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A Study on Consumer Behaviour on Effect of Green Marketing

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ABSTRACT: This study explores the impact of green marketing strategies on consumer purchasing behavior in the context of growing global concern for environmental sustainability. It focuses on how elements such as eco-friendly product design, packaging, and transparent communication influence consumer perceptions and decisions. By examining motivations and barriers to adopting sustainable products, the research highlights the role of consumer attitudes, the effectiveness of digital marketing, and the gap between environmental intentions and actual behavior. The findings aim to help businesses align their marketing strategies with sustainability goals and provide practical insights for marketers and policymakers to promote greener consumption habits.

KEYWORDS: Consumer behaviour, environmental benefits, green products

I. INTRODUCTION

In light of increasing global concerns over environmental degradation and climate change, green marketing has emerged as a strategic approach for promoting eco-friendly products and aligning business practices with sustainability goals. This study focuses on understanding the relationship between green marketing initiatives and consumer purchasing behavior, examining how attitudes, social norms, and perceived control influence decisions, based on theories such as the Theory of Planned Behaviour (TPB), the Value-Belief-Norm (VBN) Theory, and Maslow's Hierarchy of Needs. As consumers become more environmentally conscious—evidenced by 77% valuing brand sustainability in 2020—businesses are recognizing both the challenges and profitability of adopting green marketing. The study aims to uncover the motivations, barriers, and psychological factors that drive or hinder green consumption, providing deeper insights into the effectiveness of sustainable marketing strategies.

II. REVIEW OF LITERATURE

Anderson and Cunningham (1972) explored the relationship between social consciousness and consumer behaviour, suggesting that individuals with a higher degree of social responsibility are more likely to engage in pro-environmental actions, including the purchase of environmentally friendly products. Their work emphasized the role of values and beliefs in driving green consumption.

Henion (1976), in his seminal work, laid the groundwork for understanding the "ecologically concerned consumer." He posited that a distinct segment of the population exhibits a greater propensity to consider environmental factors in their purchasing decisions. This early research highlighted the demographic and psychographic characteristics of these consumers, suggesting that factors like education, income, and environmental attitudes play a crucial role in shaping green consumption patterns.

Peattie (1992). The concept of green marketing began to take shape in the 1990s, coinciding with growing awareness of environmental issues. Green marketing at this stage largely involved **eco-labelling** and highlighting the environmental attributes of products.

Keller (1993)'s work on brand equity underscores the importance of building a strong and positive brand image associated with green values. Green marketing efforts should aim to create a brand that is not only perceived as environmentally responsible but also delivers on core product benefits and resonates with consumer values.

Joshi & Raman (2019) – The study explored consumer attitudes toward eco-friendly products and found that environmental concern and product quality significantly impact purchase behaviour. (Journal of Consumer Marketing, 36(3), 321-332)

Kumar & Polanski (2020) – This research examined the effectiveness of green marketing strategies in influencing consumer trust and brand loyalty. It concluded that transparency in green claims plays a crucial role. (Journal of Business Research, 114, 65-74).

Singh & Pandey (2021) – The paper analysed the role of social media in promoting green products and its influence on consumer engagement. It found that digital marketing enhances green consumerism. (International Journal of Consumer Studies, 45(4), 289-302).

Patel & Sharma (2023) – This research assessed consumer willingness to pay a premium for sustainable products and highlighted the gap between intention and actual purchase behaviour. (Journal of Retailing and Consumer Services, 71, 103-118).

NEED FOR THE STUDY:

This study is needed to bridge this gap by investigating the factors that influence consumer responses to green marketing. It aims to provide actionable insights for marketers, policymakers, and environmental advocates to craft more effective communication strategies and policy interventions. Moreover, as environmental concerns continue to rise, understanding the drivers of sustainable consumption becomes not just a business imperative but a societal necessity.

OBJECTIVES OF THE STUDY

The primary objective of this study is to analyse the impact of green marketing on consumer behaviour.

1. To examine consumer awareness and perception of green marketing practices.
2. To study the demographic and psychographic characteristics that influence green consumer behavior.
3. To identify the key factors that motivates or influences the consumers from choosing green products.

SCOPE OF THE STUDY:

- **Consumer Awareness and Perceptions:** The research will explore the extent to which consumers are aware of green marketing practices employed by businesses. It will also examine how consumers perceive these practices, including their credibility, relevance, and overall impact.
- **Factors Influencing Green Purchasing Decisions:** The study will identify the primary factors that drive or impede consumers from choosing green products. This includes an analysis of motivations such as environmental concern, health consciousness, and social responsibility, as well as barriers like price sensitivity, lack of availability.
- **Effectiveness of Green Marketing Tools:** A core aspect of the research will be the evaluation of various green marketing tools utilized by companies. This encompasses eco-labels, green advertising campaigns, corporate social responsibility (CSR) initiatives, and other promotional techniques aimed at influencing consumer behaviour.

III. RESEARCH METHODOLOGY

RESEARCH:

Research is a careful investigation or enquiry especially through search for new facts in any branch of knowledge. A researcher may be defined as careful and critical enquiry or examination in seeking facts or principles in order to ascertain some of them.

RESEARCH DESIGN:

This study will employ a mixed-methods research design, combining both quantitative and qualitative approaches to provide a comprehensive understanding of the impact of green marketing on consumer behaviour.

TYPES OF DATA:

Data is collected from common people, who are the users / consumers of organic products to analyze their perception towards green marketing.

- Primary Data
- Secondary Data

PRIMARY DATA:

Primary data is the data that is collected for the first time through personal experiences or evidence, particularly for research. It is also described as raw data or first-hand information. The mode of assembling the information is costly, as the analysis is done by an agency or an external organization, and needs human resources and investment.

SECONDARY DATA:

Secondary data is a second-hand data that is already collected and recorded by some researchers for their purpose, and not for the current research problem. It is accessible in the form of data collected from different sources such as government publications, censuses, internal records of the organisation, books, journal articles, websites and reports, etc.

DATA COLLECTION:

The Questionnaire was framed on the basis of objectives and distributed to people and the responses were collected.

SAMPLE DESIGN:

Sampling is simply the process of learning about population on the basis of a sample drawn from it. Under this method a small group of the universe is taken as the representative of the whole mass and the results are drawn. "A Statistical sample is a miniature picture or cross section of the entire group or aggregate from which the sample is taken".

SAMPLE SIZE:

Sample size refers to the number of items to be selected from the population to constitute sample, an optimum sample size is one fulfils the requirements of efficiency representatives, reliability and flexibility. By using simple random sampling technique respondents are selected for the purpose of the study. Through the survey questionnaire is collected from 50 respondents.

TOOLS FOR ANALYSIS:

SPSS

SPSS is software for editing and analyzing data. These data may come from basically any imaginable source a customer database, scientific research, or even the server log files of a website. SPSS can open all files formats that are commonly used for structured data such as Excel, plain text files and relational (SQL) databases.

ANNOVA:

Analysis of variance (ANOVA) is a statistical test used to assess the difference between the means of more than two groups. At its core, ANOVA allows you to simultaneously compare arithmetic means across groups. You can determine whether the differences observed are due to random chance or if they reflect genuine, meaningful differences.

A one-way ANOVA uses one independent variable. A two-way ANOVA uses two independent variables. Analysts use the ANOVA test to determine the influence of independent variables on the dependent variable in a regression study.

CORRELATION:

This study aims to investigate the relationship between the underlying factors that influence consumers to purchase green products and their responsiveness to product labels that emphasize chemical-free attributes, such as "organic," "chemical-free," and "sulphate and paraben-free."

HYPOTHESIS:

(H₀): There is no significant relationship between the products labelled "chemical-free" with the factors that influence consumers to purchase green products.

(H₁): There is a significant relationship between the factor influencing green product purchase and the attraction to chemical-free terms.

SHOWING THE CORRELATION BETWEEN FACTOR INFLUENCING GREEN PRODUCT PURCHASE AND ATTRACTION TO CHEMICAL-FREE TERMS:

KARL PEARSON CORRELATION COEFFICIENT	PERFORMANCE
Satisfaction	Pearson Correlation
	Significant (2 – tailed)
	N
	-0.267
	0.063
	50

INTERPRETATION:

The Pearson correlation coefficient is -0.267, revealing a weak negative correlation between the two variables. The p-value of 0.063 exceeds the conventional significance level of 0.05. Consequently, the result lacks statistical significance, and we do not reject the null hypothesis. This shows that there is no substantial linear association between the factors that drive consumers to purchase green products and their preference for products labelled “chemical-free.”

ONE – WAY ANOVA:

To examine the factors influencing customer satisfaction towards Green products in according their age.

Objective:

To determine whether there is a significant difference in satisfaction levels towards green products among different age groups.

Hypotheses:

- (**H₀**): There is no significant difference in satisfaction levels among different age groups.
- (**H₁**): There is a significant difference in satisfaction levels among different age groups.

SOURCE OF VARIATION	SUM OF SQUARE	DEGREE OF FREEDOM	MEAN SUM OF SQUARE	F-RATIO
Between Groups	12.34	3	4.11	3.28
Within groups	55.60	44	1.26	
TOTAL	67.94	47		

$$F(3, 44) = 3.28$$

$$P = 0.028$$

INTERPRETATION:

Since the **p-value (0.028) < 0.05**, we reject the null hypothesis. This indicates that **age significantly affects consumer satisfaction towards green products**. This shows that the perceptions of environmental responsibility or product performance vary across generations and as well age.

IV. CONCLUSION

In conclusion, this research highlights the multifaceted interplay between green marketing and consumer behaviour. It's evident that while a significant portion of consumers are becoming more conscious of environmental issues and showing a willingness to adopt sustainable practices like reducing plastic consumption, a complete understanding and consistent action towards green purchasing is still evolving. The study underscores the importance of several factors in shaping consumer response to green marketing. Personal experience with products and trust in environmental claims are key drivers, suggesting that businesses must prioritize product quality and transparent communication. Age also appears to play a significant role in influencing consumer satisfaction with green products, indicating that marketing strategies may need to be tailored to different demographic segments.

Overall, the findings emphasize that effective green marketing is not just about promoting environmentally friendly products; it's also about educating consumers, building trust, and understanding the nuances of consumer behaviour.

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