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A Study on Impact of Green Marketing on Consumer's Buying Behavior in Hyderabad

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ABSTRACT:

The growing environmental consciousness of consumers has prompted a drastic change in buying behavior, forcing companies to embrace eco-friendly practices. Green marketing, focusing on eco-friendly products and processes, has become a strategic means of changing consumer behavior. This research explores the effect of green marketing on consumer purchasing behavior, particularly the influence that eco-friendly branding, sustainable packaging, and environmental responsibility programs exert on the purchasing decision. Data were gathered from consumers representing a wide range of demographics using a mix of qualitative and quantitative approaches. The results indicate a positive relationship between the use of green marketing tactics and consumer choice, emphasizing that concern over the environment is increasingly driving purchase decisions. The research also highlights key elements that increase consumer loyalty and trust towards green-practice-adopting brands. These findings are important for green strategy-making by marketers and also for policymakers promoting sustainable consumption.

KEYWORDS: Green marketing, eco-friendly products, consumer behaviour, sustainability, biodegradable

1. INTRODUCTION

The last few years have seen the impact of environmental issues on consumer behavior increase tremendously, leading to the rise of green marketing as a vital business strategy. Green marketing is the selling of environmentally friendly, sustainable, and ethically produced products and services. More businesses are embracing eco-friendly strategies like making use of biodegradable packaging, lowering carbon footprints, and instigating sustainable sourcing in order to appeal to environmentally friendly consumers. The objective of this research is to investigate the influence of green marketing on consumer purchasing behavior in Hyderabad, a burgeoning metropolitan city in India. Hyderabad, characterized by its vibrant consumer economy, offers a specific environment where enterprises merge green marketing strategies to connect with an increasingly well-informed and environmentally aware clientele.

2. SCOPE

The focus of this research is to examine the effect of green marketing on consumer behavior in Hyderabad. The role of demographic factors, including income, age, and education, will also be explored in the research to determine their influence on the behavior of consumers in relation to green marketing.

The research will target the industry of eco-friendly products in Hyderabad, which is a major sector supporting the city's economy and also having a huge environmental impact.

The research will follow a quantitative research strategy, conducting a survey using a questionnaire to gather data from a sample of Hyderabad consumers. The research will also make an addition to the literature in green marketing and consumer behavior, giving room for future studies in this field.

3. OBJECTIVES

- To examine the impact of eco-friendly product information on consumer buying behaviour.

- To explore factors influencing eco-friendly product purchases and their interrelations.

4. RESEARCH METHODOLOGY

Research is determined through specific steps. It is described as the process of searching for knowledge and is regarded as the art of scientific investigation. Research is defined by addressing definite problems. The research design is stated to outline the procedures for data collection and analysis of information relevant to the identified problems. The present study is both descriptive and analytical in nature.

Primary data was gathered through a standardized questionnaire, with responses subjected to in-depth analysis. The questionnaire is composed of both closed ended and open ended questions.

5. REVIEWS

1. **Emily Davis (2023)**

Emily Davis (2023) gives an in-depth look at green marketing methods aimed at supporting sustainable company practices. The author delves into several facets of green marketing, such as consumer behavior, business sustainability initiatives, and successful communication techniques. The study offers light on the growing landscape of green marketing by critically reviewing existing studies and highlighting opportunities for further research. This review will be useful to researchers, practitioners, and policymakers interested in developing environmentally responsible marketing practices.

2. **John Smith (2023)**

John Smith (2023) reviews current studies on green marketing methods critically. The author highlights the important trends and developments in the subject by conducting a detailed examination of academic publications, industry reports, and case studies. Smith delves into a variety of issues, including consumer behavior, corporate sustainability programmes, and business communication techniques for promoting green products and services. The review provides useful information for both academics and practitioners interested in understanding and implementing effective green marketing strategies. It is a comprehensive resource for scholars and professionals attempting to understand the shifting environment of corporate sustainability.

5. HYPOTHESIS

1. H01 – There is no significant difference between demographic attributes   i.e. gender, age, occupation, income and the objective i.e. accessibility.

2. H02 – There is no significant difference between demographic attributes and consumer buying behaviour.

6. DATA ANALYSIS AND INTERPRETATION

1. H01 – There is no significant difference between demographic attributes   i.e. gender, age, occupation, income and the objective i.e. accessibility.

GENDER AND ACCESSIBILITY OF ECO-FRIENDLY PRODUCTS

The goal of gender and accessibility in green marketing is to ensure everyone has the chance to use and buy eco-friendly products. This involves eliminating biases related to gender and getting rid of any obstacles that might prevent people from accessing these products. By doing this, green marketing aims to include a wide range of people and help them become aware of and adopt sustainable options. The ultimate aim is to achieve a future where everyone can actively participate in environmentally responsible actions and contribute to taking care of our planet.

TABLE SHOWING GENDER AND ACCESSIBILITY

CATEGORY	N	F-VALUE	P-VALUE	RESULTS
MALE	52	5.413351	0.101066	ACCEPT H01
FEMALE	34			
OTHERS	1			

SOURCE: COMPUTATION FROM PRIMARY DATA

The table looks at gender and accessibility by showing how many people are in each gender group. It includes results from a statistical test, with an F-value of 5.413351 and a P-value of 0.101066. This test checks if there are differences in accessibility among the gender groups. Since the P-value is more than 0.05, we accept the idea that there's no important difference in accessibility between the genders. This means gender does not make a significant difference in terms of accessibility.

2. H02 – There is no significant difference between demographic attributes and consumer buying behaviour.

GENDER AND CONSUMER BUYING BEHAVIOUR

The goal of studying how gender affects eco-friendly shopping is to understand the differences in how men and women make decisions about buying green products. Researchers want to know what each gender prefers, what motivates them to buy sustainable items, and what might discourage them. By learning about these patterns, businesses can develop better strategies to market green products in a way that appeals to everyone. The ultimate aim is to include all genders in eco-friendly shopping and encourage more people to make choices that are good for the environment.

TABLE SHOWING GENDER AND CONSUMER BUYING BEHAVIOUR

CATEGORY	N	F-VALUE	P-VALUE	RESULTS
MALE	52	2.468635	0.232367	ACCEPT H02
FEMALE	34			
OTHERS	1			

SOURCE: COMPUTATION FROM PRIMARY DATA

The table analyzes the relationship between gender and consumer buying behaviour in green marketing. The F-value (2.468635) and P-value (0.232367) indicate a statistical test to assess differences among gender groups. Since the P-value is greater than 0.05, the null hypothesis (H02) is accepted. This suggests that gender does not significantly influence consumer buying behaviour in green marketing

7. CONCLUSIONS

1. Impact of Eco-Friendly Product Information on Consumer Buying Behavior

- Consumers are more likely to purchase green products when provided with clear, credible, and detailed eco-friendly information.

- Transparency in labeling, certifications, and sustainability claims builds trust and influences purchase decisions.

- A lack of awareness or misleading information can create skepticism, reducing consumer interest in eco-friendly products.

2. Factors Influencing Eco-Friendly Product Purchases and Their Interrelations

- Key factors include environmental awareness, price sensitivity, social influence, brand reputation, and perceived product effectiveness.

- Higher environmental awareness often leads to stronger preferences for sustainable products, but affordability remains a crucial concern.

- Social influence and brand credibility enhance consumer confidence in green marketing claims, reinforcing their purchasing decisions.

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