

A study of the Impact of Green Marketing on Consumer Purchasing Patterns and Decision Making in Andhra Pradesh, India

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Abstract

Green marketing's effect on Indian consumers' purchasing habits and purchasing decisions is the focus of this research project. India's Andhra Pradesh State was the focus of the research. A survey was employed as a research tool to conduct the study using a quantitative technique. The survey began with questions on the demographics of the participants, then moved on to questions about their environmental beliefs and actions. Results reveal that consumers are more likely to buy green items if they see a lot of emphasis on packaging and branding that is environmentally friendly, as well as if they see premium pricing for environmentally friendly products. Some of the environmental belief elements were linked to a person's location of residence. Customers' environmental behavior was linked to eco-labelling, green branding, and green pricing.

Keywords: Consumer buying tendencies, emerging countries, India, green sales techniques, consumption views, and behavioural intention

Introduction

There is a growing interest in green marketing, which is a relatively young field of study. The term "green marketing" does not have a single agreed-upon definition; instead, it might mean different things to different people, depending on the perspective of the researcher. When it comes to green marketing, Dahlstorm (2011) and Ottman (2011) have defined it as a marketing strategy that incorporates environmental considerations into every part of the marketing process. Green marketing is concerned with determining the requirements of consumers and providing solutions that are both valued and environmentally friendly (Peattie, 1995). For this study, the definition selected suggests that green marketing may also be utilised as a technique to encourage people to purchase ecologically friendly items (Harrison, 1993). Environmentally-conscious people are more likely to buy environmentally-friendly

items because of green marketing (Chan, 2004). Various studies have shown that green marketing helps to build the relationship between environmentally concerned businesses and their customers. Using environmentally friendly items, such as those made using eco-friendly manufacturing and production processes and those that are anti-cruelty to animals, is considered a luxury by Elkington (1994). It's a new market sector that's helping to boost the economy of countries throughout the world because of these green customers' demands for eco-friendly products (Juwaheer et al., 2012).

Researchers have found that the importance of sustainability, environmental awareness, and green branding is increasing in developed and emerging countries, with increased attention from the government and the people at large. Green marketing is becoming more popular in developing countries, according to research on how people shop for green products and their views towards it (Khare, 2014). Consumers' concern for environmental degradation and their altruistic values are among the factors that influence green consumption in developing countries, according to studies. Most people are still more fully involved, with a worldly view and then a great mindset about organic food or environment (Mosafa, 2009, Rahbar and Wahid, 2011 and Juwaheer et al., 2012). In contrast to other developing countries, India was seen as a relatively fresh market for green marketing research (Khare, 2014). To learn more about how green marketing influences Andhra Pradesh, India's customer purchasing habits and decision-making, this research is particularly important given the growing acceptance of it in emerging nations.

The Conceptual Framework

Research into the elements that influence consumer green behaviour and ultimately lead to green purchasing is critical if the green product market sector is to become more mainstream. Effective marketing has been shown to have a significant impact on customers' impressions of environmentally friendly products because of the influence it has on both their values and their behaviour, according to research (Pickett-Baker and Ozaki, 2008). It was also discovered that green brands and prices influenced the purchasing decisions of Indian customers (Khare et al., 2013). In addition, brands have been proven to affect customer behaviour in the direction of environmentally friendly product use, according to researchers (Pickett-Baker and Ozaki, 2008). Many studies have shown conflicting results when it comes to the effectiveness of green advertising. Consumers are becoming more environmentally

conscious, which has led in an a development in development of eco - friendly solutions, and allows businesses the potential to capitalise on the want and establish a new consumer market, according to Juwaheer et al. (2012). According to the literature, the customer is the most important stakeholder, and as a result, more study on the consumer is needed. A rising number of studies have shown that consumers are more concerned about the environment since they are aware of ecological advantages and challenges.

Theoretical background of the Study

Several researchers have looked into the importance of green business, focusing on both client wants and environmental considerations, in the field of marketing. According to Stafford (2003) and Ottman et al. (2006), green marketing has become increasingly popular as environmental concerns rise worldwide and consistently. More research into environmental challenges and conservation in global markets has been spurred by several researchers over time (Intel, 2006). The green sector was estimated to be worth \$200 billion in 2006. (Gupta and Ogden, 2009). By 2017, the green marketing sector will be worth \$3.5 trillion, according to 2011 research on 'Green marketing: A Global Strategic Business Report' (Global Industry Analysts Inc., 2011). According to the paper, the enormous potential market is due in large part to government, business, and individual awareness of environmental problems. According to a poll by McKinsey (2007), 87% of men and women in emerging countries like Brazil, India, and China, as well as industrialised countries like Canada, the United Kingdom, France, and the United States, are leaning towards reducing their negative influence on the environment (McKinsey, 2007). This demonstrates that people are becoming more environmentally conscious, which helps to encourage the growth of green industries' share of the market.

The most recent definition of green marketing encompasses a wide range of elements that were previously not included in the definition. Green marketing, according to this definition, includes all of a company's marketing efforts aimed at both maximising profits and minimising the company's harmful influence on the environment (Leonidou et al., 2013). When it comes to green marketing, Dahlstorm (2011) and Ottman (2011) have defined it as a marketing strategy that incorporates environmental considerations into every part of the marketing process. The opposite view is held by Prakash (2002), who sees "green marketing" as a method of informing clients about a company's environmental impact at all stages of the

marketing process. Green marketing is defined by Welford (2000) and Peattie (1995) as a managing method for identifying, anticipating, and meeting the needs and desires of customers while also being environmentally friendly and financially successful. A general definition of green marketing is still elusive despite the rising quantity of literature on the subject, with several different definitions going to depend on the methodological perspective. The focus of the study will be on Anderson's (1993) interpretation of green marketing, which describes green marketing as a marketing approach that aims to influence customer purchasing decisions by highlighting the benefits of green products.

According to a 2011 review of the literature in the domains of marketing and operations, academics identified a number of areas where further study may be done. These areas included the following: (Cronin et al., 2011). According to D'Souza et al. (2006), companies are attempting to figure out what green items their customers are most likely to buy as the number of green consumers grows. This indicates that additional research is needed in the field of green product buying habits by consumers. A comparison of the findings of the current study with those of earlier studies in the field will be presented in this chapter. Additional findings and recommendations for future studies are included in this chapter. This paper's overarching goal The goal of this study was to see how marketing communication products or markets' sustainable buying behaviour. Being able to gauge customer attitudes towards green issues is an important first step in creating more effective green marketing campaigns, especially in emerging markets like India. A regression model based on environmental belief factors and socio-demographic variables was created for this study to better understand what drives consumers' environmental behaviour. In the Uttar Pradesh region of Uttar Pradesh, where the study was conducted, there seems to be a surge in advertising. The enabling targets also are examined using descriptive including Spearman's red reliability test.

Objectives of Study

Research on green marketing and consumer behaviour has been extensive, but little is known about how diverse green marketing tactics affect consumers in poor nations (Juwaheer et al., 2012). The aim of this exercise is to look at the impact of advertising on Hindi customers' buying behaviour and decisions. These research is focused mostly on City of Hyderabad.

Objective 1: Determine the degree of correlation of the link amongst six multiple climatic

ideas and behaviour.

Objective 2: To investigate the links of sustainability practices, the six fundamental ideology aspects, and significant economic variables as women, age, academic achievement, and residential location.

Objective 3: Social belief aspects (environmentalist, ecological packaging, ecological advertisements, ecological pricing, imprinting an environmentalist, environment pollution and views) but instead consumers' activity are investigated in this study.

Methodology of the Study

The technique is an essential component of every research project in order to check the accuracy and dependability of the outcomes. According to one group of writers, the technique used reflects the intensity and flow of the study. Since then, this research has evaluated the effects of ecological customer relationship management on customer buying habits and decisions in Andhra Pradesh, India. The consumers engaged in the green behaviour are very important to shift the worst condition of environment. A collection of approaches has been suggested in order to foster green behaviour today in the global economy. Secondary sources, such as official reports and scholarly articles, have been altered to lead indicators toward the objectives. The research gathers information on the influence of There in current market context, the impact of green advertisement on consumer buyer behaviour and judgement is significant. The publications' ideas are founded on a survey of the research as well as professional advice from organisations.

Results and Discussion

Packages and rebranding for environmentally conscious users

Several of the article's main objectives was to figure out the direction and the strength of both the link involving six distinct parts for global thinking that environmental attitude while allowing for relevant political and social factors. Sustainable consumption behaviour is strongly influenced by eco packaging and labeling, according to the first important conclusion of the study. Customers' attitudes about buying green brands and their level of trust in Indian companies recognised for their quality are among the underlying themes explored by this factor. It is also unclear whether or not respondents value biodegradable packaging or the idea of recycling the items they buy. It was observed that the majority of respondents agreed and strongly agreed with these underlying questions based on their

answer frequencies. Meaning that an increase in environmentally conscious behaviour will lead to a rise in green purchases if green branding becomes more popular. Most consumers buy things that decompose easily and can be recycled, according to data gleaned from surveys tracking consumer attitudes towards environmental responsibility. This connects the two components in a straightforward manner. It has been shown that there is a small but favourable association between customers' perceptions of green branding and their environmental actions. There was also a substantial variation in the mean ratings of customers based on their location of residence and affiliations with green branding. The average urban consumer score was nearly twice as high as the average rural consumer score. Consumers' impressions of green branding have an impact on their green purchasing habits, according to previous research. Brand exposure, linkages, and customer satisfaction, according to Aaker (1991) that is the most important aspects in influencing consumers' actions. But use a analytical model, it was claimed that its evidence backs up the notion that corporate image is important advantages encourage green purchasing, therefore affecting consumer environmental behaviour (Cherain and Jacob, 2012). It was discovered that customers' perception of green brand positioning had a favourable impact on the brand's functional qualities when they were subjected to quantitative analysis (Patrick et al., 2005). According to the results of a structural equation model that included regression model and a cohort of people whom frequented supermarkets in London, branding can impact customer behaviour in favour of environmentally friendly product usage (Pickett-Baker and Ozaki, 2008). Since the present results for green branding are consistent with past studies, it can be concluded that this study has a few extra discoveries compared to others. However, the demographic relevance of changing Another finding in this research is the distinction between nonmetropolitan perceptions.

In order to improve the generalizability of the current findings, future research should focus on a bigger sample dispersed throughout various urban and rural settings. Brand trust has a direct relationship with consumer behaviors, and or the findings of this research have political consequences, such like increased government welfare. India is anticipated to be amongst the world's largest economies by 2020 fastest-growing economies and one of the most popular manufacturing locations (Make in India). It would be a good idea for the government to give more money to companies who employ environmentally friendly production practises. Corporate marketing efforts should put more emphasis on green branding, which has the

potential to spur customers to make green purchases. Investing in rural areas to grow the market segment would be a sensible choice based on the study's results that there was a significant disparity in attitudes in urban and rural areas.

GreenProductsandPremiumGreenValuing

Another important conclusion in support of the study's primary goal is that customer perceptions of the Environmental protection prominence and upscale green priced have one significant positive effect on consumer' corporate environmental. When it comes to green products, consumers' perceptions of their relevance, their belief that a percentage of the green product price goes how consumers believe it is reasonable to charge more just for items, and also whether their believe it is reasonable to donate to a great external cause are some of the underlying concerns. Most of them agreed and strongly agreed that green products are important, however when it came to price-related concerns, most urban customers agreed and The majority of users in rural areas objected. As a result, ecological costing has to have a specific relation to sustainable consumption behaviour, which leads to more green purchases. Although there is a positive link amongst ecological cost & sustainable consumption actions, there is still a significant gap in consumer attitude between urban and rural residents. Despite the fact that green pricing affected customers in both Combined table 4.7 of agricultural and non - agricultural locations customers were found to be approximately twice as high as those of rural customers.

According to research, customers can be persuaded to spend more money on environmentally friendly items if they are shown the extra advantages of such products, such as their quality, safety for the environment, lack of danger, and increased efficiency, for example (Renfro, 2010). Quantitative research by Khare et al. (2013), with a sample of 500 individuals from six cities in India, revealed a correlation between the product's brand and price (Khare et al., 2013). Lee (2009) updated the scale previously used, however Juwaheer et al. (2012) utilise a more recent scale designed with a developing economy in mind (Mauritius). As a result of effective marketing, people are more likely to pay top dollar for environmental protection (Ottman, 1998). According with results of a study conducted on sustainable purchasing, People in india realise how important green buildings are to them now and whether clean branding plus prices influence their behavioural intentions. And according to scholarship, the Indian sustainable consumption sector is fairly underdeveloped, and blue identities, the relevance of ethical goods, and luxury ecological costing should really be employed in

marketing practices and other ways to enhance blue consumer experience sales.

Green consumption and Green Marketing Identification's Relevance

There would be a link across customers' attitudes about eco-labeling to its clean shopping habits, but the study's sample size was too small to prove that this correlation was statistically significant. According to the findings, eco-labelling and green product identification have a favourable impact on customer behaviour, which suggests a link between the two. People of all socioeconomic backgrounds had similar perspectives, with no clear differences. According to prior study, some researchers have claimed that eco-labels do not influence customers' decisions to purchase green products, Everyone else has stated that environment attract business, influencing its green purchasing decisions (Leire and Thidell, 2005 and Cherion and Jacob, 2012). Cherion with Jacob are a couple (2012)and Leire and Thidell (2005), on the other hand, employed a conceptual framework to review literature whereas Cherion and Jacob used a Nordic framework. Eco-labeling has a beneficial effect on green purchasing, according to the current research, although It was impossible to assess its statistically significant difference.

Green Relationship Between financial development and Ecological Advertising

Some previous research has linked environmental advertising and green consumption patterns to a shift in consumer attitudes and behaviour, but other studies have found no connection between the two, finding that consumers were influenced by green advertising but that no change in their behaviour was actually made as a result (Lutz, 1985 and Chase and Smith, 1992). When compared to a conceptual framework used by Lutz (1985), According to Gordon and Joseph (1992), 70 percent of individuals interviewed did not know the words in any of these advertising to really be particularly persuading, more than half among those interviewed didn't care to listen to all these communications due they lacked believability. While with O'Connor conducted a latest analysis (2000)has contributed to this by showing that customers' attitudes towards the environment are not always positively influenced by green messages. Eco-image and marketing have a detrimental impact on consumer behaviour, however this was not statistically significant, according to the results of this study. Consumers think that environmentally promotion should be delivered in either a fair way, although 70% of participants indicated how these environmentally advertising agencies are

not trusted commercials overstate. In spite of the result that green branding encourages green purchasing behaviour, it's noteworthy to note that green commercials don't have a beneficial impact on green sales. In the light of this research, it can be stated that environmental marketing do not influence customer behaviour in a way that contributes to the purchase of environmentally friendly products.

Conclusion

There has been a slew of research on how consumers perceive environmental issues and views and how that influences their green purchasing decisions. The results vary greatly based on the location, culture, and ethics of the researchers. Green purchases in industrialised countries were shown to be driven by a variety of factors, whereas environmental concerns and attitudes of consumers were found to be the most common driver in developing countries. According to a poll by McKinsey (2007), 87% of men and women in emerging countries like Brazil, India, and China, as well as industrialised countries like Canada, the United Kingdom, France, and the United States, are leaning towards reducing their negative influence on the environment (McKinsey, 2007). Singh and Pandey's findings in India contradict those of previous research. Indian consumers were found to be unaware of items but did not address their concerns and values after conducting a complete literature analysis (Singh and Pandey, 2012). However, According to some other analysis focused on a theoretical foundation, customers are more aware of the benefits of eco-friendly practises, which encourages them to adopt them (Mishra and Sharma, 2010). As a result of these two studies, it appears that Indian consumers are environmentally conscious, yet this awareness does not translate into increased environmental stewardship. Concerns about the environment were shown to have no influence on environmental behaviour, but they did have a detrimental effect on it anyway. However, because the sample size was so tiny, the results were not statistically significant. Because the results may vary depending on where you are in India, future studies might take a broader and more representative sample to see how well this association holds up in the Indian setting.

Future Research

A novel method to this study might use a combination of quantitative data from surveys and qualitative data from talks with experts to learn more about the elements that impact eco

consumer preferences over time, such as the use of green branding and premium pricing. Green advertising may. Despite the reality because organic foods are more environmentally friendly, they have a negative impact on customer activity. Branding has a favourable effect on the same. In the opinion of Jankowicz (2005), it is best to do research utilising several approaches. Together or nearly fully questionnaires should be used in conjunction with questionnaires to provide more accurate and thorough data. The research might also focus more on socio-demographics, particularly the urban vs. rural perspectives, since this study presented several fascinating outcomes with regards to the same.

Limitations

Although this study sheds light on an impact of green advertisements upon this purchasing behavior of Indian customers, it is not without its flaws. While the study's sample size is low, especially in terms of the rural population, it nonetheless provides valuable insight into consumer perceptions across India. Another drawback is that the research was limited to only the state of Andhra Pradesh. Additional disadvantage is that quantitative approach is not as dependable as representative sample, and the lack of a sample frame is another. There were also some limitations due to the study's low response rate, which was just 80%, however the 20% non-respondents might have impacted the findings. Green marketing theories and concepts are still being developed in emerging countries, notably India, therefore this study had to work under certain constraints in terms of what could be known going into the study. Another limitation of this study is that the scale employed was not validated by a factor analysis, and it was not tailored to the Indian population.

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