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**TO STUDY FACTORS MOTIVATING USE OF GREEN CONSUMER PRODUCT**

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### ABSTRACT

The use of green marketing is the echo used in the industry, which is used to describe business activities that attempts to reduce the negative impact of the products / services provided by the company so that it is environmentally friendly. As the society becomes more concerned with the natural environment, the business has started to modify its process in an effort to resolve new issues of society. Some businesses have quickly accepted changes such as new challenges or environmental management, to reduce the difference in waste with the organization's activities. To succeed in implementing a green marketing strategy for a company, it should not be forgotten by consumers' attitude towards green marketing. The result of this paper can give an idea to adopt suitable strategies to trigger the marketer of the market, which will give them the ability to overcome major problems related to regular marketing techniques and bring about change for green marketing. Ultimately, marketers can save a lot on overhead cost and associated entities in the market. Keeping this in mind, this letter is an attempt to explain the awareness of consumers in the direction of green marketing and green branding, as well as with the concept of green marketing. The purpose of this study is to get a deeper understanding of the factors that can affect the green purchases of food products in the store. In this way, our main research question, which we want to answer with our study: "What are the key factors that affect the behaviour of purchasing environment-labelled products?" Along with this main research, we are also interested to know that 'shelf space' is an important factor which can affect the choice of eco labelled products in the consumer store. Due to lack of data, there is no clear understanding about the role of shelf space in purchasing decisions of green products. In order to answer these questions, we will examine all these factors and try to understand their impact on the consumer's buying behaviour.

**Keywords:** Green marketing, Eco-Friendly products, Green brands, Green products



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## INTRODUCTION

Businesses need to continuously evaluate the latest and most attractive marketing trends. Marketing trends can be traced through continuous research about changes in consumer behavior in the marketplace. By identifying changes in consumer behavior, businesses can modify their offer to consumers. Consumers are more concerned about the negative effects of environmental degradation and the use of products and services on the environment today. Due to this concern, climate change, global warming and rising air and water pollution can be seen. Thus, the use of green marketing by organizations only provides an opportunity to meet consumer expectations and to address their environmental concerns, not only to achieve competitive advantage and strong consumer base.

Environmental friendly (green) products have been given more attention during recent years and the availability of these products is increasing in many food stores. One form of environment-friendly products is labeled as environmentally-friendly products that gain more relevance for consumers in their purchase decision, and now there are more products to choose from. The first chapter of this thesis is going through effective factors that can have a potential impact on consumer's purchase behavior. The main purpose of this research is to study the factors that affect the purchase behavior of environment-labeled products. Second, we are also exploring the potential impact of shelf space on the purchase behavior of eco-labeled products. We begin with introducing our problem background and research topic. Next we define some important conditions for the study. Finally, in this introductory chapter we will also go through the boundaries with study.

Green marketing is also called environmental marketing or ecological marketing. According to the American Marketing Association, marketing of safe products for the environment is called green marketing, thus detailed activities are covered under green marketing, including modifying the product, making changes in the production process and packaging, along with Simultaneously modify the ad or remove any activity that negatively impacts the environment. Influences.

Today, earth faces more environmental issues than ever before, so companies are required to make themselves environmentally friendly and market themselves. Green marketing is emerging as a popular publicity strategy due to increased consumer awareness and concerns.

When dealing with customers, suppliers, dealers and employees, the concept of green or ecological marketing asks businesses to follow moral and green practices. Companies have started marketing themselves as green companies, even the public sector units and the state government are now paying a lot of attention to environmental issues like global warming, pollution or water pollution and the environment



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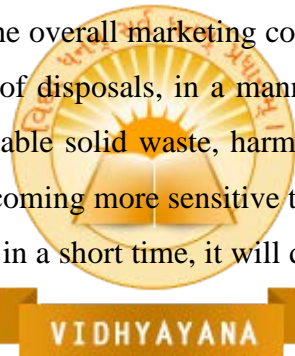
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Have started taking steps to stop pollution. In a recent survey conducted by the National Geographic Society and international polling firm Globuscan (2010), the top scoring consumer was in developing economies of India, Brazil and China, while industrial countries set the floor to determine the green attitude of consumer ConsumerGreenDex. Consumers showing the biggest growth in the environment, permanently sustainable behavior were in India, Russia and the United States (Howe et al., 2010). It is necessary to be committed to operating in a green marketing company to operate environmentally friendly manner.

According to the American Marketing Association, green marketing products are marketed, which are considered environmentally safe. Thus green marketing involves a wide range of activities, including product modification, changes in production process, changes in packaging, as well as modifying advertising. Yet defining green marketing is not a simple task, where many meanings contradict one another to each other; An example of this would be the existence of social, environmental and retail definitions associated with this period. Use Other Similar Terms are Environmental Marketing and Ecological Marketing

In this way, "Green marketing" refers to the overall marketing concept, in which there is a way in which the product, services marketing and disposal of disposals, in a manner which is environmentally aware of the impact of global warming, non-biodegradable solid waste, harmful For less harmful. Impact of pollutants, etc. Both marketers and consumers are becoming more sensitive to switching to green products and services. While the change in "green" can be costly in a short time, it will definitely prove long-term, compulsory and cost-effective.



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### RESEARCH OBJECTIVE

1. To investigate the level of awareness of Indian consumers about green products and practices.
2. To measure the green values of the customers.

### LITERATURE REVIEW

Ginsberg, J.M. and Bloom, P.N. (2004). Choosing the Right Green-Marketing Strategy MIT Sloane Management Review, 46 (1), pp. 79-88 Green Marketing has not survived the expectations and dreams of many managers and workers, although in the opinion polls it is constantly shown that consumers would like to choose a green product, which is less favorable for the environment, when all other things Are the same, those "other things" are rarely in the minds of consumers, then, should companies handle dilemmas related to green marketing? Want to sleep? They should always keep in mind that consumers are unlikely to



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compromise with traditional product features like convenience, availability, price, quality and performance. However, it is even more important to realize that there is not any green marketing strategy right for every company. It is suggested that the companies are more aggressive and visible "extreme green" approaches - "defensive green" and "shaded" from a relatively inactive and silent "lean green" approach, based on market and competitive conditions, out of four strategies Follow one. In between "green" managers who understand these strategies and the inherent logic behind them, better be prepared to help their companies benefit from marketing from an environmentally friendly perspective.

The book titled "The first ecological marketing of the first workshop on" Ecological Marketing "organized by the American Marketing Association (AMA) in 1975, in the late 1980s and early 1990s, came to prominence in Green Marketing. Green Marketing has achieved a prestigious status since the beginning of 1990. What has happened about Green Consumers and Green Consumerism in the 1970s and 1980s. Henon and Kinner (1976) defined green consumers as environmentally conscious consumers, while Aintil (1984), with the main focus on the conservation of the environment, as well as the specific types of socially conscious consumer behavior In the form of green consumerism describes. Green consumerism was described as a form of "pro-social" consumer behavior (Weiner and Isher, 1991). Michael Polanski (1994) defined "green marketing as marketing, in which all activities designed to generate and facilitate any exchanges to meet the needs of human beings have been included. As the satisfaction of these needs and satisfaction is done on the natural environment with minimal harmful effects. "

Various studies support the fact that consumers prefer environmentally safe products today and have a positive attitude towards companies after such practices. According to various opinion polls conducted in the US and elsewhere, there is a strong desire by consumers in favor of environmentally conscious products and companies, although in reality, the proceedings debate (Mendelsen N, Polonski MJ, 1) 99 5). Regardless of the huge interest in green marketing by researchers and organizations, demand for green products is not much compared to expectations Mintel (1995) found a significant difference between consumers' concerns and actual green purchases. It has been found that there are still many obstacles in the direction of spreading more ecologically oriented consumption styles.

According to Michael J. Polanski, environmental marketing has been considered as an opportunity by organizations to achieve their objectives (Keller 1987, according to Sherrer 1990) it was believed that organizations should serve the society in an environmentally friendly manner To have moral obligation (1992, Davis 1992, Freeman and Lidataaka 1991, Keller 1987, Sherrer 1990). Due to the laws set by the government to protect the environment, firms also need to be more socially responsible. Firms also have





been pressurized by the competitive environment-driven activities that the companies demand to convert their marketing activities into environmental marketing activities. One of the factors affecting the purchase of green products is compared to the traditional product. The price of the product can be reduced by properly designed environmental standards. Environmental standards can speed up innovations that reduce product costs or improve its value. This kind of novelty will allow companies to use input in large quantities - from raw materials to energy up to labor - thus by removing the cost of improving the impact of the environment, and increased resources make production companies more competitive. Companies will play a major role in sustainable development to be competitive and to oppose innovations, which will result in the loss of competition in today's global economy (Michael Porter and Claas van der Leader, 1995).

Jacqueline Ottman, (1998) shows that from an organizational perspective, all aspects of marketing including new product development and communication should be integrated with environmental considerations. From this holistic view of Green Marketing, it suggests that new stakeholders including not only suppliers and retailers but teachers, community members, regulators and NGOs should also be taken into the scope. Environmental issues should not be compromised to meet the primary customer requirements. Organizations are known to be environmentally friendly by the green practices of their processes and products, and they like to buy product from the organization, which are marketing themselves as green organizations.

It is always believed that the actions of individuals can be estimated from their perspectives. The number of studies has been done to improve the ability to predict the actions of a person. Davidson et al (1985) found that consumers' attitude is associated with knowledge and personal experience. Although the discrepancies between relationships between consumers' attitude and their behavior for green consumerism were found. Manieri et al (1997) found low correlation between consumers' attitude and green behavior. Previous research proved to be a low correlation between consumers' attitude and their green behavior (Tracy and Oscamp, 1984). Spiite et al (2007) suggested that the prediction of individual behavior depends on the consumer's perspective. To predict special behaviors, the measurement criteria of approaches should be directed to specific environmental issues such as the purchase of green products (Gadeen et al, 2011; Wolf and Schröder, 2003). The Rupert Organization's Green Gauge Study (written by ChrisPell, 2001) classifies American consumers into true-blue green, greenback green, sprouts, gojers and basic brownies. Tru-Blue Green is the consumer who only buys green products and are trying to prepare for the deficit, Greenback Greens are consumers wishing to spend money for conservation of natural consumers, but time and energy for environmental activities Not sprouts are consumers who can buy green products but are not involved in environmental activities, they are consumers Receive that care about preserving the environment, but



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products of green to make excuses to adapt, and the original Brown consumers who do not care about environmental protection and not ashamed.

Consumers have a lot of information about green products; However implementing green marketing practices in business operations is not an easy job (Jouher, 2005). Antonio et al (2009) suggested that due to environmental consciousness which has evolved over time, study on green consumerism will be the main focus point in future to identify consumerism, behavior and intentions. Bryamah and Twinboa-Koodah (2011) studied the consumers of Ghana and found levels of awareness on green marketing issues, which affected consumers' buying decisions. One of the factors influencing the purchase of green products is the price of green products. However, it was found that young consumers are more likely to be affected by green issues. Cherian and Jacob (2012) found that consumers are lacking in green knowledge and due to this less awareness, the organization is still not focusing on the development of green products.

There are many issues and challenges identified by various researchers in relation to Green Marketing (Welling and Chavan, 2010). Green marketing can prove to be an expensive case initially because it encourages green products / services, green technology (new technology or modification of existing technology), green energy / energy, to spend on research and development programs. Much money is required. To create awareness about green products and their use, higher investment is required in marketing promotion. Many customers do not want to pay premium for green products that can affect the sale of the company. These companies need to communicate large-scale communication with the presence of green marketing and benefits to the customers through various tools available for integrated marketing communication.

### SOURCE OF DATA

Primary data was collected through structured questionnaires, with the intention of representing the population properly, the sample is distributed among consumers.

Secondary data is collected through internet, magazines, relevant books, journals, and newspaper.

### DATA SAMPLING

Purposive random sampling method was followed. A sample of 100 consumers of Green products in Ahmedabad city was selected among green consumers.



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## DATA ANALYSIS

VARIABLE	NO.	% OF NO.
<b>GENDER</b>		
MALE	59	59
FEMALE	41	41
<b>AGE</b>		
Below 20	4	4
20-30	23	23
30-40	56	56
Above 50	17	17
<b>OCCUPATION</b>		
Business	21	21
Government	14	14
Private	39	39
House wife	15	15
Others	11	11
<b>MONTHLY INCOME</b>		
5000-10,000	7	7
10,000-20,000	46	46
20,000-30,000	20	20
30,000- 50,000	16	16
Above 50,000	11	11
<b>SOURCE OF AWARENESS</b>		
Friendship	49	49
Internet	19	19
Newspaper	21	21
TV	3	3
Others	8	8
<b>TYPE OF GREEN PRODUCTS</b>		





Organic vegetables	47	47
Food products	37	37
Cosmetic(herbal)	9	9
Toiletries	1	1
Fabric	6	6
<b>PROBLEMS IN PURCHASING GREEN PRODUCTS</b>		
High price relatively	39	39
Lack of awareness	20	20
Lack of green product shops	29	29
Reliability on Quality	12	12

## FINDINGS

This sample shows the socio-economic profile of the customers from the above tables. Most men (59%) are people 30-50 (56%). Most work in private sector (39%) is in the sample. Most consumers are 10,000-20,000 (46%) of income group. Source of awareness about sample customers is a major media friendship and news advertisement promoting awareness. The majority of the frequency of purchase by sample customers is Rs 1000-5000 for one month (42%) had spent the amount. In just one month, only 6 (6%) had spent more than 10000. Purchase of type of environmentally friendly products Most respondents have purchased organic vegetables (47%). Factors affecting consumers' purchase decisions of environment friendly products (89%) and quality and reliability of products (78%), diversity and quantity (17%), environment and environment (12%) And so on. Customers have to face problems in buying eco-friendly products. Most people say that green products are relatively expensive (39%)

## CONCLUSION

Consumers' levels of awareness about green products were found to be high, but consumers are not aware of green initiatives made by different organizations and non-governmental agencies in this regard, reflecting the need for more efforts from organizations Are there. Newspaper is a major source of information for most respondents and consumers should be used more to reach out to green products and practices.

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