Evaluation of Green Marketing for Increasing the Consumption Pattern of Green Products amongst Consumers of Gwalior City

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Abstract

Green marketing consists of a wide range of business activities which intends to satisfy customers' needs and wants, as well as diminish the negative impacts on the natural environment. The main objective of this study is to evaluate the impact of green marketing practices on consumer attitude and behaviour which influence the consumption pattern of green products in Gwalior city. This study is having descriptive research design and the convenience sampling method was used to identify respondents of the study. The population for the study will be the retailers who are using green marketing tools for selling green products in the market and consumers who use to buy green products from the markets of Gwalior city. The sample size of the study was 40 retailers and 60 customers. Regression was applied to test the hypotheses of the study and result shows that green advertising and green packaging and branding is having positive impact on consumption pattern of green products.

Key Words: Green Marketing, Consumers, Attitude, Behaviour, Consumption

Introduction

According to Chaudhary, Tripathi, and Monga (2011) the term of "green marketing" first revealed in the late 1970s. American Marketing Association (AMA) defined it as "ecological marketing". Green marketing consists of a wide range of business activities which intends to satisfy customers' needs and wants, as well as diminish the negative impacts on the natural environment (Tiwari, Tripathi, Srivastava, & Yadav, 2011). "Green marketing" as a concept refers to a business practice that focuses on consumer needs and concerns regarding the conservation of natural resources (Coddington, 1993). Green marketing represents a 360-degree marketing effort in which all aspects of a strong consumer relationship, such as manufacturing and

manufacturing of products and services, its sales, purchases and subsequent consumption does not have any degrading effects on the environment.

Characteristics of Green Products

Green products are products made using eco-friendly technology and reduce the risk to the environment. Green products are generally known to have the following characteristics:

Green products grow naturally, they can be recycled, recycled and can be recycled, they have no materials, They have no toxic chemicals, Ingredients in raw products are approved chemicals, They are not the causes of contamination, These products are not tested in animals and These products include environmentally friendly packaging.

Green Advertising

According to Qader and Zainuddin (2011) media coverage has transformed many specific environmental problems in public issues and as a result, the company's focus on environmental protection, ecology, and environmental degradation and focus on producing environmentally friendly products, promoting the advertisements of these green products. According to Haytko and Matulich (2008), green advertising started due to the recession caused by the high oil prices during the 1970s to deal with the environmental problems. Companies following the green trend started to create green environmental-friendly goods to achieve a competitive advantage over the competitors and looked for new ways to reach the masses (Phau and Ong 2007). The companies started to make environmental claims in the advertisements and Scammon and Mayer (1995) describe environmental claims as "statements made by the businesses for selling their products which have a significant positive effect on the natural environment".

Green Consumers Purchasing Behaviour

Attitude and Behavior

The main aim of a green faction of consumer psychology is to explain the gap between consumer's attitude and their actual buying behavior. Ajzen's Theory of Planned Behavior aims towards the acts that are determined by attitudes, norms, and perceived control. Many other factors could lead to some certain behavior and may even interfere in the behavior process that may explain the impact of whether the environmentally friendly attitudes will result in actual purchase behavior of green products or not. Many

factors might be "low cost vs high cost" Diekmann and Preisendorfer (2002), "availability of alternatives" Rex (2000), and "consumers trust" regarding the provided environmental information (Thogersen, 2000).

Literature Reviews

Mainieri, Barnett, Valdero, Unipan and Oskamp (1997) investigated the variables that predict "green buying" (i.e., buying products that are environmentally beneficial). Predictor variables included awareness about environmental impacts of products, specific environmental beliefs of consumers, several general environmental attitude scales, demographic variables, and several pro environment behaviors other than buying behavior. A written questionnaire, mailed to randomly selected residents of 8 middleclass communities in the Los Angeles area, was answered by 201 respondents. The results of hierarchical multiple regression analyses supported the hypotheses under study: Specific consumer beliefs predicted several green buying variables as well as general environmental attitudes, whereas general environmental attitudes predicted only one aspect of green buying. Women were significantly higher than men on two aspects of green buying and on the environmental attitude scales. Home ownership was positively related to recycling behavior.

Dr. Reeta Arora (2014) Green Marketing: Emerging Opportunities and Challenges. This paper seeks to introduce the concept of green-marketing. The main objective of this study is to analyze the concept of green marketing globally and with special reference to India. The study is mainly based on literature reviews of secondary data. The study concludes with the fact that with the threat of global warming, it is more important that green marketing become the norm rather than the exception or just the fad. Recycling of paper, metal, plastic etc. should be more systematic and universal in a way that is safe and harmless to the environment. It has become a standard to use energy-efficient lamps and other electrical appliances.

Yeow Kar Yan & Rashad Yazdanifard (2014) conducted a study on the concept of green marketing and green product development on consumer buying approach. This study focuses on the concept of green marketing and green product development, the different consumer consumption in regards to green marketing and green product development, and lastly examines the problems that firms have faced when they have failed to implement green marketing and green product development. Researcher concluded from the study that Green marketing and product development have been deemed the best ways forward for a business to be able to conform with new rulings from the government, and also to be able to comply with the

behavior of consumers from field studies in to the wants and needs. The firms believed that the ideas of green marketing such as implementing a green supply chain, green products design, packaging, pricing and promotion are beneficial to society and the environment; and therefore it has taken priority over conventional marketing initiatives. Furthermore, the firms should present notable efforts to its customers in a manner that shows the firm is actively trying to decrease its environment risk.

Sandeepani DMM, Samaraweera GC, (2019) conducted a study on how green marketing tools shape consumer purchase behavior. The present study focused to identify the consumer awareness and attitude towards green products while evaluating the consumer perception towards selected green marketing tools; eco-labelling, eco-branding and eco-packaging. For reasons of convenience, the study was carried out in Mapalana Magin Pahala Grama Niladari division, Matara, Sri Lanka. Consumers in the area were selected as the population for the study. Primary data were collected through a pre-tested questionnaire survey. The questionnaire was developed to understand the consumer profile, to assess the consumer awareness and attitude towards green products and to examine how purchase behaviour is affected by green marketing tools such as eco-labelling, eco-branding and eco-packaging. All the statements used to assess the green marketing tools were measured by using the five-point Likert scale. The findings ramified the past findings that the green marketing has a positive and meaningful impact on consumer's green purchase behavior (Kordshouli and Bouzanjani 2012). It is concluded from the study that the customers will view the "greenness" of a product or service as a benefit of green marketing and thus make their purchasing decisions. The study on the impact of green marketing tools on consumer purchase behaviour shows significant gender differences with respect to eco purchase intention. Female consumers were willing to pay a premium price for green products to conserve the environment. Furthermore, the results of independent sample t-test revealed that the gender significantly shapes eco-labelling, eco-branding and eco-packaging attributes on consumer purchase behaviour.

Kiran Wazir, Haider Khan (2021) conducted study on The Impact of Green Marketing Strategies on Consumer Purchasing Patterns. This study aims to investigate the role of green marketing strategies on consumer believes and behaviors in terms of shopping goods that included household detergents and organic food items. The research serves the consumers of Guildford Surrey, to analyze the role of green marketing in terms of their behavior. Data were mainly collected from the primary source through the help of a structured

close-ended questionnaire. The finding of the results suggests that green marketing strategies have a positive impact on consumer believes and behavior.

Objectives of the Study

1. To study the level of awareness of consumers about green products.

2. To analyze the attitude and behavior of Indian consumers towards green products

Hypotheses of the Study

H01 Green Packaging and branding is not having positive and significant impact on consumption of green products.

H02 Green Advertising is not having positive and significant impact on consumption of green products.

Research Methodology

This study is having descriptive research design and the convenience sampling method was used to identify respondents of the study. The population for the study will be the retailers who are using green marketing tools for selling green products in the market and consumers who use to buy green products from the markets of Gwalior city. The sample size of the study was 40 retailers and 60 customers.

Questionnaire Designing

The questionnaire is of two types in which one questionnaire is related to retailers and second one is related to customers. Each questionnaire is divided into two parts in which first part contain questions related to demographic information and other general questions and part two contain questions related to green marketing measures, green marketing tools and green product consumption on the basis of five-point Likert scale (1 = strongly disagree, 5 = strongly agree).

Scale Measurement

Questions under the green marketing strategies (green branding, green labeling, and green advertising) were derived mainly from the work of **Lin and Huang (2011)** while questions related to green product consumption, Consumer Attitude, Purchase Intention, consumer behavior were derived from the green consumer marketing literature in areas such as consumers concern for their environment, consumers perception towards the environmental friendly products.

Variables of the Study

Green Packaging and Branding (GPB)

The attitude of consumers towards green products can be changed by the brands. It has also been stated that there is less commercial success for those products which do not reflect green attributes. In addition, researchers have argued that for the success of green branding strategies, green positioning is an important element.

Green Advertising

Zinkhan& Carlson (1995) defined "green advertising as the appeals that try to fulfill consumers' needs and aspiration regarding to environmental concern and health issues from different perspectives including ecology, sustainability, and pollution-free messages". Environmental content in advertisements increases customers' inclination and preference towards advertisement

Green Purchase Intentions

Green Purchase Intentions are the behaviour intentions which provide an individual's enduring vigour to perform the likewise behaviour (**Ng & Paladino 2009**) and according to **Ramayahet. al. (2010)** it is the strength of the mind to operate in a defined manner.

Data Collection Method

Primary data will be collected for the study. A semi structured questionnaire was the key instrument used to collect data. In the order to develop and refine the first stage, the questionnaire will be reviewed by academic scholars to establish its appropriateness, clarity, and free from misunderstanding. Secondly, before final distribution to the instrument was pre-tested. The third stage is the collection of primary data (final questionnaire) from respondents.

Data analysis

In order to comprehend the responses and make inferences, the questionnaires collected from the field is processes through SPSS. For statistical analysis Realibity and regression are applied.

Data Analysis

Table No. 1 Reliability Analysis

Cronbach alpha	No. of items
0.867	23

Cronbach's alpha was applied to check the reliability of Data. The value of alpha should stay between 0 and 1. The value 0.867 shows acceptable range for Cronbach alpha.

Multiple Regression

Table No. 2 Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.805[a]	.647	.636	6.402	1.867

a. Predictors: (Constant), Green Packaging and Branding, Green Advertising

b. Dependent Variable: Consumption of Green Products

Table No. 3 ANOVA

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	14438.455	6	2406.409	58.708	.000[a]
	Residual	7869.937	92	40.989		
	Total	22308.392	98			

a. Predictors: (Constant), Green Packaging and Branding, Green Advertising

b. Dependent Variable: Consumption of Green Products

Table No. 4 Regression Analysis Result

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	1.370	2.679		.138	.890
	Green Packaging and Branding	.688	.190	.402	5.565	.000
	Green Advertising	.637	.135	.220	4.720	.000

a. Dependent Variable:

The model summary table contains results of overall effects of all the variables on the dependent variable. The overall effect of independent variables, Green Packaging and Branding, Green Advertising on the dependent variable, Consumption of Green Products is indicated by adjusted R^2 value. The adjusted R^2 value is 0.636 indicating that 63.6% variance in the dependent variable is contributed by the two independent variables. The same table also contains the results of autocorrelation test in the dependent variable series. Durbin-Watson value 2 indicating no autocorrelation at all. The value of Durbin Watson is 1.867 indicating that the autocorrelation of the dependent variable is well within acceptable limits for linear regression.

The value of F in the ANOVA summary table is 58.708, significant at 0% level of significance, indicating that the model has high goodness of fit. The non-standardized coefficients are used to develop the multiple regression equation. The equation for regression analysis from the coefficient table above can be summarized as below:

$$Y = a + b_1 x_1 + b_2 x_2 + b_3 x_3 + b_4 x_4$$

Consumption of Green Products = 1.370 + 0.688 (Green Packaging and Branding) + 0.637 (Green Advertising)

Conclusion

The main objective of this study is to evaluate the impact of green marketing practices on consumer attitude and behaviour which influence the consumption pattern of green products in Gwalior city. Result of regression analysis shows that green marketing practices such as Green packaging and Branding and Green Advertising is having significant impact on Consumption of Green Products. The firms should promote the idea of green marketing ideas of green marketing such as implementing a green supply chain, green products design, packaging, pricing and promotion are beneficial to society and the environment; and therefore it has taken priority over conventional marketing initiatives. Furthermore, the firms should present notable efforts to its customers in a manner that shows the firm is actively trying to decrease its environment risk.

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