

## **A COMPARISON OF THE EFFECTS OF THE GREEN MARKETING MIX ON CUSTOMER BEHAVIOR**

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### **ABSTRACT**

As society gets more complicated, people's knowledge of safe consumption grows. Because of this, it is important to study how the green marketing mix affects customer behavior. It is the purpose of this research to find out how supermarket consumers are influenced by the marketing mix. Factors such as the marketing mix factors such as product, pricing, ease of shopping, promotion, store ambiance, and staff are all taken into consideration. The notion of green marketing was born out of corporations' concern for the environment. The longevity and continuity of these originations is based on the coordination of their interests with those of the customer and the society at large. Product redesign, process reengineering, ad copy revisions, and packaging revisions all fall under the wide umbrella of green marketing. Due to shifting consumer preferences, companies are attempting to gain an advantage in the competitive market by utilizing the green market industry's full potential by incorporating environmentally friendly practices into the creation, production, packaging, and promotion of products as a part of their corporate social responsibility. In recent years, more and more Indian businesses and customers alike have come to see the significance of green marketing and the numerous advantages it offers. Green marketing mix elements (product, price, distribution, and promotion) will be examined to see if they affect customer purchase intentions.

### **KEYWORD**

Consumer behavior, Marketing mix, Purchasing decisions

### **INTRODUCTION**

The four Ps of marketing are the product, location, promotion, and pricing components of a marketing mix (the four Ps). When making strategic decisions for any product or business, a corporation has to consider four things. Variables include, but are not limited to, things like products, pricing, locations, and special offers. A product's uniqueness, quality, and design all fall under the umbrella term "product" (abbreviated "P"). A buyer is willing to pay a certain amount of money in order to receive what they desire. P stands for price. [1] The third P refers to the product's location and availability, while the fourth P refers to the product's promotion and efforts to increase client understanding of it.

In order for a company to be successful in the marketplace, it must fulfill a set of standards that focus on creating and retaining consumers. To achieve this goal, any organization must produce and offer products and services that consumers desire at a reasonable cost. Since every firm's existence as a company that aims to meet consumers' wants and expectations is strongly dependent on consumer behavior, it is impossible for every company to comprehend consumer behavior in the target market. In addition, customers should familiarize themselves with the product and put it to the test, especially if you've developed

a marketing campaign around it. A product's acceptability by consumers is facilitated by purchase decisions.

### GREEN MARKETING

Green marketing, as defined by the American Marketing Association, is the advertising of things that are regarded to be safe for the environment. A broad number of actions are thus covered in green marketing, such as the changing of products, adjustments to the production process, improvements in packaging, and adjustments to advertising. There are many ways to define green marketing, but one example is the availability of several social, environmental, and retail criteria related to this phrase. Products and services that are environmentally friendly are referred to as "green" products or services. There may be ecologically friendly features in the product or service itself, as well as environmentally friendly methods of production and/or packaging. [2]

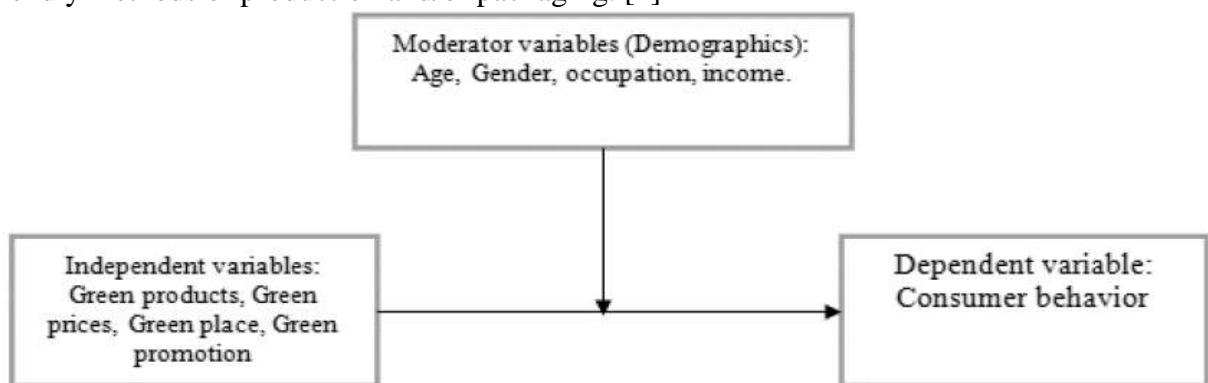


Fig 1: Proposed research model

### GREEN MARKETING GOALS

- Eliminate and Minimize Wastage
- The Production Concept should be rethought.
- Costs should be in line with the consequences for the environment.
- Enable businesses to earn from being green.
- Changing the way things are made
- Using biodegradable materials in packaging
- Adopting a new promotional strategy

### GREEN MARKETING MIX

New green products and technology are needed in order to develop a greener economy. Many companies use slogans to address this problem (design for the environment). High levels of integration, communication, accurate environmental ideas, senior management's backing, a personality-based approach to measuring and benchmarking are all necessary for a successful manufacturing process that is both environmentally friendly and profitable. Each company has its own marketing mix, thus the challenge for marketers in green marketing is to creatively utilize green 4p in which the fundamental principles of green marketing have been respected.

#### Green Product:

The first P in the marketing mix stands for product. Nowadays, a lot of firms are quite concerned about how their products are made. When it comes to measuring the environmental effect of production, new approaches and systems are in place. In order to

reduce the weight and expense of the created tangible product, companies must find ways to use plastics and other fibers to reduce production costs.

**Green Price:**

The cost of dealing with environmental issues is higher than the cost of dealing with conventional issues. Green marketing price might be claimed to be inexpensive for a typical client. [3]

**Green Place:**

The distribution channel or network is commonly referred to as the place. A place can be a physical store or a virtual store, depending on your preference. This refers to the process of delivering items from a manufacturer to a customer. Green places may be anything that reduces the amount of time and effort required by customers and manufacturers to get and sell a product. Increasing numbers of businesses are increasingly offering their goods and services on the internet. Rather than making a trip to a market, a buyer may just click on a link, choose a retailer, and then buy the merchandise. Several companies have set up their own websites that advertise their products, and buyers may order them online and have them delivered within a few days.

**Green Promotion:**

Product and service awareness is the goal of companies' promotional operations. Every company's CEO expects a well-executed marketing campaign that generates awareness and encourages customers to buy more. Promoting the environment would then be at this level. Both the promotional costs as well as the many methods in which marketing is impacted must be brought to their highest possible level. [4]

**REVIEW OF LITERATURE**

Customer behavior is the study of how a consumer decides to acquire a product or service based on their available resources, such as time, money, and effort. Purchasing motivations and frequency may be better understood and anticipated according to this method (Schiffman, 2004)[5].

The development of a highly specialized product or service, or the provision of an especially high-quality product-service bundle, are all examples of product strategy. Product branding and innovation tactics are also stressed in order to distinguish items from the competition and to come up with a range plan that will generate variation in the market (Atkinson & Wilson, 1996) [6]

Philip Kotler believed marketing mix to be one of the most important concepts in modern marketing (2011). The organisation use marketing tactics to elicit the desired response from the target market.

Companies use the marketing mix as a business strategy to compete in a global market, as claimed by Rosebloom (2013) [7]. When it comes to marketing, there are seven key decision-making areas that are blended and combined together in order to suit customer requests and wishes. This is what we call the "marketing mix." Products, pricing, locations, promotions, procedures, people, and physical evidence are all aspects that may be controlled by marketing managers in order to suit the needs of customers.

According to Singh (2012) [8,] a company's marketing mix is a collection of several marketing decision variables used to offer its goods and services. Once you've defined the market and obtained some basic data, the next step is to decide on the tools and approach you'll use to meet the needs of your customers and your rivals. It is possible for businesses to meet a variety of goals by adopting this marketing mix. In the marketing mix, the four areas of product, price, venue, and promotion are grouped together.

An organization's capacity to provide timely availability of green product at the proper time and location is referred to as its ability to give convenient access to customers for relevant product purchases. Because of a lack of available green items, even buyers with a high level of motivation can't always follow through on their green purchasing intentions.

Customers have a positive view of green products and are willing to acquire them more frequently, but green products must perform competitively equivalent to traditional products in terms of quality and price.

Green products: A company's green product philosophy is shown in the way its products are designed, made, packaged, and labeled. Ottman (2011) says that the product design process is the most important step. About 75% of a product's effects on health and the environment are decided during the design phase. During this phase, the company should follow the 3R principles. The R at the beginning stands for "reduce." Reducing means that we should limit the amount of materials we use while also having as little of an effect on the environment as possible and keeping people safe.

### OBJECTIVES

- To examine the purchase habits of consumers based on demographic data of different cities.
- Customers' purchase habits can be studied to see if the marketing mix has an impact.
- To ascertain the degree to which residents of four different cities are aware of the 4Ps of the marketing mix.

### RESEARCH METHODOLOGY

Methodology for doing research is a general approach to the gathering of data, the evaluation of the data and the presentation of conclusions based on the findings. A research method is a strategy for conducting a study. For any discipline of knowledge-making, scientific study may be defined as the methodical collecting and examination of facts and information. It is necessary to do extensive study into secondary sources in order to use analytical and descriptive approaches. It is significant to get other perceptions to elaborate the textual analysis and this would need close reading analysis of few secondary materials. In this survey, data was collected from 621 respondents out of which 600 respondents were finally selected. Among these 600 respondents, 335 were male respondents and 265 were female respondents. The factors which were used while collecting data were demographic factors, awareness towards green products, values and preferences and so on.

### RESULT AND DISCUSSION

Table 1. Results of Chi-Square tests in relation to four cities and the distribution of respondents by gender and age

Variables	Age Groups	City	Gender		Total
			Male	Female	
Total		Jind	90	70	160
		Rohtak	81	61	142
		Kaithal	83	65	148
		Hisar	81	69	150
Age Groups	>20	Jind	17	11	28

(Years)					
		Rohtak	13	13	26
		Kaithal	20	12	32
		Hisar	20	10	30
	20-29	Jind	60	38	98
		Rohtak	54	30	84
		Kaithal	48	36	84
		Hisar	43	38	81
	30-39	Jind	10	11	21
		Rohtak	8	12	20
		Kaithal	9	10	19
		Hisar	10	12	22
	40-49	Jind	3	5	8
		Rohtak	3	4	7
		Kaithal	4	3	7
		Hisar	3	5	8
	50 and above	Jind	1	4	5
		Rohtak	3	2	5
		Kaithal	2	4	6
		Hisar	4	5	9
Test Statistics		Jind	$\chi^2 = 19.80956938$		
		Rohtak	$\chi^2 = 13.33333333$		
		Kaithal	$\chi^2 = 10.76666667$		
		Hisar	$\chi^2 = 17.99122807$		

Distribution of Selected Respondents by Gender and Age Group and Results of Chi-Square tests in w.r.t Jind, Rohtak, Kaithal and Hisar District is as summarized in table.

We reject the null hypothesis since the calculated value of Chi-square w.r.t. 4 cities is bigger than the crucial value (9.488) [11] Thus, pattern of distribution of male and female respondents is different in different age groups in 4 district.

Table 2. Frequency and responses on the various factors influencing consumer opting for green products by gender and results of Chi-square tests

Factors	Responses	Frequency	Test statistics
Product Price	Strongly disagree (1)	25	$X^2 = 245.51$ P = .001
	Disagree (2)	51	
	Neutral (3)	186	
	Agree (4)	266	
	Strongly Agree (5)	72	
Awareness about Organic Products	Strongly disagree (1)	15	$X^2 = 354.46$ P = .001
	Disagree (2)	38	
	Neutral (3)	123	
	Agree (4)	323	
	Strongly Agree (5)	101	
Availability of Organic Products	Strongly disagree (1)	4	$X^2 = 325.59$ P = .001
	Disagree (2)	48	
	Neutral (3)	138	
	Agree (4)	310	
	Strongly Agree (5)	100	
Past Experience	Strongly disagree (1)	16	$X^2 = 219.26$ P = .001
	Disagree (2)	70	
	Neutral (3)	194	
	Agree (4)	248	
	Strongly Agree (5)	72	
Information provided on products	Strongly disagree (1)	13	$X^2 = 204.97$ P = .001
	Disagree (2)	64	
	Neutral (3)	170	
	Agree (4)	252	
	Strongly Agree (5)	101	

**Product Price:** In the instance of product pricing as a factor influencing consumers' choice of green products, a non-significant correlation between gender and replies was identified. The computed chi-square value of 3.63 does not meet the 0.05 level of significance ( $p=0.447$ ). In other words, male and female respondents provided identical responses.[12]

**Awareness about Organic Products:**

Additionally, the chi-square test revealed a non-significant correlation between gender and replies in this category ( $X^2=4.32$ ;  $p=0.387$ ), showing that the pattern of responses provided by male and female respondents was consistent throughout response categories.

**Availability of Organic Products:**

The chi-square test revealed a non-significant relationship between gender and replies, with a chi-square value of 2.91 ( $p=.599$ ). This demonstrates that the pattern of replies provided by male and female respondents was consistent across response categories.

**Past Experience:**

In the case of past experience as a factor influencing consumers' choice of green products, a non-significant correlation between gender and replies was identified. The calculated chi-square value of 2.06 did not meet the 0.05 level of significance ( $p=0.756$ ). In other words, male and female respondents provided identical responses.[13]

**Information provided on products:**

The chi-square test found a non-significant correlation between gender and replies in this component as well ( $X^2=8.87$ ;  $p=0.077$ ), showing that the pattern of responses supplied by male and female respondents was consistent across categories of responses

There is a significant and positive correlation coefficient ( $r=.252$ ,  $P=.001$ ) between awareness and preference which indicates that as the awareness increases, preference also increases linearly and significantly and vice versa.



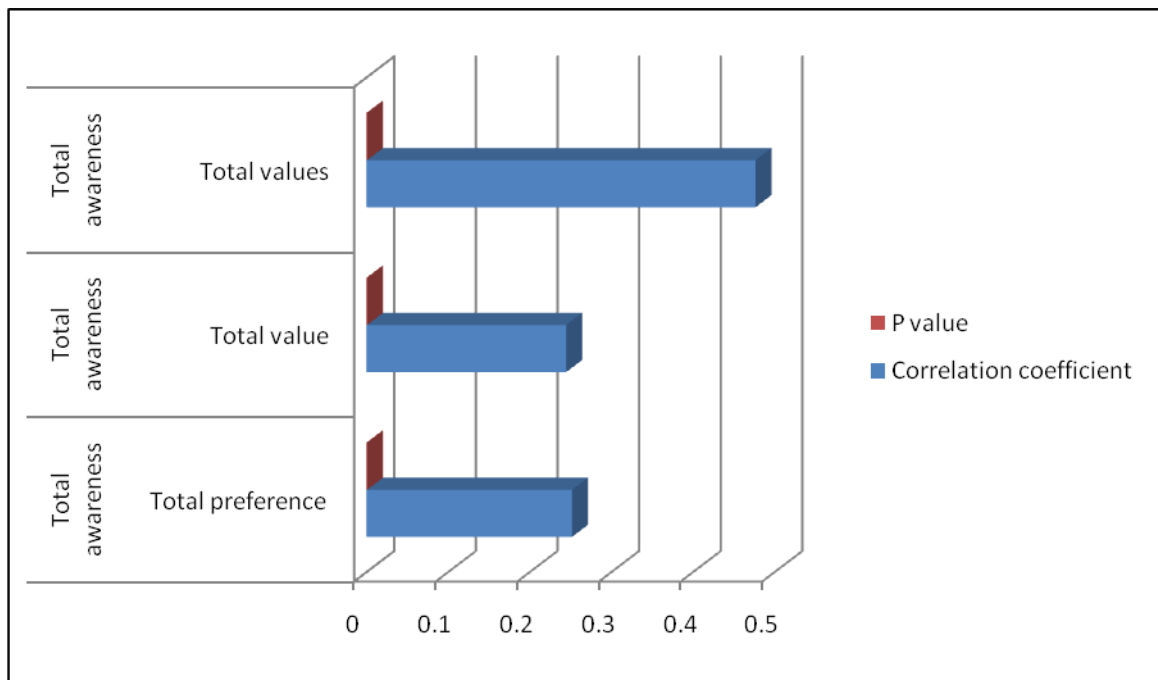


Fig. 1 Pearson's product moment correlations between total awareness, total preference and total values scores

The below fig. shows correlation between awareness and preference towards green products

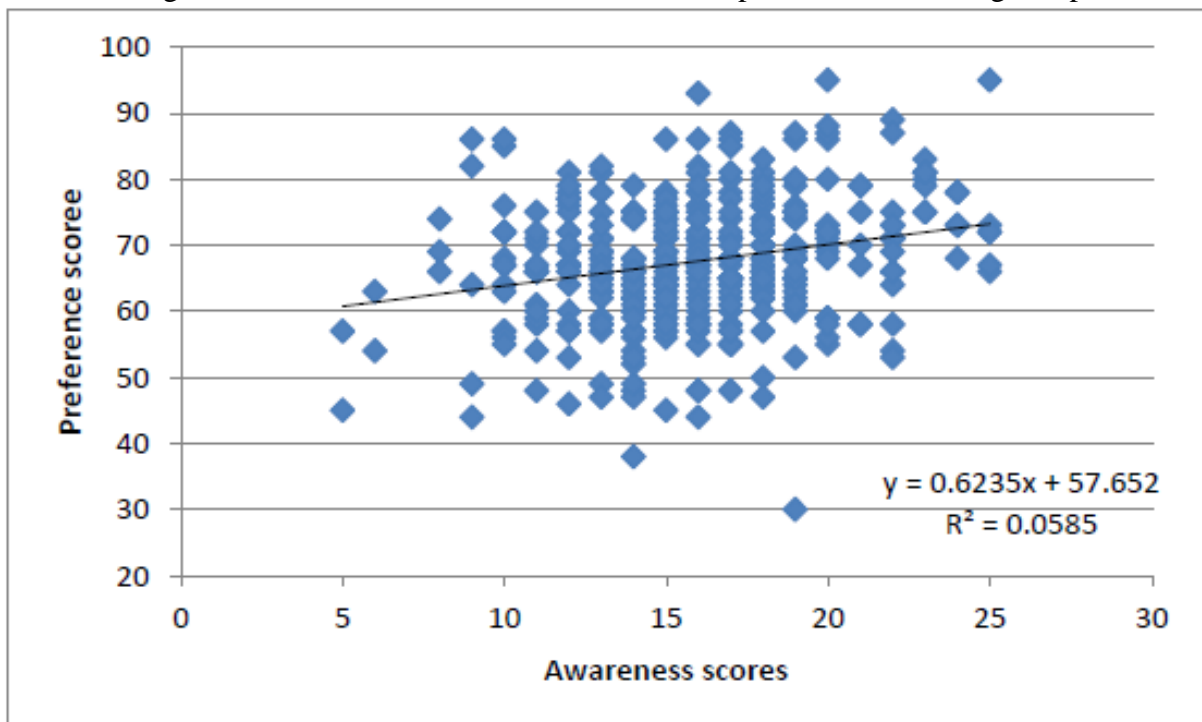


Fig. 2 Awareness and preference towards green products

There is a significant and positive correlation coefficient ( $r=.245$ ,  $P=.001$ ) between awareness and values which indicates that as the awareness increases, values also increase linearly and significantly and vice versa. [14]



## **CONCLUSION**

The product has a big effect on how consumers act. The study found that quality, packaging, and brand name are all things that affect how customers act. The study also found that the dependability, durability, and strength of the treated net had an effect on how the consumer made their choice. The physical setting and method of the marketing mix affected the number of purchases. From the data, we can figure out that the high level of education in Hisar makes people more aware of green marketing.

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