

# Effect of Green Marketing on Consumer Purchasing Patterns and Decision Making

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## Abstract:

The reason for this review is to research the effect of Green Marketing on Consumer Purchasing Patterns and Decision Making. The research is focused especially on the Karnataka State in India. The exploration was involved a quantitative methodology with study as the examination instrument. The overview remembered essential socio-segment questions followed by inquiries for buyers' ecological convictions and their natural practices. The outcomes were then examined utilizing expressive, relapse investigation and connections from SPSS. The critical discoveries show that force of green bundling and green marking, significance of green items and premium green evaluating decidedly affect purchaser practices prompting green buys. Relationship between spot of home and a portion of the ecological conviction factors were found. Connections were found between eco-marking, green marking and green estimating and the natural practices of purchasers.

**Keywords:** Green marketing, consumer purchase patterns, developing nations, India, strategies of green marketing, consumer beliefs, environmental behavior

## Introduction:

As of late, from a social and moral obligation point of view, natural mindfulness has expanded at different levels all over the planet. One of the primary purposes behind this increment is the ascent in contamination levels, ozone layer exhaustion, an Earth-wide temperature boost, and the unbalanced utilization of regular assets because of flippant industrialization in associations. Because of these worldwide turns of events, numerous offices and associations have arisen the require the protection of the climate to make it a protected spot for present and people in the future to live in.

Under these conditions, new ideas, like social showcasing, green advertising, and manageable promoting, have arisen. These ideas are hypothetically viewed as interchangeable (Anand, 2014). Not really set in stone that „Green marketing“ was the most well-known of the reasonable terms. Green showcasing is characterized as "the advancement of all the more earth safe items" (Kotler, 1999). It is likewise characterized as "the cycles of

advancement, evaluating and advancement of items that don't hurt the climate" (Dibb et al., 2005).

Green showcasing is viewed as another idea that spotlights on the ideal utilization of assets. It expects to offer the best benefit to clients just as other invested individuals, while thinking about the drawn out ecological and social requirements. Furthermore, because of the broad information and mission on climate related catastrophes, purchasers all over the planet are turning out to be progressively delicate to natural protection. The present circumstance has constrained firms to adjust their practices to regard the requests of the green purchaser by consolidating supportability standards into their showcasing blend (Caprita, 2015).

## Review of Literature

Vilkaite-Vaitone et al(2022) said that Green marketing is a key contributor to the success of an organization. It has business benefits as well as also to environmental and social benefits due

to cleaner production. This benefit leads to improvement of the natural ecosystem and increased quality of life. Therefore, academicians and practitioners have an increasing interest in this construct and its measurement.

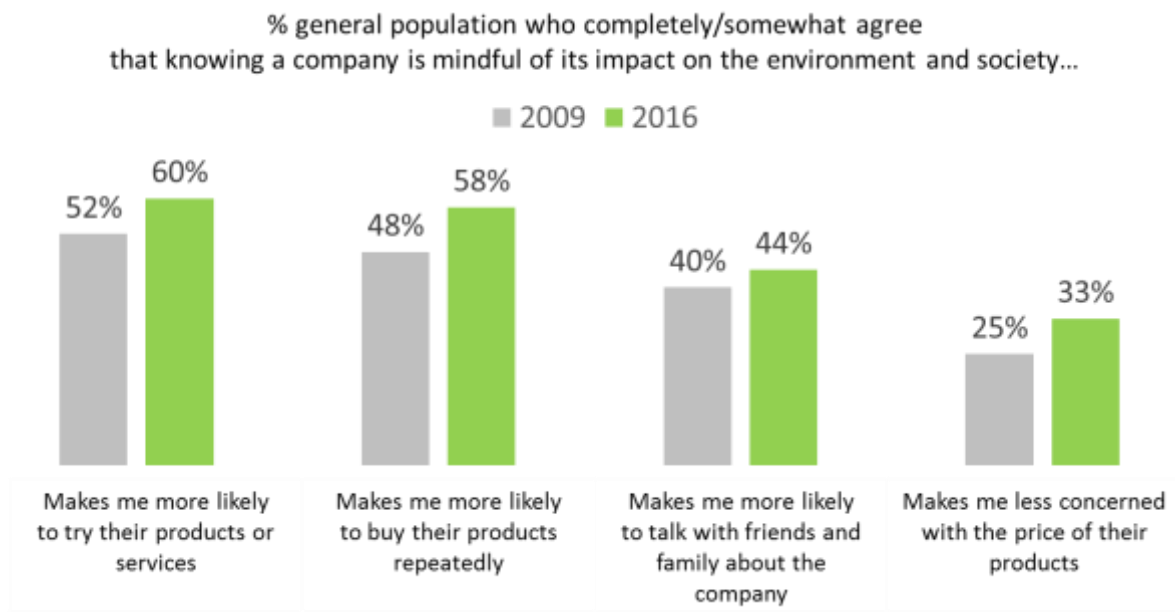
**Sally AvrinellaSilaban (2021)** Green marketing is one of the hot issues discussed. This occurs due to increased public awareness of the environment, so that people begin to choose and buy eco-friendly products. This is a challenge for goods and service providers to provide assurance to consumers that the goods and services produced are safe for consumers and also eco-friendly so that they do not damage the environmental system.

Green showcasing means making, advancing, deciding costs, and appropriating wares that make negligible or no mischief the normal environment (Baker and Hart, 2008). Methodologies incorporate changing creation process, item adjustment, or developing advancement strategies. The beginning of the idea traces all the way back to the 1970s with the rise of green advertising, which zeroed in on manufacturing plants that seriously affected the climate (Baker and Hart, 2008). It was likewise during this time that expanding accentuation was set on corporate social obligation (CSR). The time frame starting the mid-1990s was portrayed by the rising mindfulness and interest in eco-accommodating items, prompting the development of the ideas of the green customer. From that point forward, green showcasing has drawn in the consideration of researchers, naturalists, firms, and general society (Baker and Hart, 2008).

As of now, green promoting keeps on getting expanding consideration as partnerships plan themselves to improve their endurance; the elements that have prompted this example incorporate the developing number of eco-touchy shoppers, rising government pressures, and expanding tree hugger crusades toward a green economy (Garg, 2015). By and by, the reception of green procedures by firms stays low as they battle to offset natural necessities with their monetary obligation.

**P. Asha (2017)** said that educated consumers understand the environmental issues and are completely involved and concerned about the environmental quality and more motivated to participate in events involving environmental concern. As income of the individual grows, it has positive impact on purchasing of green products as the premium price for n ecofriendly product can be paid. She is of the opinion that the awareness drives regarding availability of green products are required to popularize the product. The apt segment to promote the green product segment is senior and middle-aged citizens.

**French, Steve (2017)** said that “In the coming years, companies that embrace sustainability as a holistic means of doing business are poised to win.” The customers have become very knowledgeable and are concerned about environmental issues like usage of plastic, deforestation, sustainable agriculture and alike. NMI trended research showed that consumers who know a company is mindful of its environmental impact are more likely to try, purchase and spread the word about that company’s products or services. And while purchase decision is ultimately determined by price, many consumers indicate a willingness to pay a premium for products that align with their values.



Source: <http://www.newhope.com/market-data-and-analysis/opportunities-and-challenges-winning-over-green-consumers>

### Research Objectives:

- 1) To study factors that affect green purchase of non-durable products in Bangalore
- 2) To evaluate validity of the instruments used to study the factors affecting green purchase of non-durable products.

### Research Methodology

The complete information is collected through primary data and secondary data, including reference book, magazines, Journals, newspapers and websites. Questionnaires

provide the researcher an opportunity to collect data from a large sample size with a low possibility of the responses' distortion. With an intention to collect large amount of data with negligible distortion of responses, this research has adopted the Questionnaire instrument for this quantitative study. The research is descriptive in nature. The sample size is 122 considered for the purpose of research. The type of sampling is convenience sampling.

### Data Analysis and Interpretation:

Primary Data was collected through questionnaire and was analyzed. The Hypothesis were tested using SPSS version 24.

S No	Factors/ Variables	FL	IVR	KMO	RT
Non-Durable Green Products Packaging					
	That the packaging is made from recyclable materials	0.831	0.663	0.813	0.841
	That the packaging is biodegradable	0.822	0.857		
	That the packaging is recyclable and reusable	0.814	0.684		
	That the product has no excessive packaging	0.793	0.813		
Non-Durable Green Products Values					
	This product environmental performance meets my expectations	0.754	0.757		

	This product environmental functions provide very good value for me	0.745	0.672	0.787	0.801
	Purchase this product because it has more conservation	0.686	0.698		
	I ordering this product because it is ecologically friendly	0.655	0.685		
Eco-label of Non-Durable Green Products					
	Green advertisements are continuously trustworthy	0.877	0.817	0.716	0.791
	I contemplate what is printed on eco-labels to be precise	0.856	0.674		
	The info on eco-labels is habitually easy to realize	0.847	0.833		
Corporate Perception of Non-Durable Green Products					
	Firms are must place of advanced import on falling pollution	0.811	0.663	0.710	0.787
	Companies should place significance on environmental fortification	0.799	0.857		
	Green advertisements are attractive to reach consumer	0.785	0.684		
	The contents of green advertisements are of great relevance to my daily life	0.756	0.813		
	An information now obtainable on the eco-label of the products I procurement.	0.745	0.624		
	I believe the environmental commitment of this brand is quite reliable.	0.731	0.812		

**Note:** FL = Factors loading  
IVR = Individual variable reliability

KMO = Kaiser-Meyer-Olkin  
RT = Reliability test

valid. Based on the above results, the data was further analyzed and hypotheses was tested.

### Findings

**Data Analysis :** As per the results received, the instrument used for research is reliable and

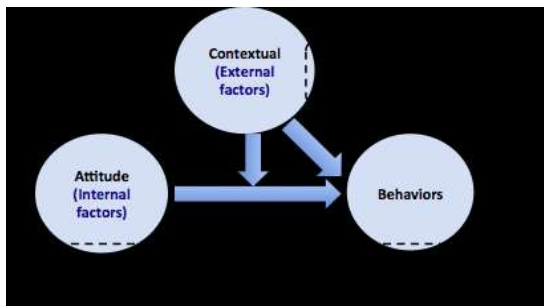
The proposed study of this paper has determined seven major factors using factor analysis and, in this section, we present details of our findings.

HYPOTHESIS	STATUS	MAIN FINDING
The color green has a positive impact in customers' attitudes towards the purchase of these products.	Accepted	Younger generations are more exposed to these changes and accepting it.
Green products having a post use fate (reuse, repair, recycle, remanufacture, re-condition) has a positive effect in the intention to purchase these products.	Accepted	Customers' perception and choice of green products are only triggered by the increasing awareness of customers about the environment. Green products retain a cluster of customers who are environmentally conscious customers

Customers' awareness of the superior quality of green products, when comparing to normal ones with the same features but not eco-friendly, has a positive effect in the intention to purchase.	Rejected	Organizations must focus on customers' new trend of being environmentally concern. Developing and highlighting other features worth customers' attraction.
Customers who opt for green products over normal ones are more satisfied.	Accepted	Customers feel more satisfied when acquiring eco-products than conventional ones due to their features and performance.
Customers who opt for green products will remain loyal to these products.	Accepted	Loyalty is defined as the upcoming decision of buying a product or service constantly.
Customers who purchase green products tend to be environmentally conscious.	Accepted	Individuals' experiences, and how they associate norms and rules with specific behavior dictate their behavior and actions as they feel they're responsible for it.
Green products customers have favorable opinion companies are adopting green marketing approaches because they're environmentally conscious of the consequences and impact of their actions.	Rejected	Concerns for environmental issues must be also accompanied by a "charismatic and powerful manager" in order to inspire and influence in a stronger way the importance and legitimacy of environmental concerns.

### Discussion and Conclusion:

The Purpose of this research is to test a conceptual model which would integrate and measure the effects green products have on customers and how they turn to be appealing for them, whether or not if it has a bigger influence on customers who are environmental concern. The results have given good insights on the consumer behavior model.



There are numerous internal and external factors that influence the consumer behavior towards green non durable products. The factors have been identified and respective hypothesis were tested. The findings of the research were that

younger generation were well exposed to the concept green products and accepted it as they are aware of environment repercussions. It was seen that green products retain a cluster of customers who are environmentally conscious customers. It develops and highlights other features worth customers' attraction. Customers feel more satisfied when acquiring eco-products than conventional ones due to their features and performance. The results are very encouraging for any organization engaging in sales of green products especially non-durables.

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