

An Investigation into Green Attitude and Behavior of Consumers as a Step towards Eco-Friendly Environment

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Abstract – *The association amongst decisiveness, accomplishment, and the boldness of buyers to go for green products is undoubted. The vendors crave to categorize the characteristics that boost the consumer to acquire green merchandise as green marketing is multifarious from publicizing in the conformist system. Green marketing has advanced as an utmost imperative range of awareness for marketers as it delivers practicable reparations copious plentiful of the corporations in India are in the fruition of promotion as eco-friendly formations attributable to substantiated government sustenance and reformation in the penchant of the customers universally. Nevertheless, insufficient research as regards green marketing has been buoyed in India. A demand based on consumer's awareness regarding the environment is attracting the consumers towards green products is acquiring prominence.*

Keywords – *Green Marketing, Eco Friendly, Ecological Marketing, Green Products.*

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INTRODUCTION

Lately, apprehensions have been raised by companies and customers apropos the ecological influence of goods. Consumers and producers have engaged their consideration to milieu-friendly products supposed to be environmentally friendly or green. Due to the transition and excessive competition, it has become pivotal for marketers to formulate marketing strategies in line with consumer attitudes to be successful. Research is scarce in the extent of literature that particularly focuses on the factors and other drivers which lead a consumer towards the buying of green products. The business world is becoming more socially responsible, the consumers are also changing their attitudes as they swing from procuring traditional products to Eco-friendly products. A diversity of research on green marketing is being carried out transversely the rondure; trivial intellectual investigation on buyer sensitivity and inclinations has been conducted in India.

This paper attempts to determine an analysis of environmentally friendly matters and recognizes the green principles of the customers, their consciousness about environmental matters, green creations, and exercises. Industries must continuously appraise the modern and striking marketing inclinations. Marketing inclinations can be initiated by repeatedly investigating the variations in consumer behavior at the marketplaces. By

recognizing the variations in buyer actions, industries can amend their contemporary to consumers. Nowadays consumers are extra anxious about eco-friendly dilapidation and the undesirable influence of their usages of products and services on the milieu. The motivating reason for the apprehension could be obvious climatical notions, global warming, and alarming pollution. Consequently, promoting green marketing by the establishments not only affords a prospect to encounter consumer expectancy and discourse their ecological apprehensions. It leads to advance a modest benefit and a robust consumer foundation.

Green marketing has expanded marvelous consideration worldwide because of ecological worsening which advances to global difficulties. Companies are progressing by using green presentation for numerous explanations such as social responsibility. The notion of green marketing demands businesses to trail green rituals when dispensing with patrons, dealers, traders, and workers.

Businesses in the progress of marketing as green companies have started gaining. The governments are recompensing a consideration to environmental matters like global warming, pollution, and recoiled captivating phases to avert environmental pollution. Nowadays, Worldly concern looks more environmentally friendly than before, henceforth

corporations should formulate and promote as ecologically friendly.

Green marketing is evolving as a widespread persuasive approach as a result of enhanced customer understanding and apprehensions. Therefore, an extensive assortment of happenings is shielded underneath green marketing practices. It comprises amending the merchandise, assembling vicissitudes in the manufacture procedure and packing, as well as adjusting advertising positively. Research provided righteous understandings for sellers of eco-friendly goods and recommends the requirement for conniving the marketing communiqué operations endorsing green products owing to green value. This paper highpoint the consumers' discernments and cognizance of green marketing exercises and goods.

LITERATURE REVIEW:

The literature review reveals the following:

A sturdy disposition is revealed by consumers to indulge in ecologically cognizant products (**Mendleson N, Polonsky M J, 1995**). **Jacquelyn Ottman, (1998)** recommends that as of legislative position, all features of presentation together with novel product advancement and messages be combined with environmental deliberations. **Davidson et al. (1985)** initiated that the shoppers' approach is linked with the understanding and intimate knowledge they acquire. Nevertheless, variations originated amongst associations amid consumers' insolence and comportment.

Henion and Kinnear (1976) demarcated that green consumers are ecologically cognizant customers. **Antil (1984)** designated green consumerism to be a precise kind of socially conscious consumer comportment with emphasis on the fortification of the environment.

Green consumerism is designated as the arrangement of "pro-social" user comportment (**Weiner and Doescher, 1991**). **Michael Polonsky (1994)** well-specified "green marketing as consisting of all happenings intended to produce connections envisioned to mollify humanoid requirements, so that gratification of requirements transpires, with negligible damaging influence on the normal atmosphere." **Mainieri et al. (1997)** initiated that truncated association amid consumers' arrogances and eco-friendly comportment.

Spruyt et al. (2007) recommended that the expectation of a person's behavior is contingent on the attitude of the consumer. Consumers are significantly cognizant of eco-friendly goods; nevertheless, employing environmentally friendly promotion procedures to incorporate ventures is not effortless work (**Juwaheer, 2005**). **Antonio et al (2009)** recommended that in the outcome of eco-

friendly awareness that has developed, studies on environmental consumerism will be the principal highlighting aim in the imminent indicating to recognizing the buyer mindsets, conducts, and purposes. **Mintel (1995)** instigated a momentous disruption between customers' trepidation and encouraging eco-friendly procuring. It is established there are considerable barriers in the course of the diffusion of environmental anxiety with consumption panaches. Environmental marketing is recognized as a prospect by the corporations to achieve their intentions (**Shearer 1990**) stated that establishments have virtuous accountability to aid the civilization in universally convivial practice (**Davis 1992**).

RESEARCH OBJECTIVES:

This paper is designed to gain an understanding of Indian consumers' attitudes towards green marketing or the consumption of products that support environmental protection and to understand the perception of the consumer towards the purchase predispositions for green or eco-friendly products. This paper attempts to explore how consumer behavior is pretentious by such practices of the marketers and to find whether or not the understanding of the advantages of using environmentally friendly products affects their product purchase decision. More specifically, the study aims to fulfill the following research objectives:

- To recognize how Green marketing is professed by consumers.
- To analyze if Green/eco-friendly products affect consumers more positively towards their purchase in comparison to conventional products.
- To examine the components which lead a consumer towards the purchase of Green products.

Attributes That Influence the Customer to Purchase Green Products:

1. Receptiveness for Green Merchandises:

Nowadays, consumers are concerned about green marketing practices. Consumers are anxious regarding environmental dilapidation and the damaging influence of the usefulness of such products. The justification for this apprehension could be noticeable climatical alterations, global warming, and escalating pollution. Consequently, employing green marketing affords prospects for marketers to happen consumer opportunities and talk about their environmental apprehensions to expand ecologically-functional consumer base.

2. Consumer Insight regarding Green Products:

Associations with green assertions are anxious concerning the milieu. This recommends that consumers are not skeptical about the environmental entitlements of the corporations. Consumers' design concerning environmentally friendly dilapidation was high ranking and might favor eco-friendly goods over traditional goods to safeguard the milieu. Marketers highlight novel green products and link profits to the consumers. This proposes that consumers are anxious about the grandeur of the environment.

3. Brand Connotation:

This has promotion suggestions in standings of the prerequisite of wide-ranging communiqué by the marketers to produce green brands and create awareness about this. This suggests that dealers should strive to accomplish the goal of eco-friendly goods obtainable to the customers for expenditure as businesses come up with an exposed inclination to purchase environmentally friendly products.

4. Consumers Realization:

The majority of consumers these days have a fondness for green products as compared to conformist goods. Consumers contemplate the hostile consequence of the business and ingesting on the usual environment. The value of the green product distresses acquisition behavior. As consumers contemplate the hostile possessions of business and ingesting on the usual environment it can be alleged that succeeding green marketing exercises results in social benefit. The marketers partake to expansively marketplace and interconnect the accessibility of green goods to the consumers.

FINDINGS:

This paper is a useful source of information for green marketers about what is the consumers' perspective on green marketing. The present study indicates that the knowledge and understanding of the consumer on green marketing has a positive impact on their purchase preference for eco-friendly and environmentally safe products. There exists an optimistic influence on consumer attitudes for buying those products which are non-hazardous to our environment.

CONCLUSION:

More and more consumers are believing in the green prerogatives of the organizations. Marketers want to continually assess conspicuous marketing predispositions. Marketing predispositions can be fashioned by unremittingly researching the vicissitudes in consumer behavior in the

marketplace. It is seen that younger consumers are additionally vigorous followers and consumers of eco-friendly products. The goods and publicity campaigns to be intended with a superior emphasis on the younger generation. The paper boons significant argument and summaries the opportunity and opportunities that can be leveraged by marketers concluded the empathy of consumers' stance towards green products. This paper is a useful source of information for green marketers about what is the consumers' perspective on green marketing. The present study indicates that the knowledge and understanding of the consumer on green marketing has a positive impact on their purchase preference for eco-friendly and environmentally safe products. There exists an optimistic influence on consumer attitudes for buying those products which are non-hazardous to our environment.

LIMITATIONS:

A major limitation of this study is that only a theoretical analysis method of research is used. Future studies should embrace the usage of qualitative /quantitative analysis to get more robust findings.

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