	<i>% of Respondents</i>
Product Features	15	30%
Packaging	5	10%
Environmental issues	29	58%
Promotion Campaigns	1	2%
Total	50	100%

CHART 4



Interpretation

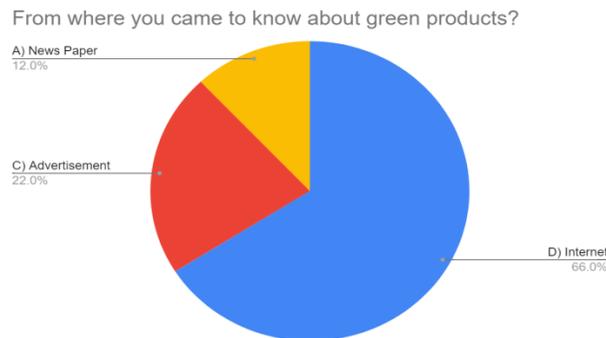
The above table and chart show reason behind most of the respondent buying green product is environmental issues which make them to buy green products more. In this analysis 30% percentage of respondents buying green products because of its features that make them to buy green products. Green products promotion campaigns are not full success that also indicates this study. Here most of the respondents are buying green products because it reduces environmental problems.

Question 5) from where you came to know about green products?

TABLE 5

Option	No. of Respondents	% of Respondents
News Paper	6	12%
Magazine	0	0%
Advertisement	11	22%
Internet	33	66%
Total	50	100%

CHART 5



Interpretation

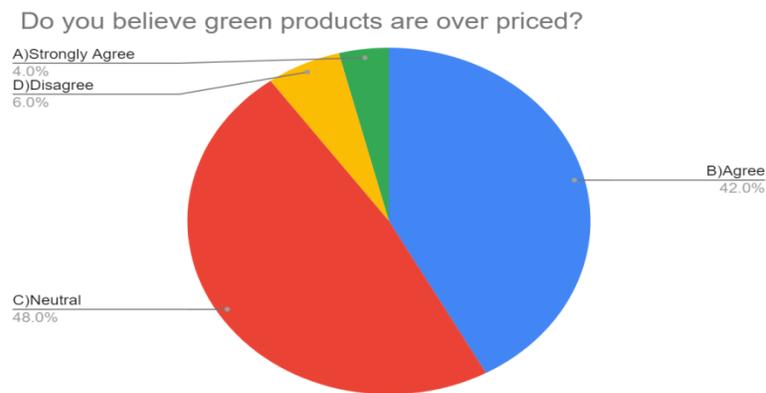
The above chart clearly indicates 66% of the respondents know about the green products from internet and 20% of respondent know about the green products from advertisement in different media. This indicates promotion of green product through internet is very success most of the respondents know about green products on internet (social media). Advertisement also another source to know about green products.

Question 6) Do you believe green products are overpriced?

TABLE 6

<i>Options</i>	<i>No. of Respondents</i>	<i>% of Respondents</i>
Strongly Agree	2	4%
Agree	21	42%
Neutral	24	48%
Disagree	3	6%
Total	50	100%

CHART 6



Interpretation

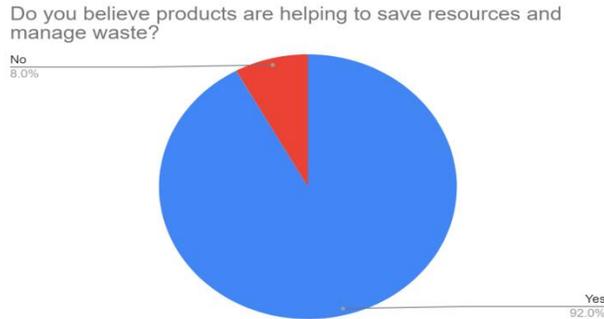
The above chart and table show 48% of respondent ends saying that price of green products is neutral because it's not overpriced. But another 42% respondents saying price for the green product is more. However, we can consider its neutral because most of them said its average price not less or not expensive. This chart also indicates that 42% of respondents are agree with this question that means may be price of green product is high also.

Question 7) Do you believe products are helping to save resources and manage waste?

TABLE 7

<i>Option</i>	<i>No. of Respondents</i>	<i>% of Respondents</i>
Yes	46	92%
No	4	8%
Total	50	100%

CHART 7



Interpretation

Most of the respondents believing (92% that is equal to 46 respondents) that green products are helping to serve resources and manage wastes. This will help to identify width of green market and its product. In India, every single consumer 92% out of 100% believes green products are reducing wastages and effectively using resources. According to this analysis most of the consumers are aware about these products.

Question 8) when you buy a green product, what factor is more important?

TABLE 8

<i>Options</i>	<i>No. of Respondents</i>	<i>% of Respondents</i>
Retail stores	15	30%
Better Quality and services	25	50%
Product Price	10	20%
Total	50	100%

CHART 8



Interpretation

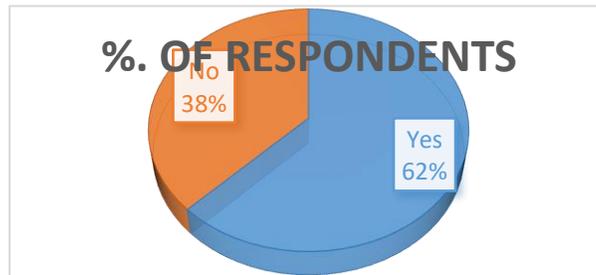
This chart indicates when customers are purchasing a product product quality is more important than the retail outlet and price. Price also important but if there is no quality they will not buy particular products. The quality is important factor in any products here also we can see that most of the responses is quality of the product and high quality products with affordable price is more important.

Question 9) would you recommend Green Product to a Friend and family?

TABLE 9

<i>Option</i>	<i>No. of Respondents</i>	<i>% of Respondents</i>
Yes	25	62.5%
No	15	37.5%
Total	40	100%

CHART 9



Interpretation

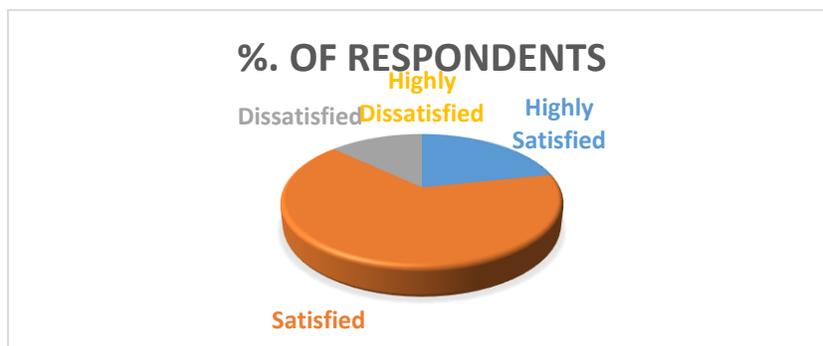
The above chart and table showing most of the respondent will recommend green product to their friends and family those who are not aware of the products. The other 38% of responses are ‘no’ here also big challenges to green marketing. However we can expect most of them can identify benefit of green products and they will recommend their friends. This analysis very helpful to understand future size of green product market.

Question 10) How satisfied with your previous purchase of green products?

Table 10

<i>Options</i>	<i>No. of Respondents</i>	<i>% of Respondents</i>
Highly Satisfied	5	21.7%
Satisfied	15	65.2%
Dissatisfied	3	13%
Highly Dissatisfied	0	0%
Total	23	100%

Chart 10



Interpretation

The above chart indicates most of the customers are satisfied with their previous purchase of green products. Here the chance of buying green products is more. The rate of dissatisfied is very low rate it also another benefit to this product. This study shows most of the people in Bangalore are satisfied with green products because of its advantage.

FINDINGS

- Although the green marketing growing national wide, the data indicate significant outreach efforts are needed to encourage demand for green home in Bangalore city.
- According to this research most of the respondents (92%) of respondents know about green products. It indicates in Bangalore city 92% of population are aware about the green product or eco-friendly products. The rest of 8% do not know about green products it is the main limitation in this study.
- In response to the question on are people around you aware of the concept 54% of responses are “may be”. This show they do not know people around them to know about green products.
- In this study find 54% of respondents recently bought green products. It indicates in Bangalore city also increasing the sales of green products recently.
- Most of the respondents purchased Green products in that most of them are purchased paper bags and stainless-steel products which are attracted from among different eco-friendly products.
- Data showed that using modern media (internet) are the means through which most people have learned about this concept of green marketing.

SUGGESTIONS

- Market need to be educated more people especially students, what is green products, green marketing and how it related to environment.
- Companies should focus more on green products including product quality and affordable price to everyone.
- Should give more emphasis on green features (example: no harmful chemical, less carbon emission).
- Media should be strong enough to attract new customers towards a green product.
- Should have proper visibility (logo) while denoting green product in packaging.

CONCLUSION

Green Marketing is rising in its popularity and becoming a widespread research area. Green Marketing had been prevalently researched in developed countries for decades but is only drawing interest from developing nations in the recent past. The literature suggests that consumer is the biggest stakeholder and hence there is a need for more research around the consumer. Several studies revealed that consumers are now well informed about ecological benefits and issues, thus leading to their growing environment concerns. However, different researches suggest that even though consumers are more environmentally concerned, they do not necessarily indulge in using green products. This has been contradicted by other studies and a significant gap is found between consumers’ concern for environment and their green purchases, thus encouraging further investigation.

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