



Green Marketing: It's Influence on Buying Behavior and Attitudes of the Purchasers towards Eco-Friendly Products

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Abstract- As time goes by Consumers tend to be more aware about the environment and this have changed their attitude and perceptions towards the environment. The fact that consumers are exposed to open information about the harmful products and their long term effects on the environment, this has affected their purchasing decision, and not to mention that consumers are stepping forward towards the greener products as marketers are using different strategies to persuade them to buy products that are considered to be environmentally-friendly. Ecological issues are still the major concern toward the whole world and people. Air contamination, deforestation and greenhouse impacts are the major natural issues that have happened till now alongside the activities of a person. In fact, consumers' concerns about the environment have encouraged the marketers to change their strategies and adopt a marketing strategy called "Green marketing". So this research focuses on what makes green marketing successful, consumers' behavior and their perceptions towards green products, the reason why marketers decided to adopt green marketing and how marketers can implement the green marketing mix.

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I. INTRODUCTION

As it was indicated by the American Marketing Association, green marketing is the marketing of items that are considered to be Eco-friendly and organic by other people. Nonetheless, green marketing involves various activities, including adjusting the production line, product adjustment, packaging progression, changes in pricing, and in addition changing promoting. Hence, organizations are usually assisted and encouraged by the government to produce products that are eco-friendly and so called customers are very sensitive towards green marketing, especially when it comes to changes in the marketing mix (four Ps).

While globalization procedure proceeds in its full speed over the world, this process has additionally brought a few issues along. Heading one of these issues is natural issues that influence all living creatures

badly. These previously stated ecological issues have begun to reach the plan more in the ate years and individuals have begun to talk about these matters. Purchasers now have stresses over the fate of the world and as aftereffects of this for the most part favor Eco-friendly products. As a result, to these dispositions of the buyers, organizations have begun to structure their marketing systems to bid expanding attention to this environment-friendly. Not to mention that at some points companies are forced to implement green policies when it comes to carrying out an advertisement, manufacturing the product, setting price, as well as placing the product to the market.

There are different factors that influence the purchasing choice procedure of customers. A number of Researchers have distinguished numerous variables that are affecting this procedure, including; knowledge about the environment, the price and quality of a product, and the style of environmental promoting (Agyeman, 2014).

Keeping in mind that organizations are socioeconomic entities, it can't be normal that they stay lethargic to the "Natural Awareness" that may administer the behavior of the purchasers. Especially marketing directors experience with buyers sensitive to natural issues. Despite from manufacturing Eco-friendly goods and selecting Eco-friendly markets, basically understanding of 'naturally friendly' is obliged to be coordinated in to the corporate society. In green marketing consumers face terms which are considered to be similar in the mind of a customer, for example, nature/ environment-friendly, ozone-friendly and recyclable items as well. Notwithstanding, green marketing isn't constrained to these terms in any case is a much more extensive idea of marketing movement which can be connected to buyer choices, modern products and to services as well (Boztepe, 2012).

We claim the product is "-green", if it:

- Creates minimum natural effect]
- Is produced in a way that is environmentally conscious.
- Avoids water pollution, area contamination and air pollution as well.

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- Preserves natural resources such as energy and water
- Utilizes recyclable sourced materials
- Is not utilizing plastic bags, but instead someone's own bag.
- Is locally manufacture

While green marketing is widening incredibly as expanding numbers of buyers are eager to support the natural consciousness with their capital, it can be risky. But the fact is general society has a tendency to be wary of green cases in any case and organizations can genuinely harm their brands and their deals if a green case is found to be false or disaffirmed by an organization's different goods. Introducing goods as green when it's not been mentioned as green washing. Organizations need to earn the trust of the consumers' not through saying a catchy phrase (green marketing) but, instead they should implement it for instance, whatever they say about their product should be the fact "our product is fully organic". Green Marketing isn't simply a phrase; it's a marketing strategy that managers use to help them get more clients and profit. However, it only happens if you do it ethically.

But not to mention in order, for the marketing strategy (green marketing) to be successful, there are three things that need to be done: instruct your clients, be genuine, and provide for them the chance to take part.

- a) Claiming that you are genuine implies that you are claiming to be implementing the green marketing strategies and that whatever policies that your organization is adopting it should be consistent on doing something that is eco-friendly.. Both these conditions must be met for your business to create the sort of ecological qualification that will permit a green marketing fight to be achieved (Bukhari, 2011).
- b) Organizations are likewise beginning to instruct the masses with an increment in promoting that puts attention on organic product and how they are more gainful for the customers. This sort of promoting goes far in teaching the masses and pushing the idea of green items among the individuals. With more purchasers ready to pay a bit additional towards green items, companies are paying more attention on the behavior, attitudes and demands of their consumers, and this is keeping them updated (Cherian & Jacob, 2012).
- c) We find that numerous buyers are mindful of the ecological issues and they showed their concern about the nature. Hence, organizations should permit their consumers to be involved in the actions that are taken to encourage green marketing and sustain the nature (Awan & raza, 2010). In other words, keeping the customers updated about the organization's actions towards the organic products

by getting them involved in what the organization does to sustain the environment. This kind of customer participation will benefit the organization to gain the trust of the customers.

On the other hand, Driessen (2005), cited by (Maheshwari, 2014) he carried out an examination of the development strategy on green product, he found out that with a specific end goal to keep up competitive advantage, an ideal level of greenness needs to be distinguished between development execution and greenness, in this manner evading only catching the small green business sector. Thus, if the business sector for earth sustainable items is to wind up standard, it is critical to take a gander at what variables impact the purchaser's choice procedure.

To concisely wrap it off this research talks about consumers' attitude and their values towards the marketing strategy (green marketing), organic products and how influential role they play in the market.

II. ENVIRONMENTALLY SUSTAINABLE PRODUCTS

Characterizing environmentally friendly items is mind boggling and broad. In a strict sense, there is no such thing as a positively supportable or green item, as all items we purchase, own, use and dispose in our regular lives will have negative environmental effects at any stage in their product life cycles. In other words, what this study is referring to is that products that are produced by companies are not hundred percent green, but consumers perceive it as one or companies claim as if it's. Diapers may not result in any trees to be cut down, yet they do utilize a part of heated water. Disposable diapers don't utilize water yet they do obstruct landfills—and with a ton of dangerous waste (Ottman, 2011). Notwithstanding, items can be grouped as per the scale of these effects, and a quality edge can be drawn (Cooper, 2000) cited by: (Maheshwari, 2014). If it happens to be that an item has a low natural effect, it is viewed as an environmentally sustainable item. An alternate meaning of this term, for attention in this paper, is that items ought to be promptly accessible to buy and incorporate those supplied by organizations with notoriety for lessening natural effects from their assembling procedures. However, green marketing widening up and companies are carrying out an advertisement and campaigns to increase the awareness of the customers about green marketing.

III. EVOLUTION OF GREEN MARKETING

A reasonable number of researchers mentioned that green marketing has developed over a time. Worldwide evidence demonstrates individuals are worried about nature's turf and are changing their conduct. As an aftereffect of this, green marketing has

risen which represents developing business sector for reasonable and socially capable products. The advancement of green marketing has three stages. Initial stage when it was a completely new strategy, it was termed as "ECOLOGICAL" green marketing, and during this stage of green marketing marketers was concerned about the environment and this provided solution for natural issues. Second stage was "Environmental" green promoting and the object moved much on technology that included outlining of imaginative new items, which deal with contamination and waste issues. And not to mention the Third stage of green marketing was noted as "sustainable". It turned into a big deal in the late 1990s and early 2000 (Bukhari, 2011).

IV. WHY GREEN MARKETING?

Why green marketing? Why is it that we pay more attention to green marketing? Well the fact is we live on a planet that is scarce, in other words, it means that people's wants are unlimited and it accumulates with time, but the problem is that our planet has limited resources that cannot be enough to satisfy every each needs of an individual. So the bottom line is to satisfy as many needs as possible by utilizing the resources in a very mannered way and hence, green marketing is the best strategy. There is developing enthusiasm among the buyers everywhere throughout the world with respect to ensuring the environment. Overall, evidence exposes that individuals are worried about nature and their attitude and behavior is changing. As an aftereffect of this, green marketing has risen which represents developing business sector for products and services that are socially mindful.

According to Saini, (2013) a large number of organizations started understanding that operating in a manner that is environmentally-friendly. People decided to run their business with an aim of earning money and achieving environmental objectives as well. Saini, (2013) as well mentioned that not too far ago just a few years back HSBC was noted as the world's first bank to go carbon-neutral and not to mention Coca-Cola which is one of the famous brand invested in a number of recycling activities. This study also discovered opportunities are one of the factors that marketers choose to go green marketing. As consumer demands vary time to time, numerous firms see these changes in customers taste and preferences as a chance to be exploited and have a competitive advantage over firms launching non-environmentally responsible options.

As few illustrations of firms who have struggled to become all environmentally-friendly, for the sake of fulfilling the needs and wants of their consumers: McDonalds is one of the companies that decided to modify their package to paper waxed as consumers were kind worried from the previous (Kiran, 2012). With

an objective of reducing the manufacturing of harmful products by companies' governments usually interfere with the operation of companies and has actually led to less consumption of harmful products by the consumers (Deshwal, 2012). And not to mention that the act of cutting harmful waste may lead to some cost saving, where the waste can be used for other purposes like as a raw material by other companies. And lastly but not least the reason why companies are adapting green marketing is because of the pressure they get from the government, most of the governments of civilized countries imposed laws to secure the environment from goods that are considered to be harmful and to protect buyers as well through a guaranteed law that different varieties of purchasers can assess the natural composition of products (Ghoshal, 2008).

V. BENEFITS OF GREEN MARKETING

Nowadays as technology improves so does the mind of consumers about the environment. And the fact that consumers have started to build concern about the environment. Hence, organizations could only share their consumers' concern and goes by respecting their values by reducing the production of goods that are considered to be harmful towards the environment.

The Shortcut is what many companies are looking forward to have as they will ultimately step forward to become green. There are various numbers of advantages that companies face if they ever decide to go green, those advantages are:

- Employees would proudly and happily work for companies that are environmentally responsible, in other words workers would be motivated to put their potential in any tasks they do.
- At first the expenses are more, but it tends to save money down the road in the long term.
- It helps companies in getting into a new market and produce goods and services while keeping the environment concerns into consideration.
- It guarantees supported long term development alongside profitability.

VI. GREEN MARKETING MIX

At the point when organizations think of new innovations like green products, they can get to new markets, not to mention that organizations are usually picky, hence companies have a marketing mix that is considered to be their favorite and, this basically leads to expanding benefits and market shares. Pretty much as we have 4ps product, price, place and promotion, we have 4ps in green marketing as well, however they are a bit distinctive. Nevertheless, the four Ps in the green marketing mix are concisely detailed in this paper and it mentioned how challenging it actually is for the market managers to use the green marketing mix in a way that is considered to be creative.

According to Darling, Heller, & Tablada, (2009), as Cited by (Awan & Raza, 2010)

1. *Product* : companies innovate their products according to the needs and preferences of their consumers and usually consumers tend to be concerned about the environment, so therefore companies prefer to produce products that are less harmful towards the environment. Environment friendly products tend to save money, water and other natural resources. As the products can be manufactured from reused materials or products that has been used before. The marketer's role in product management includes providing product designers with market-driven trends and customer requests for green product attributes such as energy saving, organic, green chemicals, local sourcing, etc., For example, Nike is the first among the shoe companies to market itself as green. It is marketing its Air Jordan shoes as environment-friendly, as it has significantly reduced the usage of harmful glue adhesives. It has designed this variety of shoes to emphasize that it has reduced wastage and used environment-friendly materials (Dua, 2013).
2. *Price* : among all the green marketing mix "price" is a standout, it is considered to be the factor in the green marketing mix that is most imperative and critical compared to the rest of the other factors in the green marketing mix. Not to mention that consumers are very sensitive to price changes and it easily affect consumers purchasing decision (Morel & Kwakye, 2012). Most purchasers might be willing to pay extra value if there is a self-impression of additional item value. Green marketing ought to look into visual appeal, taste, design, and performance while charging a premium price from the clients (Sharma, 2011). According to Dua, (2013) Green marketing contemplates the profit, individuals and planet in a manner that deals with the strength of workers and groups and guarantees proficient productivity.
3. *Place* : This is related to distribution gates use that deal with green products, which are proper for customers, as far as encouraging their conveyance, and to secure cycling methods leading inside natural conditions and prerequisites (N. Hashem, 2011). According to K. Sudhalakshmi & Chinnadorai, (2014) green distribution consists of two different aspects which are defined as "inner and outer", by inner viewpoint, we mean the internal environment of the company that must be a spot in which supervisors and representatives have a feeling of peacefulness other than watching the natural issues in inward techniques of the corporation and the proportionality between the inside space and the planned item (Hashem & I-

Rifai, 2011). Because of the agreeable and acceptable behavior of the employees, consumers seem to be gravitated by it. And on the other side outer aspect is defined as the place where environmentally-friendly goods and services are placed for sale.

4. *Green Promotion* : There are numerous concerns among the buyers about environmental advertisement. According to N. Hashem, (2011) This refers to giving true data about the items in a manner that does not harm the materialistic and good buyers' investments. Companies should give it a critical thought before they advertise their products, it's very important for companies to list the functions, design or uses of their products before they advertise them, this will help to avoid any misleading information about the products. According to Dua, (2012) designing the tools of promotion is what the green promotion includes. For instance, web sites, signage, material for marketing and white papers by keeping planet and individuals in mind as their main aim is to make profit. After carrying out empirical research Morel & Kwakye, (2012) concluded their results by stating that "there is a positive relationship between advertisement (publicizing) and state of mind towards green items (Arora, 2014).

The more individuals are uplifting state of mind to green claim, the more individuals are ready to buy green items. For sure green advertisement licenses buyers to make attention to green items and to comprehend better the green characteristics, so there is sure a relationship with buy plan". Besides, what has been said previously in this paper, a lot of authors kept sharing their ideas and perceptions bout green promotion, according to Yazdanifard & Mercy, (2011) Most buyers are influenced through an advertisement that reflects a company's commitment to the environment. At the point when an organization conveys this through their promotions, advancements, publicity and corporate social obligations, they are certain to get a numerous number of loyal clients (Yazdanifard & Mercy, 2011). According to Sharma, (2011) green advertisement is categorized into three sorts:

- Advertisements that push a green way of life by highlighting either a service nor product.
- Advertisement that present a relationship between two variables (goods and environment).
- An advertisement that addresses a corporate image of environmental obligation satisfied with them.

VII. GREEN CONSUMER

According to Boztepe, (2012) & (Anvar & Venter, 2014) the term "Green Consumer" was defined as one who embraces environmentally friendly practices

or/and who is willing to buy for green items over the standard options. With consumers' perception towards different products and of course consumers' purchasing decision have numerous effect on the nature. Choices made by consumers with respect to food or modes of transportation, for example, impact greenhouse gas emanations and help environmental change. As voters, individuals can further help or reject ecological strategies. Since it is exceptionally difficult for buyers to perceive the natural results of their activities, open information about the issue may be restricted (Tobler, 2011). Beside it's very hard for the purchasers to anticipate or notice the effect of their purchasing decision towards the environment, as information about that particular matter might be limited. Regardless of the possibility that consumers are mindful of their natural effects, they may be unwilling to shift their behaviors as a result of the expenses or disadvantages included. According to D'souza, Taghian, Lamb & Peretaikto (2007) as cited by (Banytė, Brazionienė & Gadeikienė, 2010) the end goal to know a green purchaser better, it is important to explore their different characteristics (demographic and psycho-realistic behavioral) as just knowing green consumer traits, their lifestyle and identity, the intentions to purchase natural product, usefulness and mentality, it is conceivable to pick powerful arrangements of green marketing. Consequently, tolerating the approach that the origination of green consumer is best reflected by his qualities, it is intentional to investigate the profile of a green buyer further. Besides, it is considered in the investigative writing that "there is no accord about what is "genuine" profile of a green purchaser".

Eco labels are a fundamental tool utilized within green marketing (Delafrooz, Taleghani & Nouri, 2014). Eco labels are characterized as names which distinguish general natural inclination of an item or service inside a particular product range (Rahbar & Wahid, 2011). Along these lines, an eco-labeled item is qualified to carry a logo that accompanies a claim that the item has been created in a manner that impose less effect on the environment, and not to mention that green consumers tend to spend their resources willingly for this eco-labeled products (Maheshwari, 2014,).

VIII. DISCUSSION

This research was conducted to identify what is green marketing and how is has affected the purchasing decision of consumers and their perception towards green and other standard products. After going through a number of articles written by various numbers of authors, it's now really understandable, well, why individuals are exceptionally worried about the environment. In fact, consumers are not only worried about the environment they have decided to neglect products that are considered to be harmful towards the

environment and goes by buying and investing what they could possibly invest on green products. As consumer awareness expands about the environment and how they have participated to harm the environment unintentionally with their different actions or purchasing behavior have now got them to change their behavior it has affected their purchasing decision. And the fact that marketers now know that consumers are changing their wants and needs, in other words marketers figured out those consumers are stepping forward to buy greener products and this has encouraged the marketers to adopt a new marketing strategy that is called "green marketing". However, after going through various articles different authors like (Bukhari, 2011, Cherian & Jacob, 2012, Awan & Rosa, 2010) mentioned that for this marketing strategy to be successful marketers need to play three different roles: first they have to guide their clients, they need to be genuine and they should provide chances for the consumers to participate.

After reading this research you can now understand why companies that adopted green marketing tends to enjoy competitive advantages, the reason is most companies run with a main objective of making money and they seemed to pay no attention to what they are doing to the environment, but however down the road after companies carried out research to identify what consumers wants and needs, marketers found out that consumers are more worried about the environment. Hence, companies started to implement the green marketing strategy, a strategy for producing products that have less harm to the environment, but at the same time it satisfies the consumers' needs and wants. So the bottom line is companies that are aiming for green consumers seem to have a competitive advantage in the market. Purchasers are inspired to purchase from organizations that are eco-friendly in the creation. At the point when an organization show's the green logo on their item, it demonstrates that their item shines out from the competitors. Not to mention that consumers preferences is not the only one that encourages companies to adopt green marketing, as it was mentioned in this study there is more than one factor that forces the companies to implement green marketing, for instance, government intervention, intense competition, and the availability of new market (opportunities).

Despite all the challenges that marketers face while shifting towards green marketing, there are also some advantages are mentioned in this study, for instance, workers will proudly work and put their potentials for a company that produces green product and this will improve the quality of the product and work, another thing is that its money saving, of course, at initial point it will be expensive but down the road it tends to lower the cost of production and lastly but not least it helps the companies to operate in new market. But these benefits can be affected if the green

marketing mix is not used in a creative way by the company's marketing managers. As it was discussed in this study green marketing mix involves of the 4Ps (product, price, promotion and place). It means that Companies should produce the right product that has less effect on the environment, and the price of that product should be set very carefully where green consumer can actually be able to afford it, and the product should be promoted in a good manner to increase the awareness of the consumers and it should as well be distributed in the right place (market).

IX. CONCLUSION

Nowadays, with a rapid advancement and improvement of technology, consumers are having great access to various information no matter in what geographical location they could be located and that has led to a great expansion in human needs and wants for instance, the demand for cosmetic products has intensively increased due to development in technology like "social networks". The fact that we live in a scars planet with limited resources that cannot be used to satisfy all the needs and wants of individuals on this earth, we have to utilize it effectively while paying concern for the environment. As a result of our purchasing decision, expansion in our needs and wants, and business strategy, the world is facing pollution and destruction as its resource is negatively used by the human species.

Nowadays people are more concerned about the environment and they are worried whether the natural resource could be sustained for the upcoming generation. Their concern has helped in protecting the environment as they have initiated to become green consumers where they can only buy products that are considered to be eco-friendly and the fact that they are considered to be expensive consumers are willing to spend on it. As consumers are becoming more and more concern about the environment, organizations have begun to change how they produce their products and what are more they have begun to adopt new marketing strategy "green marketing".

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