A Study on “Consumer Buying Behavior Towards The Green Marketing Practices”

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Abstract:

Green marketing is one of every of the simplest ways that is employed by the organization to make or to form a complete image within the minds of the client. It’s very useful technique to save the environment for the future. Green marketing came into existence in 80s that is outlined as selling the merchandise in environmentally friendly way, in brief known as eco-friendly which includes many activities like redefining the merchandise quality, product modification, changes within the production method, technological advancements, improvement within the packing, promotion methods increasing the attention of customers. The Green promotional activities and products quality provides differentiation in terms of creating image and builds the core ability among the corporations. The green marketing produces an amendment within the shopping for behavior and client perspective towards purchasing.

INTRODUCTION

Today’s customer is more aware and well informed about the products, Social media make it easy to access to any thing and competition is one click away from your finger. To-day products are more customized but customer will need safe good that are healthy and save to use. The “Green” tells about the products, services or practicesthat to developand conserve the future generations. Green products have less environmental impact or less detrimental to human health than the general product equivalent. No product will ever be 100% “green,” Because all product development will have some impact on the nature surrounding us.

Green products are describe as:

- Have low maintenance requirements, Energy efficient, and durable
- Don’t produce toxic by-products, Free of Ozone depleting chemicals, toxic compounds.
- Made of renewable and sustainable sources or from recycled materials or content or from small manufacturers.
- Easily reused or Biodegradable.

Brand is other variable of the study which tells consciousness of respondent about the brand name, price and quality if the products are marketed well it will attract customer and make people aware of the social and environmental responsibility.
STATEMENT OF THE PROBLEM

Green marketing evolved as major area of interest for companies as it provides the competitive advantages as compared to the other products. However it needs a huge investment in the field of technology, processing, marketing that benefits to customers etc. Most of the organizations have now started marketing themselves as green organizations due to obligation towards environment as well as for some government regulations and shift the preference of the consumers worldwide to green products. But there is lack of research going on with respect to green marketing in India and there is lack of awareness of green products among consumers. The perception of Indian consumers on green products and the relationship between the perception and behavior is also in doubt. Green marketing is totally different from the marketing in traditional way; organizations need to know about the factors that attract the consumer to buy the green products. This study aims to find the factors influence the consumer behavior towards the green product.

III. LITERATURE REVIEW

(Yakkaldevi, Ashok, & Arora, 2014), “Green marketing is still in its nascent stage whereby firms are still juggling to incorporate it in their strategic planning. It is not a one-time process but requires continuous efforts and inputs on the part of all the strategic departments of the firm. Organizations have to update and upgrade their production process and planning to incorporate with the regulations of governments and demands from the society and customers. Green marketing gives the organization a competitive edge in the market and over its competitors and create a strong position for its product in the market. It is important to reframe the 4P’s of marketing mix of their existing products to make them greener as far as possible and develop new products keeping in mind the green marketing’s marketing mix.

(Ozaki & Josephine Pickett-Baker, 2008), There is a gap between believes on nature and customer green behaviour. Consumers are not targeted through green advertisement very much. If they are well aware of green products and the great marketing effort is done on continue basis, the customer will eventually accept the green products.

(D’Souza, Mehdi Taghian, & Peter Lamb, 2006), Green product market is in developing stage and customer who have an awareness about the green products are ready to buy it, if foods’ prices are guanine and well-advertised (norm borin, joanlindsey and R. krishnan, 2013). In an-other study it is stated that customer will not purchase green products if the products are of low quality and high price. Customers usually prefer the product which they have already used. Past experience will also convert the customers green purchase behaviour. So prince is also became a huge concern of customer along with quality of the product.

(Fraj & Eva Martinez, 2006), Consumers are characterized by their self-fulfilment feeling. They are ecological life-style and take part in events to protect the environment and these are environment conscious. Organizations need to know the market and such products to satisfy the consumer if products are related with their basic needs then the consumers will surely like to buy such products.

(Manaktola & Vinnie Jauhari, 2007), Intangible goods can also be eco-friendly like lodging
industries should invest in green practices that the customer will praise such kind of practices. Instead of very strong positive behaviour and attitude customer will not ready to pay much for green products. Hotel industry should invest it-self in the eco-friendly practices.

(Cherian & Jolly Jacob, 2012), Consumers are now beginning to realize the roles and responsibilities towards the nature. But thisis not happening at higher rate, but the numbers are growing. Organizations are looking towards gaining an edge in this industry by trying to advertise their products into a more environmental friendly way. They are lowering down on extras and wasted materials and turning their products into more efficient and green. Government is also starting to educate the masses and organizations are increasing the advertisement that puts emphasis on green products and they are becoming more beneficial for the consumers. This kind of advertising goes a long way in educating the masses and marketing the concept of green products among the people. Consumers are willing to pay extra or premium price for green products, organizations are also getting this knowledge and delivering the same as required by the consumers. Organizations should be focusing on developing a green product that has a demand from the general public. Furthermore businesses should also present efforts in a manner that reduces the risk related to costs.

(Arseculeratne & Yazdanifard, 2014), Green marketing is creating competitive advantage for the firms, companies should educate retailers so that the customer can get the proper knowledge about the green products. Consumer will be more satisfied if they will get quality green product at a reasonable price. The rising of a green marketing is largely dependent on the contribution made by different stake holders related to environment.

OBJECTIVES-

1. To study the consumer awareness and preferences with respect to practices being followed by companies with green products.
2. To analyze the consumer buying behavior influenced by the green marketing practices undertaken by companies.

RESEARCH DESIGN

Secondary data will be collected from reputed journals, magazines, website, newspapers.

FINDINGS

- Almost all the customers are aware about the green products.
- Companies are using different type of promotional strategies.
- Customers are ready to pay even though the organization is increase the price.
- Company is providing proper information about the products. How to use and dispose of the products.
- As per the survey the customers are willing to pay for the green products. Because it’s satisfying the customer’s needs and wants.
- All 4p’s of marketing mix is satisfying the customer’s needs and wants.
VI. CONCLUSION
Brand has no relationship with consumer green behaviour but other variables are highly related green behaviours such as price, quality and green marketing has significant relationship with green behaviour of consumer. The study shows those consumers are willing to buy more products if the product is properly marketed. Consumers are looking for the green products in the market so the companies should market the product in such way so that consumer can find the green products easily and now it can be a competitive advantage for the company to attract customers toward green product and increase sale. While on the other hand we have seen that quality is also considered while making a green purchase customer will not sacrifice quality of green product. Quality should be good enough at a reasonable price so customer will be more attractive if the price is little bit high and quality is good as well so the customer will prefer green products over non-green. Customers sometimes considered quality of the product as well as the price of the product is equally important. Customers will likely to buy such products if they are of good quality or equal to the non-green products in quality buy if the price is compatible with the quality. Most of the people will prefer to have green products over non-green products at a reasonable price. As for as green marketing is concerned the companies should market the product in way that will be easily identifiable by customer and information should be properly displayed.

REFERENCES


