



# GREEN PRODUCTS CONSUMER BEHAVIOUR

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## 1. INTRODUCTION

### 1.1 Topic

At long last, the impulse to go green is spreading faster than a morning glory. From paper and pallets to wrapper and metal, a huge variety of products do get recycled. Thus "Green" is a word that majority of us come across frequently in our lives. Today this idea is popular among totally different classes of individuals regardless of their demographic factors. Humans are highly involved regarding the world. This is often their perception and the impact of Newton's third law (For each action, there's an equal and opposite reaction). This means the extent to that we tend to exploit the earth; it'll show an opposite reaction in the form of natural disaster. The studies in past 20 years have evidenced that there's a rise within the concern towards this setting. Thus the concept of "Green Marketing" came into existence. It was initially developed as a concept of ecological marketing by the American Marketing Association (AMA) focused towards the environment in the year 1975. Organic or green marketing is thus the promotion of products that are environmentally safe.

Organic selling contains of two important terms: Green & Marketing; it's an eco -friendly initiative for quality, performance, economical pricing and convenience while not having a harmful result on society. It's primarily a concept towards planet earth that produces a product or service which will be environmental friendly or produced through eco-friendly means. The buying behaviour of an individual is seen from the human perspective because every human strives to survive in a healthy surrounding.

### 1.2 Background of the Study

Organic marketing has become an essential part of business since the international rise of environmental

awareness among countries. The more people are aware of the rise in global warming and climate change, higher is the level of caution towards the nature of purchased products. As awareness of the environment has the ability to promote green consumerism, the buying behavior of consumers showcases the potentiality of green consumerism. This indicates the buying behavior of organic products. Organic or Green consumption is changing into an increasing trend as educated lots are becoming more susceptible to their responsibility of conserving the environment. Individuals therefore tend to follow eco- friendly practices such as making use of eco-friendly goods to reduce their carbon footprints. Participating in green consumptions results not just in healthy living but also gives the opportunity to contribute to the environment. Green goods are goods that are environmentally friendly or renewable, that do not harm the environment, or that deplore natural resources, and that can be recycled or maintained. Shoppers are increasingly looking to buy environmentally friendly products and services. Some are more aware of environmental concerns, and thus prefer goods that are not environmentally friendly to goods that are less environmentally friendly, although they cost more.

### 1.3 Statement of Purpose

The following square measure the objectives addressed within the study:

- 1) To understand the idea of green marketing
- 2) To assess the awareness of consumers with regard to eco – friendly products
- 3) To analyze the factors influencing the buyer's intention of eco - friendly product



#### 1.4 Research Gap

The objectives of the study have been derived from the research papers taken into consideration. These objectives have been analyzed and determined with basis by a number of researchers. However, it was inferred that even if the factors that impact the behavior of consumers towards organic products was established, there were barriers/limitations that prevented or hindered the consumers from making the purchase. The consumers still have the need to contemplate for the purchase, which makes it difficult for marketers to position their product in the market. This was the research gap identified from the secondary analysis of previous studies.

#### 1.5 Organization of the Paper

The paper will be organized through abstract, introduction, review of literature, description about the green marketing and its significance in the current society. It will be followed by a discussion which will emphasize on the objectives stated in the introduction through a secondary analysis and personal assessment made on the description. The key focus of the paper is to identify the various factors and its effect on consumption.

## 2. DESCRIPTION

### 2.1 INTRODUCTION

Green promoting is generally new concentration in business tries and became a force to be reckoned with during the late 1980s and mid 90's taking place in Europe, when essential items were perceived as unsafe to nature at all. So as to fulfil stricter natural guidelines, the sellers and purchasers are all the more emphasizing on the condition to shift to organic commodities. Subsequently, organic selling has escalated representing the development in business sector for supportable and dependable items. The World Commission on Environment and Development (WCED) characterize supportable enhancement as identifying "the necessities of the present-day without negotiating the capability of people in the future to address their own issue". Green showcasing furthermore links closely with concerns of nature and organic sustainability, for example, broadened producers risk, material usage and asset value, and eco-proficiency. From the assessment of Lionel Robinson, an eminent financial specialist, every single monetary asset are rare and are elective use. As resources are scarce and human requirements are limitless, advertisers have to use the resources successfully and effectively without any overuse just as to accomplish the organization's objective.

Recycling of plastics, paper, metals, etc. ought to be more systematized and widespread in a benign

and naturally harmless manner. Use of energy-saving lamps and electronic goods need to be developed into the universal norm. Advertisers do have an obligation to make shoppers realize the necessity and advantages of natural items those opposed to non-organic products. Through his study Manjunath G said that today, coming of age customers ought to have apprehended that their actions have a significant bearing on the surroundings because of the increasing indication that preferences are moving from traditional goods to natural products are capable of having a positive impact on the natural environment. They concluded that corporates must turn their cognizance from mainstream promotion approaches to green promoting schemes with a massive commitment in technologies and research and development.

### 2.2 NEED FOR GREEN

Human beings are the most acquisitive being created by God who, with finite resources, needs to satisfy his limitless will. Market societies offer "free choice" where every consumer can make his or her choice while purchasing. Green marketing offers to look at marketing activities that may utilize limited resources in order to meet the limited resources on Earth.

The term green' must no longer be stressed with marketing operations intended toward getting individuals to transform their lifestyles and familiarize to a sustainability developing habits. Environmental worries as a source of competitive benefit, consider in moral duty to be socially accountable. Government bodies mandate firms to enforce an eco - pleasant system this is why Green advertising in comparison is geared toward getting humans to shop for stuff that is better for surroundings. Unfortunately, major section of humans agree with that organic advertising and selling represents completely promoting or selling of products by ensuring environment sustainability characteristics. Green terms like biodegradable, phosphate-free, ozone-safe stand as a few reasons that shoppers connects regularly with green showcasing. In any case, green ads are a much more detailed concept, one that can be extended to purchaser products, after all is said and done.

### 2.3 EVOLUTION OF GREEN MARKETING

Green advertising has progressed over an undefined period. Green marketing was initiated in the 1980s in Europe after certain practices were perceived as hurtful to the world's environment. Therefore, the so-called new kinds of items were introduced named as "green" items which had less hazardous effects on environment. The development in the United States immediately continued and continued to evolve from that point forward.



In any case, the theory of conservational ads has been prominent since the Earth Day in the 1970s. The awareness did not emerge until the 1980s though, until accessible passion for nature grew, sparked a belief in green products and administrations gradually. Makers replied to transparent excitement by labeling several new products as "earth well disposed"—making arguments that things are biodegradable, compostable, productive in vitality, and so on. Given it's that popularity, the green technology supporting faced real adversities in 1980s due to the reason that various businesses produced fake complaints regarding their products and administrations.

In Joel Makeover's (a journalist, orator and consultant on renewable technologies and organic selling) words, green marketing poses several obstacles owing to the lack of expectations and general understanding about what constitutes "Cool." Peattie (2001), was of the opinion that the green marketing evolution consists of three stages:

#### **First stage**

The primary stage was called "ecological green marketing", which consisted of all marketing practices during this period that was concerned with reducing environmentally hazardous activities and coming up with remedies for environmental problems.

#### **Second stage**

The next step was "Environmental" sustainability marketing, with a change in emphasis on sustainable energy including the creation of revolutionary consumer technologies that tackle emissions and waste concerns.

#### **Third stage**

The third step was eco marketing called "Sustainable." It became a force that needed calculated steps to be undertaken during the end of 1990s and mid-2000, as the growing preference for high-quality items that could address the concern of shoppers was given significance. This was done by focusing benevolently on better quality, performance, assessment and satisfaction.

### **2.4 DEFINITIONS OF GREEN MARKETING**

The American Marketing Association curated the following term, "Green marketing is the marketing of products that are presumed to be environmentally safe, involves developing and promoting products and services that satisfy customers want and need for Quality, Performance, Affordable Pricing and Convenience without having a detrimental input on the

environment". Organic selling also links meticulously with disputes from industrial ecology and environmental sustainability such as producer's responsibility, life-cycle analysis, use of materials and flow of resources and eco-sustainability.

According to J. Polonsky, green marketing consists of, "Several actions aimed at generating or promoting some trade aimed at fulfilling human needs that are accomplished with least adverse impact on the climate." Charter in 1992 expressed that green marketing is the proactive and careful strategic administrative mechanism which defines, foresees, encounters and meets investor expectations of fair compensation and does not impact the well-being of humans or the ecosystem.'

### **2.5 MEANING OF GREEN MARKETING**

Green marketing is the method of sale of goods or services built on sustainability benefits. A product or service in such a method can be organic in nature, or produced and/or wrapped in an eco-friendly manner. The apparent notion of organic selling is that prospective buyers will perceive the "greenness" of a good/commodity as an advantage and may carry out their purchasing judgement in view of that.

### **2.6 DEFINITION OF GREEN PRODUCTS**

Simon (1995) described green goods as merchandises manufactured using small quantities of material, non-hazardous substances, bio-degradable material, that don't require testing on animals and harmfully impact endangered species, involve considerably less energy for manufacture or usage, or else ensure negligible or no packaging at all.

In 2007, Nimse, stated that organic commodities that make use of biodegradable resources, minimizing waste, decreasing water usage, saving resources and emitting less polluted matter. In contrast to supplementary items, natural items are which are not detrimental to humanity and provide efficient advancement openings from a societal and economic view all the more long haul.

### **2.7 LIFE CYCLE OF GREEN PRODUCTS**

Products with little or no packaging, products made from natural ingredients and products that are made without causing pollution are examples of eco-friendly products or green products. The life cycle of green products are presented in Table 2.1.



**TABLE 2.1**  
**LIFE CYCLE OF GREEN PRODUCTS**

Stage	Name of the Stage	Life Cycle
Stage 1	Development stage Development	Conventionally considered as raw materials procurement, component parts, and subassemblies. An alternate solution proposed, allows producers to check on suppliers' recycling schemes, allow limited product packaging and find sources of products that can be quickly refilled or recyclable.
Stage 2	Production stage	Producers are encouraged to decrease emissions, toxicity and waste, and to preserve water and energy resources. They are persuaded to develop alternative practices for waste resources, to review their production processes, to cut down waste generated, to reduce energy use or to try to find alternate energy sources.
Stage 3	Consumption stage	Minimizing packaging, energy management and conservation and curtailing the waste generated from product management and services are strongly advised.
Stage 4	Final Stage:	The ultimate stage of a commodity is the recycling stage. Green marketing incorporates reduce, reuse and recycle principle in addition to the waste control principle.

**2.8 GREEN INDIAN COMPANIES**

The various companies take the initiative as part of their corporate social responsibility in the area of green marketing. The companies below are the ones that are doing something for society.

Suzlon Energy:

The fourth-largest wind turbine manufacturer in the world is among India's greenest and strongest Indian firms. The visionary behind Suzlon, Tulsii Tanti, persuaded the world that wind is the energy of the future and built his Pondicherry factory to operate entirely on wind power. Suzlon Corporate Building is India's most energy-efficient building ever constructed ITC Limited:

By implementing 'ozone-treated, elemental chlorine-free' bleaching technology in India for the first time, ITC strengthened their commitment to green technologies. The outcome is a whole new selection of top green products and solutions: the least polluting, environmentally friendly multi-purpose paper than its conventional equivalent.

Tata Metaliks Limited (TML):

Each day at TML is Environment Day, one of India's top green firms. A realistic example that has made us wake up and reflect is the company's strategy of banning their corporate office work on Saturdays. Lights are also turned off during the day, depending on

the weather, with the entire office thereby reducing the energy effect.

Wipro Technologies:

Wipro ranks among the 'Guide to Greener Electronics' rankings of Green harmony. Despite the global financial crisis, Wipro has kept fast to its energy efficiency commitments and was praised for launching on the market goods that are compliant with energy stars. Wipro Data tech (Green It) was India's first company to introduce environmentally friendly peripherals on computers.

HCL Technologies:

Thanks to the "go green" measures taken to address the problem of toxics and e- waste in the electronics industry, this IT major may be considered as the symbol of Indian green initiatives. HCL is committed to phasing out the toxic plastic vinyl and brominated flame retardants from its products and has called for a Toxic Substances Restriction (RoHS) legislation in India.

IndusInd Bank:

Green banking has become one of India's top green initiatives since IndusInd opened the country's first solar-powered ATM and pioneered an eco-savvy change in the Indian banking industry. The bank aims to seek more such programs in tackling climate change challenges.



#### IDEA Cellular:

One of Indian's best firms, Idea Cellular paints India green with its national campaign 'Use Web, Save Paper.' The business had organized Green Pledge drives in Indian cities where thousands of people were coming forward and pledging to save paper and trees. To express the green message, IDEA has also set up bus shelters with potted plants and tendril climbers.

#### Hero Honda Motors:

Hero Honda is one of India's largest two-wheeler fabricators. Continuous innovation philosophy of the organization in green goods and solutions has played a key role in finding the right balance between industry, humanity and nature.

#### Ceres

While not technically a company itself, Ceres is consulting some of the biggest companies and investors in the nation on the environmental effects of their operations. Ceres' key accomplishment includes persuading Dell Computers to endorse National Product Take Back Legislation and persuading Bank of America to spend \$20 billion on that environmentally sustainable business practices.

#### General Electric

General Electric took different steps towards green operations. The company has sold more than twelve billion dollars of its Eco-imagination goods including solar panels since 2006.

#### McDonalds

McDonalds works in close collaboration with PETA on systematically reforming its business practices to be more humane and friendly to the environment in which they operate.

#### Starbucks

Starbucks has green advocates excited about its "bean-to-cup" strategy, which emphasizes top-efficiency at any point in its global supply chain. The system appears to be a great success by all metrics, with the company's decision to use coffee cup sleeves made from recycled paper saving nearly 78,000 trees each year since 2006.

#### Coca-Cola

Coca-Cola has narrowed down three environmental priorities to concentrate its attention on: water conservation, sustainable packaging and climate & energy security. Coca-Cola has also taken part in voluntary recycling projects and a thorough, sustainability-oriented redesign of its packaging designs.

#### Dell

Historically computer equipment has become one of the hardest and most costly items to dispose of safely. Fortunately, one of the leading figures in that sector has progressed to make the job less overwhelming. Dell

allows consumers to donate every Dell-branded product back to the company via its recycling system-free of charge. The organization also went so far as to draw up plans that would satisfy disposal needs of other companies as well.

#### Hewlett-Packard

By owning and running large "e-waste" recycling plants shredding discarded, unused computer goods into raw materials that can be recycled into the industrial food chain, HP solves the computer disposal problem. HP has also agreed to take back all the computer equipment from all manufacturers and take action to ensure that their own goods are 100 % recyclable as discussed above.

### 3. DISCUSSION

The discussion section involves the findings inferred from the three objectives stated in the study and the methods that can be used for eliminating the research gap that has been drawn from the previous research papers.

#### 3.1 FACTUAL REVIEW

A. The first objective of the study was to understand the idea of green marketing

From the description section of the study the concept of green marketing is seen as a far – fledged activity which has been a global emphasis since the mid 90's. However, analyzing the current scenario the green marketing concept has become the need of the hour. The American Marketing Association has identified green marketing as the marketing of products that are presumed to be environmentally safe. 'Thus green marketing incorporates a broad range of activities, including product modification, changes in the production process, packaging changes and modifying advertising.

The word Green Marketing involves not only the marketing aspect of business but also consists of green products, green consumer (awareness of consumers regarding green products), refillable recyclable and sustainable products and most importantly the reduction in carbon footprints. The marketing mix of green products involves the same categories of the marketing mix of normal products with the product, price, place and promotion being the major attributes. But it also involves people, processes and physical evidence of organic elements which is essential for green marketing.

The major benefit for an organization is the opportunities that have emerged since the introduction of green marketing. This can be evidenced from the factors that we have taken into consideration for the study. Apart from that the enormous support from the government is a boost for these industries to adopt



organic practices. The profitability aspect can also be increased as the research studies have proven that consumers are ready to pay more for organic products in relation to its health safety features. However, organizations do face a number of challenges with regard to green marketing.

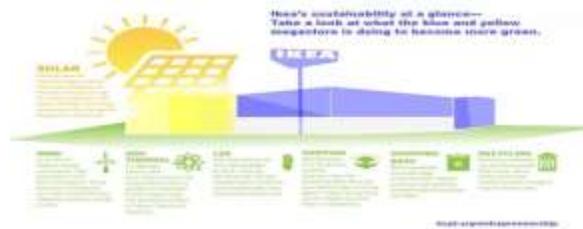
In 2006, a battle bunch called War on Want detailed that Northern Indian ranchers couldn't water crops after a Coke packaging plant opened. Two years before that, a Coke plant in Kerala, India had to close after it purportedly tainted nearby water.

Another one being Volkswagen's emission - cheating scandal in which it admitted to equipping 11 million of his own 'good diesels' with gadgets designed to swindle emanations might have gathered the most apps, but several car manufactures have faced late comparative arguments, including BMW, Chevrolet, Ford and Mercedes-Benz. Class-activity offended parties claimed, on account of Mercedes-Benz, that the Blue TEC vehicles of the extravagant carmaker, which are advertised as 'spotless diesel' and 'earth inviting,' discharge nitrogen oxides at levels exceeding multiple times that permitted by the EPA. Thus, it can be understood that although the idea of green marketing has been existent and evolved for over a period, its need, opportunities and challenges have a directly influence in its implication and success.

B. The second objective of the study is to assess the awareness of consumers with regard to eco - friendly products:

From the secondary analysis of data collected, it was observed that advertising was a major source of awareness for the consumers. In this era of fast moving technology, people are much more educated and concerned about the surroundings they sustain in. The information communicated through social media and other digital platforms are observed to have a great influence on the awareness level of consumers. Better educated Consumers recognize environmental concerns, are increasingly active and are also more worried with environmental sustainability and therefore more inspired to take part in socially friendly activities. Increasing awareness amongst consumers also directly impacts brand loyalty. Most consumers would prefer a well- known brand to try out new products over a contemporary brand, however since the awareness of consumers is increasing day by day, quality has overpowered all assumptions of the

marketers.



Hershey's the iconic chocolate brand has repurposed its brand image to include a key ingredient in green marketing. The group, which also operates a hotel and amusement park in Hershey, PA, has rendered promoting environmentally sustainable activities a top priority so much so that they set a target of reducing greenhouse gases from their own missions by 50 % by 2025. Hershey has achieved more than only adopting sustainability practices, listed as one of the top ten socially aware businesses in the U.S.



Brand awareness, therefore, is something that needs to be aggressively communicated to the public. Sustainability conscious brands have the advantage of being widely accepted and having a loyal customer base as people are much more aware of the environment changes. The use of relevant issues that need to be addressed are increasing day to day. From the analysis of Gupta and Abbas (2013) study it was established that although various digital platforms have initiated towards green marketing practices, the support of the government in making the public aware of this need is relatively low. Customers tend to accept the efforts of the government as it is an authorized body. However, Government should support green initiatives to allow marketers to make use of green products and services at fair prices. The four traditional marketing mix has been used intentionally on this study to investigate the impact of customer attitude to make eco-friendly product purchases, however, some researchers have extended and added some considerations, such as people and processes as the employees and method of manufacturing the eco-friendly are essential to look into.



C. The third objective of the study is the analysis of factors influencing green consumption:

The information collected from the studies presented in the review of literature enabled me to narrow down a few determining variables which have been elaborated in the discussion part of the study.

Factor 1: Environmental Awareness & Concern: The outcomes from the examples alluded in the investigations above shows that natural mindfulness and concern majorly affect purchaser purchasing conduct for green items, so we can say Environmental Awareness and Concern is one of the elements that affect shopper buying behavior for green goods. This thought will bring about expanded spotlight on showcasing procedures for their products to impact client buying conduct. This implies making simply green products isn't sufficient for organizations; however the level of client cognizance will go to us fundamentally to influence their buying conduct.

Factor 2: Quality and Price: It was inferred that green product quality and price have a significant impact on customer purchasing behavior. The result of this work leads to a conclusions on green product pricing.

Factor 3: Information: It was inferred that information on green products directly affects consumer purchasing behavior for a green product. This means firms need to place greater emphasis on the amount of information, the type of information, the media used to transfer information, and the style and language used to communicate information to consumers by firms for decision-making in favor of buying organic products.

Factor 4: Health Benefits: The analysis showed that health consciousness among individuals directly affects their consumption pattern. Individuals lead a sedentary lifestyle unlike our earlier generations who had healthy childhoods and were physically active. However, as jobs shifted from the fields to offices individuals are unable to maintain a healthy lifestyle.

Factor 5: Availability: The analysis shows that the green supply of commodities has a strong and significant impact on customer buying behaviour. This finding proves consistent with Roper Organization Inc. (1990), Mostafa (2007), Business Standard (2011), and Ottman (1992). It has been observed that enterprises typically market green goods under the premium tag. The need of consumers differs from region to region.

Factor 6: Promotional Activity: The studies indicate that the organization's advertising efforts for green goods have a strong impact on customer purchasing behaviour. Studies performed by Roper Organization Inc. (1990), Mostafa (2007), and Business Standard (2011) found in their study that green products organization's promotional activities raise visibility and knowledge of green products.

Factor 7: Perceived Consumer Effectiveness: It was inferred that for green goods there is a strong and optimistic relationship between perceived consumer effectiveness (PCE) and customer purchasing behavior. This indicates that respondents participating in the purchasing of environmentally friendly goods do so because they assumed that their actions or activities by buying these items could help mitigate the environment from further deterioration.

### 3.2 PERSONAL ASSESSMENT

The research aimed to investigate the key determinants affecting the purchasing decision of the customer in support of the green commodity. Factors which can influence people's buying behavior towards eco-friendly products are found to be: environmental awareness, quality, information, health benefits, availability, promotional activity and perceived consumer effectiveness. This excludes a number of other less common factors that are hardly seen in a few papers. Thus, after analyzing the existing literature, a few limitations were identified or in simple words, the research gap is seen which can be eliminated through further research on the paper and also considering the following suggestions:

Sample Size: The sample size, as we have observed, is almost the big constraint in research. The researchers chose sample size 100, 200, 300 or a maximum of 356. So the result came from the selected sample size is hard to impose on the entire population. Thus further research can be focused on study consisting of a larger sample size. This would help in considering more preferences of the people.

Sampling method: We can also see that most researchers used convenient sampling which is not the correct approach because the result of this may be biased.

Factors / Variables: The researchers study a limited number of variables. As we can see in the research papers the researchers selected in their study a maximum of 5 -8 variables. Therefore, further research can be carried out consisting of more than 8 variables that can influence green consumers 'buying behavior. Other than the factors mentioned in the objective above, other factors like technology, cultural differences, economy, innovation, consumer belief, satisfaction, etc., such innumerable variables have still not been considered. Therefore, this gives only a partial judgments of the attributes mentioned.

Difference can also be found in major researchers choosing either one state or one city for their analysis. Therefore, an attempt should be made to pick more than one city or more than one state and then the survey mean of these tests can be checked or the contrast will be made with the green purchasing



behavior between the different cities population. In reference to the research gap specified in the introduction, the following suggestions can be considered:

Recognition of the value of extending the interaction between the company and consumers, in a manner that enables the recognition of their desires, which have developed over time, that is to say, the satisfaction of a more conscious customer.

In the industry, the proliferation of identical brands continues to confuse consumers, undermining the trust and reputation of the whole program. To counter this issue is to limit the number of marks and to control and harmonize the award procedures. Governments need to maintain the durability and usability of Eco-labels to make the labeling program efficient.

### 3.3 CONCLUSION

Global environmental issues and natural resource degradation forced human society to focus on environmentally conscious consumption. Today, more and more companies manufacture environmentally friendly goods and customers are also showing a growing desire to purchase these items. Given that funds are limited and human interests are boundless, it is necessary for marketers to utilize the resource without squandering effectively and productively just as it is to achieve the aim of the organization. Green promotion is thus inescapable. Green products allude to things and activities that are ordinary, bearable, or theoretically well treated earth in either situation. Green shopper alludes to customers who are worried about the earth in their buy conduct, exercises related with the commercial center and utilization propensities and think about the impact of their conduct on the common habitat around them.

The study shows that most of the consumers know a great deal with global warming and the most important reason based on the quantum of pollution to the environment is Polythene products'. The major beliefs on the characteristics of green products among the sampled respondents are recyclable. The studies showed that most consumers know a lot about global warming and 'Polythene products' is the most important reason that is based on the quantity of pollution to the environment. The biggest beliefs among sample respondents on the characteristics of green products are recyclable. Ecological concerns, product features, ecological information and emotional standards developed as significant drivers though significant expense, low accessibility and absence of shopper trust in green items rose as significant boundaries towards acquisition of green items.

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