

Green Marketing and its Impact on Consumer Purchase Decisions in Bangalore

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Abstract

The research paper aims to clarify the relationship between the different variables of green marketing and the impact it has on consumer purchase decisions. It proposes a model that describes the various factors and their influence on the purchase decisions and how important it is for organizations to modify their processes. The study aims at expanding the domain of green marketing by including aspects of consumer behavior and their preferences than that is found in normal literature.

Introduction

Sustainability has been a trending behavior off late owing to the lifestyle changes being developed by all the members of an economy. Sustainability and various process are being inculcated in the day to day activities of the people residing in a country, majority of them moving from a normal lifestyle to a green lifestyle, I think it is vital for organizations to inculcate green processes in their delivery methods to tend to ever changing consumer behavior, we all can agree that most of the companies are market driven and the market trends decide the operations of the industry. It is imperative for the organizations in the country to implement a greener process in their delivery paths.

To understand how firms in developing countries, make modifications accordingly that suits the requirements and demands of the market and the consumers, how they modify their products and the production processes. At the macro level, they have possibilities for a product market development, product specification modifications, better distribution and sustainable selling. At the micro level, such decisions affect consumer behavior.

This study was conducted to know the effects of various variables of green marketing on the consumer's purchasing decision, throughout the research, the respondent will be able to come across various green marketing factors that may affect their characteristic and their own personal perception towards green products.

The method of advertising goods or services on the basis of their environmental benefits is green marketing. This goods or services can, in themselves, be environmentally sustainable or manufactured in an environmentally friendly manner. Green marketing requires enterprises that sell their goods or services in a manner that shows their eco-friendliness.

Businesses who are committed to environmental sustainability and corporate social responsibility usually practice green marketing. In order to incorporate sustainable corporate practices, more organizations make an effort. They understand that they should make their goods more consumer-friendly, while still reducing packaging, storage, energy and water use costs, and more.

In addition, corporations are gradually finding that displaying a high degree of social awareness will raise brand loyalty with socially responsible consumers. The short-term expense is the primary challenge to ethical business strategies, such as green procurement. Going green will usually cost more up front, but in the long term it will produce fantastic benefits.

Green marketing starts with a company actually adopting sustainable business practices and following them. If their corporate practices do not fit their green marketing campaigns, businesses fear being branded as deceptive, so they must ensure that they follow what they are preaching. In green marketing, credibility is fundamental.

Purpose of the Study

This study has two purposes

- a. To analyze the various factors of green marketing and its impact on consumer purchase decisions and
- b. To provide the arrived information to organizations for better exploitation of the market.

Review of Literature

After searching for research articles online and in digital libraries, a set of research articles were chosen by me which cover the chosen topics in the study, they were further studied in detail to come to a conclusion which is further mentioned, a thorough study of each research article was done as an initial part of the research to conclude on the research gap and continue with the study.

Dr. Pooja Jain, (2016) the study states that there is a significant difference between male and female in terms of perception of green products as healthy, and there is also a significant difference between male and female as to perceiving green as quality, and there is also a difference in preferring green over a non-green product, in relating self-respect to purchase of green products, there is a significant difference in buying greener products due to peer pressure in genders, there is also a difference in perception towards greener products with difference in age.

Jong Yoon Lee, (2019) The findings of this study stated that commercial implications must be emotional in nature because emotions are the first step towards consumer immersion in commercial content. The content must be entertaining and satisfying as well because this kind of commercial content is being force fed into the lives of consumers, unlike conventional advertising which is evitable in nature, another guideline for such production is the avoidance of

triggering persuasion knowledge in consumers, if not done this way, the communication can lead to content losses and negative content.

Clare D'Souza, (2005) the examination shows that there is a contrast between the two gatherings regarding their mentality towards green advertising as for all the measurements and the low included clients seem to have a more grounded dismissal for the green publicizing over all the discerning measures towards green promoting. The discoveries recommend different open doors for future research. Seeing how green ads impact conduct will be a significant territory of future research.

Mayank Bhatia, (2013) By reading the paper, it was found that that gender of the consumers does not affect their green values, qualification of consumers does not affect their preference and purchase intention towards the green products, the preference of green products does not depend on the gender of the consumer, purchase intention of green product is dependent on the green values of the consumers.

Ken Peattie, (2005) this paper particularly concentrates on the rise of green marketing in the early 80s and how consumers and producers have perceived and welcomed it as a practice, the authors also concentrate on the major marketing trends that have occurred in respect to green marketing and how they have been misunderstood by majority of the population, they also have explained concepts like green spinning, green selling, green harvesting, enviropreneur marketing, and compliance marketing. the authors have also stated that producers only think of green production and green consumption whereas there are many other things that occur between production and consumption that are not very feasible for the environment, which is a result of only the consumer being aware of the product's harm to nature and the producer does not worry about it a lot.

Dr. M S Khan, (2015) With green marketing practices human needs and wants can be satisfied without destructing the environment. Green marketing involves products modification and production process and packaging which will be beneficial for the environment and help in fulfilling the economic desires of the organisation. With the production and promotion of eco-centric products, it is the time to say good bye to traditional or conventional marketing and promote the ecological marketing approach.

Wahid, (2011) The objective of green advertisements is to influence consumers' purchase behaviour by encouraging them to buy products that do not harm the environment and to direct their attention to the positive consequences of their purchase behaviour, for themselves as well as the environment. Based on their trust in eco-label and eco-brand, they will choose the environmental friendly products that are less harmful to the environment than their alternatives.

Research Methodology

Aim

To study the green marketing and its impact on consumer purchase decisions in Bangalore.

Statement of the problem

Green consumerism is one the rise and people are preferring green products or products that do not pollute the environment over chemically produced products or products that pollute the environment, studies conducted have said that the consumers' awareness on green products have been increasing rapidly and it is suggested that the multinational organizations must inculcate sustainable methods in their production processes or the delivery methods like green supply and degradable packing and packaging.

Variable under investigation

The various variables under this study were:

- Green marketing
- Green production
- Green selling
- Green produce
- Green place
- Product modification
- Pricing
- Packing and packaging
- Consumer preferences

Objectives of the study

- To identify the factors of green marketing and its influence on purchases.
- To analyze the effects of implementing green marketing.
- To analyze the awareness of using an environmentally harmful product.
- To analyze the parameters of involved in choosing a green product.

Hypothesis

Hypothesis 1

H₀: Consumers do not prefer green products over chemically produced products

H₁: Consumers prefer green products over chemically produced products

Hypothesis 2

H₀: consumers shall not purchase a product if its production is not polluting the environment

H₁: consumers shall purchase a product if its production is not polluting the environment

Questionnaire

Demographic Data Sheet

1. Gender:

- Male
- Female
- Others

2. Age:

- 18-25
- 26-35
- 36-45
- 45 & above

3. Occupation:

- Student
- Employee
- Self-employed

4. Education:

- Below 12th
- UG
- PG

5. Income:

- <50,000
- 50,000 - 2,00,000
- 2,00,000-5,00,000
- 5,00,000<

Questionnaire on consumer purchase

Q1: Have you aware of green products?

- Yes
- No
- Neutral

Q2: Have you used any green products in your life?

- Always
- Never
- Sometimes

Q3: Do you search for a green product most the of the time?

- Yes
 - No
 - Sometimes
- Q4: How frequently do you use green product?
- Very frequently
 - Rarely
 - Never
- Q5: I will pay extra if it is being delivered from a distant place but if it is a green product?
- Yes
 - No
 - Maybe
- Q6: From how many years, you are using green products?
- 0-1years
 - 2-3years
 - More than 3years
- Q7: Are you satisfied with the using of green product?
- Yes, very much satisfied
 - No, not satisfied
 - Neutral
- Q8: I will purchase a product if its production is not polluting the environment?
- Yes
 - No
 - Maybe
- Q9: I prefer green produce rather than a product containing chemicals?
- Agree
 - Disagree
 - Neutral
- Q10: Packing and packaging help me in deciding about the purchase?
- Agree
 - Disagree
 - Neutral
- Q11: Does your friends & family influenced by you to purchase green products?
- Always
 - Never
 - Rarely
- Q12: I do not purchase a product if it is polluting the environment?
- Agree
 - Disagree
 - Neutral
- Q13: I prefer degradable packing over plastic packing?
- Always

- Never
- Sometimes

Q14: Will you believe that most of the products/services can inculcate sustainable processes in their delivery methods?

- Agree
- Disagree
- Neutral

Data Analysis and interpretation

Demography

Gender

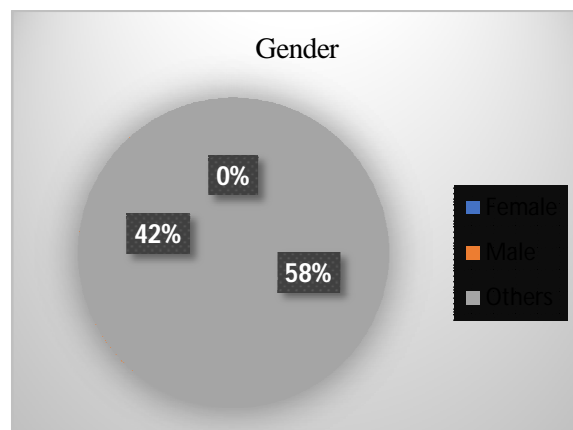


Figure 1. Percentage of Students and employed

Analysis

From the data collected we can see that 58% (29) of the respondents were male respondents and 42% (21) of the respondents were female respondents.

Age

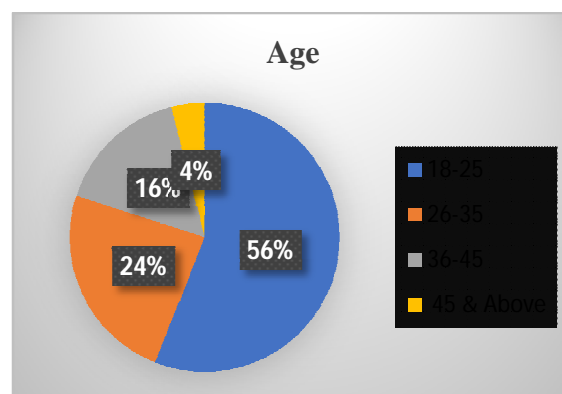


Figure 2. Percentage of Age of respondents

Analysis

From the data collected we can see that 56% (28) of the respondents belonged to the age group of 18-24, and 24% (12) of the respondents belonged to the age category of 26-35, and 16% (8) belonged to the other category 36-45, whereas 4% (2) of the respondents belonged to the category of 45& above.

Occupation

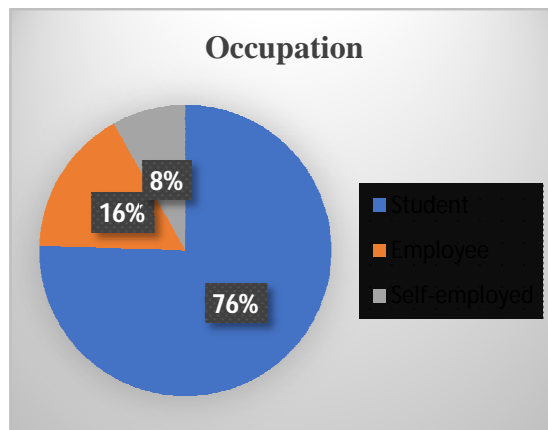


Figure 3. Percentage of Occupation of respondents

Analysis

From the data collected we can see that 76% (37) of the respondents are students, and 16% (8) of the respondents are employees, and where as 8% (5) of the respondents belonged to the category of self-employed.

Education

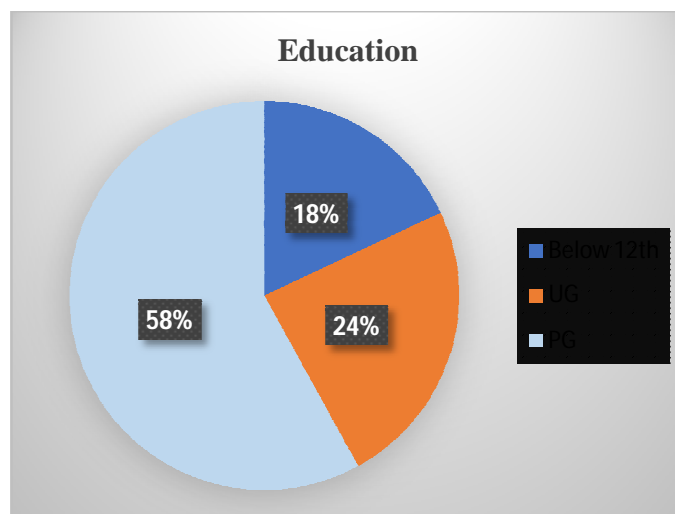


Figure 4. Percentage of Education of respondents

Analysis

From the data collected we can see that 24% (12) of the respondents have “UG” education, and 58% (29) of the respondents have basic qualification of “PG”, and where as 18% (9) of the respondents belonged to the category of “Below XIIth”.

Income

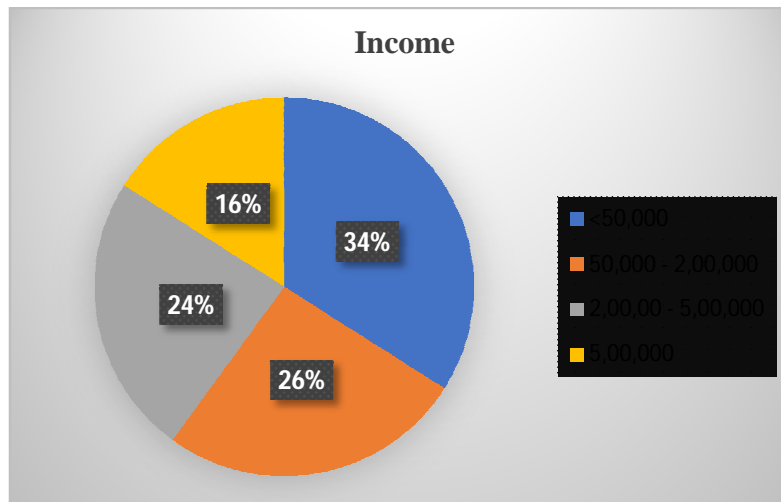


Figure 5. Percentage of Income of respondents

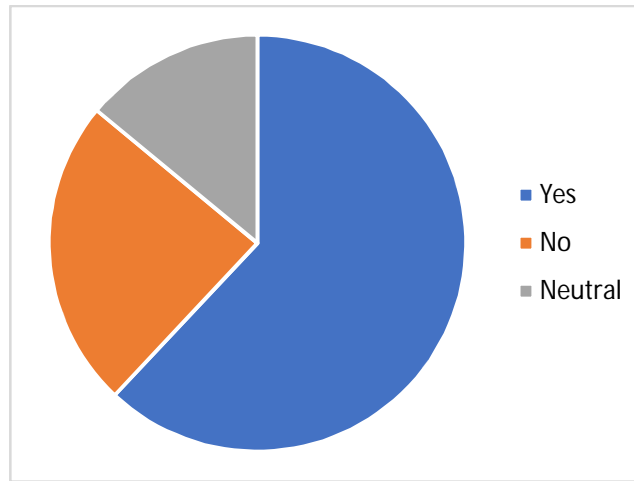
Analysis

From the data collected we can see that 34% (17) of the respondents have a income of below 50,000 and 26% (13) of the respondents have income between 50,000- 2,00,000and 24% (12) of the respondents have income between 2,00,000-5,00,000and 16% (8) of the respondents had an income of 5,00,000 & Above.

Data Analysis on the Consumer Purchase

Q 1: Have you aware of green products?

Answer Choices	% of Responses	No. of Responses
Yes	62%	31
No	24%	12
Neutral	14%	7

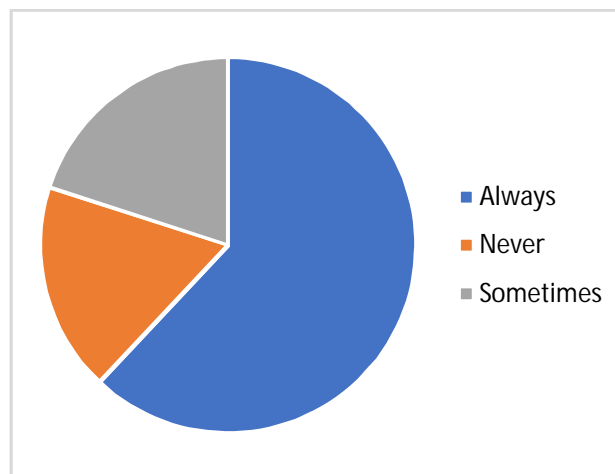


Analysis

The above chart shows the survey conducted to know customer are aware of green products. It shows that 31 people are aware and says yes, 12 people are not aware and says no and 7 people says neutral.

Q 2: Have you used any green products in your life?

Answer Choices	% of Responses	No. of Responses
Always	62%	31
Never	18%	9
Sometimes	20%	10

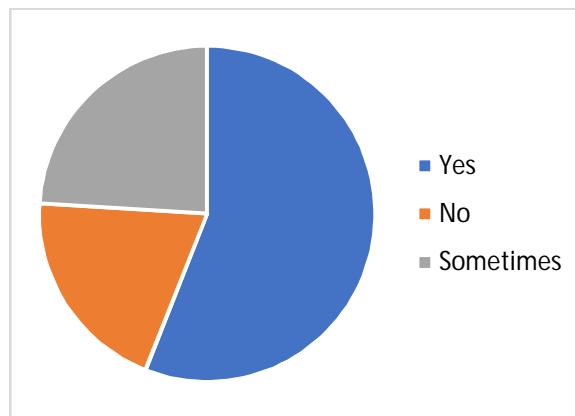


Analysis

The above chart shows the survey conducted to know that customer is using green product in the daily life. It shows that 31 people says always, 9 people say never and 10 people says sometimes.

Q 3: Do you search for a green product most the of the time?

Answer Choices	% of Responses	No. of Responses
Yes	56%	28
No	20%	10
Sometimes	24%	12

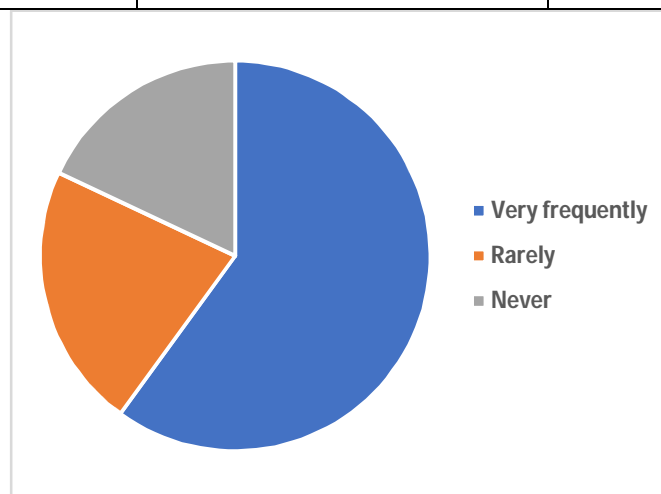


Analysis

The above chart shows the survey conducted to know that consumer search for a green product most of the time. It shows that 28 people says yes, 10 people says no and 12 people says neutral.

Q 4. How frequently do you use green product?

Answer Choices	% of Responses	No. of Responses
Very frequently	60%	30
Rarely	22%	11
Never	18%	9

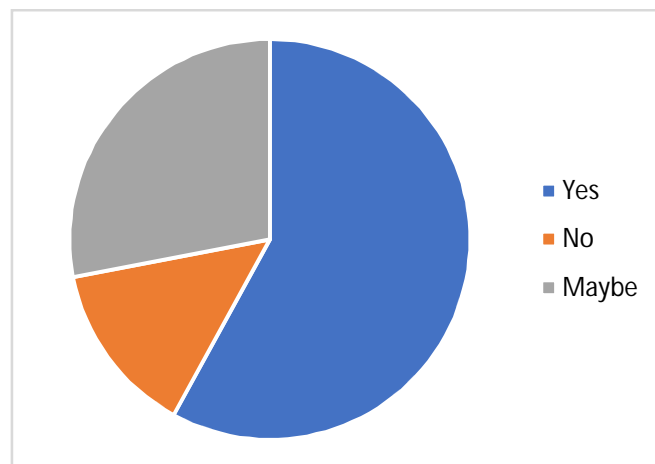


Analysis

The above chart shows the survey conducted to know that how frequently consumer use green product. It shows that 30 people says very frequently, 11 people says rarely and 9 people says never.

Q 5: I will pay extra if it is being delivered from a distant place but if it is a green product?

Answer Choices	% of Responses	No. of Responses
Yes	58%	29
No	14%	7
Maybe	28%	14

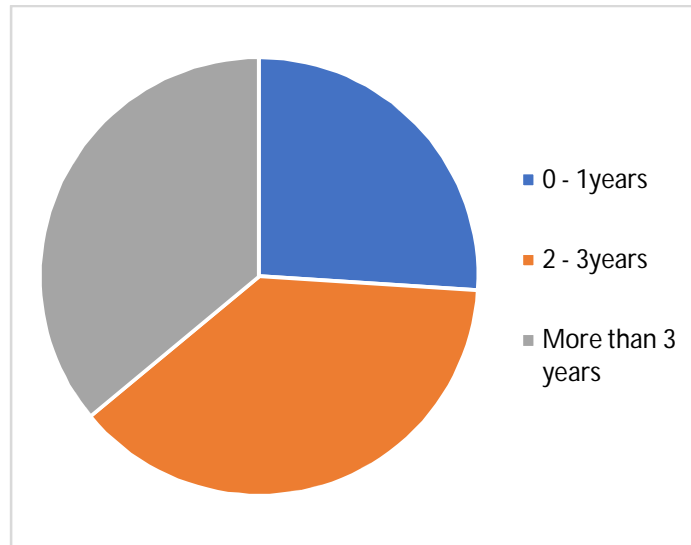


Analysis

The above chart shows the survey conducted to know that consumer will pay extra if it is being delivered from a distant place but if it is a green product. It shows that 29 people says yes, 7 people says no and 14 people says maybe.

Q 6: From how many years, you are using green products?

Answer Choices	% of Responses	No. of Responses
0-1 years	26%	13
2-3 years	38%	19
More than 3 years	36%	18

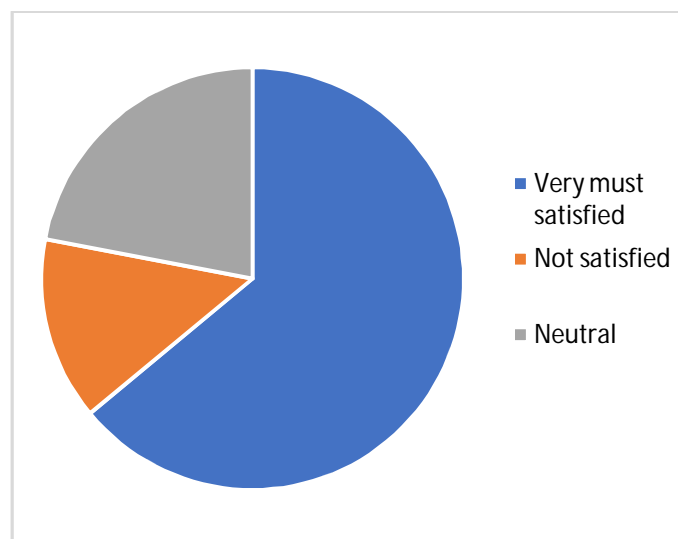


Analysis

The above chart shows the survey conducted to know from how many years the customers are using the green products. It shows that 13 people are using from 0-1 years, 19 people are using from 2-3 years and 18 people are using more than 3 years.

Q 7: Are you satisfied with the using of green product?

Answer Choices	% of Responses	No. of Responses
Yes, very much satisfied	64%	32
No, not satisfied	14%	7
Neutral	22%	11

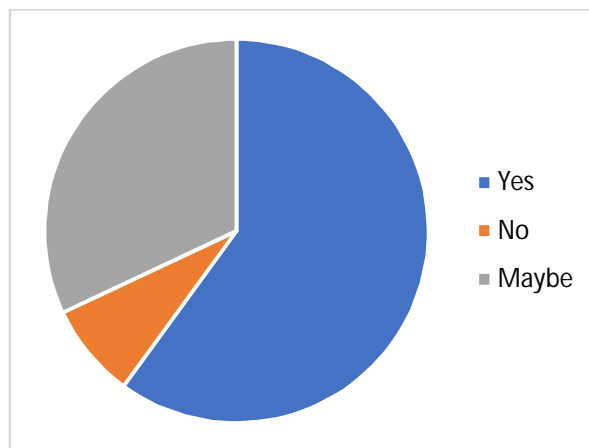


Analysis

The above chart shows the survey conducted to know from how many people are satisfied with the using of green product. It shows that 32 people are very much satisfied, 7 people are not satisfied and 11 people says neutral.

Q 8: I will purchase a product if its production is not polluting the environment?

Answer Choices	% of Responses	No. of Responses
Yes	60%	30
No	8%	4
Maybe	32%	16

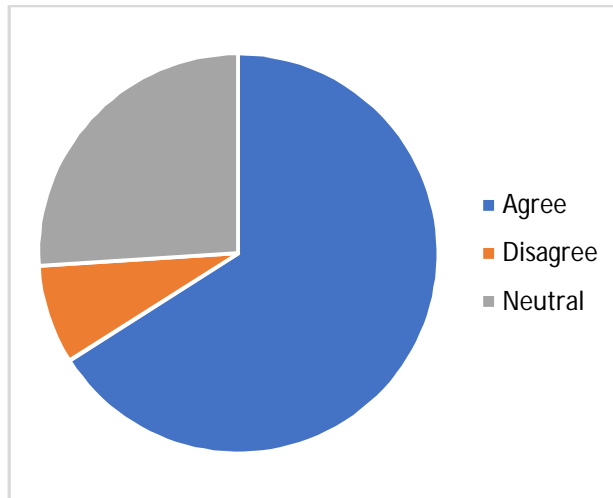


Analysis

The above chart shows the survey conducted to know that people will purchase if its production is not polluting the environment. It shows that 30 people says that yes, 4 people says no and 16 people says maybe.

Q 9: I prefer green produce rather than a product containing chemicals?

Answer Choices	% of Responses	No. of Responses
Agree	66%	33
Disagree	8%	4
Neutral	26%	13

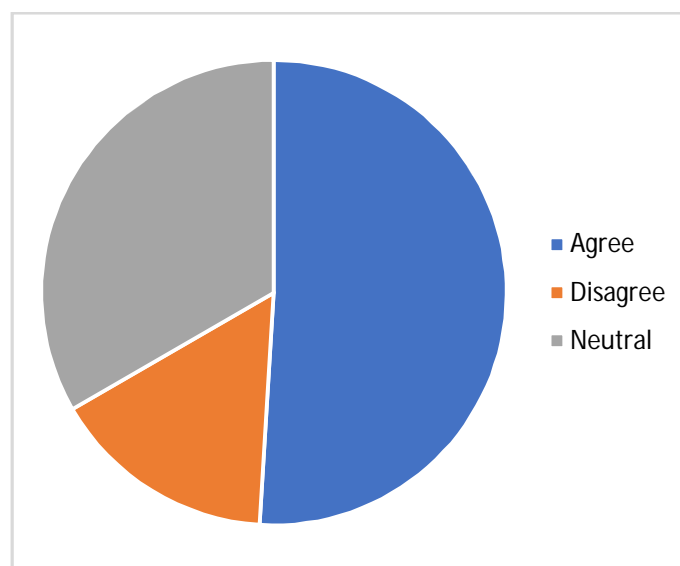


Analysis

The above chart shows the survey conducted to know that how often people prefer green produce rather than a product containing chemicals. It shows that 33 people says that agree, 13 people says neutral and 4 people says no.

Q 10: Packing and packaging help me in deciding about the purchase?

Answer Choices	% of Responses	No. of Responses
Agree	51%	26
Disagree	16%	8
Neutral	33%	17

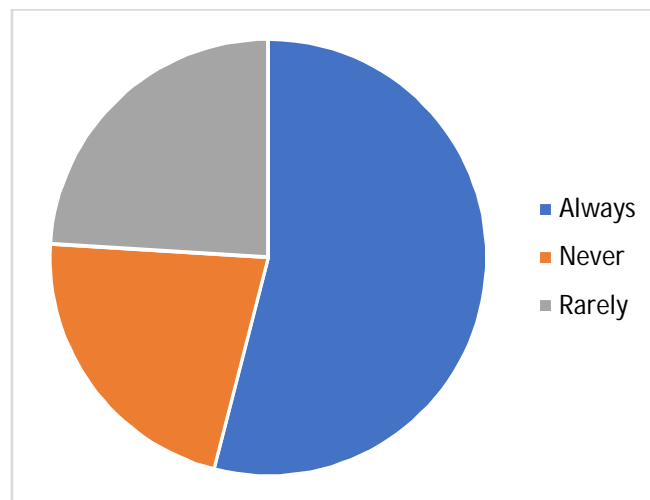


Analysis

The above chart shows the survey conducted to know packing and packaging help consumer in deciding about the purchase. It shows that 26 people says agree, 8 people says disagree and 17 people says neutral.

Q 11: Does your friends & family influenced by you to purchase green products?

Answer Choices	% of Responses	No. of Responses
Always	54%	27
Never	22%	11
Rarely	24%	12

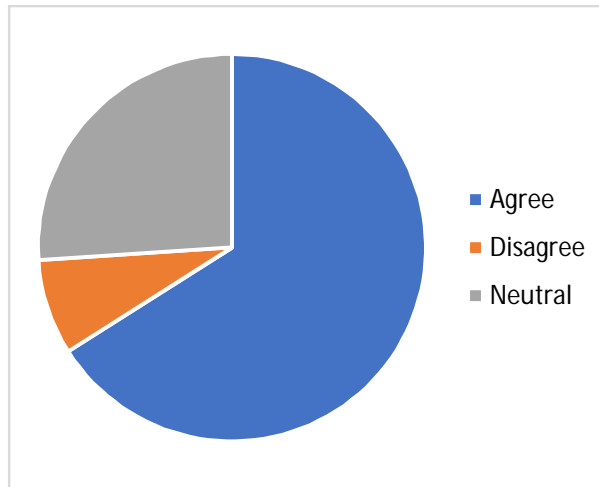


Analysis

The above chart shows the survey conducted to know about family and friends influenced by people to purchase green products. It shows that 27 people says always, 11 people says never and 12 people says rarely.

Q 12: I do not purchase a product if it is polluting the environment?

Answer Choices	% of Responses	No. of Responses
Agree	66%	33
Disagree	8%	4
Neutral	26%	13

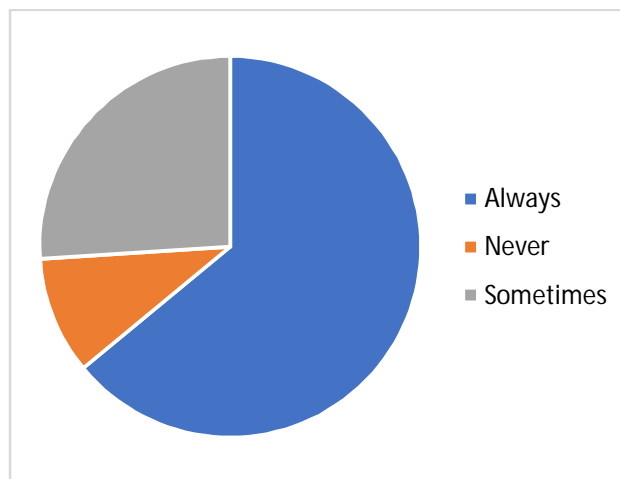


Analysis

The above chart shows the survey conducted to know that people purchase a product if it is polluting the environment. It shows that 33 people says agree, 13 people says neutral and 4 people says disagree.

Q 13: I prefer degradable packing over plastic packing?

Answer Choices	% of Responses	No. of Responses
Always	64%	32
Never	10%	5
Sometimes	26%	13

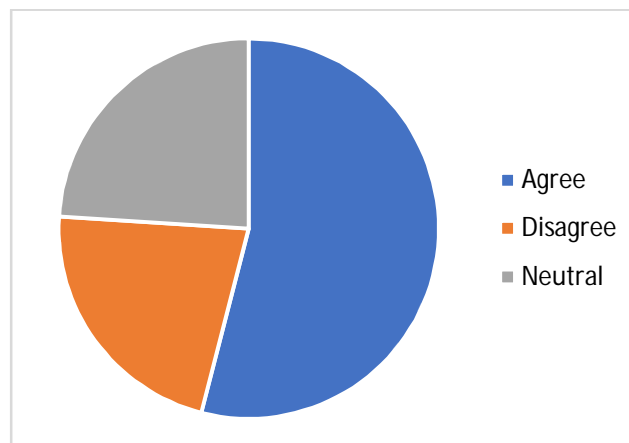


Analysis

The above chart shows the survey conducted to know people prefer degradable packing over plastic packing. It shows that 32 people says always, 5 people says never and 13 people says sometimes.

Q 14: Will you believe that most of the products/services can inculcate sustainable processes in their delivery methods?

Answer Choices	% of Responses	No. of Responses
Agree	54%	27
Disagree	22%	11
Neutral	24%	12



Analysis

The above chart shows the survey conducted to know consumer believe that most of the products / services can inculcate sustainable processes in their delivery methods. It shows that 27 people says agree, 11 people says disagree and 12 people says neutral.

Conclusion

Summary of findings

- It was found that consumers are not willing to pay extra for green products.
- It was found that consumers have preference of a green product over a product that has been chemically produced, which means that the green production is trending off-late.
- The consumers shall not purchase a product if the production of the product is polluting the product and the packing material is a major influencer for the purchase decision of the product.
- It was found that consumers do not re-use the packing and packaging material of the products already that have been used. And the also most of the consumers do not believe that most of the products/ services cannot inculcate green processes in their delivery methods.
- From the study that most of the consumers always encourage green production. They also search for a greener alternative for an existing product.
- It was found that consumers prefer a degradable packing of their products rather than plastic packing.

Suggestions

- Producers must be able to produce green products at the same rate as non-green products as the consumers are not willing to pay extra for green products.
- Since it was found that products produced using green produce is preferred over a chemically produced product, organizations can now produce products organically that is chemical free.
- As it was found that most of the packing and packaging material is not re-used by the consumers and also that they prefer degradable packing, organizations must ensure degradable packing of their products.
- Since it was found that consumers are not ready to purchase a product if its production is polluting the environment, companies must ensure that the production of their products are not ecologically damaging, they must modify their production processes if it is polluting the environment.
- After it was found that the consumers always search for a greener alternative, I recommend that organizations must concentrate on the production of greener alternatives as it is being preferred more by the consumers.

Conclusion

In this research the findings from the study are presented in the light of the proposed research objectives. In the above background, the theoretical and methodological contributions made by this study to the existing body of literature are also presented. Following these the managerial and policy implications of the study are also highlighted. It concludes by presenting the limitations of the present study and suggestions for future research. The main goal of the study is to examine the factors that determine the purchasing behavior of green products. The study also sets out to examine whether other theoretical perspectives could be utilized to explain these factors.