

Green Marketing: A Study of Consumers' Attitude towards Environment Friendly Products

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Abstract

The research focuses on green marketing, specifically on consumers' attitudes and purchase intentions towards environmentally friendly products. It has been a worldwide concern to prevent pollution and environmental degradation. Many studies on green marketing have been conducted to investigate the significance of the topic and its relationship to the attitudes and purchasing behaviour of eco-friendly product consumers. As a result of increased awareness of various environmental issues, consumer behaviour has shifted. Consumer attitudes towards a more environmentally friendly lifestyle have shifted. People are working hard to reduce their environmental impact. Organisations and businesses, on the other hand, have observed this shift in consumer attitudes and are attempting to gain a competitive advantage by capitalising on the green market industry's potential.

Keywords: Green Marketing, Green Product, Green Consumer, Consumer Attitude, Environment, Eco-Friendly Product, consumer intention, Satisfaction.

1. INTRODUCTION:

Green marketing refers to the process of selling products and services based on their environmental benefits. This type of product or service may be environmentally friendly. It is produced and packaged in an environmentally friendly manner. It includes a wide range of activities such as product modification, manufacturing process changes, packaging changes, and advertising changes.

The fulfilment of consumer needs, wants, and desires while also preserving and conserving the natural environment is referred to as environmentally responsible or "green" marketing. Green marketing makes use of the four marketing mix components (product, price, promotion, and distribution) to sell products and services that provide superior environmental benefits such as reduced waste, increased energy efficiency, and/or lower toxic emissions. [1]

Green Marketing

Green marketing arose from ethical and environmental marketing. Green marketing is concerned with how a company develops its strategy in response to growing environmental, political, and consumer concerns. Green Marketing (2019)The American Marketing Association (AMA) hosted the first workshop on "Ecological Marketing" in 1975. The proceedings of the workshop were published as one of the first books on green marketing, "Ecological Marketing" (<https://www.businessmanagementideas.com>).Green marketing, according to the American Marketing Association, is the promotion of environmentally friendly products. As a result, green marketing encompasses a wide range of activities, including product modification, changes to the manufacturing process, packaging changes, and advertising changes. Environmental marketing and ecological marketing are also terms that are used interchangeably (Green Marketing In India, 2018). During the early 1970s, environmental concerns emerged as a new paradigm in marketing strategy. The evolution of green or environmental issues in marketing strategy resulted from reassessment of the issues, and now sustainability in marketing strategy has become the focus of researchers'

attention. Current marketing management, according to Suresh Annamalai et al. (2018), focuses on meeting customers' needs while minimising environmental impact. Consumer concern, government regulations, environmental lobbies' pressure, and corporate social responsibilities to the environment have all contributed to the growth of the green concept over the last decade (Vishal Kumar Laheri, H. D, 2014). [2]

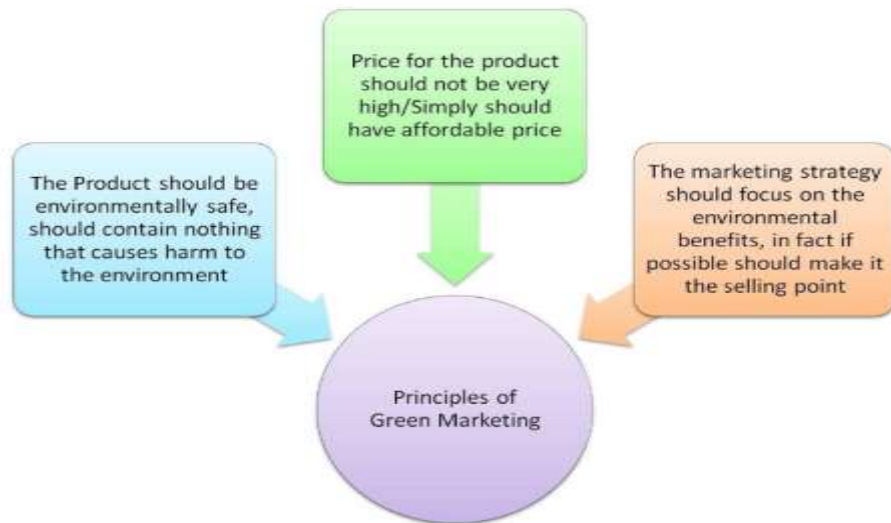


Figure 1: Principles of Green Marketing

Green marketing appears at the end and attempts to sell environmentally safe practises that have been implemented for the greater good. Green practises may even become the signature selling point if the campaign is cleverly designed (Pande, R. 2013). [3]

Green Products and marketing practices

In reality, there is no consensus on what constitutes green. A green product has no universally accepted definition. However, some common characteristics of green products, including the products, according to various definitions of green marketing are: [4-5]

1. Low energy consumption (both in use and production).
2. Water-saving (both in use and production).
3. Emissions are low (hazardous emissions are low).
4. Products that are safe and/or healthy.
5. Recyclable and/or made from recycled materials
6. Long-lasting (durable).
7. Biodegradable.
8. Renewable.
9. Reused goods.
10. Third-party certification to public or transportation standards (for example, organic, certified wood)
11. Produced locally.

Many consumer robust companies are now advertisement their products with the Energy Star label, claiming that their use will minimise energy consumption and save consumers money on electricity consumption over time.

2. REVIEW OF LITERATURE

In the late 1980s and early 1990s, green marketing became popular. Ecological Marketing, the first book, was the result of the American Marketing Association's (AMA) first workshop on "Ecological Marketing" in 1975. Green marketing has gained popularity since the early 1990s. Green consumers and green consumerism were discussed in the 1970s and 1980s. Green consumers were defined as environmentally conscious consumers by Henion and

Kinnear (1976), whereas Antil (1984) defined green consumerism as a specific kind of socially conscious consumer behaviour with a primary focus on environmental protection. Green consumerism has been described by Weiner and Doescher (1991) as a type of "pro-social" consumer behaviour. According to Michael Polonsky (1994), green marketing "consists of all activities designed to generate and facilitate any exchanges intended for satisfying human needs or wants, such that satisfaction of these needs and wants occurs with minimal detrimental impact on the natural environment." [6]

As a result of environmental degradation, green marketing has grown in popularity and has become a global issue (Kumar, 2011, p. 59). The American Marketing Association (AMA) now defines green marketing in three ways (marketingpower.com): as "the advertising of goods that are assumed to be environmentally safe" (retailing definition), "the development and marketing of products designed to minimise negative effects on the physical environment or to improve its quality" (social marketing definition), and finally "the efforts by organisations to produce, promote, package, and sell green products." [7]

Eco-labels, eco-brands, and environmental advertisements are examples of green marketing tools, according to Rahbar and Wahid (2011, p. 80). The first two components are critical in shaping consumer attitudes towards green products. However, because we are not Swedish natives and want a sample that includes both Swedish and non-Swedish people (such as international students), the majority of them are unlikely to recognise a green brand or eco-label, and the product may differ from what they are used to in their home country. As a result, we did not include any specific eco-brands in our survey.[8]

Sharma, D. M. (2014) Green, environmental, and eco-marketing are examples of new marketing approaches that seek to challenge and provide a significantly different perspective rather than simply refocusing, adjusting, or improving existing marketing thinking and practise. Green marketing and green marketing are concerned with a variety of current issues. Bhaskar, H.L. (2016) Green revolutions, going green, environmental protection, sustainable lifestyle, sustainable development, protecting our planet, and a slew of other buzzwords have entered our lexicon. Many businesses in a variety of industries use green marketing as a tool to keep up with this trend. Green marketing is defined by Manjunath, G., and Manjunath, D. G. (2017) as a holistic marketing concept in which the production, marketing, consumption, and disposal of products and services are done in a way that is less harmful to the environment. The majority of consumers eventually realised that their actions had a direct impact on the environment. [9]

B. P. Singh and R. Mehra (2020). As they become more focused on green marketing and green product purchases, consumers are becoming more concerned about environmental and health issues. Green product purchases are becoming more popular among consumers and societies. Green marketing concepts and eco-friendly products are also well known among citizens of all ages. Phookan, Kumar, and colleagues (2020). Environmental issues have always been a challenge since the term "environmental sustainability" was coined, which increased consumer sensitivity to purchasing greener products. In the manufacturing sector, developments in this area have taken the necessary course, but not in the foodservice industry, which is also a major contributor to environmental issues. Kiradoo, G. (2020). The Green Marketing Market has been revolutionising the market for many years. In order to attract customers, commercial companies are making efforts to adapt environmentally friendly products. The purpose of this thesis is to investigate the fundamental concepts and ideas of green marketing, as well as the most pressing challenges. [10]

3. OBJECTIVES:

The primary goal of this study is to investigate the concept of Green advertising and to survey a portion of the studies that have dealt with the concept of Green marketing in order to identify the relationship between various consumer attitudes and green marketing.

4. RESEARCH METHODOLOGY:

A qualitative approach allows for a malleable process in which changes can be implemented and incorporated into the research. The current study employs a purely qualitative strategy because it involves a dependent variable (consumer perception of green marketing) and its impact on an independent variable (attitude and behaviour towards

green consumerism). A research design is the configuration of conditions for data collection and analysis that aims to combine relevance to the research purpose with procedure economy. Secondary data is information that has already been collected and analysed by another party. Secondary data for this study was gathered from company profiles, books, and websites.

5. RESULT AND DISCUSSION:

Environmental Attitudes of Consumers An individual's attitude towards environmental protection and promotion is defined as their environmental attitude. The current relationship between attitude towards the environment and behaviour has yielded conflicting results (Kotchen and Reiling, 2000). [11] Other empirical studies have found a moderate relationship at best (Davis, 1995). Green marketing is influenced by consumer attitudes towards the environment. Businesses will not go to great lengths to introduce green products and services if there is no strong consumer demand for such a shift in consumer attitudes. Three distinct aspects of the relationship between environmental attitude and behaviour can be identified based on this evidence:

1. Further research into the relationship between attitude and behaviour is required.
2. It is necessary to identify other variables that have a mediating effect on both of these attributes.

Perceived Seriousness of Environmental Problems

Much emphasis has been placed in recent years on the effect that mass media has on the audience's perception of the seriousness of environmental hazards. Moser and Uzzell's (2003) study is an example of this type of research. According to the study's authors, the way the media interprets pollution levels influences audiences. (Bord and O'Connor, 1997) discovered that women were more mindful of the risks associated with global warming and other hazardous wastes than men in a study on the perception of environmental risks. Furthermore, the study discovered that women were more concerned about the various negative effects of global warming on their own and their families' health. Businesses have begun to understand their customers' attitudes towards environmental issues, and as a result, they have begun to offer 'Green' products/services as an alternative. Green marketing is used by businesses to raise awareness and demonstrate that people who care about the environment can help to solve some of the problems. [12]

Perceived Environmental Responsibility

The majority of environmental responsibility is explained by the norm activation model, which originated in the context of social psychology (Schwartz, 1977). According to this model, when most people become aware of the dangerous consequences of global warming and feel responsible for their role in perpetuating this environmental damage, they are more likely to develop a helping behaviour. Environmental behaviour has an altruistic meaning in some ways, because individuals may need to have a strong "other" orientation and be willing to sacrifice time for preferred activities in order to preserve the environment for the long-term benefit of the earth and human race. Females have a better ability to take control and responsibility for resolving global problems, according to a study by (Gough, 1994), and they also have a stronger sense of ethics. [13]

Consumer Behavior towards Eco Labeling

Rashid (2009) discovered that consumers respond more enthusiastically to green marketing knowledge and the purchase of green products when they are aware of eco labels. Kuhn's (1999) research adds value to his research by identifying that promoting environmentally friendly manufacturing processes will undoubtedly help improve the market share of a business due to the company's ability to present sustainable marketing strategies. According to Leire and Thidell (2005), consumer awareness of eco labelling does not always result in green purchasing decisions.

The findings of Bleda and Valente (2008), who discovered that eco labelling schemes are associated with poor firm performance, support this. According to D Souza (2004), there is insufficient empirical evidence to establish a link between the use of eco labels on products and the ultimate impact on eco-friendly labels. This could be due to consumers' lack of trust in the effectiveness of eco labels (Lyer, 1999), which stems from their ignorance of the concept of eco labelling. [14-15]

Consumer Behavior towards Environmental Advertisements

The principle of converting rational reasoning to emotional reasoning is used in an effective brand management strategy (Travis, 2000). If brands put in enough effort, consumer attitudes towards appropriate measures of sustainable consumption should shift.

It should be noted that by promoting affective marketing concepts, it is possible to convert passive consumers towards "green" concepts into active ones who are willing to go the extra mile and pay a premium price in order to obtain products that are pro-environmental in nature, thereby promoting effective green consumption behaviour (Ottman, 1998). Many consumers have an ideal concept of being environmentally responsible but do not necessarily put this concept into action, resulting in no efforts to transition to a green lifestyle. [16-17].

6. CONCLUSION:

Green marketing is regarded as a tool for integrating societal and environmental dimensions. This study investigates green marketing and its effect on consumer awareness and purchasing behaviour. The study has implications for both marketers and consumers, and it makes a compelling case for India to enter a new era of green marketing. Although the study's geographic scope limits its generalizability, it does provide useful insights into consumer attitudes towards green products. Future research could focus on consumer psychographic segmentation to assess their environmental values and preferences. The study can be replicated on a larger scale to learn more about consumer behaviour and green phenomena.

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