



ISSN Print: 2394-7500
ISSN Online: 2394-5869
Impact Factor: 8.4
IJAR 2021; 7(4): 148-152
www.allresearchjournal.com
Received: 01-02-2021
Accepted: 03-03-2021

Rayees Bashir
Research Scholar, Department
of Management Bhagwant,
University, Ajmer, Rajasthan,
India

Dr. JP Nautiyal
Assistant Professor,
Department of Management,
Bhagwant University, Ajmer,
Rajasthan, India

Analysing consumer behaviour towards green marketing practices in district Anantnag of union territory of Jammu and Kashmir

Rayees Bashir and Dr. JP Nautiyal

Abstract

The present study was carried to explore Consumer Behaviour towards Green Marketing Practices in District Anantnag of Union territory of Jammu and Kashmir. The study was carried in context of descriptive research design. In context to same, 200 respondents were selected for the purpose of investigation. The required data was collected by using convenient sampling technique. A self-developed questionnaire was used for collecting the required data. The data was proceeding with the help of descriptive as well as comparative analysis. The results of the study indicate that there seems no significant difference in male and female consumer's attitude towards green marketing.

Keywords: consumer behaviour, green marketing practices

Introduction

In the contemporary environment, green marketing has becoming increasingly significant globally. As the world's economy is rapidly developing, the global environment is increasingly deteriorating. Protecting environment, creating a safe living environment has become one of the most important concerns of consumers. Green marketing generally aims to promote environmentally friendly products and a safe environment where people could stay. According to the American Marketing Association green marketing is the marketing of products that are presumed to be environmentally safe. At present green marketing is widely becoming a phenomenon throughout the world as concerns towards environment have begun in the past few decades. Every year the populations of people who are turning towards green brands or environmental friendly products are increasing thus magnifying the phenomenon. Green advertising is considered to be an effective method for the promotion of products, services, and business ideas, as it is deeply linked with the preservation of the natural environment. For businesses operating under the current economic conditions, green product consumers are a major focus because they are considered to be a driving force for consumption. For the global economy, emerging trends involving green consumers have created a new market opportunity. Since the 1980s, green marketing and environmental marketing strategies have been a major interest for scholars. Green marketing and related ideas have been growing since the early 1990s. The idea of marketing management covers the retention of consumers in the long term through better marketing performance. However, in the contemporary business world, the concept of sustainability is covered under the title of green marketing in the existing literature. The idea of green marketing covered social dimensions in initial research, leading to a limited focus on environmental resources and the environmental impacts of conventional marketing in this context. Green marketing has been well defined under the theoretical assumption of a resource-based view. This idea was initially proposed by for the development of three capabilities. These capabilities include the protection of the environment from pollution, the development of sustainable products, and the ability to conduct product stewardship processes. The environmental and ecological issues, connected with provision of services, apply qualitative criteria by commercial communication with customers. Quality of life, sustainability, well-being, social inclusion and cohesion of communities, general benefit, intergenerational transmission of values, these are only a few from originally moral, but today already absolutely ordinary ethical criteria.

Corresponding Author:
Rayees Bashir
Research Scholar, Department
of Management, Bhagwant
University, Ajmer, Rajasthan,
India

The present-day marketing is trying to put the sum of ethical norms into brands which represent and symbolize quality, which they represent in their semantic meanings. Green marketing has become an important strategy in business since the international rise of environmental awareness among countries. With greater awareness rising among the public, especially with reference to the global warming and climate change phenomenon, people have become cautious with regards to their purchases, specifically towards the nature of purchased products. As environmental awareness is able to serve a clear purpose for green consumerism, consumer behaviours are able to show the applicative potential of green consumerism. This would underline the consumer buying behaviour for green products.

Review of the related literature: The investigator surveyed the number of the research studies in the relevant area. However, notable research studies are reported as under: Mohammad, A. (2014) ^[1] in his study on green marketing has identified that corporate people as well as consumers are giving more importance to the issue of green marketing. The corporates have accepted the green production as they have seen a positive interest of the customers with green products. Rao *et al.* (2011) suggests that if businesses offer environmental friendly products to consumers at reasonable prices and high quality, consumers will develop positive intentions to purchase them. Banerjee, (2003) in their study have identified that the overwhelming increase in the overall environmental consciousness among different classes of consumers have encouraged the companies to "go green" by presenting the concept of corporate environmentalism. Chang and Fong (2010) ^[3] made a survey of the consumers who purchased environmentally friendly products in Taiwan and found that green product quality and green corporate image could bring greater customer satisfaction and customer loyalty. A study done by Chase and Smith (1992) revealed that 70% of the consumer purchase decisions were influenced by environmental protection message given in advertising and product labelling. Patra and Joshi (2009) revealed that the majority of respondents wanted individuals in the society to be socially responsible and take appropriate action to protect the environment. Gurau, C. & Ranchhod, A. (2005) in their study have identified the issues surrounding the marketing of ecological products in the international marketplace. Harrison (1993) is of the view that green marketing is the strategy that companies use to position the benefits of green products in such a way that it influences purchasing decisions of consumers.

Location of research gap: The investigator surveyed the research study so as to locate the research gap. Keeping in various research studies has been explored. Notable research studies are; Mohammad, A. (2014) ^[1], Rao *et al.* (2011), Chang and Fong (2010) ^[3], Chase and Smith (1992), Patra and Joshi (2009), Gurau, C. & Ranchhod, A. (2005), Harrison (1993). In these research studies, the diversified results has been explored, according the investigator explored the research gap.

Statement of the Problem: The statement of the researcher problem for the presents study is reported as under:

“Analysing Consumer Behaviour towards Green Marketing Practices in District Anantnag of Union territory of Jammu and Kashmir”

Purpose of the Study: The main purpose of this study was as under:

- 1) To explore the consumer’s awareness regarding green products and products.
- 2) To investigate the consumer perception regarding green products.
- 3) To explore the consumer’s source of information towards green marketing.
- 4) To explore the consumer’s reason for purchasing green products.
- 5) To explore the male and female consumer’s behaviour towards green marketing.

Hypothesis: Researcher hypothesised that sports women would be higher aerobic capacity than the non-sports women.

- 1) There exists no significant difference between male and female consumer’s behaviour towards green marketing.

Delimitation of the study: The study was delimited to 100 male and 100 female consumers. Besides, it is imperative to mention her, that this study was demisted to Anantnag District of Union Territory of Jammu and Kashmir.

Methodology and procedure: The present study was carried with the help of descriptive research method.

Sample: The total sample for the presents study consists of 200 respondents. The detailed procedure of the sample is reported as under:

Category	Male	Female
Consumers	100	100
Total	200 Consumers	

- **Sampling Technique:** The required data was collected with the help of convenient sampling technique.
- **Sampling area:** The required sample was selected from district Anantnag of union territory of Jammu and Kashmir.
- **Statistical treatment:** The collected data was put to suitable statistical treatment by using:
 - a) Frequency distribution,
 - b) Percentage
 - c) Mean
 - d) Standard deviation
 - e) Independent ‘t’ test.

Analysis and interpretation of the data: The data has been analysed with the help of descriptive and comparative analysis. The detailed analysis and interpretation is reported as under:

Table 1: Showing the frequency and percentage of respondents on their level of awareness towards green marketing

Category	Frequency	Percentage
High awareness	60.00	30.00
Moderate Awareness	50.00	25.00
Low awareness	90.00	45.00
Total	200	100

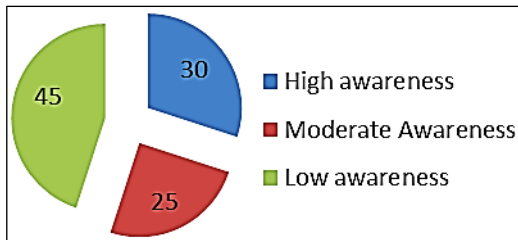


Fig 1: Showing the frequency and percentage of respondents on their level of awareness towards green marketing

Interpretation: The perusal of the above reported table (Please refer table, 1, Fig. 1) gives information about the level of awareness of respondents towards green marketing. The results reveal that 30% (F=60.00) were found with high awareness, 25.00% (F=50.00) were found with moderate awareness and 45.00(F=90.00) were found with low awareness towards green marketing.

Table 2: Showing the frequency and percentage of respondents on their source of information towards green marketing

Category	Frequency	Percentage
TV	10	5.00
Internet	30	15.00
Social networking sites	60	30.00
People at point of purchase	40	20.00
Friends	50	25.00
Others	10	5.00

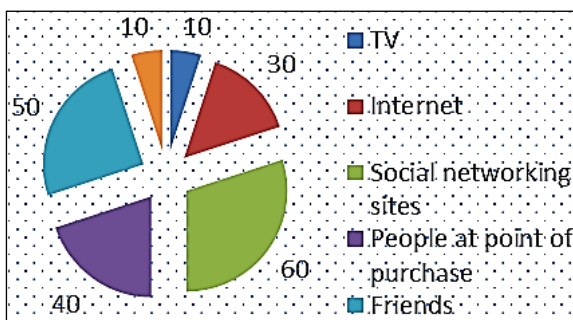


Fig 2: Showing the graphical representation on frequency and percentage of respondents on their source of information towards green marketing

Interpretation: The perusal of the above reported table (Please refer table, 2, Fig. 2) gives information about the source of awareness of respondents towards green

marketing. The obtained result reveal that 5.00% (F=10) respondents receive information from TV, 15.00% (F=30) receive information from internet, 30.00% (F=60) receive information from social networking sites, 20.00% (F=40) receive information from at point of purchase, 25.00% (F=50) receive information from their friends, and 5.00% (F=10) receive information from any other sources.

Table 4: Showing the frequency and percentage of respondents on their reason for purchasing green products

Category	Frequency	Percentage
Health habits	30.00	15.00
Good quality and reliability	25.00	12.50
Promotional efforts	45.00	22.50
Brand Popularity	30.00	15.00
Doctors/friends advice	25.00	12.50
Package and design of the product	45.00	22.50
Other	0.00	0.00

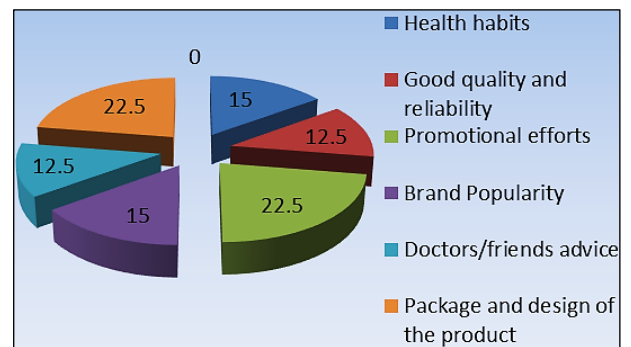


Fig 3: Showing the frequency and percentage of respondents on their reason for purchasing green products

Interpretation: The results presented in the above analysed table give information about the frequency and percentage wide distribution of respondents on their reason of purchasing in the field of green marketing. The results reveal that 15% (F=30.00) respondents use green marketing for the purpose of health habits. In pursuance to same, 12.50% (F=25.00) respondents use green marketing for the purpose for observing good quality and reliability in products. In consonance to same, it was found that 22.50% (F=45.00) avail for promotional efforts, 15.00% (F=30.00) avail because of having brand popularity, 12.50% (F=25) because of doctors' advice, 22.50% (F=45.00) use because of package and design of the product.

Table 5: Showing the mean significant difference of respondents on their reasons for purchase of eco-friendly products. (N=100 each)

Mean Significant Difference on Independent 't' test						
	Variable	N	Mean	Std. Deviation	Std. Error Mean	't' value
It is important that the products I use do not harm the environment	Male	100	2.4400	1.18339	.11834	0.42
	Female	100	2.5100	1.13258	.11326	
I would describe myself as environmentally responsible	Male	100	2.4400	1.18339	.11834	0.42
	Female	100	2.5100	1.13258	.11326	
I am concerned about safeguarding the natural resources of the environment	Male	100	2.5000	1.18492	.11849	0.14
	Female	100	2.5700	1.13043	.11304	
My purchase habits are influenced by my concern for the environment	Male	100	2.5000	1.17637	.11764	0.6
	Female	100	2.5100	1.13258	.11326	
I am willing to face the inconvenience of being eco-friendly	Male	100	2.4900	1.17632	.11763	0.12
	Female	100	2.5100	1.13258	.11326	
Overall green value	Male	100	2.4900	1.17632	.11763	0.30
	Female	100	2.5400	1.13191	.11319	

The results reported in the above table (Please refer table 5.) gives information about the mean comparison of male and female investors on their behaviour towards green marketing. The obtained results indicate that there seems no significant difference between male and female respondents on their behaviour towards green marketing. On all the items no significant difference has been reported between male and female consumers. Thus investigator can infer that impact of gender is significant on the level of independent test.

Suggestion of the study: The investigator explored the consumer behaviour of towards green marketing. In context to same, the researcher recommended that the structuring of their products and their impact on the environment. In both research and business practices, green marketing is observed as an on-going phenomenon, as it is based on the sustainability of the environment. This study was carried out in the India to observe the impact of green marketing approaches and consumer beliefs and the behaviour of consumers towards the environment. Keeping in view, the investigator also highlighted the importance of green marketing for businesses. We propose that companies should consider the findings for the development of eco-friendly strategies and their impact on value creation in the contemporary business environment. The study findings also provide a meaningful path forwards for policy makers responsible for the creation and development of marketing strategies. Previous research indicated several gaps in the literature of green marketing approaches and their impact on the behaviour of consumers. Most studies in this area were focused on the relationship between one or two factors of green marketing and consumer behaviour. Additionally, findings generally lacked empirical evidences. Here, we attempted to empirically assess the impact and significance of green marketing approaches on consumer behaviour towards the environment. Furthermore, we incorporated four important factors in determining consumer behaviour towards the environment.

Competing interest: The research declared that no potential if interest with respect to authorship, research and publication of this article.

References

- Mohammad A. The impact of green marketing strategy on the firm's performance in Malaysia. *Proc. Soc. Behav. Sci* 2014;172:463-470.
- Harrison RY, Lau LB. Antecedents of green purchases: A survey in China. *J Consum. Mark* 2000;17:338-357.
- Chang I, Karagouni G, Trigkas M, Platogianni E. Green marketing: The case of Greece in certified and sustainably managed timber products. *Euro Med J Bus* 2010;5:166-190.
- Kumar P. State of green marketing research over 25 years (1990-2014) Literature survey and classification. *Mark. Intell. Plan* 2016;34:137-158.
- Kardos M, Gabor MR, Cristache N. Green marketing's roles in sustainability and ecopreneurship. Case study: Green packaging's impact on Romanian young consumers' environmental responsibility. *Sustainability* 2019;11:873.
- Hart O. *Firms, Contracts and Financial Structure*; Clarendon Press: Oxford, UK, 1995, 7.
- Cherian J, Jacob J. Green marketing: A study of consumers' attitude towards environment friendly products. *Asian Soc. Sci* 2012;8:117.
- Laroche M, Bergeron J, Barbaro-Forleo G. Targeting consumers who are willing to pay more for environmentally friendly products. *J Consum. Mark* 2001; 18:503-520.
- Mostafa MM. Gender differences in Egyptian consumers' green purchase behaviour: The effects of environmental knowledge, concern and attitude. *Int. J Consum. Stud* 2007;31:220-229.
- Pickett-Baker J, Ozaki R. Pro-environmental products: Marketing influence on consumer purchase decision. *J Consum. Mark* 2008;25:281-293.
- Podvorica G, Ukaj F. The role of consumers' behaviour in applying green marketing: An economic analysis of the non-alcoholic beverages industry in Kosova. *Wroclaw Rev. Law Adm. Econ* 2020;9:1-25.
- Sustainability 11 of 13 12 2020;12:89-77.
- Bamosy GJ, Solomon MR. *Consumer Behaviour: A European Perspective*; Pearson Education: London, UK 2016.
- Horner S, Swarbrooke J. *Consumer Behaviour in Tourism*; Routledge: London, UK 2016.
- Kumar P. Green marketing innovations in small Indian firms. *World J. Entrep. Manag. Sustain. Dev* 2015;11:176-190.
- Peattie K. *Environmental Marketing Management: Meeting the Green Challenge*; Financial Times Management: Upper Sadle River, NJ, USA 1995.
- Farzin A, Yousefi S, Amieheidari S, Noruzi A. Effect of green marketing instruments and behavior processes of consumers on purchase and use of e-books. *Webology* 2020;17:202-215.
- Polonsky MJ. *An introduction to green marketing. In Global Environment: Problems and Policies*; Atlantic Publishers: New Delhi, India 2008.
- Martin B, Simintiras AC. The impact of green product lines on the environment. *Mark. Intell. Plan* 1995;13:16-23.
- Ottman J. *The New Rules of Green Marketing: Strategies, Tools and Inspiration for Sustainable Branding*; Routledge: London, UK 2017.
- Ottman J, Books NB. Green marketing: Opportunity for innovation. *J Sustain. Prod. Des* 1998;60:136-667.
- Rasool Y, Iftikhar B, Nazir MN, Kamran HW. Supply chain evolution and green supply chain perspective. *Int. J Econ. Commer. Manag* 2016;4:716-724.
- Salzman J. Informing the green consumer: The debate over the use and abuse of environmental labels. *J Ind. Ecol* 1997;1:11-21.
- Vandermerwe S, Oliff MD. Customers drive corporations. *Long Range Plan* 1990;23:10-16.
- Abraham N. The apparel aftermarket in India-A case study focusing on reverse logistics. *J Fash. Mark. Manag. Int. J* 2011;15:211-227.
- Polonsky MJ. Green marketing regulation in the US and Australia: The Australian checklist. *Greener Manag. Int* 1994;5:44-53.
- Welford R. *Hijacking Environmentalism: Corporate Responses to Sustainable Development*; Routledge: London, UK 2013.
- Juwaheer TD, Pudaruth S, Noyaux MME. Analysing the impact of green marketing strategies on consumer

- purchasing patterns in Mauritius. *World J Entrep. Manag. Sustain. Dev* 2012; 8:36-59.
29. Papadas KK, Avlonitis GJ, Carrigan M. Green marketing orientation: Conceptualization, scale development and validation. *J Bus. Res* 2017;80:236-246.
30. Dangelico RM, Vocalelli D. "Green Marketing": An analysis of definitions, strategy steps, and tools through a systematic review of the literature. *J Clean. Prod* 2017;165:1263-1279.
31. Simon FL. Marketing green products in the triad. *Columbia J World Bus* 1992;27:268-285.
32. Cleveland M, Kalamas M, Laroche M. Shades of green: Linking environmental locus of control and pro-environmental behaviors. *J Consum. Mark* 2005;22:198-212.
33. Ferraz SB, Romero CBA, Laroche M, Veloso AR. Green products: A cross-cultural study of attitude, intention and purchase behaviour. *RAM Rev. Adm. Mackenzie* 2017;18:12-38.
34. Barber N. "Green" wine packaging: Targeting environmental consumers. *Int. J Wine Bus. Res* 2010;22:423-444.
35. Prahalad CK, Hamel G. Strategy as a field of study: Why search for a new paradigm? *Strateg. Manag. J* 1994;15:5-16.
36. Gallastegui IG. The use of eco-labels: A review of the literature. *Eur. Environ* 2002;12:316-331.
37. D'Souza C, Taghian M, Lamb P. An empirical study on the influence of environmental labels on consumers. *Corp. Commun. Int. J* 2006;11:162-173.
38. Bhaskaran, S. Incremental innovation and business performance: Small and medium-size food enterprises in a concentrated industry environment. *J Small Bus. Manag* 2006;44:64-80.
39. Meffert H, Kirchgeorg M. Das neue leitbild sustainable development: Der weg ist das ziel. *Harv. Bus. Manag* 1993;15:34-45.
40. Wüstenhagen R, Bilharz M. Green energy market development in Germany: Effective public policy and emerging customer demand. *Energy Policy* 2006;34:1681-1696.
41. Swezey BG, Bird L. *Utility Green Pricing Programs: What Defines Success?* National Renewable Energy Laboratory: Golden, CO, USA 2001.
42. Chen YJ, Sheu JB. Environmental-regulation pricing strategies for green supply chain management. *Transp. Res. Part E Logist. Transp. Rev* 2009;45:667-677.
43. Bae JH, Rishi M. Increasing consumer participation rates for green pricing programs: A choice experiment for South Korea. *Energy Econ* 2018;74:490-502.