

Understanding Consumer Attitudes toward Green Products: A Qualitative Perspective

Asst Prof. Divyesh Ganesh Nagarkar

Department of MMS (Master of Management Studies)

Madanbhai Sura Institute of Business Management, Khed, Ratnagiri, Maharashtra, India

divyesh15893@gmail.com

Abstract: *This study aims to perform a thorough and fundamental analysis of empirical research on green marketing and consumer behaviour in order to pinpoint changing patterns, significant obstacles, and new areas of study in the area. The theoretical frameworks supporting environmentally conscious consumer decision-making and sustainable marketing strategies are first described, including consumer psychology models, ecological economic models, and ethical consumption models. A thorough summary of recent scholarly research is then presented in the paper, emphasising the key findings, methodology, and theoretical contributions. Patterns in consumer reactions to green marketing tactics and the variables influencing sustainable purchase behaviour can be found thanks to this analytical investigation.*

Ultimately, the study provides marketers with useful takeaways, stressing the significance of genuineness, openness, and sustained involvement in environmental initiatives. It presents useful recommendations regarding how legislators might promote ethical corporate conduct and environmentally friendly consumer behaviour through efficient legislation and public education initiatives. This study enriches the understanding of how green marketing strategies may effectively coincide with consumer values and promote beneficial environmental improvements by bridging the theory-practice divide..

Keywords: Green Marketing, Consumer Behaviour, Sustainable Consumption, Ethical Marketing, Environmental Psychology, Empirical Research, Consumer Attitudes, Eco-Friendly Practices

I. INTRODUCTION

Green gathered considerable research marketing as concept is increasing and has marketing is universally accepted. For interest. But no one definition of green instance, Tsen et al. (2006), and Wahid et al. (2011) have pointed out that marketing is a concept, which incorporates environmental worries in all Green to Peattie et al. (2012), green marketing processes. Juwaheer et al. According marketing is a strategy that has been taken up by businesses to create a competitive advantage for their business practices and products through a green approach. Green marketing in the concept of Chan (2004) which stated that green identifying the environmental needs of the marketing is the process of consumers and influencing their buying behavior with green products.

definition This is used in response to environmental-related knowledge and also the influence of green marketing on consumer's buying behavior, which is specifically the focus of this study.

The environmental knowledge of consumers is considered to be the primary factor for determining the success of green marketing in influencing the consumer buying environmental knowledge crucial for behavior (Chowdhury, 2013). The manipulating consumers to buy green products, unfortunately, is low in developing countries than in developed countries (Sinnappan & Rahman, 2011).

Current operationalizes the green marketing through three dimensions: study ecolabeling, green branding and green advertising. Eco-labels refer to the environment undertaken by organizations. voluntary initiatives to preserve the Green branding demonstrates the trend of going green, emphasizing the and instilling the environmental friendliness as added benefits to the brand green initiatives into brand positioning (Grimmer & Bingham, 2013).



Finally, to green marketing employs persuasion strategies designed to convince individuals be favorable to purchase of green products (Kotler & Armstrong, 2008).

Research gap

An buying behavior is green marketing. But important base to influence consumer researches usually talked about it as a Corporate Social Responsibility & not to identify the in marketing point of view. Hence this paper still needs understanding of few factors in the decision making process of the consumer. It is significant in determining the multiplier effect of such influence on et al., 2013). As a result, the proliferation consumer buying behavior (Khare of green marketing, which is in its initial stage, needs further research to stream. These studies were also conducted in developed discover this critical 2013). countries mostly on the US market (Leonidou et al.,

Research objectives:

1. Evaluating the consequence of green marketing on consumer purchasing patterns are the research's objectives.
2. To inspect how environmental awareness affects the linking between green marketing and buyer purchasing patterns.

II. LITERATURE REVIEW

According to Maheshwari (2014), green marketing delivers creative possibilities to make a difference while continuing to achieve financial freedom. Green marketing, then, is a production technique that aims to create environmentally friendly and safer products. Similar to earlier research (Rahbar & Wahid 2011; Zandhessami et al., 2016; Sarkar, 2012), three significant factors were included in this study to assess green marketing: green branding, green advertising, and eco-labeling.

Green branding: Branding has been recognised as the foundation of any marketing plan. For guaranteed long-term prosperity, business organisations strive to position their brands in a compatible position. As a consequence of increased environmental concerns, businesses are increasingly concerned with positioning their brands in relation to going green, i.e., making their brand perceived as eco-friendly in order to persuade consumers that the brand provides additional benefits such as being environmentally friendly and healthy (Grimmer and Bingham, 2013; Wahid et al., 2011).

Green advertising: Green advertising seeks to encourage people to use products that are environmentally friendly. In other words, to use advertising techniques in order to convince people to invest in products made with environmentally friendly methods and produce less waste (Kotler & Armstrong, 2008). Green advertising has been gaining in popularity in recent years, specifically with sustainably conscious consumers (Peter & Olson, 2010).

Consumer buying behavior: Purchase behavior among customers highlights the way customers behave while executing purchasing decisions. In the framework of green marketing, customer purchasing behaviour has been defined as purchasing goods that are environmentally friendly created utilizing secure manufacturing procedures (Herring and Sorrel, 2009). Consumers usually find satisfaction with their sustainable buying habits. ecological labelling, green branding, and green advertising are all methods used to persuade people to buy environmentally friendly products (Akenji 2014).

Environmental knowledge: People are becoming increasingly concerned about environmental issues, which have a direct impact on their lives. To effectively deal with environmental difficulties, people must have the necessary information (Wole, 2009).

The significance of green marketing Minimizing environmental losses while positioning the company as an environmentally conscious firm with an ethical mindset towards the environment are the primary objectives of green marketing initiatives (Sarkar, 2012). It is a revolutionary concept that aids business in achieving their long-term goals of expanding their customer base by luring in prospective clients. Businesses are focussing more on eco-innovation since they want to exploit it as a marketing tactic. Businesses can also benefit from establishing sustainable production methods and gaining a competitive edge in the marketplace through encouraging customers to purchase eco-friendly goods (Singh & Pandey, 2012).



However, due to heightened legal and regulatory demands, industries also have a responsibility to switch to green practices for the purpose to safeguard the environment and offer consumers green and healthy goods and services (Sarkar, 2012). The ultimate goal of all such efforts is to persuade customers to buy green products in order to support a healthy lifestyle and a healthy environment. A growing number of contemporary businesses are realising how crucial eco-labeling is to strengthening the standing of their company. Products with an eco-label lessen the potential knowledge asymmetry that may exist between producers and consumers (Okada & Mais, 2010). Customers might form comprehensive experiences about the brands thanks to the thorough explanation of environmental credentials (Mishra & Sharma, 2010). Recent research has highlighted the significance of eco-labeling. Esteves et al. (2017), for example, explored the significance of eco-labeled commodities by comparing consumer purchasing behaviour of eco-labeled and non-eco-labeled products on the New Zealand market. The comparison results showed the relevance of eco-labeled items, and the authors argued that a full explanation of products' environmental credentials improves market competitiveness (Esteves et al. 2017).

Understanding consumer buying behavior:

Ajzen's (1991) Theory of Planned Behaviour, which seeks to examine the motivational elements behind specific consumer behaviour as influenced by intentions, subjective norms, and perceived behavioural controls, can be used to study consumer purchasing behaviour. Owing to this speculation a consumer's desires have significant effects on how people behave. Individual opinions about a particular behaviour or ideas about the results of specific behaviours shape attitudes. For example, if a consumer perceives that buying a green product will improve both their own and society's well-being, they will develop the mindset to do so and ultimately carry out the action. On the other hand, normative views are pressures from society, family, or a spouse to behave in a specific manner. For instance, a consumer's decision to purchase green products can be impacted by societal or familial pressure to do so and by the marketing of green product usage for environmental preservation. Last but not least, perceived behavioural controls are the variables which influence a consumer's buying choices, such as whether they can afford a product or what level of complexity they believe it to be to purchase. For instance, customer evaluations of how likely they are to purchase environmentally friendly products, which are typically more costly than others. Accordingly, the three elements—personal intents, subjective norms, and perceived behavioural controls—all have an enormous effect on how people behave during their purchase (Ajzen, 2011). thereby, employing all of the strategies listed under the theory of planned behaviour, green marketers attempt to sway customer purchasing decisions in favour of green product purchases.

Consumer buying behavior in relation to green marketing:

One of the primary factors influencing consumers' decision to purchase eco-friendly items is affordability. In response to a survey conducted in India by Manaktola and Jauhari (2007), 67% of consumers in the high-income category said they favoured green products, compared to 65% of upper middle-income consumers, 59% of the middle-class consumers, and 48% of low-income consumers. The fact that fewer consumers are expressing a liking for green products suggests that low-income consumers typically are unable to buy them (Purohit, 2012). Businesses typically demand higher prices to capitalise on their green concept, even if they incur fewer costs (Boztepe, 2012).

Researchers have also employed behavioural theories to demonstrate the connection between consumer behaviour and attitude, suggesting that consumers base their purchasing decisions on their positive attitudes towards particular products. However, Ottman (2011) contends that there is not much connection between consumer perceptions and green behaviour. To find out the ways environmental awareness influences consumer purchasing decisions, Albayrak et al. (2011) carried out their research in Turkey. They observed that environmentally conscious customers are similar to baffled shoppers. This is due to the failure to define the term "green," which makes it challenging to develop a favourable attitude towards green products.

According to Spanos (2008), businesses are using environmentally conscious production and green marketing to meet consumer demands for eco-friendly products and to comply with more stringent laws. Similar claims were made in an additional investigation by Purohit (2012), who contended that consumers must shift towards green items due to social standards, and that their intentions ultimately translate into actual purchasing behaviour. By making green purchases,



consumers now share equal responsibility with businesses for preserving the environment. According to Boztepe (2012), consumers in Turkey are being encouraged to buy eco-friendly items due to the perceived pressure of social standards. This social pressure, however, is distinct and changes as demographic forces do.

In support of this, Lee et al. (2012) observed that in the Korean setting, consumer purchasing behaviour for green product purchases shifts based on factors such as gender, age, education, and income level. By providing goods that are sustainable, several companies are attempting to protect the environment (Renfro, 2010). According to previous research, a number of factors influence how customers choose to buy items that are environmentally friendly. The purchase of green products is influenced by a variety of factors, including gender, age, education, and income status in Korea (Lee et al., 2012), consumer income class and social norms in India (Purohit, 2012), and environment protection behaviour and social norm pressure in Turkey (Boztepe, 2012).

According to Pickett et al. (1995), psychological and social factors have a greater impact on consumer behaviour than demographic factors when they pertain to the regularity of green product purchases. According to Laroche et al. (2001), green customers are wealthier and better educated, but their purchasing patterns are becoming more democratic in North America and Europe. The quality of organic products, animal welfare, and health are additional variables that influence consumers to choose green marketing items (Raska & Shaw, 2012). A different approach powerful predictor of green marketing buying behaviour is parental attitude. In order to improve health and safety, parents are concerned about the intake of green products and choose organic items.

Green marketing and sustainability:

Numerous systems exhibit the growth of firm manageability methods. These systems, nevertheless, are based on the same foundation: that all organisations follow an established procedure when creating the necessary skills and resources for accomplishing optimal leadership. Finally, the following three crucial credits ought to be included into a main area of strength for an (1) It is a prominent, noticeable, and crucial component of the company's marketing process; (2) It is represented throughout the showcasing mix, integrating both investigation-based learning and advancement systems and double-dealing; and (3) It contains motivations to accept business supportability in showcasing that are associated with difficulties and cycles, such as other utilitarian aspects of a company and its value chain. (Tolin and Christensen, 2019).

According to previous research, 82% companies plan to spend more on green marketing. Additionally, 74% of these companies looking to increase green-promoting speculations want to use the Internet, whereas just half intend to use green ads in traditional media (Minton et al., 2012).

A substantial number of frameworks show how firms' sustainability plans evolve. However, all of these frameworks are based on the same assumption: that all businesses use a consistent technique to develop the skills and resources required for optimal efficiency. Finally, a strong commitment should contain the three major traits listed below:

It comprises (1) initiatives to adopt business sustainability in marketing that have connection to issues and processes involving other functional areas of a firm and its value chain; (2) it is reflected throughout the marketing mix, combining both exploitation- and exploration-oriented learning and innovation mechanisms; and (3) it is a central, visible, and integral part of the company's marketing strategy (Tollin & Christensen, 2019).

Conferring to a past study, 82% of firms plan to spend more on green marketing. Additionally, 74% of these firms planning to increase green-marketing investments while only 50% plan to use green advertisements via traditional media (Minton et al., 2012).

REFERENCES

- [1]. Devi, M., & Anitha Kumari, D. (2024). Green marketing and its impact on consumer behavior: A qualitative study on consumer buying behavior. *Tuijin Jishu/Journal of Propulsion Technology*, 45(3).
- [2]. Anbukarasi, M., & Dheivanai, N. (2017). An analytical study on consumers' awareness towards green fast moving consumer goods in Coimbatore district. *International Journal of Management Studies*, 4, 44–55.



- [3]. Asif, M., Xuhui, W., Nasiri, A., & Ayyub, S. (2018). Determinant factors influencing organic food purchase intention and the moderating role of awareness: A comparative analysis. *Food Quality and Preference*, 63, 144–150.
- [4]. Birch, D., Memery, J., & Kanakaratne, M. D. S. (2018). The mindful consumer: Balancing egoistic and altruistic motivations to purchase local food. *Journal of Retailing and Consumer Services*, 40, 221–228.
- [5]. Unknown Author. (n.d.). Buying behavior of meat's consumption relates to food safety from north and south part of the Coimbatore city. *International Journal of Recent Technology and Engineering*, 7, 429–433. <https://www.ijrte.org/wp-content/uploads/papers/v7i5s/ES2177017519.pdf>
- [6]. Arumugam, T., Arun, R., Natarajan, S., Thoti, K. K., Shanthi, P., & Kommuri, U. K. (2024). Unlocking the power of artificial intelligence and machine learning in transforming marketing as we know it. In S. Singh, S. Rajest, S. Hadoussa, A. Obaid, & R. Regin (Eds.), *Data-Driven Intelligent Business Sustainability* (pp. 60–74). IGI Global. <https://doi.org/10.4018/979-8-3693-0049-7.ch005>
- [7]. Saxena, P. D., Mayi, K., Arun, R., Kumar, S. S., Mishra, B. R., & Praveen, K. B. (2023). Impact of artificial intelligence on healthcare informatics: Opportunities and challenges. *Journal of Informatics Education and Research*, 3(2), 2309–2316. <https://doi.org/10.52783/jier.v3i2.384>
- [8]. Arun, R., Natarajan, S., Sampath, K., Thoti, K. K., Mahalakshmi, R., & Sivaperumal, K. (2024). The influence of online education on the behavioral patterns of university students in India. In A. K. Tripathi & V. Shrivastava (Eds.), *Advancements in Communication and Systems* (pp. 335–348). SCRS, India. <https://doi.org/10.56155/978-81-955020-7-3-29>
- [9]. Cerri, J., Testa, F., & Rizzi, F. (2018). The more I care, the less I will listen to you: How information, environmental concern and ethical production influence consumers' attitudes and the purchasing of sustainable products. *Corporate Social Responsibility and Environmental Management*, 175, 343–353.
- [10]. D'Souza, C., Taghian, M., Sullivan-Mort, G., & Gilmore, A. (2015). An evaluation of the role of green marketing and a firm's internal practices for environmental sustainability. *Journal of Strategic Marketing*, 23, 600–615.
- [11]. Esteves, M. C., Dean, D., & Balzarova, M. (2017). Assessment of building products attributes—A comparative study between eco-labeled and non-eco-labeled products available in the New Zealand market. *Sustainable Production and Consumption*, 10, 100–109.
- [12]. Heo, J., & Muralidharan, S. (2016). What triggers young Millennials to purchase eco-friendly products? The interrelationships among knowledge, perceived consumer effectiveness, and environmental concern. *Journal of Marketing Communications*, 25, 421–437.
- [13]. Jaiswal, D., & Kant, R. (2018). Green purchasing behavior: A conceptual framework and empirical investigation of Indian consumers. *Journal of Retailing and Consumer Services*, 41, 60–69.
- [14]. Kong, L., Hasanbeigi, A., & Price, L. (2016). Assessment of emerging energy-efficiency technologies for the pulp and paper industry: A technical review. *Journal of Cleaner Production*, 122, 5–28.
- [15]. Kumar, P., & Ghodeswar, B. M. (2015). Factors affecting consumers' green product purchase decisions. *Marketing Intelligence & Planning*, 33(3), 330–347.
- [16]. Kumar, A., Mangla, S. K., Luthra, S., Rana, N. P., & Dwivedi, Y. K. (2018). Predicting changing pattern: Building model for consumer decision making in digital market. *Journal of Enterprise Information Management*, 31, 674–703.

