Consumer Behavior Analysis towards Green Marketing

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Abstract
Green marketing is a hot topic in the information age. The current study focused on last fifteen years growth of reported topic. The paper has explained the concept of green marketing and consumer behavior. The paper is organized as introduction of the green marketing. Followed by the perfective of Green marketing in global phenomenon. Later it discussed Customer satisfaction and Green marketing and at the end analyzed challenges in green marketing.

Keywords: Green Marketing, Ecofriendly product, Environment safety.

1. Introduction
Green marketing is the up and coming term in era of business. Now days peoples are worried about Preservation of ecosystem of the nature. The objective of the green marketing is that to promote product and services which the environment safety, and it provides excellent quality in economy budget. The green products can be promoted by performing promotional activities, which is important to change attitude of the consumer and encourage them to use the product which highly energy efficient. The organization of all types are launching green product all over the world. There are four factor to be consider in green marketing like product, price, promotion, and distribution in form of high energy efficacy and reduce waste, and less toxic to environment. Green marketing is a popular term in marketing sector. Now day's peoples are ready to pay extra price for green product (Rashad 2011). Green marketing is not limited to the single domain, which are important to create job in all sector in economy.

The American Marketing Association (AMA), hold the first workshop on ecological marketing in 1975, green marketing term was coined in 1980. According to AMA "Green marketing as the marketing of product that presumed to be environmentally safe, it in corporate several activities such as product modification changes to producing process packing advertising strategies and also increase awareness on compliance marketing amongst industries."(Rashad 2011).

Green Marketing has importance because it is a principle of design and development of a product which are environmentally safe using limited resources. Advantage of green marketing
1. Sustainable product design and development demand of biodegradable of product has been increase in the world because consumer have awareness of environment problem the harm product to the nature has created so many serious issue like acid rain, deletion of ozone layer water stress and global warming and agricultural related issue like degradation of soil quality (Jecob 2012).

The scientific and business communities has been attracted towards the environmental safety product design and development which plays and an important role. Preservation of the ecosystems.

2. Literature Review
In the last decade, consumers have become more educated on environmental concerns. It came into existence in late 1980s and early 1990s. Green marketing is growing speedily and consumers are willing to pay a lot for green product. There have been little analysis of the impact of this new market on the consumers and the environment so far. Companies that are environmental factors stand a chance of gaining many pleased and devoted customers. The last fifteen years survey of literature on Green Marketing is bees studied and analyzed as bellow.

Polonsky and Rosenberger 2001 analyzed that green marketing covers the overall brand of marketing events undertaken by companies in a manner that they support manufacture of products which have a
positive impact on the environment or alternatively reduce negative effect on the environment. Today green marketing is a vital element of marketing research which began due to increasing media exposure and pressure on firms to present eco-friendly behavior. The growth in green marketing over the years has been promoted by adoption of product packaging and presenting to the public these improvements. Over the years there has been a subtle shift from practicing environmental marketing practices as a result of compulsion identified as a result of legislations and pressure from environmental groups to genuine efforts to improve sustainable marketing plans and behaving in an eco-responsible manner.

Karna, J., Hansen E. and Juslin H. 2003 inferred that proactive marketers are the most honest group in executing environmental marketing voluntarily and seeking competitive advantage through environmental friendliness. The results also give evidence that green values, environmental marketing strategies, structures and functions are logically connected to each other as hypothesized according to the model of environmental marketing used to guide this study.

Sanjay K. Jain & Gurmeet Kaur 2004 analyzed in their study of environmentalism which had fast occurred as a worldwide phenomenon discussed business corporations too have risen to the incident and have started replying to environmental challenges by practicing green marketing policies. Green consumerism has played a catalytic role in leading corporate environmentalism and making business corporations green marketing oriented. The paper made an evaluation of the extent of environmental awareness, attitudes and behavior prevalent among consumers in India. Donaldson 2005 in his study realized that the Great Britain in general the ecological attitude of consumers changed positively. This study testified the solid trust of consumers in the known commercial brands and in the delicate behavior referring to the "green" claims, which was the main reason behind the consuming failure to interpret their concerns beyond the environment in their behavior.

Alsmadi 2007 reported that while investigating the environmental behavior of Jordanian consumers reveals a high level of environmental conscience. Unluckily however this positive inclination and preference in the "green" products did not appear to have any effect on the final decision, clearly because these consumers had a stronger faith in the traditional products and a small confidence in the green statements. The above obstacles were further strengthened by the lack of environmental conscience by a lot of enterprises and the existence of a large scale of prices for the same product, many of which included an impetuous estimate of environmental responsibility.

Ravindra P. Saxena 2008 analyzed that the present exploratory research discusses the notion of green marketing and its interface with consumers. It is centered on the data collected through a field survey of consumers to assess their attitude towards green marketing.

In Michael R. Solomon 2009 study various scholars have initiated their studies in the context of green marketing and identified that organizations that accept the philosophy to protect or improve the natural environment as they go about their business activities is an instance of green marketing. Dono et al. 2010 summarized that consumerism can perhaps be identified as a movement which primarily begun as a process which was presented to defend consumers against practices of unprincipled marketing. Over time this has extended and become wider in nature. When today's outline with regards to consumer involvement is taken into consideration it can be observed that protection of the environment is the most dynamic aspect.

Rashad Yazdanifard and Igbazua Erdo Mercy 2011 focused on Green revolution, going green, environmental defense, sustainable life style, sustainable development, defending our earth and many more have become a natural occurrence in our everyday life. Green marketing is a tool used by many companies in various industries to follow this trend. There have been a lot of literature review on green marketing over the years, this paper study the effect of green marketing policies on customer satisfaction and environmental safety using broad literature review.

Jacob Cherian and Jolly Jacob 2012 concluded that growing awareness on the various environmental complications has led a shift in the way consumers go about their life. There has been a change in consumer attitudes towards a green lifestyle. People are actively trying to reduce their impact on the environment. However, this is not widespread and is still developing. Organizations and business however have seen this change in consumer attitudes and are trying to gain an edge in the inexpensive
market by exploiting the potential in the green market industry. The current study introduces the concept of green marketing and looks into the various ways in which the different consumer elements are related to the concept of green marketing. A conceptual framework is presented and the information is analyzed on the basis of the framework.

Prof. Jaya Tiwari 2013 studied and reported that increasing alertness on the various environmental problems has led a shift in the way consumers go about their life. There has been a change in consumer attitudes towards a green lifestyle. People are dynamically trying to reduce their effect on the environment. However, this is not widespread and is still evolving. Organizations and business however have seen this change in consumer attitudes and are trying to gain an edge in the inexpensive market by exploiting the probable in the green market industry. In the modern time of globalization, it has become a challenge to keep the consumers in fold and even keep our natural environment safe and that is the principal need of the time. Green marketing is a wonder which has developed particular importance in the modern market and has emerged as an important notion in India as in other parts of the developing and developed world, and is seen as an important strategy of facilitating sustainable development. In this research paper, main emphasis has been made of concept, need and importance of green marketing. It explores the main issues in acceptance of green marketing practices. The paper describes the current Situation of Indian market and explores the experiments have with green marketing.

Dr. Geetha 2014 focused on a research study which was conducted in Coimbatore city selecting a sample of 100 green consumers. The data was collected over and done with structured questionnaire. The objectives of the study are, 1) to study the consumer behavior towards purchase of ecofriendly products in Coimbatore, 2) to find out the factors influencing the consumers purchase decision of ecofriendly products and 3) to sort out the problems faced by the green consumers.

To achieve this research objectives a research methodology was framed. The research design is both descriptive and analytical. The data was analyzed with the help of statistical tools like percentage, average, chi square, and liker scale technique.

From the interpretation results were derived. Findings were summarized and presented. Suggestions were given. From the research study it is found that the most of the consumers in Coimbatore are aware of environmental problems and green products in the market. There is a positive attitude and behavior towards ecofriendly products. The green consumerism gains momentum in Coimbatore.

Joginder 2015 presented the study which aims to design the marketing schemes for green fertilizers in terms of product, price, packaging, place and promotion on the basis of attitudes and perception from the consumers and marketers. In this context, there attempt has been made to understand the attitudes & perceptions of the farmers towards ‘Green Marketing’, by eliciting their opinion on Chemical fertilizers Vs. Green fertilizers, to know the alertness level of the farmers towards Green fertilizers and to find out the current practices in supporting the green fertilizers from the officials of both Public Limited Fertilizer & Private Limited Fertilizer corporations with the factors influencing the ‘Green Marketing’.

3. Perfective of Green marketing in global phenomenon

Green marketing is a trending word since arrival of information age. The international business leader like WALMART have been promoting concept of organic food to public bodies like London governments congestion charge as all aimed at preservation of environment.

4. Customer satisfaction and Green marketing

Now days customer are attracted towards green labeled product because they feel that their duty to save mother nature by using ecofriendly product. According to cited paper in literature survey, many people refuse to use green product due its high cost, and availability.

5. Challenges in green marketing.

Our planet has suffering from many serious issue like exploitation of natural resources and extinction of species, due huge pollution. Industries has been facing various problem in green product design and development. Some Challenges are listed below.
1. The promotion of green products and services, green computing, and green energy can be done using green marketing.
2. The firms are promoting their product by green labeling scheme. It shows that environmentally safe product which are very popular in Japan and Europe but its challenging task to convince the customer of India (Dr. D. Geetha and D. Annie Jenifer 2014).
3. It is hard to balance between profits and investment in green technology.
4. Customer may not be willing to pay higher price which may affect sale of the company (Dr. Geetha 2014).

6. Conclusion and suggestions

The future generation can be saved by protecting our nature, where green marketing plays a vital role in the conservation of natural resources. The current research study concludes that, green product design and development is the need of time. The proposed phenomenon can be accomplished by the policies mentioned in research study. The study focused on the customers satisfactory issues. The under consideration are significant in the success or failure of the concept. The challenges which are discussed and covers both and local as well as global scenario. It covers the literacy of the customer about the green marketing. It has an encouraging impression on environmental safety. Because of the growing apprehension of environmental protection, there is an advent of a new market which is the green market. For firms to survive in this market, they need to go green in all parts of their business. Consumers want to categorize themselves with corporations that are green amenable and are willing to pay a superior for a greener life style.

References

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