**IMPACT OF CONSUMER BEHAVIOR TOWARDS GREEN MARKETING IN INDIA: AN EMPERICAL STUDY ON SELECTED CUSTOMERS**

**ABSTRACT**

Today’s commercial enterprise is characterized with the aid of moral considerations in which environmental issues are playing an essential function in the modern marketplace. There has been a global growth in environmental awareness concerning “Global warming, pollution, and weather change". This extended consciousness is influencing consumer conduct or behavoiour. Companies are altering their operations thinking about this environmental weakening and are shifting closer to embracing the idea of green advertising or marketing. This green marketing idea will make the commercial enterprise run on the standard of environmental friendliness. “Green marketing refers back to the process of selling products and /or offerings primarily based on their environmental advantages". Adopting green advertising method makes a business to led a green movement wherein organizations fulfils their duty in the direction of society and surroundings via green intake. Green advertising makes the business works in a way that allows you to minimize the terrible impact of business activities on surroundings. Via green advertising and marketing firms, encourage their enterprise to make consumer consider the green advantages of their services and products. The subject has therefore attracted numerous researchers throughout the last few decades. The present paper tried to study the factors related to the impact of green advertising adoption on purchasers’ behaviour. Several researches were done in the beyond in growing nations regarding the effect of green advertising and marketing over customer conduct. This discipline is however still, deficient in information associated with Indian purchaser’s behaviour in the direction of green advertising/marketing. Therefore, current paper goals at inspecting the effect of green marketing toward the shopping for behaviour of Indian customers the use of exploratory research design. The effects of the study reveals that green advertising and marketing is gaining importance in India also and Indian customers pick green advertising and marketing over conventional advertising due to its eco-friendly blessings.

**INTRODUCTION**

Problems act as a vital function in a commercial enterprise. In the biggest part of the globe, the country’s government is worried regarding environmental issues. In these days' business balanced growth of the environment has emerged as a basic problem. Therefore Green marketing is now a tactics by which a firm can undertake to gain sustainable growth. Green marketing is associated with the practice of exchanging merchandise and /or offerings based totally on their environmental advantages. Any similar service or product must be 'green' in itself or produced in a natural manner. In these days' environmentally aware world, the word “green” has emerged as a vibrating term. The green term is more and more popular with public relation green marketing exact for public relation and sales. Green Marketing has been defined through AMA as “The study of the fine and terrible components of marketing activities on pollutants, electricity depletion and non-energy aid depletion”. Moreover, the important acceptance of green marketing is that potential customer that might be inclined to pay more for a “green” product. The prevailing paper tries to study the attention and eagerness or willingness of the patron to shop for green merchandise.

Green advertising additionally known as environmental marketing includes a process of product alteration in the manufacturing procedure, adjustments and alterations in packaging as well as new marketing. As defined by Tapan K. Panda “Green or Environmental Marketing consists of all activities designed to create and make easy any exchange intended to satisfy human needs or wants such that the satisfaction of these needs and wants occurs with minimal detrimental impact on natural environment”.

People recognize that the assets or resources on this planet are constrained or restricted and human needs are limitless. Consequently, it's far crucial for the entrepreneurs to make use of resources efficiently without misuse in addition to obtain the main goal of the employer. There is an increasing passion among consumers all over the world concerning the safety of the surroundings. Worldwide proof shows that human beings are concerned about their surroundings and are because of enhancing their behaviour. Therefore, green marketing has developed due to this and it expresses a developing market for continuous and communal accountable merchandise or societal responsibility for the products. Inside the modern environment and marketplace; the fashion is modified and now targeted of the arena is in the direction of the usage of green marketing that allows them to provide or manufactured the one's goods which might be powerful for clients and for the safety of the surrounding (Schiffman and Wisenblit, 2014). There are concerns for the international network about the environment are global warming and weather change that has urges the producers to consciousness upon the use of the eco-friendly merchandise that make contributions their duty towards the sustainable environment **(Alhamad, Junoh, & Eneizan, 2019).**

The one's consumers or customers that are privy to the environmental safety are eager to urge the business community to attend upon the green merchandise and green customers also (Papadopoulos et al, 2010). Consequently; there may be a change within the marketing techniques that turned traditional into the green marketing strategies and additionally supported by using the experts as properly; the technology of focusing upon the surroundings started from the overdue 1980s and initial phase of 1990s (Diamantopoulos et al, 1994; Chan and Lau, 2000).

The research observes is initiated to study at the impact of green marketing techniques (Labelling, packaging and branding, marketing, rate top class, and eco-picture) on consumers’ behavioural purpose to purchase the green product.

**CONCEPT OF GREEN MARKETING**

The instance of eco or environmental promoting is being achieved to substitute the products that are exceptionally damageable to the environment with the ones which can be environmental friendly **(Stanton and Futrell, 1987).** It is obvious that green marketing involves one-of-a-kind characteristic within the organizational operation that is required to be modified such as exchange in the product, change in the producing technique, the supply chain must be changed and tremendously essential that these products or services have to be meet the desires or wishes of the customers. These all activities of green advertising are aimed to facilitate the satisfaction of the clients and contribute in the direction of a sustainable environment. Green or Ecological or Environmental advertising and marketing **(Tiwari et al., 2011)** emerged as a fashion in the 1990’s following an extended line of environmental obligation research, beginning from the 1970’s and focusing patron behaviour that are not indented towards consumption, on ecology, on air pollution and on after the purchase of the client behaviour like reproducing and using the waste for production. There are lots of definitions and approaches as to what green advertising and marketing are. For **Tiwari et al. (2011)** it's far counseled that green advertising and marketing is the fairly holistic method that includes manufacturing, conducting advertising, reuse of waste products that will be powerful for the surroundings and for the society as nicely due to the fact the effect of global warming, use of waste merchandise, and reduction within the pollutants and others functions. Green advertising is the complete approach that is required to explore, intimidate and make the clients secure to ensure profitability within the sustainable manners. Green marketing is being counseled because the pleasant commercial enterprise opportunity for the entrepreneurs to expand especially revolutionary and new products that meet the clients’ dreams and be a part of the competition inside the market **(Laroche et al, 2001).** “There are three ranges that are discussed in the green advertising and marketing; the goods are targeted to be produced on the grounds of environmental problems; the shift inside the technology that should be focused upon green and environmental safe era to be used; the feature of sustainability needs to be ensured”.

**REVIEW OF LITERATURE**

Sharma

et al. (2010) has recognized that research on

inclusion of active role of environmental is-

sues in marketing is still in infant stage and the

related discussions are limited to the disciplines

of environment management, production, and

supply chain, and thus in context of entire value

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to examine the interface of marketing with

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Kotler

(2011) has also raised several important issues

to explore in green marketing, such as factors

leading companies to compete on the basis of

sustainability, changes required in marketing

practices and opportunities offered by the

concept of sustainability, etc.

“Consistent with **Yan, Yeow & Yazdanifard, Rashad** **(2014)** because the ecological problems are getting poorer, the purchasers' concerns approximately the environmental protection have brought about the diversification in consumer buying technique toward a green lifestyle. Therefore, companies are taking motion to broaden prospective ecological tactics inside the green market industry. Green advertising and marketing and green product development are useful techniques which might be utilized by companies to boom competitive blessings and stand a chance of gaining the delight of purchasers in order to attain the firm's assignment and imaginative and prescient. Green marketing and green product improvement have numerous advantages to corporations in terms of growing sustainable environmental advantages and to boom the awareness of the brand image of the company. This study makes a speciality of the idea of green marketing and green product improvement, the one-of-a-kind customer utilization with regard to green marketing and green product development, and ultimately examines the troubles that companies have faced after they have didn't put in force green marketing and green product improvement”

Similarly with this fact, **Boztepe (2012)** focused on eco-friendly customers could prevent eating any injurious product that may also have an result on their health, entails make suffer from animals a source to damage the surroundings throughout production manner, disposal or use. Many marketers may additionally pick out to enhance the purchasers’ attention of environmental troubles with the aid of the use of advertising and marketing plays to get them worried in societal charity which encourage the purchasers’ to transport from traditional goods to green mercandise **(Golkonda, 2013).**

“Green marketing is described by **Diglel and Yazdanifard (2014)** as quite a number of activities, which include alteration of the manufacturing technique, changes of product lines and development in packaging, in addition to reworking advertising and marketing. The time period green advertising is used interchangeably with sustainable advertising, ecological advertising and marketing” or environmental marketing”.

Several studies have proven that clients decide upon green merchandise and feature a good attitude in the direction of corporations that observe green practices **(Bhatia and Jain, 2013). Rayapura (2014)**, in aid, cites a worldwide observe which confirmed that 55% of world online purchasers across sixty nations surveyed articulated readiness to pay extra for services and products from businesses which can be committed to positive social and environmental impact. **Marcacci (2013)** observes that there has been widespread growth in the demand for green products and services, as well as for green organisations. Therefore, client demand for eco-friendly merchandise is taken into consideration to be the main motivation in the behind of green marketing practices. Moreover, the aim is to obtain an equilibrium among the organization goals, in addition to society and environmental difficulty **(Samarasinghe, 2012).**

Socio-demographic variables are broadly used by researchers to profile green purchasers **(Park, Choi and Kim, 2012)**. **Ferrell & Hartline (2014)** believe, primarily based on studies, those folks, and especially young adults within the 18 to twenty-five year age institution, and are incredibly prompted with the aid of their natural and social environment which effect on their market expertise and buying decisions. In step with **Sharma (2015),** “socio-demographic traits which include age and education level play a vital role in influencing the customer’s goal to move Green. **Wang (2014)** cites preceding studies which have diagnosed ladies, teenagers and people with rather higher education and income degrees as the maximum in all likelihood to have interaction in green consumption behaviour”.

**Agyeman (2014)** believes that a client’s choice of a green product is mainly promoted through the packaging. **Laroche, Begeron &Barbaro-Forleo (2001)** assert that green consumers, commonly women, study at the labelling of Green merchandise to see if it become manufactured with recycled resources.

**OBJECTIVES**

1. To examine the awareness about the green marketing to the consumers.
2. To explore the consent of the purchasers to pay more for green products.
3. To study the facts about the consciousness for the eco-friendly or green products.

**RESEARCH METHODOLOGY**

Considered one of the most important troubles with green marketing concept is that there has been little effort to academically analyse environmental or green marketing. While some literature does exist, it comes from a different viewpoint. This paper tries to throw light on the conceptual problems related to green advertising and marketing. The existing observes is exploratory in nature to offer proper guidance for empirical research. It is additionally descriptive in which the awareness is on the fact-finding investigation with good enough interpretation. For this purpose secondary facts had been accumulated. The secondary records had been accumulated through newspapers, magazines, books, journals, conference complaints, authorities' reviews and websites.

**DATA ANALYSIS**

The character of the study is in its inception in India, the studies constituted an exploratory study at. A statistical technique may be followed with the usage of questionnaires. The could be examine in cross-sectional in nature.

**Table 1: Frequency table of Gender**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Gender** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Male | 24 | 63.2 | 63.2 | 63.2 |
| Female | 14 | 36.8 | 36.8 | 100.0 |
| Total | 38 | 100.0 | 100.0 |  |

**Graph 1: Frequency graph of Gender**

The Gender demonstration diagram represents that the mass of responses shown from Table and Graph 1 that Male respondents are slightly more than the female counterparts with the percent of 63.2 as compare to the female respondent’s percent that is 36.8 only. This distribution may be due to the fact that higher percentage of male respondents are because of awareness of them is more in regard the concept of green marketing concept.

**Table 2: Frequency table of Age**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Age** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 20-29 | 20 | 52.6 | 52.6 | 52.6 |
| 30-39 | 15 | 39.5 | 39.5 | 92.1 |
| 40-49 | 1 | 2.6 | 2.6 | 94.7 |
| 50-59 | 2 | 5.3 | 5.3 | 100.0 |
| Total | 38 | 100.0 | 100.0 |  |

**Graph 2: Frequency graph of Age**

The Age illustration graph suggests that the higher degrees of responses are from group aged 20 to 29 years of 52.6 % depiction in the paper. Another batch aged among 30 to 39 years with 39.5% of the overall data collected. Relatively, with 5.3% are respondents elderly among 50 to 59 years. The minimum chances of draw closer from participant’s elderly between 40 and 49 years with 2.6% shown from the overall facts accumulated. The most quantity of respondents is from the age group of 20-29 years as they are more related to the advertising and marketing and additionally in terms of educating and accepting green advertising concept.

**Table 3: Frequency table of Occupation**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Marital Status** | | | | | |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Enterprise/organization/management | 13 | 34.21 | 34.21 | 34.21 |
| Students | 14 | 36.84 | 36.84 | 71.05 |
| Engineers | 3 | 7.89 | 7.89 | 78.95 |
| Technological expertise allied fields | 3 | 7.89 | 7.89 | 86.84 |
| Functioning in different category | 5 | 13.16 | 13.16 | 100.00 |
|  | Total | 38 | 100.00 | 100.00 |  |

**Graph 3: Frequency graph of Occupation**

“Similarly, contributors from the research comprise some different professions. As per the facts accumulated, maximum wide variety of participants drawn from individuals working in enterprise/organization/management related fields with 34.21% of shown and each 36.84% are students. Moving ahead, 7.89% are engineers and about 7.89 % in technological expertise allied fields. The 13.16% functioning in different category not programmed in the questionnaire, Throughout the statistics analysis system, the unique professions are as compared and tested in accordance to their personal characteristics, hence it can be concluded that respondents are from more the enterprise/management/administration related fields with 34.21% as they all are working somehow related to the concept of green marketing”

H1: “There is a significant relationship between the gender of respondents and awareness of green products”

H2: “There is a significant relationship between the age of respondents and awareness of green products”

H3: “There is a significant relationship between the occupational status of respondents and awareness of green products”

**Table 4: ANOVA table**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **ANOVA** | | | | | | |
|  | | Sum of Squares | df | Mean Square | F | Sig. |
| Gender | Between Groups | 1.070 | 4 | .267 | 1.136 | .035 |
| Within Groups | 7.772 | 33 | .236 |  |  |
| Total | 8.842 | 37 |  |  |  |
| Age | Between Groups | 2.123 | 4 | .531 | .836 | .012 |
| Within Groups | 20.956 | 33 | .635 |  |  |
| Total | 23.079 | 37 |  |  |  |
| Profession | Between Groups | 1.358 | 4 | .339 | 1.417 | .015 |
| Within Groups | 7.906 | 33 | .240 |  |  |
| Total | 9.263 | 37 |  |  |  |

**Table 4** reveals that P value is greater than 0.05 for awareness of green products such as for the category Gender the significance value is (.035), for the category Age, the significance value is (.012), and for the category Profession, the significance value is (.015) hence it is clearly shown in the analysis that all the significant values are greater than p (0.05) value, therefore all the alternative hypothesis are accepted and thus reject the null hypothesis and finally the analysis concluded that there is a significant relationship between the occupational status of respondents and awareness of green products, there is a significant relationship between the age of respondents and awareness of green products and there is a significant relationship between the gender of respondents and awareness of green products.

Means the respondents are having a good level of awareness regarding green products as well as green marketing and also agreed to pay more for the green merchandise in order to safeguard the environment.

**CONCLUSION**

This exploratory examines will be required to explore the effect of green advertising and marketing on the purchasing behaviour of Indian customers. Respondents will display excessive acquaintance degree of green advertising and marketing and environmental worsening. This will help to discover if there may be any important association between gender and recognition of green merchandise. It will also examine whether or not the respondents strongly feel that green marketing influences their shopping behaviour and that there is no sizeable correlation among age and green marketing motivating customers to alternate their consumption conduct. Most respondents might also feel that green products had been healthful, right for the surroundings and are advanced to traditional products. It will assist to permit the consumers keep in mind that green products aren't fairly priced, however only they're not effortlessly reachable and now not effectively promoted. Fee sensitivity with reference to green products will be a outstanding trouble. Respondents can be prompted by advertising for eco-friendly merchandise and realise that “packaging, labelling and product” statistics strongly brought on their buying selections or decisions. This can be a strong assist for stores who were socially responsible. Implications for entrepreneurs were presented, in addition to route for future studies. The study is massive in that there is restrained investigation into green advertising in India, a growing country. “It hopes to function a motivation for in addition studies into green marketing, an area that has been receiving large interest, the world over, in recent years”.

“Eco-friendly production potentially helps social differentiation in a population and there are human beings in India who work together in green conspicuous intake to sign excessive social repute. This behaviour is not very common even though. Most effective a great quantity of percent of individuals behave in this kind of manner, but it varies relying on gender, age and professions. Based totally in this studies, one can't affirm that is constant behavior, however, there are genuinely instances in which humans have used green products to show they could have enough money them or to be a part of the bio/healthful fashion. Furthermore, the impact of green advertising equipment which includes inexperienced/Bio/Eco-­‐pleasant certification clients may be very immoderate”.

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