

## **A Study on Green Product Consumption and Consumer Buying Behaviour: With Special Reference to Surguja Division Chhattisgarh**

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### **Abstract:-**

This study intends to examine how consumers perceive the values established by green marketing efforts made by the promoters and how that affects how they choose to buy environmentally friendly sustainable products. This study also demonstrates the success of marketers' initiatives to raise customer awareness of green brands in relation to conventional goods. In order to understand how consumers are persuaded to choose green products, it also highlights consumer perception and the impact of green marketing communication. The report covers the findings of a consumer product and green marketing survey that was conducted using a questionnaire created by the authors based on various types of field research. According to this study, green product marketing communication isn't as transparent as it should be to customers, even if there is a large potential for green products to be used more within consumer groups who have pro-environmental inclinations in the Indian market. The report recommends increasing the use of branding and marketing to market and sell items that are functional and kind to the environment. The study is conducted using a survey that asks students about their environmental experiences, attitudes towards the environment, and perspectives on environmental concerns. 50 samples were used in the study.

Keywords: consumer behavior, green marketing, green products.

### **01 Introduction:-**

Green marketing, according to the American Marketing Association, is the promotion of goods that are considered ecologically benign. Therefore, green marketing covers a wide range of functions, such as product modification, production process improvements, packaging adjustments and promotional changes. The many social, environmental and retail interpretations of the term serve as an example of how difficult it is to define green marketing as the diverse meanings often contradict each other. [1] Environmental marketing and ecological marketing are additional phrases with similar meanings.

Concern about the environment has grown in importance for humans in the present. The resources are being used up because human requirements are growing more and more constantly. With the issue of over consumption of the natural resources of the world, there is a need for internationally sensitive knowledge about the impact of human activity. The environment and human life are under threat from global warming, the ozone hole, water and air pollution, species extinction, and degradation of agricultural land. Every industry has experienced impressive growth as a result of technological advancement, including those in astronomy, automobiles, electronics, communications, building and architectural design, bio-electronics, health care, and computer sectors. These innovations gave economic growth a boost.

Using technology lowers the cost of producing materials and overload fees, which results in savings for the economy and economic growth. They not only encourage new ideas and avenues, which act as a motivating factor for the future, but also help raise the standard of living in society. Despite all the good that technology has done for the world, there are still some depressing aspects of the current environmental impact caused by modern technology. Damage has grown to be the main worry.

consumers understand the value of utilising natural and herbal beauty products thanks to their Ayurvedic history. Indian customers are made aware of healthy lifestyle choices like practising yoga and eating organic food. These factors are already known to consumers, who will accept any goods.

During the past few decades, environmental problems in many societies have attracted the attention of many organizations. Consumers nowadays are more aware of environmental issues and are beginning to understand that all these issues are a result of population growth, our consumption patterns and technology innovation. Today's consumers are ready to shift their preferences from conventional goods to "green goods" that have the least negative impact on the environment. Its impact is also being felt in the business world. Business organizations have started changing the state of the environment in many ways. Nike, Philips, Panasonic, UV&W and Organic India have now started producing a variety of eco-friendly goods that appeal to mainstream consumers as well as green consumers, encouraging them to use Is. Eco-friendly products and protect the environment. Use herbal items more often, and manufacturers are working to raise the cost and standard of these eco-friendly items. Not just the business world, every sector of society is now aware of the need to go green. 02

Consumers in urban and literate India are learning more about the advantages of green products. But to the general public, it is still a novel idea. Consumers must be informed of the environmental risk and made aware of its importance. To be successful, new green initiatives must raise public awareness, which will require a lot of time and work. Indian

Industrialization and economic expansion brought on by technological advancement raise people's standards of living, but it also creates a number of environmental problems. Many corporations have launched significant economic endeavours with an eye towards the environment because of governmental and social pressure, and numerous green techniques have also been implemented. Because customer behaviour directly affects a company's ability to succeed, marketers must keep customers in mind when developing products, marketing plans, and marketing strategies. After all, customers drive nearly all marketing decisions. Marketing plan for the business's successful functioning. Retailers must evaluate the knowledge, attitudes, and behaviour of their customers. 03

So, the purpose of this study is to investigate the advancements in environmental protection, social marketing, and environmentalist marketing strategies, as well as to explore the possibility of links between consumer attitudes towards the environment and their purchasing habits. The paper examines social marketing and environmentalism before defining the environmentalist marketing strategy that is used to observe the effects of the two earlier events.

## 02. Evolution of Green Marketing:-

Over time, green marketing has undergone changes. Peattie (2001) identified three stages in the development of green marketing. The first stage was known as “Ecological” green marketing, and all marketing operations during this time were focused on addressing environmental issues and offering solutions. The second phase was “Environmental” green marketing, when the emphasis turned to clean technology and the creation of novel new goods to address difficulties with waste and pollution. The third stage of green marketing was “Sustainable.”

- Harm to the environment during manufacture, use or removal.
- Consume an excessive amount of energy or other resources during manufacture, use, or removal.

## 5. scope of the study:-

The purpose of the study is to examine consumer attitudes and motivations for purchasing green consumer durables. Also, the retailer’s marketing goals and difficulties in selling eco-friendly consumer goods are taken into account. The research is done from the viewpoints of consumers and retailers in both urban and rural locations. The study focuses on domestic consumers who buy goods for their own use and for use in the home as well as businesses who sell green consumer durables.

## 6. Literature Review:-

- ✓ **Deepika Kathuria and Monika Bansal (2016)** made an effort to clarify the idea of green marketing, identifying the justifications for doing so as well as the challenges faced by marketers when putting green strategy into practise. The study she also mentioned examines how environmental improvements

Throughout the latter half of the 1990s and early 2000s, it gained popularity.

## 3. Green Products:-

A green product is one that can be recycled or maintains its value without polluting the environment or depleting natural resources (Shamdasani et al., 1993: 488). It is anticipated that this will not happen (Moisander, 2007: 405).

- Endanger human or animal health.
- Unnecessary wastage due to excessive packaging or short useful life.

4. Benefits of Green Marketing:- Businesses who create new and improved goods and services with the environment in mind get access to new markets, boost the sustainability of their profits, and have an advantage over businesses that don’t care about the environment

can be made through the use of green initiatives, such as solar and wind energy, water conservation, e-rickshaws, ozone-safe technology, and reusable and biodegradable goods. I am capable of moving several actions ahead.

- ✓ **Manju (2012)** examines the primary justifications for implementing green marketing strategies. Customers are prepared to pay extra for safety and a greener environment, which suggests that both consumers and commercial businesses could use green marketing to lessen their harmful effects on the environment.
- ✓ **Manjunath (2013)** identifies green reporting initiatives in Bengaluru’s information technology sector and focuses on green reporting initiatives in the Indian corporate sector. The research comes to the conclusion that business classes have learned how

important it is to switch from their conventional marketing tactics to green ones in order to thrive in a cutthroat environment.

- ✓ **Prof. K. UdayKiran (2012)** investigates the principles of green marketing as well as the drivers behind and challenges associated with implementing green marketing strategies in the Pune firm. According to the study's findings, the majority of Pune city's consumers are unaware of and even unwilling to learn about green marketing strategies. The study also recommended that in order to improve product performance and strengthen consumer loyalty, appropriate efforts are needed to educate them.
- ✓ **Saxena, Ravindra Pradeep K. (2010)** made an effort to ascertain how Indian industries felt about green marketing and how to ensure both sustainable growth and a competitive edge. The researchers' theory was developed after a thorough literature review. The outcome demonstrates that businesses are more concerned about the environment and strongly believe that green marketing may be a crucial instrument for gaining a competitive edge and fostering sustainable growth.

#### 7. Research Purpose:-

The purpose of this research is to determine the impact of green marketing practices have on influencing customer's reaction and perception on it. The way these products are becoming so appealing to them through their characteristics, as it changes customers habits going over the bounds of their consciousness.

#### 8. Hypothesis:-

- ❖ Consumers' perceptions of the four Ps of the green marketing mix are neutral.
- ❖ Consumers' intentions to purchase green consumer durables are indifferent.
- ❖ Consumer purchasing decisions are not much influenced by socioeconomic demographic characteristics.
- ❖ Consumers are generally satisfied with green consumer durables.

#### 9. Research Methodology-

A questionnaire was used to gather comprehensive data. The ten-item survey inquired about how the company's green marketing strategies affected your decision to make a purchase, whether they caused you to alter your mind about making another buy, how much extra you would be willing to spend, and other relevant issues. The majority of the questions used a Likert scale as their subject

### The Findings of the Research

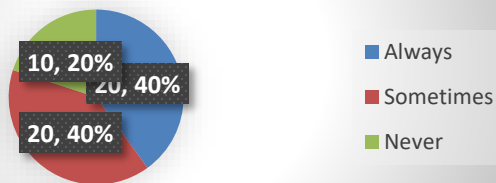
Table 1 displays some demographic information about the region based on responses to the survey used for the study.

#### Experiences about the Environment

S.N.	Particulars	Always		Sometimes		Never	
		F	%	F	%	F	%
1	I purchase goods with less packing.	20	40	20	40	10	20
2	I favour goods packaged in environmentally friendly materials. (glass, paper etc).	40	80	5	10	5	10
3	I segregate my domestic garbage (paper, glass, metal etc).	30	60	15	30	5	10
4	I deliver things like paper and newspaper to the appropriate organisations so they can be recycled.	00	00	15	30	35	70
5	I purchase recyclable goods.	40	80	10	20	00	00
6	The recycling bins are used by me all throughout the city.	50	100	00	00	00	00
7	I caution those who harm the environment (throwing waste on the ground, spitting etc.)	30	60	10	20	10	00
8	I keep an eye on electricity usage (turning off unnecessary lamps, not using too much water etc.)	15	30	15	30	20	40
9	I make advantage of the recycle bins on campus.	30	60	20	40	00	00
10	I urge folks to exclusively purchase recyclable goods.	20	40	15	30	15	30

#### Data Analysis:-

##### 01. I purchase goods with less packing.



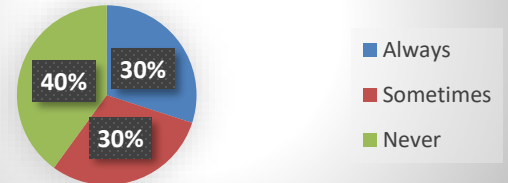
##### 02. I favour goods packaged in environmentally friendly materials. (glass, paper etc).



**03. I segregate my domestic garbage (paper, glass, metal etc).**



**08. I keep an eye on electricity usage (turning off unnecessary lamps, not using too much water etc.)**



**04. I deliver things like paper and newspaper to the appropriate organisations so they can be recycled.**



**09. I make advantage of the recycle bins on campus.**



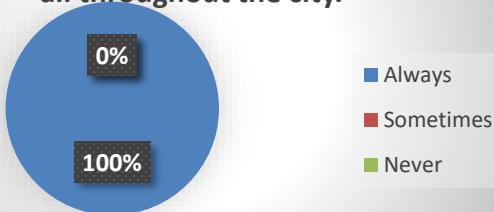
**05. I purchase recyclable goods.**



**10. I urge folks to exclusively purchase recyclable goods.**



**06. The recycling bins are used by me all throughout the city.**



**07. I caution those who harm the environment (throwing waste on the ground, spitting etc.)**



**Conclusion :-**

The ultimate goal of this research is to create a conceptual model that would incorporate, evaluate, and quantify how desirable green products become to consumers and whether or not they have a greater impact on those who are environmentally conscious. This model was created primarily with the intention of gathering data so that conclusions could be drawn.

The study contends that In order to alter consumers' perceptions about green marketing, marketers must devise fresh and creative strategies. For instance, when it comes to price, green products should be offered to customers at a much cheaper cost to draw in a larger customer base.

Today's population is more environmentally conscious and concerned about the sustainability of natural resources for future generations. Their concern for the environment has enabled them to become green consumers, who can only purchase items that are regarded as eco-friendly and are prepared to pay more on them due to the fact that they are more expensive. As environmental concerns among customers grow, businesses have started altering how they manufacture their goods and starting to use a new marketing tactic known as "green marketing."

As environmental engineering develops, it is occasionally discovered that a technique or product that is suggested as being environmentally friendly is actually destructive to the environment. Because to this, companies that adopt these practises and tell their clients about them risk going out of business if it turns out that they are not only ineffective but also hazardous to the environment. Companies believed that new manufacturing techniques for eco-friendly products would result in lower input costs. Several organisations have shied away from the endeavour due to the requirement to make adjustments to products and production processes in order to demonstrate the practise of using green products and practises, as well as the associated expenses. Businesses incur greater costs as a result of legal regulations. The environmental demands of consumers cannot be met by a green product alone. Sensitive Even customers give distinct green product standards a lot of thought.

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