

A Study on the Concept of Green Marketing and Green Product Development on Approach of Consumer Buying

Mayank Sharma*

Assistant Professor, IMS, Ghaziabad

Abstract – With the ecological challenges becoming worse, the environmental interest of customers has contributed to a more diverse approach to consumer purchasing in the green lifestyle. Companies then take steps to improve potential environmental methods in the green business sector. Green marketing and green product creation are valuable techniques utilised by companies to improve their strategic edge and to meet the goal and vision of the company. Eco marketing and green product growth provide different advantages for companies in terms of raising environmental sustainability and raising consciousness about the company's name. This thesis reflects on the principle of green marketing and the production of green products and on the various consumption of green products, and finally explores the challenges companies face in failing to incorporate green marketing and green development.

Keywords – Green Marketing, Green Product Development, Consumption, Environmental Benefits

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1. INTRODUCTION

Green marketing is the new and most influential trend industry that has made it possible for individuals, animal and planets to benefit the environment (Rajeshkumar, 2012). In recent decades, public awareness about environmental issues has steadily risen as a result of the climate change and global warming. Companies and investors have begun to challenge environmental-friendly goods to conserve our earth's energy and the atmosphere with a greater focus on environmental, wellbeing and prosperity. Furthermore, companies have been using green communication practises as a social consciousness with their programmes slowly and demand green messaging from customers (Nagaraju & Thejaswini, 2014). In the light of the increased relevance of green messaging for consumer growth, for instance, the companies continue to introduced new types of green packaging systems by recommending recyclable and recycled packages. In addition, companies are today experienced with customers who are environmentally aware that green messaging is an existing priority in business establishments while making a purchase. Consequently, users are increasingly aware of their approaches, wishes and transactions for the world. This also resulted in improved shoppers' incentives to buy goods and services that are environmentally sustainable. Consumers have been increasingly

involved in the role of natural environments and consider the immediate environmental implications of their development and use buying behaviour. Consequently, the the number of consumers who are willing to purchase environmentally sustainable goods creates opportunities for enterprises who use "environmentally friendly" or "eco-friendly" as part of their value proposition. Enterprises who produce and design goods with an environment-friendly marketing mix provide a stable competitive edge. A greater perception of customer purchasing behaviour, can help companies to achieve a more sustainable market-oriented strategy. It also helps companies to put more customers into line with their needs and form their goods or services or shift customer behaviour towards their products or services (Agyeman, 2014).

2. GREEN MARKETING

Green marketing is the marketing of goods and services that are environmentally sustainable. The more people deal with environmental problems and they try to use their money in a manner that is more kinder for the world, the more successful it is.

Green marketing can include various items, such as creation of a commodity that is environmentally friendly, eco-friendly packaging, good business

practises or an emphasis on message communicating the green benefits of a product.

Such marketing can be more costly, but it may also be lucrative because of the growing demand. For example, domestically produced goods in North America seem to cost more than those produced abroad for inexpensive labour; but, the carbon footprint is much lower since they don't have to travel across the world to reach it. The environmental advantage is beyond the market differential for certain customers and company owners.

3. GREEN MARKETING METHODS

In addition to having an eco sustainable offering, company owners may use their green marketing campaigns to achieve other stuff. Everyone should be part of a campaign for green marketing:

- Use of environmentally sustainable printed paper and inks
- Complete scrapping and electronic marketing of printed content
- A recycling scheme is in operation as well as a safe waste management procedure.
- Using environmentally-friendly commodity packaging
- Using effective manufacturing and delivery processes
- Take action to compensate for environmental effects

4. GREEN MARKETING ADVANTAGES

Green or sustainable are a wide array of aspects; energy efficiency, clean/renewable energy usage, water reuse, pollution recovery, environmental clothing, organic products, sustainable farming, etc. Subsequent and concrete information on the commitment of an undertaking to social and environmental issues are the secret to an effective green marketing campaign.

Consider some of the benefits of green marketing:

1. A company can enter new markets when it brings attention to positive environmental impact

When a company sheds attention on the favourable effects their commodity or service had on it, new consumer audiences will be pierced. For example, if the information is transparent, succinct and targets their requirements, citizens who never contemplated using solar power might turn to solar panels.

The benefits of green marketing would also be to highlight fair production processes, the usage of environmentally safe and organic materials in the workplace, composting and recycling at work and carpooling for work.

This is a continuation of the list! Less or great wrapping, paperless initiatives, ink conservation, forests, carbon footprint reduction. Each corporation has a chance to clarify its activities and thus Green Marketing has major benefits when it comes to reaching and developing new markets.

2. Gain more profit from green marketing

For the millennial generation, sustainability is an important issue. They are prepared to pay extra for goods and facilities that are seen as affordable or socially positive. If the goods are chemically free and manufactured from recyclable items that do not damage the atmosphere, customers are pleased.

Green marketing and sensitization programmes support consumers in making responsible decisions that may contribute to environmental causes. This is an important asset since conscientious consumers take care of the goods that they buy and use and therefore become more interested in the expression of your products, which results in an improvement in revenue.

3. Green marketing brings a competitive advantage

You are seen as a conscientious or aware pioneer of your business when you chose green marketing. Which often applies to consumers who have little environmental priority.

It also offers a broader range of marketing opportunities to encourage and explore with the clients that go beyond classic tactics, such as lowest price, longevity and design. Instead of just selling price and expense, focus on the environmental and social advantages of the commodity.

4. Raise awareness on important environmental or social issues

If a business supports some reasons, it could be part of the green marketing policy to work with fellow sustainability leaders. A initiative, an exhibition, a workshop and several others will add a massive impetus.

For example, Patagonia spends a share of its profits on charity around the field and is considered to be one of the world's most reputable outdoor apparel companies. They also have a complete section on environmental and social responsibilities on their webpage. Whole Foods has established an

Eco-Scaling for cleaning materials marketed for organic cultivation by its suppliers.

There may be big corporations, but the same opportunities extend to even the smallest companies when it comes to green marketing advantages.

Tiny companies, for example, will attend every local environmental festival including Earth Day on April 22. These would include advisory companies. These festivals are well-known and typically have their own events, contests and promotions. To see how your squad will help in some way you can message your local organisers.

5. CHALLENGES OF GREEN MARKETING

1. Need for Standardization

It is found that only 5% of "green" advertisement messages are completely true and that these demands are not authenticated by standardisation. These statements are not authenticated by standardisation. There is currently no standardisation to certify an organic commodity. There would be no verifiable way if such governmental agencies are interested in the provision of certifications. For such marking and licences, there must be a common quality management commission.

2. New Concept

The merits of Green goods are becoming more known to Indian literate and urban consumers. However, for the masses it's still a different idea. The buyer must be informed and mindful of the risks to the climate. It takes time and commitment for modern green campaigns to hit the mainstream. Indian customers understand the value of the use of natural skin products and herbal products across India's ayurvedic heritage. Indian consumers are introduced to healthier habits such as meditation and the eating of fresh food. The customer is now conscious of these issues and would want to consider green goods.

3. Patience and Perseverance

Investors and companies must see the climate as a significant investment target in the long run, and advertisers must examine the long-term advantages of this current green campaign. There would be more patience and no quick results required. It will have its own adoption cycle because it is a modern concept and idea.

4. Avoiding Green Myopia

The first law of green marketing concerns customer advantages, which is the main explanation why customers first purchase those goods. Do this to

encourage people to swap labels and also pay the greener option premium. It will not help if a product that is completely green in different respects but does not meet the requirements of customer satisfaction is created. Which results in green myopia. And if the green goods are really big, their retail acceptability would once again miss out.

6. GREEN PRODUCTS

Many wonderful green goods are produced and sold to customers. Those aren't green enough (see green washing). In this post, green goods would be recorded. Attach a short product overview and a link as far as possible to the website of the fabricator.

For the word green, it is essential that you purchase a green commodity, such that an eco-label product, approved by an eco-labeling system under ISO 14025, is accessible. The issue with greenwashing is critical. The European Flower and the Nordic Swan are examples of those systems. Products marked according to these schemes meet transparent process environmental requirements for all partners across the table, are multiparameters which are sometimes updated in order to maintain environmental efficiency. In contrast, proprietary brands cannot at least meet certain requirements and thus promise no superior quality than others.

7. ADVANTAGES OF GREEN PRODUCTS

Advantages of Going Green To The Brands

- **Access to New Markets:** The development of green goods opens the door to a modern green consumer industry, which is just buying green products and paying much more for them.
- **Competitive Advantage:** It has been seen that Going Green now represents a huge strategic edge on the industry.
- **Positive Public Image:** If a company makes everything about humanity and the world, it immediately improves the brand value.
- **Brand Loyalty:** Green businesses automate a number of dedicated green consumers that favour green goods rather than traditional products that are non-environmentally friendly.

8. CHALLENGES GREEN PRODUCTS FACE

- **Costly Products:** Green goods need imagination and a great deal of funding.

This raises the expense of manufacturing the drugs, which makes them more expensive than the substitutes found on the market. In general, the expense effect discourages buyers from purchasing them.

- **Ignorance:** The millions of people remain unaware of the value and advantages of greening.
- **Investment:** The advancement of new technology is needed for green goods. This needs a significant expenditure in R&D (R&D). This sum cannot be spent for any business or start-up.

9. CONSUMER BUYING APPROACH

The behaviour of customers, who are identifying a need or want, are seeking knowledge, purchasing, utilising, providing input on products and services that meet their requirements. customer behaviour (Vyas, 2009). Most markets in the 20th century recognise precisely the actual behaviour, causes and aims of the customers' purchasing strategy in order to utilise eco conscious ads. Because of their negative effect on the natural world, green marketing was a common tactic for several companies, which led to a change in the approach of customers purchasing green goods (Cohen, 1973). Thus most customers have adjusted to the 'green' definition, and are conscious of the value of preserving and protecting the climate, and of finding environmentally sustainable goods as their desire for green food increases (Peattie, 2001). Based on the information provided, Boztepe (2012) pointed out that green consumers would not consume any dangerous products which affect their health, require animal torture and cause environmental damage during manufacturing, disposal or usage. Many advertisers can opt to increase customer awareness of environmental issues by utilising marketing means to engage them in social charities that encourage consumer movements from traditional to eco-friendly goods (Golkanda, 2013)

10. THE RELATIONSHIP BETWEEN GREEN MARKETING AND CONSUMER PURCHASING BEHAVIOR

The marketing mix consists of products, prices, promotions and locations (4Ps). For advertisers to use to reach the company's targets, the components of the marketing blend of green marketing are important. The 30 percent of customers said that green goods must be energy effective, help for the preservation and environmental protection of water during the production, use and disposal period, according to Young, Hwang, McDonald and Oates (2010). The dangerous content of a product can influence customer decision making; thus, manufacturers aim to produce goods that are environmentally-friendly to meet green consumer

demand. International companies use green marketing of manufactured electric vehicles to align the company's sales requirement and their obligation to reduce the impacts of emissions on the climate. Toyota, for example, produces Prius which gives consumers and the environment several desirable advantages (Halbright & Dunn, 2010). Prius provides an environmental engine with a fuel mitigating pollutants that will reduce carbon dioxide and nitrogen dioxide emissions into the atmosphere; reduced emissions would have a beneficial effect on the climate, reducing air pollution. If enough people wanted to purchase a Prius, it could be claimed that the global warming might have a big effect, but the selling of one vehicle would not fix the problem (May, Cheney, & Roper, 2007). Since petrol prices are growing, Prius has been made by Toyota that will reduce fuel costs, which will be positive as more consumers express their views. Environmentally minded consumers would certainly purchase and use a hybrid auto in green ways, such as taking account of sustainability claims and environmental protection (Balderjahn, 1988). Prius can be said to meet market desire for an eco-friendly commodity. Consumers were thus highly satisfied with the environmentally-friendly product; it gave the Toyota corporation a good verdict and consumers could believe in the value of Toyota's goods.

Green ads is a branding technique that enables advertisers to sell the products using innovative and imaginative forms. The clear compelling message from green publicity leads consumers to centre their attention on the questions and to affect the buying behaviour of consumers in terms of the corporate picture (Zinkhan & Carlson, 1995). Sharma (2011) found that three requirements exist for green advertising: beginning with informative material that is concerned with the climate, changing manufacturing processes by companies to support a green lifestyle, addressing a business' picture of the environment. According to Laric and Lynagh (2010), Samsung has a programme called Planet First to meet demand for advanced technology with an obligation of reducing environmental effects to encourage a 'green' way of life. The programme was designed to balance demands on advanced technology. In addition, via the Samsung Web site and the ESPN magazine, Samsung has provided green engagement and green message to the customers and can thus promote its commitment to sustainability (Laric & Lynagh, 2010). In this case, when subjected to green publicity, customers form emotions that influence their attitude and perceptions of green advertising and beliefs about the company picture (Cox, 2008). Furthermore, the sustainability arguments of the advertising contribute to a favourable ecological behaviour for customers and to their buying intention of the commodity (Davis, 1993).

11. THE RELATIONSHIP BETWEEN GREEN PRODUCT DEVELOPMENT AND CONSUMER PURCHASING BEHAVIOR

There are 8 phases of production of products, according to Song and Parry (1997), i.e. the generation of ideas and screening, the study of potential for businesses, technological execution, product testing and product marketing. Similarly, the eight phases of green product creation and pollution analysis consist of processes to classify environmental risks, determine the cause of pollution during the life cycle of the product and minimise the environmental impacts observed (Bhat, 1993). In the environmentally sustainable goods it produces, the Fujitsu Group created "Green Product Evaluation Standards" guidelines. This method has been developed to contribute to natural resources conservation and chemical emissions reduction, to sustain low environmental footprinting standards and improve the company's competitiveness ("Green Products," 2014). The Fujitsu Group has also developed recycling technologies using biodegradable computing plastic. Fujitsu's notebook computers advocate energy conservation, fulfilling the desires of customers and wishing to have a device covering any type of market requirements ("Green Products," 2014). Consumers have been found to be susceptible to environmental problems and this has to be translated into green goods to be considered competitive in their respective markets. Customers who care about the effect on the atmosphere of consumers are inclined to buy green goods whenever they can; they are therefore more likely to pay higher prices for certain products if they are considered environmentally sound (Laroche, Bergeron, & Barbaro-Forleo, 2001). One of the essential aspects of green product growth is the promotion of eco-labels on the goods. Eco-labeling is an important means of providing information on two key functions: the information function addressing the quality features of the tangible commodity and the value function which provides the business environmental picture of the company (Sammer & Wustenhagen, 2006). Eco-labeling is an advancement in the eyes of customers. The details shown on the product must be sound that the labels give customers practical guidance and significance, since they play a significant role in the purchase decision of consumers (Pedersen & Neergaard, 2006). Rashid (2009) noticed that environmentally friendly buyers enable them to make a distinction between the goods that are more environmentally friendly in the industry, thereby promoting eco-labels. In addition, the packaging eco-label provides a clear picture of market cognition and the location of a product is a first option for customers to buy (Purohit, 2012). One illustration of the eco-label is Nordic Swan, which has a beneficial impact on customer buying intention for a brand and which is linked to energy and water conservation and would improve the company's market value (Bjorner, Hansen, & Russell, 2004).

12. CONCLUSION

As ecological concerns began to rise, community and government became conscious of these issues and started making reforms to limit the adverse effects of these problems. Green marketing and product creation is considered to be the safest strategies for a company to comply with current regulatory regulations and to meet customer behaviour through field research to the needs and wishes. The companies considered the concepts of green marketing, such as the creation of a green supply chain, the architecture, packaging, pricing, and promotion, to be helpful to society or the world. In addition, companies can make considerable attempts to reduce their environmental risk in a way that demonstrates that the company is involved. Finally, the implementation of green marketing and green product creation strategies is not interrelated. Instead, they are a somewhat different phenomenon over time.

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Corresponding Author

Mayank Sharma*

Assistant Professor, IMS, Ghaziabad