

## **CONSUMER ATTITUDES AND BELIEFS TOWARDS GREEN MARKETING IN INDIA**

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### **Abstract**

Consumers and governments are adjusting their views toward the environment in order to promote commercial and non-commercial activities that conserve resources and stop additional harm. In order to retain and increase revenues while also preserving the environment, this leads to businesses implementing green marketing strategies. This study tries to analyze the idea of green marketing, its effects on consumer behavior, and how companies might benefit by co-branding goods under a different line. It also tries to explore how businesses are making money by using the idea of green marketing, as well as its sustainability, advantages, tools, and marketing mix.

One such movement for environmental conservation that is gaining prominence is green marketing. Many people think that green marketing just includes the promotion or advertising of goods with eco-friendly features. But, green marketing is a much broader idea that may be used even to services. It is related to other concepts such as recyclable, refillable, and ozone-friendly. As a result, a wide range of actions, such as product modification, changes to the manufacturing process, modifications to packaging, etc., are included in green marketing. Various consumer groups have varying degrees of environmental care, and as a result, they have various perspectives on green marketing. Finding the variables influencing customers' attitudes toward green marketing in India is the goal of the current study. The report also emphasizes an analysis of other studies in the field of green marketing and identifies attitudinal characteristics pertinent to the Indian setting.

**Keywords:** Green Marketing, Consumer Behaviour, Environment, Business, Branding

## **Introduction**

In recent years, there has been a lot of discussion on the value of using green marketing techniques. Particularly, customers are becoming more concerned with environmental issues. These issues frequently have an impact on consumer behavior, including willingness to purchase, corporate perception, and commitment. On the opposite end of the scale, many businesses are aware of how green marketing affects their ability to compete. To meet the demands of the environmentally conscious consumer, marketers began to develop green marketing tactics. Maheshwari, S. P. (2014).

With increasing awareness of the effects of global warming, non-biodegradable solid waste, the harmful effects of pollutants, etc., "green marketing" refers to a holistic marketing concept in which the production, marketing consumption, and disposal of products and services happen in a manner that is less harmful to the environment. The need for a transition to green products and services is being felt more and more keenly by customers and marketers alike. In the long run, the transition to "green" will prove to be useful and necessary, even though it may initially appear to be expensive. Khare, A., Mukerjee, S., & Goyal, T. (2013).

Global warming and pollution brought on by the usage of harmful chemicals and substances have long been environmentalists' top worries. The adoption of the green movement has skyrocketed over the globe. It has been observed that consumer awareness and concern are higher in industrialized nations than in emerging nations like India. Marketers were among the first to recognize the green trend, and they are currently working to implement it into the positioning of their products, services, and brands so that they are communicating the idea of going green in their promotional mix in order to effectively reach consumers and encourage them to embrace the green trend. Laheri, V. K., Dangi, H., & Vohra, A. (2014).

## **Green Marketing and Sustainable Development**

Generally speaking, green marketing is used by businesses that are dedicated to sustainable development and are achieving their corporate social responsibility goals by preserving and possibly improving the condition of the environment. Companies may also use green marketing techniques and strategies because they believe that the younger generation of environmentally conscious consumers will find their products more appealing or appealing. It may occasionally

give your company or organization the competitive edge it needs in the form of a unique selling proposition, or USP, and it may do a great job of attracting the interest of those who value the environment. Additionally, recent studies have demonstrated a ten-year trend of significant growth in the number of ecologically conscious consumers. Laheri, V. K., Dangi, H., & Vohra, A. (2014).

Furthermore, recent studies have shown that companies with a strong social responsibility program can improve brand loyalty among environmentally or socially conscious customers.

In addition, the 2014 Nielsen poll found that from 2011 to 2015, sales increased by 2% for brands that promoted sustainability on packaging, compared to 1% for those that did not. People seem to prefer restaurants that advertise that they source their raw materials locally because they appear to be projecting a sustainable image and are prepared to invest in the neighborhood, according to research. Hindol, R. (2012).

### **Marketing Mix of Green Marketing**

The term "triple bottom line," or TBL, refers to a concept that aims to widen the business's focus from just the financial bottom line to encompass social and environmental responsibilities. A company's economic worth, social responsibility, and environmental impact are all assessed using the triple bottom line. Goel, P., & Sharma, S. (2017).

To advance the objective of sustainability in business practices is the primary goal of the TBL, as intended by John Elkington, the guy who came up with the concept. The goal is to broaden the companies' attention beyond only earnings and growth to include other aspects of the cost of doing business, such as social and environmental concerns. Lack of standardized metrics may be a good thing since it may lead to the adoption of a measurement that is appropriate for each company/organization, project, or region. Mishra, P., Jain, T., & Motiani, M. (2017).

The fundamentals of the marketing mix for green products are the same as for conventional products. Product, pricing, marketing, and place all have a role. But, in addition to the TBL, we can take into account the environment, profit, and people.

**Product:** Green products ought to be made to meet consumer needs and be recyclable or biodegradable at the same time (if applicable). These goods might also be produced in a way

that pollutes the environment less than alternatives while yet being made with respect for the preservation of limited resources.

**Price:** Any product or service's price is a key determinant of its success or failure. Unless they see some additional value or happiness, they can obtain from eating the goods, many consumers will not be prepared to pay a higher price. Marketers can successfully explain the high price due to the superior quality and environmental safety (for consumers who are environmentally conscious). Further performance, functionality, disposal simplicity, and aesthetic appeal are other ways that it could be expressed. Thus, marketers need to figure out how to communicate to the customer why the product is priced so highly.

**Promotion** - Green goods and services may be advertised or promoted in a way that illustrates how a person or consumer can personally contribute to protecting and saving the environment, as well as how a company or organization is actively working to preserve and possibly improve the quality of life and environment, which results in a positive shift in society.

**Place:** It's crucial to consider where the product will be made available to consumers or end users. It is crucial to make the product available through a variety of distribution channels because there won't be as many consumers willing to make special efforts to purchase a green product.

### **Objectives**

1. To study the level of consumer's awareness towards the green marketing.
2. To analyse new ways and means regarding consumer awareness towards green marketing
3. To suggest reformative measures for green marketing environment

### **Research Methodology**

There were questionnaire-based questions. The responses of the sample space, or the persons who took the survey, were evaluated using a five-point Linkert scale to quantify them to variables. The responses were used to gauge customers' environmental attitudes. The questionnaire also asks questions that reveal whether or not businesses' marketing efforts are successful in reaching consumers. The mean, standard deviation, and coefficient of variation are then computed. This aids in determining and measuring the respondents' average degree of

perception. In the study, researchers used an exploratory research design. The use of a systematic questionnaire to gauge consumer attitudes toward green marketing

### **Data Analysis and Interpretation**

#### **Consumer Buying Behaviour**

The figures show that customers have seen an increase in green items over the past five years and that they believe they can tell green products apart from non-green alternatives. People believe that green items cost more than their non-green equivalents and are willing to pay more for them. Nonetheless, most customers believe that green items are inferior to their non-green counterparts, and they would choose to purchase non-green goods from well-known brands over green goods from lesser-known ones. Customers want to know if a product is green and believe that marketers are doing a good job of attracting their attention and informing them of this fact. The majority of consumers believe that social influence has a significant impact on whether they choose to buy eco-friendly and ecologically safe products. Also, they assert that purchasing a green product makes them feel good, which is why it affects consumer psychology favorably. More than half of the respondents prioritize convenience over the environment and are willing to purchase things that might hurt the environment even if they do.

<b>Sl. No</b>	<b>Question</b>	<b>Mean</b>	<b>Standard Deviation</b>	<b>Coefficient of variation</b>
1	Over the past five years, I've noticed a rise in environmentally friendly items.	5.2135	2.0135	29.40%
2	I can recognize these goods with ease.	4	1.1270	23.85%
3	I believe that green items are more expensive than conventional ones.	3.465	0.7265	19.63%
4	To purchase a green product, I wouldn't mind spending a little bit more.	3.1467	1.2102	27.42%
5	I believe green products perform less well than non-green ones.	4.0748	1.4235	38.78%

On the Linkert scale, Questions 1, 2, 3, 4, and 5 out of 5 have mean scores greater than 5. (the scale ranges from 1-5). As can be observed from the high mean values and the noticeably reduced standard deviation and coefficient of variation values, the majority of respondents have therefore firmly agreed.

In comparison to questions 1, 2, 3, 4, Question 5 has a mean value that is above to 4 and a standard deviation and coefficient of variation that is considerably greater. This suggested that the responders are in agreement, albeit not entirely.

### **Consumer Behaviour Attitude towards the Environment**

It has been discovered that despite expressing care for the environment and supporting environmentally safe practices, Indian consumers are still not prepared to face the harsh reality that everyone has a responsibility to reduce their individual contribution to global environmental regarding green marketing.

<b>Sl. No</b>	<b>Question</b>	<b>Mean</b>	<b>Standard Deviation</b>	<b>Coefficient of Variation</b>
1	utilizing biodegradable products	3.165	1.3162	40.9%
2	Checking the labels of products to determine whether they contain environmentally friendly chemicals.	3.24	1.2805	39.70%
3	Avoid purchasing items that contain CFCs and aerosols.	3.1423	1.3742	43.14%
4	Purchasing refill packs and goods that can be replenished	3.7	1.2803	35.27%
5	Taking your own bags to the supermarket for purchasing products	3.6813	1.527	37.44%
6	utilizing paper bags instead of cloth bags, despite the latter's higher cost	3.5812	1.3153	35.61%
7	adopting the use of public transportation and carpooling	3.4768	1.4703	42.77%

The mean values for Questions 5 and 6 are the highest out of the seven questions, and the standard deviation and coefficient of variance are the lowest. This indicates that the behavior of the responders is very frequent.

The mean answers for questions 4 and 7 are in the range of 3.5, indicating that they exhibit behavior that is occasionally frequent and leaning toward frequent behavior. Standard deviation and variance coefficient values that are generally low corroborate this.

A mean value of between 3 and 3.24 can be found for questions 1, 2, and 3. This demonstrated situation-dependent behavior, with a tendency to situationality. Indicated by relatively greater levels of coefficient of variation and backed further by relatively higher levels of standard deviation, there is a likelihood of changeable customer behavior.

Also, consumers were asked to list any three green items they had used or were aware of. This was done to assess consumer knowledge of green items on the market and see whether marketing campaigns for green products have been successful in reaching consumers. The majority of responders mentioned metal water bottles, cloth bags, and jute bags as their responses. LED bulbs were mentioned in a few replies. While the majority of the respondents were unable to name more than one of these products, they may be green products. A few survey participants believed that cereals and pulses were green items.

This is a blatant sign that businesses' marketing initiatives are failing to reach their target audience. These consumers have access to advertisements via the internet, television, magazines, and newspapers. They are also literate. Yet, they are not familiar with green products and find it difficult to name them.

### **Conclusion**

All of the variables that showed a strong relationship with satisfaction suggested that marketing managers should focus on the higher value of eco-friendly products. In order to make repeat purchases, consumers place a high value on the overall quality of the goods. Customers' opinions should be sought out by managers in order to produce environmentally friendly products that meet consumer demand since customer satisfaction affects the attitudes and purchasing decisions of both Swedish and other nationalities. As a result of consumer pleasure, sales, market shares, and brand loyalty will all rise. Surprisingly, the characteristics of the

product have minimal bearing on consumer attitudes and intentions to buy green goods. Nevertheless, this may be because some consumers purchase eco-friendly goods for altruistic motives, such as the desire to protect the environment.

India is a developing nation, and in contrast to industrialized nations, there are low levels of consumer awareness regarding global warming, pollution, and anti-environmental behavior, as well as their long-term detrimental effects. Given the sizeable amount of consumers that hold pro-environmental attitudes and values, it is also obvious that there is an untapped market for green products in India. This study also demonstrates the necessity for businesses to focus first on educating consumers on what a green product actually is, and then then on building enduring brand perceptions in their minds. This can be achieved through building a personal and emotional connection with customers and by improving the products' packaging and labeling. It is possible to make packages more appealing, and labels must be created in a way that will catch consumers' attention and force a larger percentage of them to read product labels.

### **Implication for Future Research**

The knowledge base of consumer behavior research has been expanded by this article. Although the benefits of green marketing strategies have been thoroughly examined, there is a paucity of study on how they interact with other significant dimensions like convenience. Insight into marketing literature can be gained by better understanding how convenience and green marketing interact to influence consumer behavior. The body of knowledge is expanded by this study's methodological contribution. By conducting a scenario-based behavioral experiment, this work adds to the body of literature. The findings of this study can possibly have a number of effects on managers. The results demonstrate that green marketing techniques have a favorable impact on consumer commitment, corporate perception, and readiness to buy. Green marketing strategies can be expensive to implement in business operations. Long-term business success, however, is possible because of the persistent customer desire for green marketing strategies.



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