

## **Eco Friendly Green Product Marketing and Consumer Behaviour: A Case Study**

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### **ABSTRACT**

*The surfacing of environmental exertion and the augmented awareness headed for green purchase behaviour have received many responses by the stakeholders' universal like from the government bodies, researchers, businesses, consumers and so on. Consumers' awareness on products marketed in green marketing is vital in funnelling their purchasing decision of green products. The purpose of this paper is to explore the consumers' decision to purchase green products and to examine the influence of consumers' environmental concerns, awareness of green product, price and brand image. Data was collected through structured survey questionnaire from 400 customers of four hypermarkets in Garden City, -Benguluru, Karnataka. Results authenticated that consumers' awareness of price and brand image considerably influences their purchasing decision of green products. A person having some concern for the environment and its brand image would have a stronger preference to buy a green product. Findings could provide fruitful insights for environmental sustainability.*

*Keywords: Brand awareness, Brand image, Purchasing decision, Environmental concerns*

### **INTRODUCTION**

Incepted in the year 1982, Bangalore Paper and Pulp Mills, Bangalore have developed as a famous producer, exporter, distributor, broker and provider of institutionalize quality channel paper, pharma channels, circle channel papers, channel packs, heater channel paper and channel cushions. By assembling the items in mass sum to take care of the regularly expanding demand of our customers, our organization has earned the esteemed status of fare house. Our adherence to quality in assembling channel paper and cushions has empowered us to wind up the individual from KASSIA. Under the table authority of our coach, Mr. A.K. we have cut a specialty in the residential and additionally worldwide markets. Having the customary privately-run company of paper fabricating, our guide has tremendous industry involvement in offering client particular paper items. We are a domain cognizant. Firm who utilize squander scraps and waste paper to produce wonderful sheets of biodegradable channel paper and cushions? To keep up to the adjust of condition we don't cut any tree or utilize any lethal chemicals to fabricate channel paper and cushions.

## BACKGROUND OF THE STUDY:

An examination on purchaser conduct towards eco well disposed Green item should decrease the effect of its utilization on this ecological foundation of the investigation on making forms parts and reusing methods advancement for the common habitat than those of feasible Eco amicable items. The Bangalore Paper and Pulps Mills companies have using consumer behavior towards green marketing for many reasons such as industrial market of green product is more implicated in the social responsibilities. The manufacturing of product with the intention of are supposed to be green in safe hands selling expansion with market of goods considered toward reduce efforts by organization to produce, promote, packing and sustainable eco friendly product. In this “eco friendly” as well as green product will be used to sustainable environmental product.

## OBJECTIVE OF THE STUDY:

The study on Consumer Behavior towards Eco Friendly Green Products tries to evaluate the impact of sex, age, training level and yearly family unit salary on customer behaviour towards green advertising, a key to practical advancement. The investigation gets bits of knowledge on buyer elements on green vision in developing economies like India.

## STATEMENT OF THE PROBLEM:

Presently a day's mindfulness on Consumer conduct towards Eco inviting green item by the general population has expanded which demonstrates the significance of green item. It isn't simply because of mindfulness it I likewise as a result of the awful effect on soundness of humankind. Manufactured composts fertilizers and pesticides make issue even to the level of tumor. Understanding the effect of non natural item and began utilizing or embracing green item for standard utilization. The specialist demonstrates enthusiasm on the positive effect on green natural items. Along these lines this specific investigation has been done.

Practical item needs to add to managing socio biological issues on a worldwide level, or give quantifiable upgrades in socio environmental item execution. In excess of 3,000 items, for the most part family substance, paper items, office apparatus and building materials have been issued with this name. The criteria account natural factors through the items life cycle (crude material extraction, creation and circulation, utilize and won't). Hence the most essential parameters are outflows into air water and soil, age of waste and commotion.

## LITERATURE REVIEW

**Michael Polonsky (2006)** To Identify and dissect the convictions of significant worth chain go-betweens with respect to the creation and advertising of nourishment items adjusting to naturally supportable principles. Client assert that the utilization of various phrasings, for example, natural, green and ecologically benevolent in advancing.

**McDaniel, David H Rylander (1993)** "Green Marketing" is coming to fruition as one of the key business methodologies without bounds, and that the expanding natural forth the need and recommendation for incorporating planning of the organization.

**James W Kolari (1987)** The strategic wastage paper and its snow in the strategic is to a useful tool for categorize as well as understanding the type of strategic to be followed by organization. Strategies used by firms in a dynamic environment. Provide support for the typology and its application to the area of marketing strategy. It is therefore certain that orderly scholastic research is foremost to manage

organizations to prevail in ecologically feasible item development. Maintainable item advancement through an interpretative guide basic achievement factors that drive accomplishment of item development.

**Chwen (2011)** Eco-accommodating mentalities influence lodging clients' ecologically well disposed goal visit a green inn, to spread informal exchange about a green inn, the client green states of mind are, all in all, fundamentally connected with their communicated expectation to visit a green inn,

**Gopalkrishnan R Iyer (2010)** We coordinate dissimilar surges of research and build up a more extensive system to comprehend the fitting part and focal point of business-to-business showcasing in the store network for accomplishing ecological maintainability destinations.

**B Urien (2011)** Generatively alludes to people's convictions that their present conduct has outcomes that stretch out into future age, while self improvement alludes to values identifying with influence, riches and impact. Specialists have been examining the connection between naturally capable utilization conduct and various forerunner factors. Green unrest, practicing environmental awareness ecological insurance, economical way of life, maintainable improvement, securing our earth and more has turned into a characteristic marvel in our regular day to day existence. Procedures on consumer loyalty and natural security utilizing extensive writing survey. Subsequently, out the effect of green showcasing consumer loyalty and natural security.

**Jacob Cherian, Jolly Jaco (2012)** There has been an adjustment in customer states of mind towards a green way of life. Individuals are currently endeavoring to lessen their effect on the natural. The diverse buyer ascribes are identified with the idea of green showcasing. A calculated system is idea and the data is dissected based on the structure.

**Hae Jin Gam (2011)** However like all dress EFC likewise reflects buyers;' design decisions, and the numerous variable that impact EFC buy choices must be comprehended for attire organizations to adequately showcase eco-accommodating items.

**Elham Rahbar (2011)** The outcome uncovered that client confide in eco-mark indicate positive and noteworthy effect on their genuine buy conduct. The reason for this examination is to decide the impact of green advertising instruments on buyers' real buy conduct. This paper offer supportive rule for government to plan the green arrangements, for example, giving

**Chee Yew Wong (2011)** The connection between three measurements of production network combination and four measurements of store network reconciliation and four measurements of operational execution. This paper stretches out earlier reach out earlier store network look into by building and experimentally testing a hypothetical model of the possibility impacts of natural vulnerability.

**Melissa A Baker (2014)** The client want for and investment in green exercises can prompt associations outlining more proficient and compelling green projects. This exploration finds that the blasts evaluation of the significance of being earth too inviting has the best impact on their expectation to remain in a green inn.

**Thomas E Johnsen (2012)** This paper gives an organized writing survey of supportability in obtaining and supply administration, moving past the convention ecological and social manageability. The maintainable buying and store network administration to get a precise perspective of momentum investigate.

**Elham Rahbar (2011)** The client confide in eco-name and eco-mark and their view of eco-mark demonstrate positive and noteworthy effect on their genuine buy conduct. The paper gives down to earth data to green promoting and maker of green items.

**Chutima Wangbenmad (2014)** Companies should involve suppliers in partnerships to continuously should improve and enhance new product advantage, which would ultimately enhance new-fangled manufactured goods routine The aim by the study is to investigate in effects on this supplier involvement in produce growth procedure on the innovative design piece

**Nik Ramli Nik Abdul Rashid (2014)** ECSR is where organizations incorporate ecological worries in their business association. This idea paper investigates important ECSR measurements picture of the association, and their behavioral reaction toward the association. ECSR as a vital promoting approach having long haul and positive main concern benefits.

**Benjamin L Campbell (2013 )**A few customers are ending up more inspired by and buying item that are privately developed or potentially environmentally inviting. We profile nine consumer segments, identifying their plant purchase and preference for local and sustainably grown products and plant containers.

## METHODS

**Participants** The population of this research is eco-friendly paper and pulp consumer. This research uses purposive sampling technique with criteria : the consumer who will eco-friendly paper and pulp products the age of at least 21st, the consumer who understand about green product.

**Instrument** The Variable of this research is consumer attitude toward green product, formed by ecoliteracy, interpersonal value and value orientations.

**Questionnaire** that using were study sum 20 item. Five items to measure respondents' ecoliteracy were adapted from the work of (Laroche et al. 2001, in Anvar and Venter, 2014). Five items to measure respondents' interpersonal influence were adapted from the work of (Bearden et al, 1989, in Cheah and Phau, 2011). Five items to measure respondents' value orientations were adapted from the work of (Laroche et al., 2001 in Anvar and Venter, 2014). Six items of behavioral intention to purchase green products were constructed based on the studies of Rizaimyet. al, (2010) and Phuah et.al. (2011). All items were measured using 5-point Likert scale (1 is low and 5 is high).

**C. Procedures** The descriptive survey using questionnaire was employed in this study to examine how consumers' perceived green products affect their behavior intention to purchase the products. The survey was conducted to customer green product. The questionnaire were shared to 150 people who will buy eco-friendly paper and pulp products. Then the data were analyzed use Partial Least Square (PLS). **III. RESULTS** The result of research show that model outer value (Measurement Model) with showing that all dimension in variables of green products attitude show good validity, (factor loading) the entire above 0,5 and significant, bigger than 1,645. So it can be concluded that all dimension as variable measurer of green product attitude. The inner model testing or structural model was done to see the relations among variables, significance of value and R-square is goodness-fit model testing. Based on table above value of  $R^2 = 0,572046$ . Based on above table is obtained : attitude of green product influence toward purchase intention with path coefficient as 0,756337, can be received, which is score of T-Statistic = 22,592258 is bigger than score of  $Z \alpha = 0,10$  (10%) = 1,645, so the significant is positive.

## DISCUSSION

Based on the research is obtained that hypotheses who is submitted by consumer attitude toward green product influence positively to purchase intention of ecofriendly is the truth, because from the result of research declare that consumer attitude toward green product influence positively toward purchase intention of wall paint can be received. This research is also supported research-research that there is positive influence from understanding of environment on positive attitude formation toward green product and influence positively toward consumer attitude on consumer willing to buy green product. The result of this research show that on common consumer knowledge in green product can interpret symbol of eco-friendly written on that product. With the increasing of consumer awareness toward environment, so consumer interest to use it and have th positive impact for environment sustainability in a general way and consumer health for special way. Making consumer active to search the information about eco-friendly wall paint product. This information sources are obtained by consumer from many media sources, such as television, newspaper, magazine, tabloid, and scientific. The information about the product also can be obtained from friend, family, or formally from company's promotion, that means that the care toward environment causes positive attitude to environment. Therefore, from attitude will make influence of consumer willing to buy the product, this is called ecological. Thus, it shows there is positive influence about environment on consumer positive attitude on consumer willing to buy eco-friendly wall paint product.

## CONCLUSION

Based on the research can be concluded that consumer attitude toward green product able to increase consumer purchase willing. This is because there is awareness of the important taking care the health and create eco-friendly condition in our environment. The spreading of information and knowledge about green product must be increased continuously. Thus consumer be able to interpret the symbol of eco-friendly in the future on the product and will getting aware that by buying and using green product, it means that participate in environment sustainability. The company is better to add information and promotion programs that can attract consumer purchase intention toward green product. Next research can learn green product promotion variables, communication and technology of information to increase the knowledge and interpretation of consumer and the variables green consumerism variable.

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