

# ASSESSMENT OF GREEN MARKETING IMPACT ON CONSUMER ATTITUDE AND BUYING BEHAVIOUR IN JAMMU

Naveed Hamid

E-Mail Id: [bhatnaveedbhat@gmail.com](mailto:bhatnaveedbhat@gmail.com)

Division of Agricultural economics & Agri Business Management, Jammu (India)

**Abstract-**Pollution, Green houses gases and raising day to day emission of hazardous elements in the environment has given rise to a new area of marketing in the minds of the manufacturers and producers. This led to the increasing awareness among the marketers to brand and rebrands their products to their concerns towards this global problem. As a result marketers work toward environmental protection and sustainable development. Many corporate and MNC's changed their logo brands to reflect their willingness and commitment towards overcome this problem. Consumer behaviour is one among various factors leading towards green marketing as it is consumer who has to pay for and take from the producers as per their utility (green buying) purchasing and consuming products that are hazardous towards the environment. The present study adopted simple random sampling technique for collection of data in the Jammu city. One of the Major University in the sample area (University of Jammu) was taken for the study purpose. The samples were taken in form of graduate and post graduate students for filling the questionnaires. The result revealed and depicted that among the 100 samples in the sample area, most of the respondents showed positive response to the statements followed by few respondents of negative and disagree responses. The rising number of consumers who prefer and are willing to buy eco-friendly products are creating opportunity for businesses that are using "eco-friendly" or "environmentally friendly" as a component of their value proposition. This change in consumer behaviour and attitude should be noticed by a marketer and offer their products and services to consumer in order to retain market share and build future green brands. Many studies showed that consumer preferences are changing due to this global phenomenon. This changing attitude of buying behaviour is forcing many firms to incorporate green processes. In this, it is revealed that for sample area consumers' pro-environmental concerns, knowledge of environmental issues, awareness of eco-friendly products, and educational levels factors have a positive effect on green buying behaviour.

**Keywords:** Consumer Buying Behaviour, Environment, Green Marketing, Green products

## 1. INTRODUCTION

While globalization process continues in its full speed across the world, this has brought environmental problems that affect all living beings negatively. These environmental challenges have started to come to the agenda more and more in the recent years. Consumers now have worries about the future of the world and as a result of this, they prefer environment friendly products. Companies have started implementing their marketing strategies so as to increase awareness on green policies in their pricing, promotion, product features and distribution activities. Green marketing can be defined as the effort by a company to design, promote, price and distribute products in a manner which promotes environmental protection (Polanski, 2011). It has also defined as all activities designed to generate and facilitate any exchanges intended to satisfy human needs or wants such that the satisfaction of these needs and wants occur with minimal harmful impact on the natural environment (Polonsky, 2011). Green or Environmental Marketing consists of all activities designed to generate and facilitate any exchanges intended to satisfy human needs or wants, such that the satisfaction of these needs and wants occurs, with minimal detrimental impact on the natural environment.

The green movement has been expanding rapidly in the world. With regards to this consumers are taking responsibility and doing the right things. Consumer awareness and motivation continue to drive change in the marketplace, notably through the introduction of more eco-friendly products. Compared to consumers in the developed countries, the Indian consumer has much less awareness of global warming issues. Successful marketing has always been about recognising trends and positioning products, services and brand in a manner that supports buyer intentions. Today, "Green" marketing has moved from a trend to a way of doing business and businesses that sell should recognise (a) the value of going green and (b) incorporating this message into their marketing program and communicating the green concept to their consumers. Green is slowly and steadily becoming the symbolic colour of eco-consciousness in India. The growing consumer awareness about the origin of products and the concern over impending global environmental crisis there are increasing the opportunities to marketers to convince consumers. Firms have increasingly introduced GPIs (Green Product Innovations) into their product developments over recent decades. Studies on the consumption of environmentally sustainable products have demonstrated that perceived product performance is a significant barrier to their selection. Ottman (1998) shows that some consumers do not buy "green" products because of their perceived inferiority, citing a study of observable and product-specific information (e.g. use of biodegradable and recycling behaviour) by

Roper Starch Worldwide (RSW). Alston and Prince Roberts (1999) found, in their research on environmental strategy and new product development, that there was a willingness to pay slightly more for environmental improvement.

### 3. GREEN MARKETING BENEFITS

Nowadays consumers are becoming more and more aware and conscious about the environment and are also becoming socially responsible. Therefore, more companies are responsible to consumers' aspirations for environmentally less damaging products. Some of the advantages of green marketing are:-

- It ensures sustained long-term growth along with profitability.
- It saves money in the long run, though initially the cost is more.
- It helps companies market their products and services keeping the environment aspects in mind. It helps in accessing the new markets and enjoying competitive advantage

### 4. LITERATURE REVIEW

Cairncross, (1992) revealed that the growth of green marketing and green consumer is perhaps the biggest opportunity for enterprise and invention the industrial world has ever seen". A green consumer can be identified to be one who avoids any product which may harm damage to any living organism, cause deterioration of the environment during process of manufacturing or during process of usage, consume a large amount of non renewable energy, involves unethical testing on animals or human subjects.

Polanski and Rosenberger, (2001) stated that green marketing covers the overall brand of marketing activities undertaken by companies in a manner that they promote manufacture of products which have a positive impact on environment or alternatively reduce negative impact on the environment. Today green marketing is a vital component of marketing research which began due to increasing media exposure and pressure on firms to present eco friendly behavior. The growth in green marketing over the years has been promoted by adoption of product packaging and presenting to the public these improvements. Over the years there has been a subtle shift from practicing environmental marketing practices as a result of compulsion identified as a result of legislations and pressure from environmental groups to genuine efforts to improve sustainable marketing plans and behaving in an eco responsible manner.

Peattie (2001) revealed that the evolution of green marketing has three phases. First phase was termed as "Ecological" green marketing, and during this period all marketing activities were considered to help solve environmental challenges and provide solutions. Second phase was "Environmental" green marketing and the focus shifted on clean technology that involved designing of innovative new products, which took care of pollution and waste issues. Third phase was "Sustainable" green marketing which came into origin in the late 1990s and early 2000.

Belz & Peattie (2008) stated that green marketing and environmental marketing in the late 1980's focused on green consumers who would be willing to pay premium prices for more environmentally friendly products. Many consumers choose products that do not damage the environment over less environmentally friendly products, even if they cost more. With green marketing, advertisers focus on environmental benefits to sell products such as biodegradable diapers, energy-efficient light bulbs, and environmentally safe detergents. Green marketing encourages consumers to use eco-friendly products and manufacturers to develop more environmentally beneficial products.

### 5. OBJECTIVE

- To study the importance of green marketing.
- To examine the affect of green awareness towards consumers buying of eco-friendly products.

### 6. MATERIALS AND METHODS

The present study was based on descriptive research and involves both primary as well as secondary data collection. The samples were selected through Convenience sampling in Jammu city. For selection of the samples, the University of Jammu was selected on basis of highest student's ratio. 100 Post graduate and graduate students were contacted and surveyed by method of questionnaire / schedule for the present study.

### 6. RESULT OF THE STUDY

**Table-6.1 Rate the Below Factors as Per Your Opinion**

S. No	Item	Strongly disagree	Disagree	Neutral	Agree	Strongly Agree	Total
1	I would describe myself as environmentally responsible	06	14	02	38	40	100
2	Increase in green house gases will affect the future of next generation	11	09	03	45	32	100

3	I have convinced members of my family or friends not to buy products which are harmful to the environment	10	18	12	44	16	<b>100</b>
4	There is no truth in to environmental problem issue	20	51	16	08	05	<b>100</b>
5	Global warming is biggest threat for the degradation of environment	04	20	03	44	29	<b>100</b>
6	Rapid industrialization is harming environment	13	12	15	33	27	<b>100</b>
7	I am fully aware about the product promoting green are using environment friendly process	08	22	30	25	15	<b>100</b>
8	Companies using green process are incurring extra cost for the production process	10	25	06	35	24	<b>100</b>
9	I would not buy a product if the company which sells it is environmentally irresponsible	17	08	15	45	15	<b>100</b>
10	Companies do not use eco friendly processes in manufacturing and packaging of their products	05	15	45	22	13	<b>100</b>
11	I would buy food products if it wrapped in recyclable packing.	08	17	15	24	36	<b>100</b>
	<b>Total statement responses</b>	<b>112</b>	<b>211</b>	<b>162</b>	<b>363</b>	<b>252</b>	<b>1100</b>

Source: Survey

The table 6.1 and fig. 6.1 and 6.2 revealed that out of the total sample of 100 respondents, most of the respondents (40) in the same area responded was found strongly environmental responsible followed by (38) agree, (02) neutral, (14) disagree and (06) highly disagree respectively. The table in an average depicted that the respondents of the sample area were given positive response towards the green marketing as per the various statements are concerned. Out of the total eleven statements regarding the green marketing practices, it forms the total 1100 responses. The table depicted that the majority of the responses (55.91 per cent) found to be positive responsive towards the eleven statements followed by (14.73 per cent) neutral response and (29.36 per cent) negative response respectively.

128 respondents are feeling to be environmentally responsible. 120 respondent aware about the impact of green house gases on the future of next generation. 80 respondents tried to convinced members of family or friends not to buy products which are harmful to the environment. 100 respondents aware of ill effect of industrialization 109 respondents aware about extra cost for the production process more than 100 are ready to buy products of those companies which are fulfilling their electricity need through renewable sources

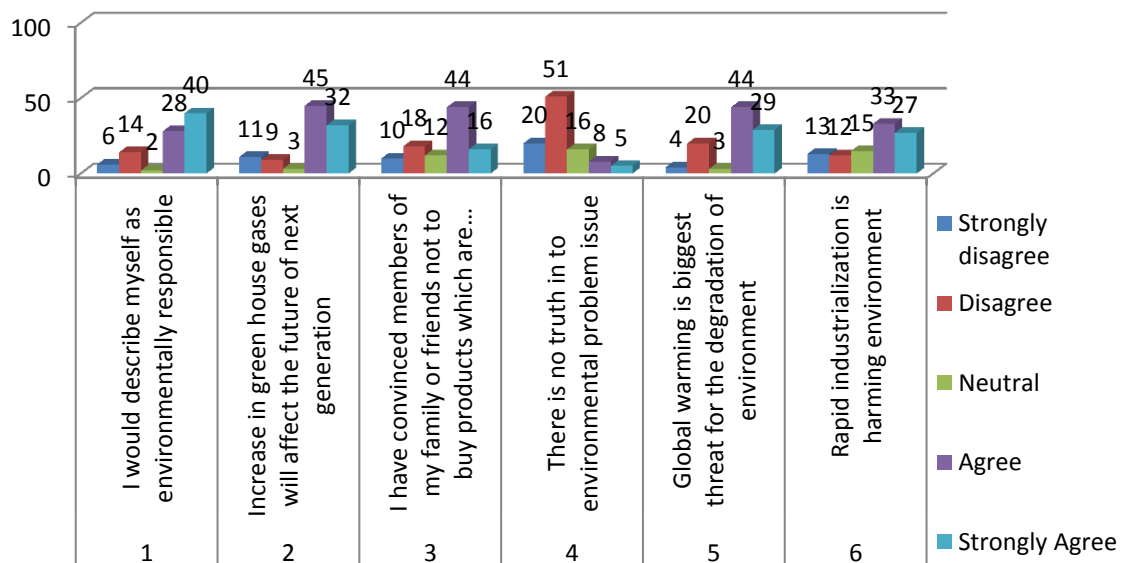


Fig. 6.1 Ranking of Different Green Marketing Factors in Sample Area

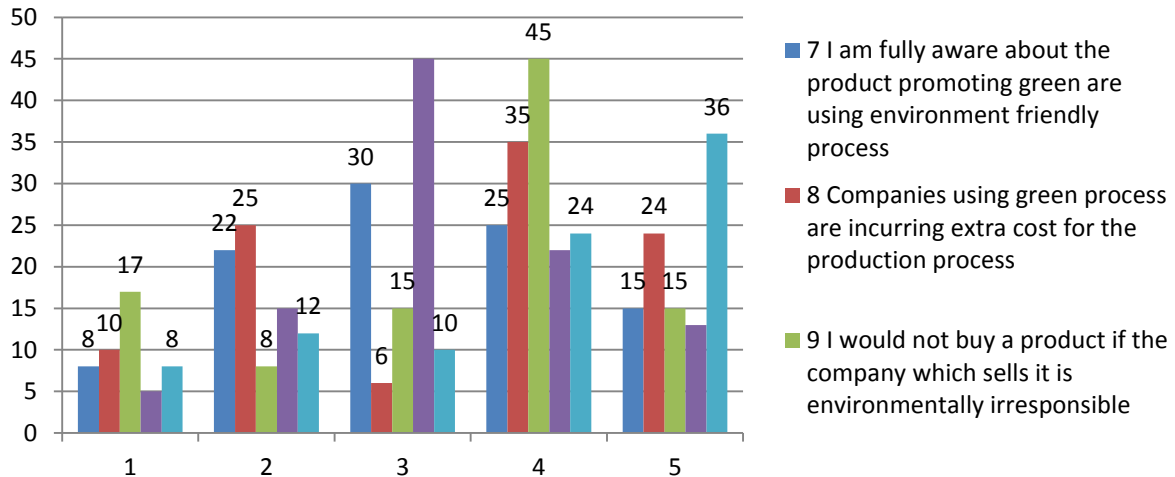


Fig. 6.2 Ranking of Different Green Marketing Factors in Sample Area

## 7. GREEN MARKETING PROBLEM ANALYSIS

- Green products require renewable and recyclable material, which is costly
- Requires a technology, which requires huge investment in R & D
- Majority of the people are not aware of green products and their uses
- Majority of the consumers are not willing to pay a premium for green products

## CONCLUSION

The research study on Assessment of Green Marketing Impact on Consumer Buying Behaviour green concludes that Marketers need to understand the implications of green marketing. The marketers should try to attract the customers towards the product by imparting the awareness and focus shall be on the ill and good consequences health and environment as well so by the customers were able to differentiate what basically is the fun and need to go for the purchase of green products thereby increase the customer base and helping in checking the environmental problems as well awareness regarding. The awareness about the products should be done through advertising so that individual buying behaviour can be changed which can have an impact on the welfare of the environment. It is also important that companies aiming at developing new eco-friendly products should ensure that products perform competitively.

## REFERENCES

- [1] Babita Saini (2010), Green marketing and its impact on consumer buying behavior, International Journal of Engineering Science Invention, **2** (12):61-64
- [2] Chen, T.B., & Chai L.T. (2010). Attitude towards environment and green products: Consumers perspective. Management Science and Engineering, **4** (2):27-39
- [3] Cairncross, F., 1992. Costing the Earth: The Challenge for Governments, the Opportunities for Business. Boston: Harvard Business School Press **3**(2):103-105.
- [4] Chitra, K. (2007). In Search of the green consumers: A perceptual study. Journal of Services Research, **7**(1):173-191.
- [5] Jungermann W. C, & Jungennatm C. E., (2010). Reconsider-Executive Summary. <http://s3.amazonaws.com/smorgdownloads/clients/vanj/fall2009/Reconsider.doc>
- [6] Kohut, A., & Shriver, J. (1989). Environment regaining a foothold on the national agenda. Gallup Report, 285.2
- [7] Kassaye, W. W. (2001). Green dilemma. Marketing Intelligence & Planning, **19** (6):444-55.
- [8] Polonsky, M. J. 2011. Transformative green marketing: Impediments and opportunities. Journal of Business Research, **64**(12), 1311-1319. Retrieved at <http://dx.doi.org/10.1016/j.jbusres.2011.01.016>
- [9] Seema .L and Mayur .M (2015). Green Marketing and its Impact on Consumer Buying Behavior. NBR e-Journal 1(1) , ISSN 2455-0264