

Analysis and The Impact of Consumer Purchasing Behavior in Green Marketing

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Abstract: Present paper gives the data about the effect of green marketing customer purchasing behavior. Research starts with environment and its problems and the reason why green marketing emerged. How people are influenced by this green marketing and how government and organizations are helpful in following the green marketing. This study also tells the emerging changes in green marketing over the years. It also tells how it is decreasing environmental pollution and people are using eco-friendly products. Data collected for this study is both major and minor data. The major data is gathered through survey and minor data is gathered through websites. The data is collected from 103 Respondents in india Region A quantitative research issued and data will be collected using social media and people around us. The collected is analyzed through Ms-Excel

1. Introduction

The expression "maintainability" has become the catchphrase of this serious time. As assets are scant and human needs are endless, this expand whole has increased the enthusiasm among the shoppers everywhere on over the world with respect to fortress of condition. This expanding mindfulness among the world with respect to biological equalization has given more natural awareness among them. This thus has changed the social plans both in people and organizations. Presently there is a time of recyclable, non harmful and condition responsive green products.

Everywhere on over the world, the customers are currently mindful with respect to stronghold of nature in which they live. The majority of them accept that condition cordial items are more secure to utilize. They are at present, demonstrating enthusiastic enthusiasm for all that is natural, for example, natural food, half and half vehicles, carpooling, reused items, vitality sparing apparatuses and so forth. In this way, the worldwide pain for reasonable advancement has featured requirement for practicing environmental awareness in each field of human life; and that incorporates promoting also. As an outcome, there is a there is a swing in practices of advertisers also that has brought forth the idea of 'Think Green'.

This prompted the presence of green showcasing which represents mounting market for reasonable and socially responsible items and administrations. It contains a wide scope of errands, for example, item alteration, changing the creation cycle, changed publicizing, adjustments in bundling, and so forth., that targets decreasing the destructive effect of items and their utilization and removal on nature. Notwithstanding of this world mindfulness, they are various expected difficulties and issues that are needed to be conquered.

Green advertising has developed as the new mantra for advertisers to convince the requirements of target crowd and in this way produce worthwhile primary concerns. While the move to "green" may develop to be

costly sooner rather than later however it will verifiably end up being essential and beneficial, cost-wise as well, in the forthcoming years. A larger part of associations, around the globe, are making an endeavor to decrease the destructive effect of creation measures on the atmosphere and other ecological conditions. They have extensively used the word green in promoting efforts as green advertising, green gracefully chains, green retailing, green purchasers, green items, and so forth subsequently the organizations and the advertisers are taking the sign and are practicing environmental safety for the advancement of the whole society.

1.1 Objectives

The Objectives of the examination are as per the following:

- a. To study the applied system of purchaser purchasing conduct in green showcasing and demeanor of green items.
- b. To investigate the customers mindfulness towards green showcasing and its effect on buy conduct of chosen green items.
- c. To study the applicable qualities or wellsprings of data which impact buying green items.
- d. To look at about the degree of fulfillment of buyer conduct in green marketing.
- e. To recognize the regular issue looked by the buyers in green marketing.
- f. To understand the buying behavior of consumer related to green marketing.

2. Methodology

A survey is conducted for the people in India Region with a structured questionnaire. A total of 103 responses were collected. Comfort sampling, that's one of the non-probability sampling strategies, is utilized on this research due to accessibility of the pattern. Statistical equipment consisting of percentage analysis for independence has been performed to compute the findings.

3. Research Methodology

For this research the data is collected through structured questionnaire through social media platforms with the help of google forms and data collected is analyzed through Ms Excel.

4. Literature Review

Dr. Shruti P Maheshwari (2014), This paper explores customer convictions and mentality on condition assurance and their buying conduct of eco-accommodating items. This paper likewise centers on the achievement of endeavors put by advertisers in bringing green brands mindfulness in customer's brain.

Sujith T S (2015), This paper examines about how far shoppers know about green items and their observation and mentality of buying eco-accommodating items and furthermore to realize which sort of green or eco-accommodating items are natural to the clients.

Jacob Cherian & Jolly Jacob (2012), This paper tells about at what level green items utilization are expanded and what are factors affecting the two customers and associations move to green items.

Sanjay K Jain & Gurmeet Kaur (2009), This paper gives data about disposition and conduct of purchasers towards nature and green items and how government and non-government associations are occupied with green thoughts and items in India.

AmanDiglel& Dr. Rashad Yazdanifard (2014), This paper centers around what makes green showcasing effective and customers purchasing conduct towards green items and the reasons why advertisers are receiving green promoting.

Mayank Bhatia &Amit Jain (2013), This paper features the purchaser recognition and inclinations towards green promoting practices and items. This exploration has given great bits of knowledge for advertisers of the green items and recommends the need of planning the showcasing correspondence crusades elevating green items because of high green an incentive among the buyers.

Rinal Shah &PreetiPillai (2012), This Research uncovers that customers are all the more ready to buy and worried about recyclable items than some other ecological issue. The examination uncovers that chiefs and government should zero in on expanding mindfulness and information among the shoppers to acknowledge the earth amicable items.

AyselBoztepe (2012), This examination gives data about ecological mindfulness, green item includes, green advancement exercises and green value that influencing buyer purchasing conduct.

BabitaSaini (2013), This examination points how buyer purchasing conduct green advertising and how organizations get serious edge by embracing it. How request could be improved by seeking after the green techniques and what difficulties would be looked by the organizations in practicing environmental awareness.

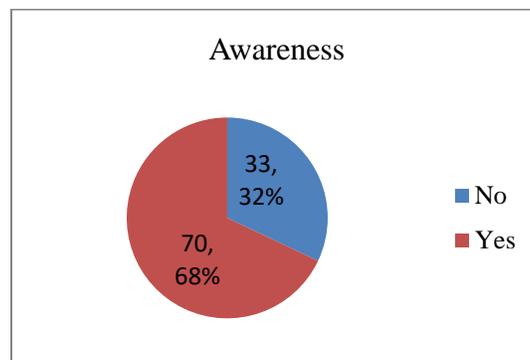
Muntaha Anvar & Marike Venter (2014), this examination tells that social impact, natural mindfulness and cost are the three factors that impact the two mentalities and buy conduct towards green items.

Analysis

Table 1: Table for Awareness of Green Marketing

Awareness of Green Marketing	Frequency	Percentage (%)
Yes	70	68
No	33	32

Fig 1: Pie chart of Awareness of Green Marketing

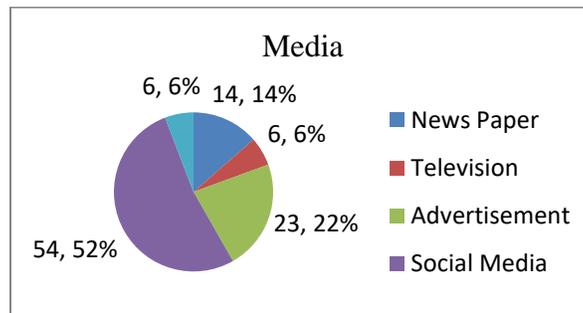


Interpretation: 68% of people are aware of green marketing and 32% of people are not clearly aware of green marketing.

Table 2: Table for Media that people came to know about Green Marketing

Media	Frequency	Percentage (%)
News Paper	14	14
Television	6	6
Advertisement	23	22
Social Media	54	52
Others	6	6

Fig 2 Pie chart of Media that people came to know about Green Marketing

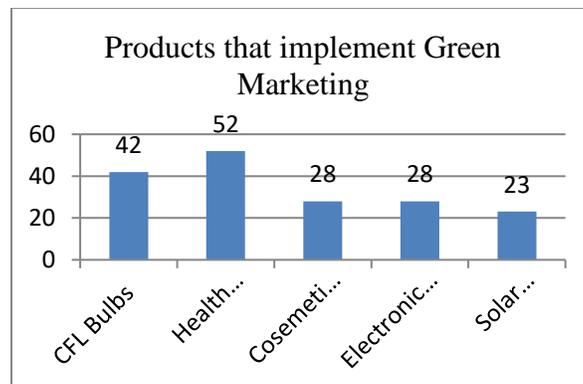


Interpretation: Maximum number of people knows about green marketing through Social Media and 14% of people know about this through Newspapers and 22% of people know through Advertisements and 6% of people know through Television and 6% of people know about this through other media.

Table 3: Table for Products that implement Green Marketing

Products	Frequency	Percentage (%)
CFL Bulbs	42	24
Health care Products	52	31
Cosmetic Products	28	16
Electronic Appliances (With Energy Stars)	28	16
Solar Panels	23	13

Fig 3: Bar Graph of Products that implement Green Marketing

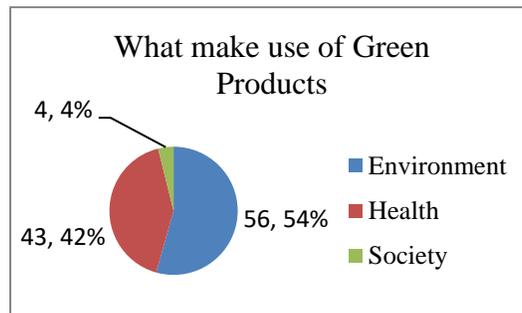


Interpretation: Most of people that is 31% of people mostly buy Health care products and 16% of people buy cosmetic products and 13% of people buy solar products as they save power and 16% of people buy electric appliances based on energy stars because they save electricity and 24% of people buy CFL Bulbs.

Table 4: Reason for using Green Products

Reason	Frequency	Percentage (%)
Health	43	42
Environment	56	54
Society	4	4

Fig 4: Pie chart of Reason for using Green Products

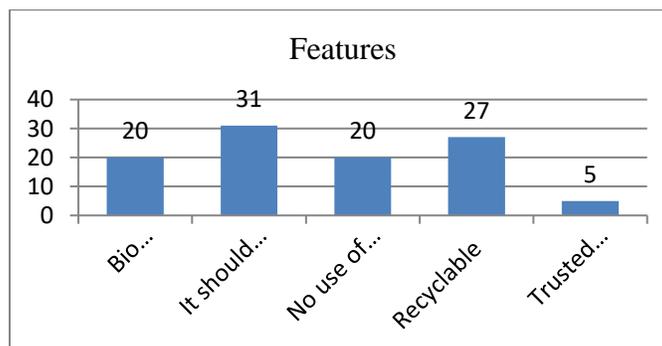


Interpretation: 54% of people use green products because they want to help the environment and 42% of people use these products because they want to stay healthy and 4% of people use the products for the society.

Table 5: Table for Features of Green Products

Features	Frequency	Percentage (%)
No use of Pesticides	20	20
Natural Ingredients	31	30
Recyclable	27	26
Bio degradable	20	20
Trusted Brand	5	5

Fig 5: Bar Graph of Features of Green Products

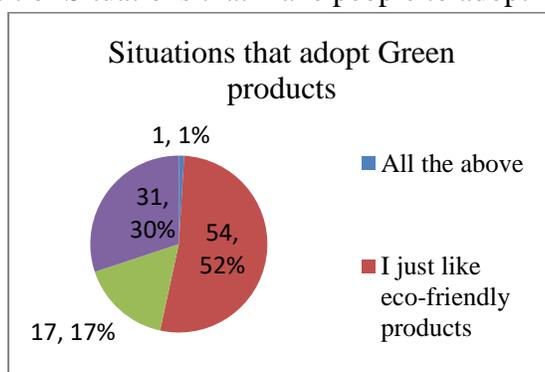


Interpretation: 20% of people see the products are bio degradable or not and 26% of people see that the products are Recyclable or not and 5% of people see whether the brand is trust worthy or not. 20% of people see there are no Pesticides in the product and mainly 30% of people see that the products contain natural ingredients or not.

Table 6: Table for Situations that make people to adopt Green Products

Situations	Frequency	Percentage (%)
I want to preserve earth	31	30
I like eco-friendly products	54	53
I want to take care of health	17	17
All the above	1	1

Fig 6: Pie chart of Situations that make people to adopt Green Products

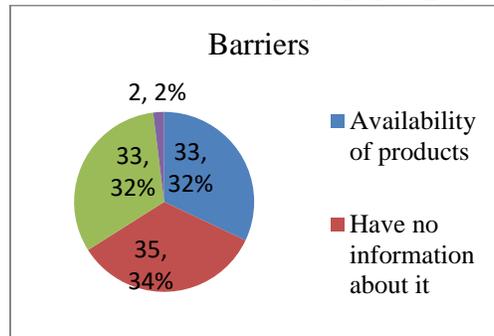


Interpretation: In this research 52% of people like eco-friendly products, 31% of people adopt green products as they want to preserve earth and 17% of people use green products to take care of their health.

Table 7: Table for Barriers of Green Lifestyle

Barriers	Frequency	Percentage (%)
No Information	35	34
Availability of Products	33	32
High Price	33	32
Taste/Look bad	2	2

Fig 7: Pie chart of Barriers of Green Lifestyle

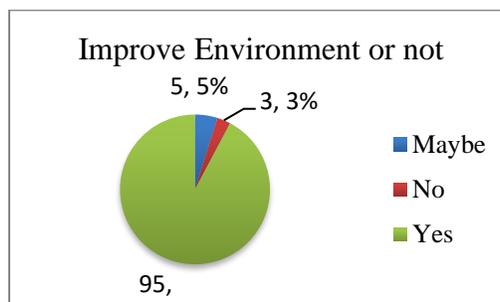


Interpretation: From this research I came to know that the main barriers of green marketing are having no information about green products and there is less availability of green products and price of green products is high when compared to conventional products. Only 2% of people feel the taste of the green products are bad.

Table 8: Table for Green Products help in improving environment

Statement	Frequency	Percentage (%)
Yes	95	92
No	3	3
May be	5	5

Fig 8: Pie chart of Green Products helps in improving environment.



Interpretation: In this research 92% of people said that green marketing is helpful in improving environment, only 3% people feel only green marketing cannot improve environment. 5% of people said that they don't know whether green marketing improves the environment or not.

5. Findings

1. Awareness of green products should be increased.
2. Availability of the green products should increase.
3. Green Products should promote through different Media.
4. People are ready to use green products over conventional products
5. Green Products are used for being healthy.
6. Use of green products will improve the environment.

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