

# IMPACT OF GREEN MARKETING ON CONSUMER BEHAVIOR: A STUDY WITH SPECIAL REFERENCE TO JAMMU"

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## Abstract

Environment issues is an excited topic recent days as almost every countries government and society has started to be more aware about green marketing issues, here, the term "green" is indicative of purity, green means pure in quality and fair or just in dealing. The industry will be benefited once green marketing strategy like production and consumption, disposal of eco-friendly products, reduced production waste in both energy and material, making products reusable and recyclable. Now a day's consumers prefer environmental friendly products but their purchase decision varies by lack of awareness towards green marketing issues as well as knowledge of eco-friendly label influences the consumer behavior and helps to increase the knowledge on green production. The present paper is going to look on perception of consumers regarding green initiatives in production process and to check the impact of production activities on environment.

**Key words:** Environment, Eco-friendly, Green products.

## INTRODUCTION

Green marketing is the marketing of environmental friendly products and services. Here, the term "green" is indicative of purity, green means pure in quality and fair or just in dealing. It involves eco-friendly products, using eco-friendly packaging, adopting sustainable business practices or focusing marketing efforts on messages that communicate a product benefit. It is a phenomenon which has developed particular important in modern market. Green marketing is the historical marketing concept in which it concentrated on producing environmental friendly products to the customers.

Global warming and greenhouse gas is the main problem today which everybody facing because of these, increasing awareness among the marketers to brand and rebrands their products to their concerns towards their global problem.

According to the **American Marketing Association**, green marketing is the marketing of products that are presumed to be environmentally safe. Thus, green marketing incorporates a broad range of activities, including product modification, changes to the production process, packaging changes, as well as modifying advertising. Other terms use for Green Marketing is Environmental Marketing and Ecological Marketing.

Human beings are active supporters of environmental health and are the heaviest purchases of green and social responsible products and even corporate start modifying their business strategies. The concept of Green Marketing is still poor in India, most of the customers are not aware about on it. Companies are giving less concentration on protecting the environment.



Green marketing is the tool for protecting the environment and health of the people so product produces based on the attitude and preference of the consumers. In this scenario, the true marketers must understand these changing trends in the society and responds positively to their change in order to sustain in the competitive market.

Green marketing is a tool used by many companies to protect the environment and to produce quality product to the customer. Such a product or service may be environmentally friendly in it or produced and packaged in an environmentally friendly way.

In the present era, Green marketing is still in its infancy stage. Some of the organization are trying to exploit the green marketing concept. So, consumers should be more aware of the merits of the green products. Green theme must not be limited in the advertisement but the concept shall be internationalized by the company and also consumers must be willing to buy eco-friendly products and as a component of their value proposition.

Companies are using digital mode for reporting of financial results which has saved lot of papers and trees. The firm benefitted in reduced cost as well as consumers also prefer more on cashless transactions and e-marketing. For effective and efficient implementation of green marketing concept government plays the major role. Such innovative practices can reduce waste, greenhouse gas emission and cost.

Now a day's consumers prefer environmental friendly products. But their purchase decision varies by lack of awareness towards green marketing issues as well as knowledge of eco-friendly label influences the consumer behavior and helps to increase the knowledge on green production.

## LITERATURE REVIEW

A study by Peter Kangis (1992), proposes that the challenges both for marketing specialist and for consumers, arising by the concept of green marketing, are due to several issues, such as the lack of an acceptable definition for green marketing, the absence of a clear understanding of cause-and-effect relationships in matters affecting the environment, and the overt and covert reasons for concern about such issues. Suggested that, in the hands of unprincipled marketers, green marketing can turn into green gold.

Belz and Peattie (2008), stated that green marketing and environmental marketing in the late 1980's focused on green consumers who would willing to pay premium prices for more environmentally friendly products. Many consumers choose products that do not damage the environment over less environmentally friendly products, even if they cost more. With green marketing, advertisers focus on environmental benefits to sell products such as biodegradable diapers, energy-efficient light bulbs, and environmental safe detergents. Green marketing encourages consumers to use eco-friendly products and manufacturers develop more environmentally beneficial products.

Sweta Gupta, Deepak Singh, C S Thakur (March 2003), Corporate must be aware of fact the consumer will show interest in green products if companies show same interest through their actions towards environment. To promote a green product without making consumers aware about the green products is a challenge to the marketers.

Philip Kotler and Kevin Lane Keller in marketing management has discussed about the relevance of green marketing in the past few decades and the explosion of environmentally friendly products. From the branding perspective green marketing programs have not been very successful marketers tried and failed with green sales pitches over the last decades because of certain obstacles which the moment encounter. The consumer behavior is such that most consumers appear unwillingly to give up the benefits of other alternatives to choose green products.





Laroche et al. (2001) in their study to identify target consumers who were willing to pay more for environmentally friendly products were looking at a different perspective from Lee (2008). Basically, Laroche et al. (2001) were examining on the variables of demographic, values, knowledge (eco-literacy), attitude (such as severity environmental problem) and behaviors (such as considering environmental issues when making the purchase).

## OBJECTIVES

Green products are those which are manufactured by using green technology and that also do not have any negative impact on the environment. Customers are ready to pay premium price for green products.

1. To know how consumers is having knowledge in buying eco-friendly products and environmental issue.
2. To study about consumers perception regarding green initiatives in production process.

## HYPOTHESIS

- Consumer's are not much aware on the concept of green product and marketing.
- Green marketing encourages consumers to pay more on green products.
- Consumers are likely to prefer more on healthy products.

## METHODOLOGY

The present study involves the use "Survey Method". Here, we distributed 50 Questionnaires to various Institutions, members of SHG, individuals. The samples were selected in and around Jammu. Relevant statistical methods are for the analyzing the result.

## DATA INTERPRETATION

Modern society focuses more on green marketing. In fact, Google Trends reports that, on a relative basis, more searches for "green marketing" originated from India than from any other country. Green marketing offers a framework to generate economic growth, achieve social justice, exercise more on environmental stewardship and strengthen governance. Now a day's consumers are prefer environmental friendly products but their purchase decision varies by lack of awareness about green concept.

Green products means any product, which is not hazardous for environment and customer as well, and it also work as a future remedy of negative impact of a product. For example, CNG (Converted Natural Gas) use in the vehicles, super-concentrated laundry detergents not only save energy and packaging, they save end space, money and effort. Organically grown food not only better preserves oil and reduces the amount of toxins in the water supply; they have superior taste and health benefits compared to their counterparts.

## RESULT OF THE STUDY

The present study is on attempt to investigate the impact on consumer behavior on green marketing. By using a survey, a total 50 questionnaires from the respondents of Jammu region were collected. The paper describes the needs of consumer education towards environment issues.





- Awareness created among consumers to green products, as we conducted our survey on this basis 76% of the consumers responds 'no' to the green products and 24% of the consumers respond positively 'yes' towards awareness of green products.
- Frequently buying process of consumers towards green products, according to our survey result 16% of the consumers buy green products once in a week, 32% of the consumers frequently buy green products once in a month, 24% of the consumers purchase green products once in a year, and 28% of the consumers buy green products regularly when needed.
- Consumer level of awareness among green products. According to our survey 70% of consumers are having average, 18% of consumers are having low and 12% of consumers not having any knowledge about green products.
- Awareness about dimensions of green products, as we conducted our survey regarding the dimensions of green products 52% of consumers respond that they are concern for environment, 30% of the consumers respond they are concern for health, 16% of consumers respond to use better quality products and 2% of the consumers are concern for their status.
- Future acceptance of green products. As our survey finds that 48% of consumers are intend to consider, 30% of consumers consider sometimes, 20% of consumers considers but not in the immediate future and 2% of consumers never consider green products in the future.
- Consumers willingness to recommend green products to others. According to our survey 60% of consumers are willing, 26% of consumers are very much willing, 12% of consumers are neutral and 2% of consumers are not willing to recommend green products to others.
- Sources to get information regarding green products. According to our survey 38% of consumers get information through television, 33% of consumers get through newspaper, 16% of consumers get through magazines and 13% of consumers get through friends.
- Consumers place of buying green products. According to our survey 45% of consumers prefer to buy in local shops, 37% of consumers in retail malls, 11% of consumers through Internet and 7% of consumers in Factory outlets.
- Advertisements talks only about greenness of the product and not about how they perform. According to our survey, 47% of consumers are agreed, 33% of consumers are not yet decided, 18% of consumers are disagreed and 2% of consumer strongly disagreed.
- Consumers are willing to pay more on green products. Our survey results shows that 60% of consumers are ready to pay a little, 33% of consumers are not ready to pay more and 7% of consumers are pay more on green products.





- Marketing element of buying behavior on green products. According to our survey, the results shows that 37% of consumers choose products, 30% of consumers choose promotion, 18% of consumers choose packaging and 15% of consumers choose place as a marketing element for green products.
- Reasons for not willing to pay more on green products. According to our survey, the results shows that 38% of consumers responded that, product cost is too high cannot afford, 29% of consumers responded that, cannot see the benefits of those features, 22% of consumers that, producers should pay for them and 11% of consumers responded that, Government should pay for them.
- Consumers level of satisfaction regarding green products. According to survey, 41% of consumers are neutral, 33% of consumers are satisfied, 23% of consumers are not satisfied and 3% of consumers are not satisfied at all.
- Repetition of green products. According to our survey, 40% of consumers are prefer to repeat sometimes, 28% of consumers prefer to repeat always, 28% of consumers are prefer to repeat often, 4% of consumers are prefer not at all.

The above result shows that, majority of the respondents are feel to be environmentally responsible and some are concern about their health. If the price of the green products increases in the future some respondents are refuses to pay more. So it shows that, the awareness and education of consumer helps to increases the knowledge on green product.

### ENVIRONMENT IMPACT OF GREEN MARKETING

Environmental progress demands that the companies innovate to raise resource productivity; innovation and competitiveness are the new challenges of global competition.

- Green products require renewable and recyclable material, which is costly.
- Requires a technology, which requires huge investment in Research and Development.
- Consumers must require knowing the difference between a green products and non green products.

### SUGGESTIONS

Green marketing plays a major role in conserving and balancing environment and also making the citizens to understand about the value of reusable products. But the producers do not advertise or the market the products in a right platform and charge more price for these products. As the marketing and usage increases, the products should maintain its good quality and cost needs to be affordable. So the suggestions for the producers to disclose the amount split up for the products they generate so that it is transparent to the public.

The competitions in the market have strong influence on the activities of the firm. Because of new concept like green marketing, the firms are increasingly facing competitive pressure in indulging greenness in every stage from choosing the raw material to end of product life cycle. In this regard firms increase competitive advantages in terms of economic standards and facilitates firm to build strong market leadership as well as helps consumer to prefer more on healthy products.



**CONCLUSION**

Green marketing will help to better the future in producing, selling and creating more awareness in the use of green products will lead to happy tomorrow. We are not above the nature, we are a part of nature. Modern society will find no solution to the eco-logical problem unless it takes a serious look at its lifestyle. Surety for the practical use and benefits of the green products. Showing competitiveness in resolving environmental problems. By asking and respecting consumer's choices and preferences, the organization can improve their green products.

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