

Factors Associated With Environment Friendly Marketing Practices in India: A Critical Study

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Abstract:

Now a days the consumers all over the world are much more concerned towards environmental issues compared to their earlier times. Majority of them prefer to buy products that do not hazard the environment. It can be said that the environment friendly marketing plays a vital role in changing the minds of consumers towards this global issue. Hence, the objective of this research is to find the impact of environmental concern on buying decision of consumers with respect to environment friendly products and also to find the factors that affects the buying decision of consumers towards environment friendly products. The results show that more customers would choose environment friendly items if they were concerned about preserving natural resources and ensuring that they cause little or no harm to the ecosystem

Keywords: Environment friendly Marketing, Environment friendly Products, Buying decision, etc.

1.1 Introduction:

Many organisations in India have started using environment friendly marketing principles, but implementing them may be a challenge. The adoption of environment friendly activities is influenced by a variety of elements, including the cost, the attitude of consumers, and non-cooperation. As a result, a researcher may wonder, for example, how environment friendly marketing ideas meet the demands of customers. In order to distinguish between environmentally friendly and conventional items, can consumers? How are companies able to meet the requirements of customers in terms of product quality, performance, and cost? How can adaptations in the production of environment friendly goods decrease waste? In order to choose environmentally friendly items, what are some of the most important considerations for consumers? Environment friendly marketing tactics used by manufacturers are examined in this research, as well as the availability and satisfaction levels of environment friendly goods in various economic zones across India..

1.2 Conventional Vs Environment friendly marketing:

Conventional marketing is the first step toward environment friendly marketing. Environment friendly marketing is a result of both producers and consumers being more concerned about natural resources and the ecology. Environment friendly marketing and conventional marketing have many similarities, but they also have a few key distinctions as well. These are laid out in the following order::

Table 1.1 Difference between Conventional Marketing and Environment friendly Marketing

	Conventional Marketing	Environment friendly Marketing
Objectives	The purpose of conventional marketing is to satisfy customers and achieve organizational goals.	The purpose of environment friendly marketing is to satisfy the customers keeping in mind environmental compatibility and achieving organizational goals.
Focus	Short-term planning as it deals with the direct benefits of the product.	Long-term planning and promoting eco-labeled products.
Decision Making	It required fragmented thinking	It requires integrated thinking where social and environmental issues are matched with economic desires.
Risk	Limited product risk	Risky
Expensive	Moderate and sometimes costly	Consumers are required to pay a premium as it involves high cost and value added features.
Corporate Responsibility	Economical responsibility	The social responsibility which goes beyond the laws

1.3 Generation of environment friendly marketing:

Baby boomers (those born between 1946 and 1964) are the first generation of Americans to be profoundly affected by environmental concerns. People born between 1946 and 1964 are more concerned about the environment and prefer to eat organic food. Since a result, they shun things that hurt the environment and restrict their use, as they are aware of the environmental impact. It's Generation X, the generation that has the responsibility of being the eyes of the globe. People who were born between 1964 and 1977 are referred to as members of this generation. It was an issue with the environment. They are well-aware of the damage humans are doing to the ecosystem. They are aware of how environmental concerns may influence society and raise social, political, and educational challenges. Between 1980 and 1990, a generation of young adults known as Generation Y was born. Those that fall into this category are between the ages of 20 and 30. There is no doubt that today's young people are technologically savvy, adept at using the internet, and linked to one another through social networking sites. Digital media had a big impact on their lives. As a result of their expertise and use of technology, they are able to take action and run environmental-related activities so that more and more people are aware of their duties to the environment. The Z generation is comprised of those who are between the ages of 18 and 30. There is already a history of organic food consumption in the family, thanks to discussions about environmental conservation in the classrooms and the homes of the students' parents and grandparents.

1.4 Research Objectives:

The objectives of the present research are:

1. To identify the factors impacting buying decision of consumers in India
2. To examine the benefits of environment friendly marketing to corporate organizations.
3. To identify the barriers while procuring environment friendly products by consumers.
4. To evaluate the impact of environmental concern on buying decision of consumers with respect to environment friendly products

2. Literature Review:

Concern about environmental deterioration is on the rise, Alwis, P. D. S. M., and Manel, D. P. K. (2021), thanks to a shift in consumer perceptions. Based on the needs of their clients, all businesses need to develop new business models. While implementing green service sector tactics may be more difficult, doing so is easier for other industries because of the positive effects on the economy, society, and the environment that have resulted from using a green marketing mix. As a result, this research examined how the service industry in Sri Lanka has shifted toward the 7Ps green marketing mix, defining the degree of inclination and detecting variances in the inclination level of selected service sectors toward the green marketing mix.. Colombo Stock Exchange (CSE) stockholders belonging to the service industry have been selected using the cluster sampling approach, which was followed by an email survey. From October through December 2020, just 115 answers were received from 172 firms. A descriptive and multivariate analysis of variance found that, except for green physical proof, service organisations in the service sector have reached a 62% level of inclination with great diversity among them and the inclination level of the 7Ps in the green marketing mix. Sri Lankan service industry has to raise their level of green marketing consideration in the future, unlike the past, and they must take into account their current position to reward green concepts' advantages. If you want to merge as an industry, you need to raise the degree of green marketing tendency in all of your service-sector businesses. This study found that the Sri Lankan service sector has a lower level of conformance to the green marketing mix, and the relevant parties must pay more attention to the greenness used in the service industry..

Wazir, K., & Khan, H. (2021) In this article, we'll look at three particular environment friendly marketing strategies that may help customers learn more about the environment, eco-friendly goods, and how to tell conventional from environment friendly items. "Environment friendly branding," "Environment friendly labelling," and "Environment friendly ads" are the three marketing tactics described by the researcher. Consumers' beliefs and actions in terms of purchasing for home detergents and organic food products are the focus of this research. Guildford Surrey residents may benefit from this study by learning more about how environment friendly marketing affects their purchasing decisions. The data was collected using quantitative methods and the author adhered to the positivistic research ethic. A systematic, closed-ended questionnaire was mostly used to gather data from the original source. Consumers' beliefs and actions seem to be positively influenced by environment friendly marketing methods, according to the findings. Increasingly, consumers are worried about the environment and seek for products that are convenient. Findings from this study are in accord with prior studies on environmental marketing. Marketers aim to appeal to people's environmental concerns. Environment friendly marketing (branding, labelling, and advertising) has a significant impact on consumer purchase choices in food commodities and household detergents; however, this study solely looked at the influence of environment friendly marketing on consumer purchase decisions. Shopping items, for example, are convenient, but in the case of long-term purchases, the buyer is heavily involved.

According to Agustini, M., Baloran, A., Bagano, A., Tan, A., Athanasius, S., & Retnawati, B. (2021), Studies on environment friendly marketing, particularly in industrialised nations, have grown more significant in promoting environmental sustainability. A focus on emerging market companies' environment friendly marketing strategies and difficulties is the goal here. In-depth interviews were conducted with three companies from Indonesia and the Philippines that make environmentally friendly items. Because of the wide range of customer understanding and acceptance of new products, enterprises have to deal with a wide range of practise differences owing to varying levels of consumer knowledge.

3. Research Methodology

3.1 Research Design:

The current study is purely descriptive. Descriptive research aims to identify the characteristics that have the greatest impact on the perception of environment friendly consumers. Environment friendly product purchasing intention is the dependent variable in this research, whereas other elements that influence a consumer's purchasing choice are termed independent variables.

3.2 Data Collection:

This study's core data was gathered through the distribution of a structured questionnaire to customers who use environment friendly marketing products and environment friendly marketing product producers..

3.3 Sample Size and Sampling Technique:

The study relied on a non-probability approach known as convenient sampling. Using easy sampling, data is obtained from the replies of people in the general population who participate and provide the necessary information for the study. The information was gathered from 400 customers who use environment friendly marketing goods and 400 environment friendly marketing practitioners..

4. Effectiveness of Environment friendly Marketing strategies adopted by companies:

Many businesses in India are embracing the notion of environment friendly marketing, which is a departure from typical marketing methods. Companies have been positioning themselves as environmentally friendly organisations in response to government initiatives. Marketers have a duty to provide their consumers with information about environment friendly products so that they are aware of the steps involved in creating new products and their characteristics. It's not clear whether Indian customers are willing to pay a premium for eco-friendly items, thus companies selling them must understand the influences on consumer purchasing decisions..

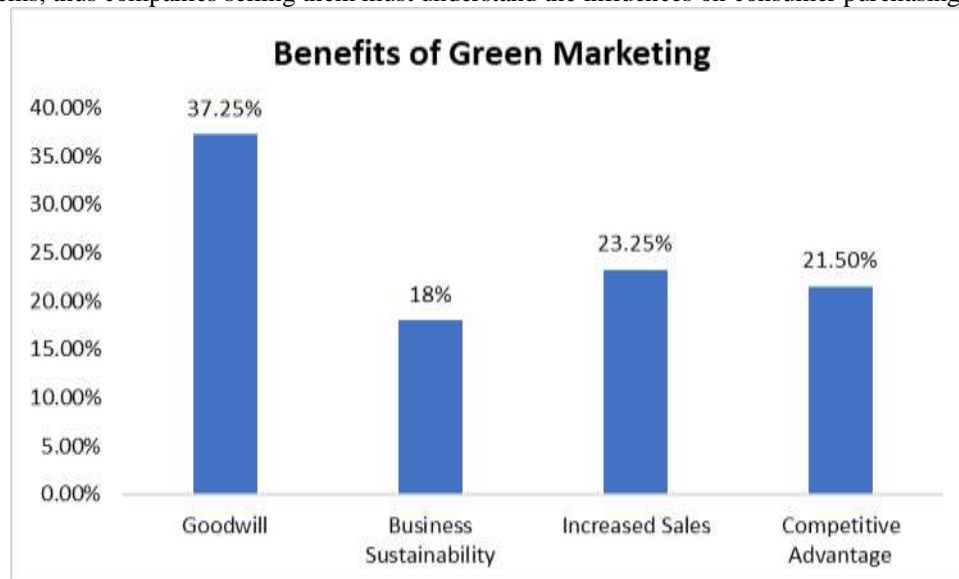


Fig. 1 Benefits of Green Marketing

Figure 1 depicted the advantages of environment friendly marketing from a consumer's perspective. a competitive advantage; 21.5% of customers say that it does; and the remaining 18% of consumers agree that corporate sustainability has been accomplished by environment friendly marketing, according to the vast majority of those surveyed, a whopping 37.25 percent of those polled.

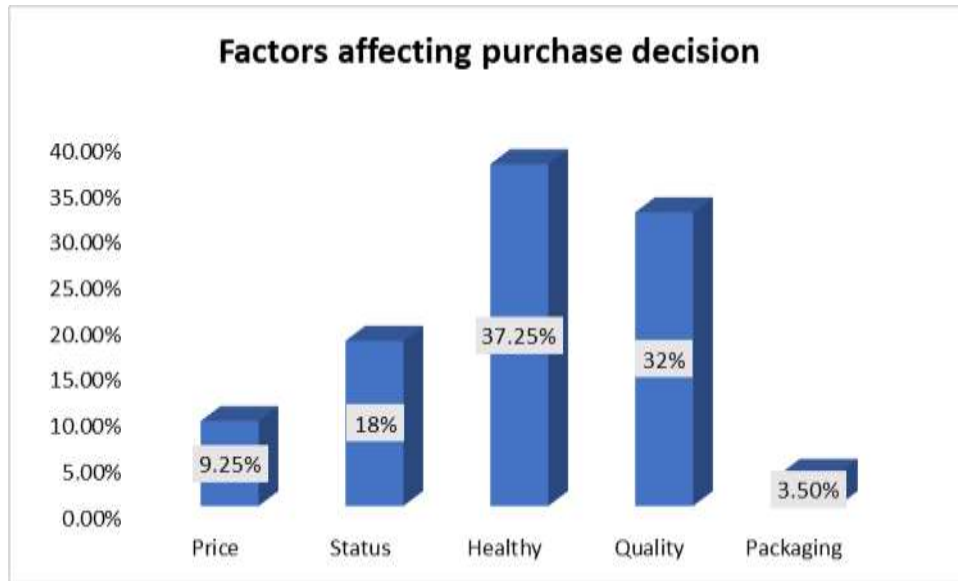


Fig. 2 Factors affecting purchase decision

Figure 2 above depicts the variables influencing customers' purchases of environment friendly products. Environment friendly products are preferred by 37.25 percent of customers, and 32 percent choose them due of their quality. About one-eighty-eight percent of consumers say they choose environment friendly items as a status symbol. 9.25% of consumers choose to buy environment friendly products because of the lower cost, while 3.50 percent are swayed by the packaging..

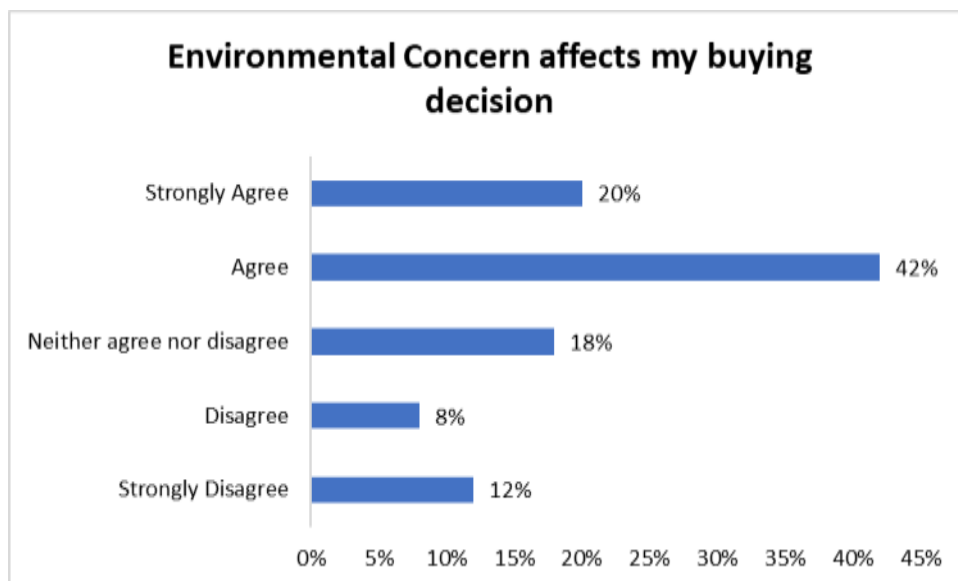


Fig. 3 Environmental concern affects the buying decision

Figure 2 shows that 42% of consumers believe that their purchasing decisions are influenced by environmental concerns, and 20% of customers strongly agree to this, according to the findings. It seems that 18 percent of customers have no opinion on this matter at all. More than one-in-ten customers (11%) strongly disagree that environmental concerns impact their purchasing decisions and the remaining 8% disagree.

5. Conclusions:

According to the findings of the survey, people nowadays are more educated/literate and concerned about the preservation of the environment. When it comes to competitive and long-term growth, they are certain that environment friendly marketing may be an effective instrument. More customers would choose environment friendly items if they were concerned about preserving natural resources and ensuring that they cause little or no harm to the ecosystem. Protecting the environment ensures that the lives of both humans and animals are safe..

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