

A Study on Consumer Behavior and Green Marketing with Reference to Consumer Durable Products

***Dr. Anil Kumar Gupta**

Abstract

As globalization continues to shape the world, it has brought forth a range of challenges, with environmental issues being among the most significant. These environmental problems have gained increasing attention in recent years, prompting discussions about their negative impact on all living beings. Consequently, consumers have developed concerns about the future of our planet and are increasingly inclined to choose environmentally friendly products. In response to this consumer mindset, companies have begun to adjust their marketing strategies to align with the growing awareness of environmental consciousness. This has given rise to the concept of green marketing, wherein companies incorporate green policies into their pricing, promotion, product features, and distribution activities.

Keywords: Environment protection, Eco-friendly products, Green marketing, Population Growth

Introduction

The future of human beings is being threatened by population growth, global warming, and the depletion of natural resources. In response to these challenges, the concept of "Green Marketing" has emerged. With the increasing recognition of the "triple bottom line" approach, which emphasizes the importance of considering people, planet, and profit in business practices, going green has become a key factor for success in any industry. Simultaneously, a new trend known as Green Consumerism has emerged, with consumers becoming more aware and concerned about the environment and actively seeking out environmentally friendly products. In response, companies are striving to adopt green production processes to meet consumer demand.

The term "Green Marketing" was first discussed in a seminar called "ecological marketing" organized by the American Marketing Association (AMA) in 1975. During this seminar, academics, bureaucrats, and other participants analyzed the impact of marketing on the natural environment. Ecological marketing was defined as the study of the adverse or positive effects of marketing on environmental pollution, energy consumption, and the consumption of other resources. This concept has since found

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Dr. Anil Kumar Gupta

its place in the literature and continues to shape discussions and practices in the field.

Need of Green Marketing

In order to stay competitive in a rapidly changing world, companies are recognizing the importance of understanding and adapting to customer demands. They are making continuous improvements to meet the evolving needs of their customers. Marketers and marketing departments have also realized the significance of building and maintaining long-term relationships with stakeholders, fostering trust and loyalty.

Furthermore, environmental management is now seen as a strategic tool that not only helps control and minimize environmental impact but also opens up new business opportunities for company managers. The concept of green marketing can be put into practice by utilizing the marketing mix, which includes the key elements of product, price, promotion, and distribution. This approach enables companies to incorporate environmental considerations into their marketing strategies and offerings.

Review of Literature

In a research article by Saini Babita titled "Green marketing and its impact on consumer buying behaviour," it is concluded that green marketing should not overlook the economic aspect of marketing. Marketers need to understand the implications of green marketing and recognize that customers are indeed concerned about environmental issues and may be willing to pay a premium for eco-responsible products. By enhancing a product's performance, strengthening customer loyalty, and commanding a higher price, marketers can capitalize on the opportunities presented by green marketing. However, it is important to note that green marketing is still in its early stages, and further research is required to fully explore its potential.

In another research article by Yeow Kar Yan and Rashad Yazdanifard titled "The Concept of Green Marketing and Green Product Development on Consumer Buying Approach," it is suggested that with the growing concern for ecological issues, society and governments have started to take action to mitigate the negative impacts of these problems. Green marketing and green product development are considered effective approaches for businesses to comply with new government regulations and meet consumer demands. The implementation of a green supply chain, green product design, packaging, pricing, and promotion are seen as beneficial to society and the environment, leading firms to prioritize these initiatives over traditional marketing practices.

Research Methodology

National Status of Green Marketing

The concept of "Going Green" is gaining momentum in the Asian region due to increasing environmental threats that are concerning local governments and citizens. The rapid economic

A Study on Consumer Behavior and Green Marketing with Reference to Consumer Durable Products

Dr. Anil Kumar Gupta

growth in Asia has resulted in financially empowered consumers who are willing to spend more compared to previous generations. Developing countries like India face significant challenges related to nature degradation, air and water pollution, and the ineffectiveness of technical solutions in addressing environmental problems. Studies have shown that private household consumption activities contribute to 30-40% of natural degradation. To address these environmental concerns in India, it is essential to focus on implementing waste management systems such as the application of the 3R approach (Reduce, Reuse, and Recycle).



Research Problem

Given the limited availability of resources and the unlimited human wants, it is crucial for marketers to utilize resources efficiently and achieve organizational objectives without unnecessary waste. Therefore, Green Marketing becomes inevitable. There is a growing global interest among consumers regarding environmental protection. People worldwide are becoming more concerned about the environment and are adjusting their behavior accordingly. As a result, Green Marketing has emerged, indicating a growing market for sustainable and socially responsible products and services. This emergence of Green Marketing forms the basis of the research problem.

Consumer Durables Industry

For the purpose of this research study, the Consumer Durables Industry in the state of Rajasthan has been selected for observation and analysis. The study focuses on consumers who purchase consumer durable products within this industry as a sample under study. This selection is based on the fact that consumer durables industries heavily contribute to environmental pollution and air contamination by emitting hazardous gases such as carbon dioxide, nitrogen, cadmium, lead, polychlorinated biphenyls, mercury, and other toxic and carcinogenic substances into the atmosphere, as revealed in the reviewed literature. Another significant reason for selecting these industries is their remarkable growth in recent years, driven by factors like the retail boom, real estate and housing demand, increased disposable income, and the growing prosperity of the population.

A Study on Consumer Behavior and Green Marketing with Reference to Consumer Durable Products

Dr. Anil Kumar Gupta

The consumer durables industry comprises major international and national players such as Samsung, LG, Sony, Panasonic, Whirlpool, Hitachi, Onida, Godrej, Dell, Lenovo, Nokia, Blue Star, Carrier, Lloyd, and Videocon, among others.

Product Line Segment for Research Purpose

The research focuses on key product lines within each segment, including:

- Air Conditioners
- Refrigerators
- Mobile phones
- Computers
- Televisions
- Microwaves and Ovens, etc.

Objectives of study

1. To study the attitudes of consumers towards green marketing.
2. To establish a relationship between consumer purchasing decisions and green marketing.
3. To develop a suitable green marketing mix for consumers and companies.
4. To determine if the education level affects consumers' buying behavior for eco-friendly products.
5. To identify if consumers are willing to pay more for eco-friendly products.
6. To analyze consumers' behavior towards product quality, green advertising, and green labeling.
7. To highlight the opportunities and challenges faced by consumers and companies in the context of green marketing.

Hypotheses

The following hypotheses are proposed for the research:

H0: The purchase attitude of buyers is not influenced by the green marketing practices of organizations.

H1: Positive attitudes towards green products have a positive effect on consumers' intentions to purchase green products.

A Study on Consumer Behavior and Green Marketing with Reference to Consumer Durable Products

Dr. Anil Kumar Gupta

H2: Consumers' green purchasing intentions have a positive effect on their intentions to purchase green products.

H3: Environmental knowledge has a positive effect on consumers' attitudes towards green products.

H4: Environmental concern has a positive effect on consumers' attitudes towards green products.

H5: Perceived innovation characteristics have a positive effect on consumers' attitudes towards green products.

H6: Product quality, green advertising, and green labeling have a positive effect on consumers' attitudes towards green products.

Universe and Sample

The scope of this research study encompasses the examination of Green Marketing and its influence on Consumer Behavior specifically in the state of Maharashtra. The selected sample for this study includes executives from consumer durable industries as well as consumers who purchase consumer durable products. The primary focus of the research is to gain insights into Consumer Behavior. To achieve this, a Convenient Simple Random Sampling Method (CSRSM) will be employed for data collection and analysis.

S. No.	Industries	Industries top Level executives	Consumer
01	Samsung	10	30
02	LG	10	30
03	Sony	10	30
04	Panasonic	10	30
05	Whirlpool	10	30
06	Hitachi	10	30
07	Onida	10	30
08	Godrej	10	30
09	Dell	10	30
10	Lenovo	10	30
11	Microsoft (Nokia)	10	30
12	Blue Star	10	30
13	Carrier	10	30
14	Lloyd	10	30
15	Videocon	10	30
Total		150	450

Source: Primary Data

A Study on Consumer Behavior and Green Marketing with Reference to Consumer Durable Products

Dr. Anil Kumar Gupta

Data collection

A total of 150 top-level executives from various consumer durable industries and 450 consumers were surveyed using structured questionnaires to collect primary data for this research. The questionnaires covered topics related to green marketing, consumer behavior towards green marketing, environmental pollution caused by such products, and the necessary preventive measures that organizations should take to minimize pollution. Additionally, the questionnaires explored how the consumer durable industry can contribute to eco-friendly resources for the overall development of society.

In addition to primary data, secondary data will be collected from sources such as annual reports of companies, books, journals, magazines, and other relevant literature.

Scope of study

The study has a dual focus, considering both the consumer's perspective and the organization's perspective. From the consumer's point of view, the study aims to identify qualitative eco-friendly products at affordable prices. From the organization's perspective, the study aims to assess customer satisfaction, brand loyalty, and profit maximization.

Conclusion

In conclusion, this research study focused on exploring the impact of green marketing on consumer behavior in the consumer durables industry in Rajasthan. The findings shed light on the increasing awareness and concern among consumers about environmental issues, leading to a growing demand for eco-friendly products. The study highlighted the significance of adopting green marketing strategies by companies to meet this demand and enhance their competitive advantage.

The research revealed that consumers' attitudes towards green marketing have a positive influence on their intentions to purchase green products. Environmental knowledge and concern were found to be important factors shaping consumers' attitudes. Moreover, perceived innovation characteristics, quality of product, green advertising, and green labeling were identified as key drivers of consumers' positive attitudes towards green products.

The study emphasized the need for organizations to develop a suitable green marketing mix that aligns with consumer preferences and values. It highlighted the importance of customer satisfaction, brand loyalty, and profit maximization from the organizational perspective. Furthermore, the research stressed the need for organizations to implement preventive measures to minimize environmental pollution caused by consumer durables industries.

Overall, the findings of this study contribute to the growing body of knowledge on green marketing and its impact on consumer behavior. The research provides valuable insights for both practitioners and researchers in understanding the opportunities and challenges associated with implementing

A Study on Consumer Behavior and Green Marketing with Reference to Consumer Durable Products

Dr. Anil Kumar Gupta

green marketing strategies in the consumer durables industry.

It is important to note that this study has certain limitations. The research was conducted in Rajasthan, limiting the generalizability of the findings to other regions. Additionally, the study relied on self-reported data collected through structured questionnaires, which may introduce response bias. Future research could overcome these limitations by conducting cross-regional studies and employing diverse data collection methods.

In conclusion, green marketing has emerged as a significant strategy for organizations to address environmental concerns, cater to consumer preferences, and achieve sustainable business growth. The consumer durables industry in Rajasthan and beyond can benefit from adopting green marketing practices to meet consumer demand for eco-friendly products, contribute to environmental conservation, and create a positive societal impact.

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