



A Study on Consumer behaviour towards Environment Friendly Products

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ABSTRACT

Main objective of green marketing is creating positive image for the company and the product in the minds of consumers, as well as to inform them about the environmental benefits of the product. Green marketing can be implemented in various ways such as using eco-labels, green advertising, green packaging, and green pricing. It is believed that green marketing can not only benefit the environment but also the company's reputation and financial performance.

It is important to note that greenwashing is a common practice in green marketing, where companies make false or misleading environmental claims. This is why it is important for consumers to be aware and informed about green marketing and not just rely on the company's claims without checking their authenticity.

Keywords: Green Marketing, Consumers, Environment friendly, SPSS

1. Introduction to green marketing

The term "green marketing" is commonly used to describe process of promoting & selling eco-friendly products and services. This can include products made from sustainable or recycled materials, products with reduced packaging or energy consumption, or services that promote environmentally responsible behaviour.

What we call "green" or "environmental" marketing is the advertising of goods and services that are friendly to planet. Ecological marketing and environmental advertising are other names for "green" marketing. The greater effects of global warming upon ecosystem have raised people's awareness of environmental issues in recent years. As most customers are educated and act responsible towards creating a greener planet, the marketers have tried their hands on "GO GREEN" marketing.

Phrase green marketing had been present since 1980s & 1990s. AMA conducted its first workshop in 1975. But India being a country dominated by tribes and agriculture, nature has always been important in the Indian mindset. Realising which many Indian marketers came up green marketing techniques to influence and attract more customers. Terms like eco-friendly, biodegradable, recyclable, no animals were tested etc are often associated with green marketing, but this is deep concept which has many focus areas. Not only products which are eco-friendly but innovations or ideas for getting eco-friendly fall in this category.

Companies pursuing green marketing-

- DELL- Aims at limiting environmental impacts. It is promoting safe disposal of DELL and other brands products and accepts all equipment and encourages safe disposal and reduces e-wastage.
- GOOGLE – Aims to conserve energy. Hence supports projects like windmills and solar panels etc.
- TESLA MOTORS- Aims to go eco-friendly. Hence manufactured electric cars and bikes to reduce natural oil consumption and emissions.
- TCS – Topped Newsweek's World's Greenest Company title. Started work on a device with potential economic & social advantages started developing tools for farming & social good.
- STAYFREE – Aims to be bio-degradable, Extended Producer Responsibility (EPR), Plastic waste management.

ITC – CLASSMATE- Pitches with sustainability and personalisation.

2. Literature review

A literature review on green marketing would examine the existing research on the topic of environmentally friendly marketing practices and their effects on consumer behaviour and the environment. The review would likely cover topics such as the definition of green marketing, the motivations for companies to engage in green marketing, effect of green marketing upon consumer purchasing decisions, & effectiveness of various green marketing strategies. Additionally, the review may also explore the challenges and limitations of implementing green marketing and the future research directions in this field.

A literature review on greenwashing would involve researching and summarizing past studies and articles on the topic. Using deceptive or incomplete language to advertise product's environmental benefits is known as "greenwashing". It is a marketing tactic used by companies to appeal to environmentally conscious consumers without making significant changes to their products or manufacturing processes.

Studies in this field have revealed that greenwashing is common, with many businesses that make exaggerated or deceptive statements regarding their goods' effects on the environment. Consumers, according to the studies cited above, frequently can't tell the difference among genuinely eco-friendly goods and those fraudulently promoted as such. In terms of potential solutions, some researchers have called for stricter regulations on green marketing claims, while others have suggested that consumers can take steps to become more informed and critical when evaluating such claims. Additionally, there have been many calls for the development of third-party certification programs that can help consumers identify truly environmentally friendly products.

Overall, a literature review on greenwashing would provide an overview of the current state of research on the topic, including the prevalence of greenwashing, its impact on consumers and the environment, and potential solutions to the problem.

Literature Review					
S. No.	Title	Authors	Year of Publication	Name of Journal	Objective of Study
1	Customers' Opinions of Eco-Friendly Goods: A Research Report	<i>Cherian, J., & Jacob,</i>	2012	<i>Asian social science</i>	The current research presents the idea of green marketing & investigates connections between green marketing & various customer characteristics. The material is examined through lens of a philosophical paradigm that is given.
2	The Impact of Green Promotion on Buyer Attitudes Toward Environmentally Friendly Goods	Dr. G. Nedumaran, Manida M	2020	Alagappa University	The study also examines the barriers present in rural India or how their removal can improve & help to green advertising in their own right.
3	The Effect of Eco-Friendly Advertising on Customer Propensity to Buy	Novera Ansar	2013	<i>MJSC</i>	Study's overarching goal is to identify and analyze variables that influence consumers' decision to purchase environmentally friendly goods.
4	Understanding What Influences Shoppers to Buy Eco-Friendly Fast-Moving Consumption Goods	Tandon, Manvinder Singh; Sethi, Vaishali.	2017	IUP Journal of Marketing Management	Our study shows that consumers are influenced by earlier levels of satisfaction and advertising. So managers should not only continue with eco-friendly promotion campaigns but also adopt more green displays in supermarkets in order to create intention because people with income buy more products based on unplanned decisions.

3. Objectives of study-

- To establish relationships with customer purchase decision & green marketing.
- Understanding problems confronted by firms who are following green marketing.
- Learning about different strategies and techniques for communicating ecological advantages of product/service, as well as understanding consumer behaviour and attitudes towards sustainability
- Understanding the legal and regulatory framework, greenwashing, and how to measure and report on the environmental impact of a business.

4. Sustainable development goals-

The United Nation has adopted “The 2030 agenda for sustainable development” in the year 2015. There are 17 SDGs which are urgent call for action by all countries.

GREEN MARKETING focuses on Goal 12 & 13 which says Responsible consumption and production and Climate action respectively. Marketers can emphasise on these goals by introducing eco-friendly products and packaging to their customers.



Why green marketing?

CSR (Corporate Social Responsibility) activities are important in every company and hence marketing with these activities will enhance the trust of customers. Educating the customers towards the need for and importance of eco-friendly products will help win competition. Awareness towards green products will only influence customers to pay extra for the product. At last, with green marketing, it will become easy to make world less polluted and lead a sustainable life.

Benefits of Green Marketing –

Consumers in the modern era have become increasingly eco-aware and morally concerned. As a result, a growing number of businesses are sensitive to customers' desires for goods that cause no harm to the ecosystem. Since going green is something those businesses will ultimately have to do, many of them want to get a head start. The benefits of eco-friendly advertising include:

- It guarantees long-term development and financial success.
- Although the upfront investment is higher, savings are substantial.
- To promote their goods and services with environmental considerations in mind, businesses can use this tool. It's a boon for breaking into new marketplaces and getting a leg up on competition. Most workers also take great pride in contributing to company's commitment to environmental sustainability.

Challenges in Green Marketing

- Consistency Is Necessary However, only 5% of green marketing messages are found to be completely accurate, and there is no uniformity in place to verify the validity of these assertions. However, there is no universally accepted method of verifying such assertions. The process of certifying a product as organic lacks a universally accepted standard. There will be no way to verify the credentials unless official organizations are engaged. For such labeling and licensure, a universal quality assurance authority is required.
- An Innovative Approach Consumers in India's major cities are becoming increasingly educated and conscious of benefits of eco-friendly goods. Nonetheless, general public is still getting used to the idea. Awareness and education about environmental dangers among consumers

is essential. It will require a lot of effort and time for new ecological groups to achieve critical mass. Indian customers understand the value of using all-natural, herb-based cosmetics thanks to the country's rich ayurveda history. Yoga and the use of natural ingredients in Indian cuisine are just two examples of the healthful lives that Indian consumers are subjected to. In those respects, consumers are well-informed and likely to embrace eco-friendly options.

- Being Relentless and Patient Marketers should consider the long-term advantages of this new green trend, & investors and corporations should see environmental protection as a significant long-term business chance. There won't be any quick gains without the necessary amount of time and effort. Due to the novelty of the concepts and ideas involved, there will be a transitional time before they are widely adopted.
- Refraining from Green Eyesight, Rule number one in green marketing is to always put customer's interests first. This means highlighting advantages product offers to buyer. If done properly, this could encourage customers to transfer companies or even spend more for one that is more environmentally friendly. Developing a product that is environmentally friendly in some ways but fails to meet the expectations of the target market will not be productive. Causes emerald vision. Again, the market's willingness to pay for environmentally friendly goods will diminish if their price is too expensive.

5. Research methodology

The 21st century has been very much an era of environmental issues, global warming and ozone depletion being the foremost among them. There is a great concern over the environment impact assessment issues like carbon credits, greenhouse gases and ozone depletion which have led to greater focus on green marketing. Companies are changing their ways to accommodate these 'new' social issues. Selling items and services which satisfy customer requirements at reasonable costs is a central focus of traditional marketing, however development and sale of environmentally friendly products also presents a significant challenge for green marketers.

Environmental marketing is process of developing, selling and promoting products that are less environmentally harmful. Environmental marketing is discussed in this paper within the context of green marketing which refers to efforts made by companies to assist consumers in making environmentally friendly choices. Green marketing, as well referred to as environmental marketing, entails a wide variety of actions, such as adjusting the manufacturing process, adjusting the packing, and adjusting the marketing strategy. Panda, Tapan K.'s definition In order to minimize negative impacts on environment, "Green or Environmental Marketing" encompasses "all actions meant to produce and enable any trade intended to fulfill human requirements or desires."

With the growing concern about environmental protection & sustainability, effect of business upon environment has become an important issue. Businesses have joined 'green market' as discussions, like those about global warming, rage on in legislative settings about how to mitigate effects of human activity upon ecosystem. Businesses frequently give customers eco-products or green practices, and some go even further by pledging to eco-production and/or environmental charity at the same time. As a result, "green" company tactics have emerged across sectors to tackle an array of environmental problems. Hybrid cars & eco-friendly housekeeping supplies are two instances of green goods.

Hypothesis:

1. The public has become educated about ecological advertising.
2. For environmental reasons, consumers are ready to spend a premium for sustainable goods.

Methodology of Study

The study work makes use of both primary and secondary sources..

1. Primary Data

To accomplish this, a questionnaire poll of residents in the target region will be conducted..

2. Secondary Data

A wide range of sources, including print and digital media such as periodicals, novels, and webpages.

Sample Design:

To better understand how faculty at LPU feel about prejudice based on gender, we performed the current research. Only people in middle class and above were included in our survey. Because of time and financial constraints, a handy selection technique was used to gather surveys. One hundred instances were reviewed in total.

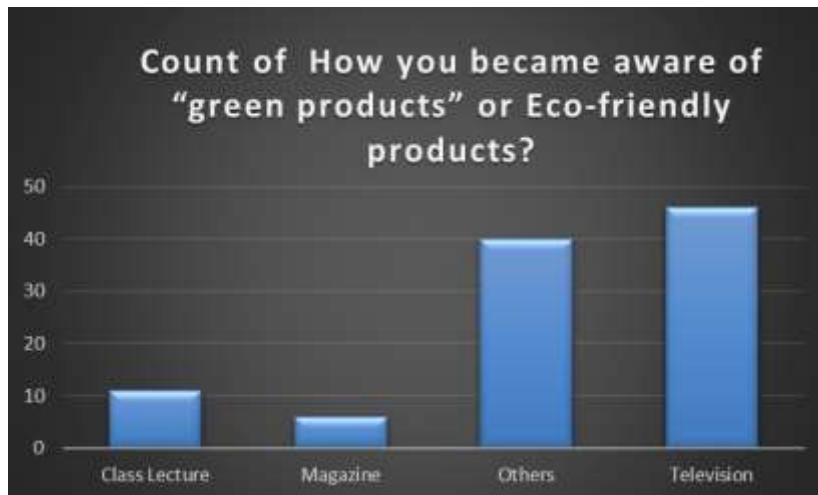
6. Analysis and Interpretation:

Data was examined using SPSS.:

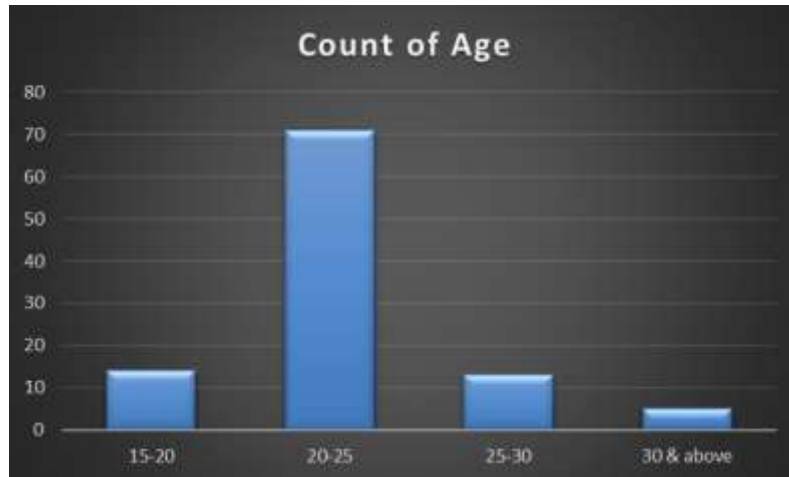
An intriguing set of findings emerged from a study that correlated green marketing with factors like schooling, employment, and household wealth. There was no correlation among green marketing & demographic variables like schooling, employment, or salary. Using a cross tabulation method, we found that there was a favorable association among green marketing as well as readiness to buy costly eco-friendly goods, while there was no substantial relationship between desire for eco-friendly as well as desire to purchase costly efficient and environmentally efficient products.

EDUCATIONAL QUALIFICATION	AWARENESS ABOUT GREEN MARKETING						TOTAL
	NO RESPONSE		NO		YES		
	No.	%	No.	%	No.	%	
NO RESPONSE	0	0	1	50	1	50	2
UP TO 12TH	0	0	2	66.7	1	33.3	3
GRADUATE	0	0	19	36.5	33	63.5	52
POST GRADUATE	0	0	5	35.7	9	64.3	14
UG PROFESSIONAL	0	1	6	38.9	11	61.1	18
PG PROFESSIONAL	0	0	6	54.5	0	0	11
TOTAL	1		60		1		100

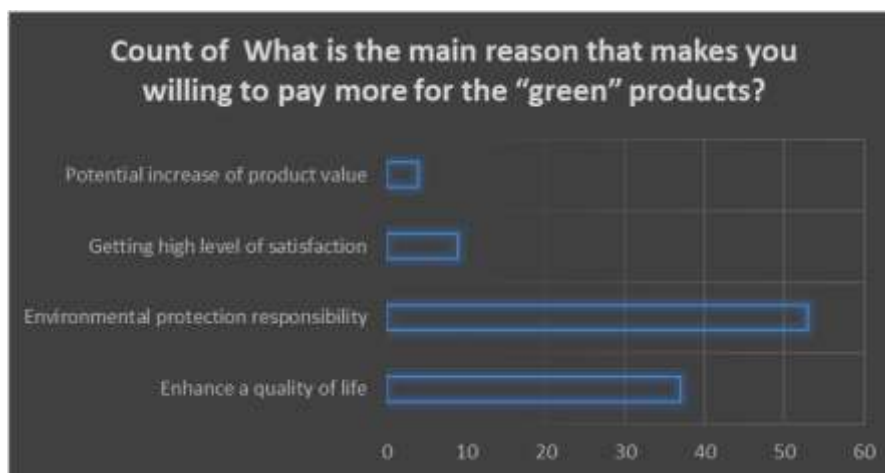
Graduate and doctoral students have a greater understanding of ecological marketing. Sixty-three point five percent of high school grads and sixty-four point three percent of college graduates have a good grasp of the issue. Whereas, among experts, knowledge is 61.1% among college grads and 45.5% among postgraduates. Sixty percent of people who were asked were familiar with the term "green marketing."



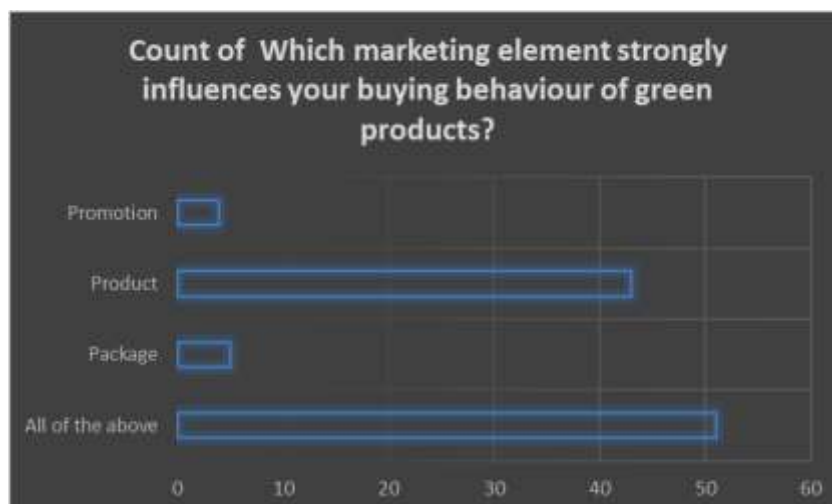
The maximum number of customers aware of the organic product through television and then other platforms including internet, newspapers, and magazines.



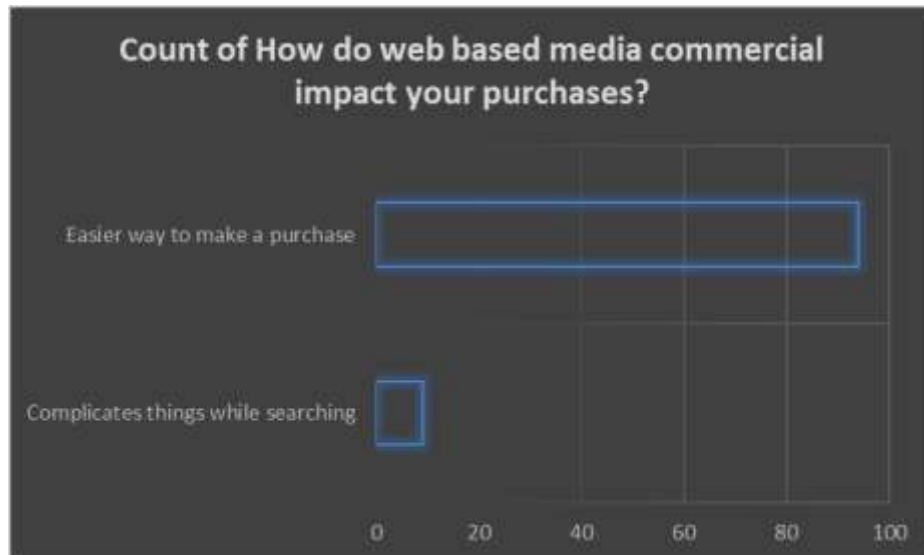
The chart shows the age group of people who are aware of organic products. The maximum number of customers aware of the organic product are between 20 to 25 years old (26%), followed by 26 to 35 years old (23%). Adults are more interested in these organic products.



People buy organic products because of their concerns for health and the environment. They believe that organic food is safer, more nutritious, and better for animals. Organic food has also been shown to have fewer pesticides, which may be beneficial to your own health and that of your family. Organic farmers use sustainable growing practices that allow soil conservation, reduce erosion, and provide for farm biodiversity.



People are strongly influenced to buy green products by all the 3 Ps i.e., Promotion, Product, Package. The product especially contributes more. A better-quality product is more essential to attract new customers.



A web-based media commercial makes it easier for the customers to make a purchase.



Most people do not consider green products to be overpriced as they carry the attitude of saving the environment and are ready to spend more on quality products which are more focused on promoting environmental safety.

7. Conclusion

In conclusion, companies that engage in green marketing can benefit in several ways. By promoting products or services that are environmentally friendly or sustainable, they are addressing important global environmental concerns and meeting the growing demand for such products and services. Additionally, green marketing can also help companies to improve their reputation and gain customer loyalty by positioning themselves as socially responsible and environmentally conscious. However, it is important for companies to be transparent and genuine in their green marketing efforts, as consumers are becoming more savvy and can recognize greenwashing. Overall, green marketing can be a win-win situation for both companies and consumers if it is done in an authentic and effective way.

The conclusion on greenwashing is that it is a detrimental practice for both companies and consumers. For companies, it can damage their reputation and lead to consumer distrust, legal action and loss of reputation. Additionally, it can also create a negative perception of green marketing and sustainable products in general. For consumers, greenwashing can lead to confusion and frustration, and it can also prevent them from making informed purchasing decisions. As a result, businesses must be forthright and honest in their environmental promises, without making any exaggerations or misrepresentations. Consumers should be conscious of greenwashing and should do their own study to make sure the goods and services they buy are actually eco-friendly..

Here are some tips for companies to effectively engage in green marketing:

- Be authentic and transparent: Make sure that your environmental claims are truthful and can be backed up with evidence. Be clear about what makes your product or service environmentally friendly.
- Understand your audience: Know who your target market is and what their environmental concerns are. Tailor your message and marketing efforts to address those concerns.
- Look for ways to improve your environmental impact: Going green is not just about marketing, it's also about taking real actions to reduce your environmental impact. Continuously look for ways to make your operations more sustainable.
- Use third-party certifications: Seek out and use third-party certifications, such as Energy Star or USDA Organic, to validate your environmental claims.
- Use different communication channels: Use different channels, such as social media, email, and events, to reach your target audience and communicate your environmental message.
- Communicate the benefits of your sustainable product or service: Clearly communicate the environmental and social benefits of your product or service and how it addresses specific sustainability challenges.
- Make it easy for customers to make sustainable choices: Make it easy for customers to find and purchase your sustainable products and services.

By following these tips, companies can effectively communicate the environmental benefits of their products and services, build trust with consumers, and establish a reputation as a socially responsible and environmentally conscious business.

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The impact of Green Marketing on Customer satisfaction and Environmental safety.