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Green Marketing Awareness and Its Effect on Consumer Buying Behavior

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Abstract: ***The attitude of the consumer to the ecosystem is shifting to encourage creativity for preservation and the present generation will certainly benefit from this innovation source. This paper explores the consumer's values and attitude towards the safety of the environment as well as their purchasing behavior. This paper further explores the effectiveness of advertisers ' efforts to promote consumer awareness of green brands. This explores the consumer behavior and the effect of marketing communications in order to identify how people select greener products. The findings of the consumer product survey are recorded by a questionnaire focused on research environmental survey and the environmental behavior analysis Roper Starch Worldwide. The paper recognizes that consumers are not adequately open to communication on green product marketing and recommends that advertising and brands be used more broadly to support and distribute environmentally sustainable and effective products. The paper shows that the Indian demand for greener products can be targeted in more environmental-friendly consumer groups.***

Keywords: Consumer's Awareness, Green Brands, Green Marketing, HEP-NEP Environmental Survey.

INTRODUCTION

The green movement has increasingly spread throughout the world. The customers take responsibility and do the right things in this area. Consumer awareness and enthusiasm continue to drive market change by creating more environmental friendly products. The Indian customer is far less familiar with global warming problems relative to consumers in developed countries. Succeeded marketing also required the identification of trends and promotion of products, services and labels in a manner that encourages customer intentions [1], [2]. Today, "Green" marketing has moved from a phenomenon to a way of doing business and businesses that recognize (a) the importance of going green and (b) that integrates this idea in their marketing strategies and transfers the green philosophy on to their customers. Green is increasingly and constantly being India's universal color [3]–[5]. The consumer's growing awareness of product origin and anxiety over the impending global environmental crisis raise advertisers' probability of convincing customers.

Over recent decades, businesses have gradually launched GPIs (Green Product Innovations). Consumption analyses of environmentally sustainable goods have shown that perceived product efficiency poses a serious obstacle to their collection [6], [7].

For example, the researcher reveals that certain customers are unable to buy' green' products due to their presumed inferiority, by referencing Roper Starch Worldwide (RSW)'s work into measurable and product-specific details (e.g. recycling behavior and biodegradable). The researchers found that there was a willingness to pay marginally more for environmental changes in their study into environmental policy and new product development[8], [9]. In research into the strategy for green product innovation, however, the research finds that an optimum degree of greenness must be established between innovation efficiency and greenery to maintain a competitive benefit, while avoiding merely capturing the niche green market. Therefore, it is important to examine what factors influence the consumer selection process if the environmental sustainable consumer market is to become the mainstream[10]. This paper explored how consumers shape their behavior, expectations of their product value as well as their access to pressures and facts, with a special focus upon the position of the market.

1. *Environmentally Sustainable Products:*

It is difficult to describe environmentally sustainable products. There is no real organic or green commodity in a specific sense because all goods who purchase, own, use, and dump into the everyday lives will at some stage have a negative environmental impact. Products can however be categorized by their size and a quality threshold can also be drawn. If a product has a small impact on the environment, it is known as an environmentally sustainable brand. Another concept of the environmentally sustainable product is that goods should be freely available for purchase and include items manufactured by businesses widely considered to reduce the environmental impact of their production processes.

2. *Consumer Beliefs and Behaviors:*

Researchers conclude that the values and beliefs of consumers must be taken into account when determining factors that impact purchasing decisions. Values are lifelong assumptions that a certain activity is beneficial or acceptable and that they require environmental review. Environmental principles play a significant role in pro-environmental behavior: beliefs impact the attitudes of personal norms which then influence moral expectations contributing to pro-environmental actions of consumers. Similarly, organized behavior analysis shows that (environmental) values are psychological behaviors that are then converted into intention purpose. In the post-war period the Global Environmental Survey (GOES) noticed a gradual shift to post-materialist values that could lead to greater pro-environmental behavior. Thus, whereas pro-environmental values do not guarantee pro-environmental behavior, they undoubtedly contribute to pro-environmental values. However, a person concerned with the environment does not automatically act green or in their purchase. This is referred to as the value action gap. A variety of study mechanisms and external and internal influences have been investigated by analysts that support pro-environmental behavior, as well as consider overlapping and opposing variables relevant to everyday customer decisions. They argued that the difference between environmental understanding and environmental action does not adequately explain the single conclusive model. A recent study found that environmentally conscious people don't necessarily behave in an environmentally friendly way: for instance, when most people around them do so, people can throw garbage away.

3. *Product Marketing Communication Product Exposure*:

The average consumer has less potential to be green than a mainstream product unless he or she is particularly interested in getting to know the green product, because suppliers of environmentally-enhanced goods frequently offer very little or no sustainability statements on advertising. In the general usage associative and aspiration comparison classes have a strong influence. Researchers argue that the pro-environmental approach is not automatically promoted by providing information on the environmental issues. Their research suggests that the affective sector is the gateway to environmental education. It can be concluded that emotional content is a more effective advertisement of green products. Advertising works well in finding the principles that guide customer decision making. Since consumers often focus their expectations on sustainable consumption in small quantities, their internal analysis may not include the appropriate information for making decisions. This involves a lot of time when an additional quest is essential.

4. *Research Objectives:*

The ecological products market is growing increasingly worldwide and the key purposes of this paper were to research the-

- Consumer expectations and green products behaviors
- Consumer awareness about the quality of goods that benefit the environment
- Market awareness of environmental friendly product availability.

5. *Research Methodology:*

The secondary and primary data were collected and analyzed to evaluate research interests. The first phase of the study was to search extensively for articles, reports and technical knowledge concerning eco-marketing approaches and eco-consumer studies generally through the Internet and research databases. The secondary data analysis was used to facilitate the compilation, review and interpretation of primary data in the general context. The primary data collected by questionnaire includes the HEP-NEP questions to assess general market environmental attitudes that could strongly disagree with the possible answers. In the next section of the questionnaire, marketing and branding issues relating to consumer awareness were addressed and again HEP-NEP environmental concerns were used to contextualize answers to consumer product questions by making them fully aware of the responses they had provided. In order to measure factors, five-point scale Likert (4, 3, 2, 1, and 0) technology has been used. Every proposal is treated as a variable, with most proposals presented in a constructive way. The respondents were indeed asked to describe any kind of green commodity they had experience about. When one gets an average high score (above 2) for all constructive ideas, an empirical analysis reveals that the researcher is in the right perspective.

6. *Statistical Methods:*

The statistical tools used in the study were: Means, Variance coefficient – to evaluate the mean and standard deviations in the average level of perceptions of the respondents; student evaluation – used to clarify the equivalent mean level of perceptions; factor analyzes are used to decrease the number of variables into a few in percentages without compromising the qualitative information inherent in them; given a pair of independent variables.

7. *Sampling Design:*

A convenient sample configuration was adopted and a data collection acquisition system was used. A standardized questionnaire was used to answer a hundred and 20 woman consumers (women are the most responsive customers of ecologically driven appeals; women would be inspired to ensure the future of their children as mothers) aged between 21 and 45.

8. Data Analysis and Findings:

8.1. Data Collection and Analysis:

The first section of the questionnaire includes HEP-NEP questions, which evaluate general environmental views by strongly agree, agreeing, slightly disagreeing with or strongly disagreeing on potential responses.

Out of the 11 propositions related to Consumer General Environmental Beliefs (GEB), the mean of the 6 proposes is 3 points or more on the likert-5 scale (coded as 0,1,2,3 & 4) in comparison to proposals 2, 3,7,6,8 and 11, meaning that more respondents have responded to these proposals strongly and the same is followed by comparatively smaller SD and lower CV values. For Proposals 4, 5 and 9 respondents provided a good average score between 2.83 and 2.95 (coded as 0.1,2,3 and 4), which indicates that respondents more or less agreed on these proposals. For proposal 1 and 10, the average mean score was given for most of the respondents and the CV represents significantly the same thing on the proposals. This indicates that respondents have different views on these policies that are supported well by their SD. The second part consisted of environmental activity questions with seven questions concerning the actions of transactions on the grounds of the preceding HEP-NEP general environmental problems. Green Gauge questions which section greens customers by their actions. The findings were calculated on a scale of 5 points, per time, often and never as the benchmark for comparing all other data in this study.

Of these seven plans, all proposals except the sixth proposal are between 2.75 and 2.90 (coded as 0.1,2,3 and 4); in other words, all those who replied to the proposal were more or less in agreement, and the sixth proposal respondents offered an average mean score. The respondents differed greatly from that plan, since the SD is one with strong C.V. Out of seven proposals. The third part of the questionnaire discussed marketing issues relating to green products and intended to explore problems found in consumer behavior and the view of the advertising industry. Again, environmental HEP-NEP questions have been used to bring responses to consumer product problems into context. The responses indicated were near agreement, slightly disagreement, and heavy disagreement. The respondents were asked to list the types of green products they have been experienced around.

Of 10 Consumer Product Question (CPQ) proposals, 5 mean score is three or higher in likert-5 (coded 0,1,2,3 & 4) for 1,2,5,6 and 9 proposals which means that the majority of respondents generally agreed with these proposals and are endorsed by a comparatively fewer C.V and less SD. Regarding Proposals 3, 4 and 7, interviewers offered a above average score, that is, all decided on these proposals. The 8 and 10 remaining proposals were poorly scored and the two Proposals were found very variable, which is evident from SDs and CVs respectively. The collected data was coded with a minimum of zero and maximum 4 on the 5-point scale of Likert (Likert-5 point scale coded as 0,1,2,3 & 4). Data coded were analyzed using statistical tools to analyze the factor. In a factor analysis each variable is assumed to produce a cumulative index of the proposals of the

component by using the highest likelihood process. The regressions are measured with all three indices of three elements. The findings are explained in the following manner and interpreted.

8.2. Product Pollution and Product Purchasing Behavior Partnership:

Regression Statistics:

Multiple R= 0.0018977

R Square = 0.00000360

Adjusted R Square = …….

Standard Error = 0.90692

Observation = 120

Table 1: Results of Regression Model between Consumer Buying and Consumer Environmental Behavior

	Coefficients	Standard Error	p-value	t stat
Intercept	0.0000	0.1172	1.0000	0.0000
X Variable 1	- .00020	0.1384	0.9885	-0.0145

Correlation between Consumer buying behavior and consumer environmental behavior:

The degrees of freedom v = n-2 =58

Critical region at 1% is IrI>

Observed value of r = 0.0018977

P –value is **0.9885**

There is therefore no significant effect on environmental values on consumer purchases (beliefs in green product performance). The findings of regression analyze suggest that environmental activity toward environmental perception is not significantly affected (Table 1). It clearly points out the difference between environmental and green consumption beliefs. The Reasoned Action theory argues that the actions of a person are dictated by his/her confidence in the outcome or perception of the social context of the person. However, the opinions of people vary from those of them. A good idea does not predict what it does, particularly when it comes to environmental principles and behavior. From it, inference can be made as ideals are always too universal to contribute to such environmental behavior, such as purchasing Green Products, and environmental behavior, such as pro-environmental self-images, can have an effect on individual interests. When a certain action does not satisfy these moral expectations, ideals are not converted into actions. Recycling goods were the environmental behavior, which the respondents most involved. First, recycling awareness has been reasonably consistent and meets most residents for several years. Consumers referring to ads as environmentally sound advocates said that they would be more likely to choose goods they understood were made by businesses that had more environmentally sound products and processes (mean total score 3.18 out of 4). There were no major differences and almost half of those respondents were in favour of preferring brands from these firms. The

respondents responded enthusiastically that they felt well about buying products that were less environmentally damaging (mean aggregate score of 3.15 out of 4). When the consumer group has pro-environmental views, they may have environmental responsibility for themselves and behave as CSR. The basis for green product success was the latest green product experience (2.75 out of 4), which was least frequently seen in the least-environmentally impacted respondent and more in the most environmentally conscious respondent sector. The most environmentally-friendly sector indicated that they did not learn about green product marketing (3.08 of the 4) and considered it to be somewhat appealing and important to their life styles. This outcome is not unexpected, as the demand of the green sector is mainly focused on current marketing tactics. They suggested that green goods were not commonly advertised in a manner which included them in particular. Among respondents, 72% were unable to identify a single product or category on the basis among their opinions on the results of the product. However, the sample selected (women shopping in supermarkets) may have affected this result, as those items that are sold frequently by supermarkets would have been remembered. Product marketing contact participants decided that new and improved public formulations should be informed.

CONCLUSION

Considering India's rapid pace of GDP growth and the highly damaging effects on the environment, customer demand may generate the pressure needed to guarantee a cleaner environment. This research shows that there is a sustainable interest gap, a disparity between market values and green practices. This paper examined different aspects of consumer behavior, and showed that ads would affect consumer preference for greener products. More uncovered goods are more likely to be sold in higher numbers. Pro-environmental principles are more likely to lead to more environmentally friendliness where beliefs and convictions have been properly identified, green behavior is matched with customer individual preferences and product qualities are favorable. A major obstacle in the purchasing of green goods is whether it performs as planned. In general, however, the consumer trusts the achievement of known brands so that green goods that do not perform well and over-inflated green statements will easily sell under renowned labels. India's brands will commit to growing consumer awareness, because of their current low level of consumer awareness of global warming. Indian producers still have to find a green market, but customers are not aware of it because of inadequate marketing efforts. Yet Indian companies will crack this vicious cycle by adopting the sustainability agenda and by engaging in green initiatives and customer awareness. It is evident overall that advertisers inside consumer groups with pro-environmental principles under-exploit the Indian market for greener goods. This result shows that consumer labels are used more successfully to promote green goods.

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