

# The Impact of Green Marketing on Consumer Purchasing Behaviour: Insights From Primary and Secondary Research

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**Abstract:** "Green marketing" is the term for a business tactic that aims to highlight goods and services that are good for the environment or the earth. A business technique known as "green marketing" aims to promote goods and services that are good for the earth or the environment. Marketing that promotes products seen to be safe for the environment is called "green marketing." Various factors influence consumers' motivation to purchase environmentally beneficial products from green markets. However, barriers prevent consumers from acquiring eco-friendly products. This study examines consumer perceptions and attitudes regarding the purchase of eco-friendly products as well as the factors that motivate consumers to overcome obstacles in acquiring environmentally safe green products. To make this research paper, there are primary data and secondary data. Primary data is collected from 30 people's responses, and secondary data is collected from a Google web site and released as a research paper. Opinions of people on green marketing using Google form

**Keywords:** Green marketing, barriers, eco-friendly products

## I. INTRODUCTION

Green marketing is a commercial approach that aims to promote goods and services that are good for the environment and the planet. Green marketing is the practice of promoting goods that are considered safe for the environment. It encompasses a wide range of actions, such as altering the product, making adjustments to the production process, creating sustainable packaging, and changing advertising. However, defining green marketing can be challenging. Ecological marketing and environmental marketing are other phrases that are used interchangeably. Green, environmental, and eco-marketing are examples of innovative marketing strategies that aim to challenge pre-existing marketing theories and practices and offer a radically different viewpoint in addition to refocusing, modifying, or improving them. For further information, refer to the group that includes green, environmental, and eco-marketing.

Promoting eco-friendly goods and services or having a positive influence on the environment is known as "green marketing." Products that are thought to be environmentally safe are marketed under the banner of "green marketing." Modifying products, altering the production process, creating sustainable packaging, and changing advertising are just a few of the many things that it encompasses. However, defining green marketing is not an easy task. Environmental and ecological marketing are other phrases used interchangeably. New marketing approaches that aim to question established marketing practices and offer a significantly different perspective in addition to refocusing, adjusting, or improving them include eco-marketing, green marketing, and environmental marketing. More specifically, eco-marketing, green, and environmental.

Green marketing refers to promoting products and practices that are environmentally friendly, and it offers several benefits for businesses and consumers alike. By adopting sustainable practices, companies can enhance their brand image and attract eco-conscious customers, leading to increased loyalty and sales. Additionally, green marketing often results in cost savings through improved efficiency and waste reduction. It also helps businesses stay compliant with environmental regulations and can attract investors interested in sustainability. Overall, it fosters innovation while positively impacting the environment and society. Green marketing offers several benefits for businesses, consumers, and the environment. Here are some key advantages:

- Improved Brand Image: Organisations that implement environmentally friendly practices stand to get a better reputation from consumers who care about the environment.
- The loyalty of customers: As sustainability becomes more important to consumers. More customer loyalty and repeat business can be generated by brands that show a commitment to the environment.
- Competitive Advantage: By drawing in a specialised clientele of environmentally conscientious customers, green marketing can set a company apart from rivals.
- Regulatory Compliance: Green marketing assists companies in adhering to and avoiding fines under increasingly stringent environmental rules enforced by governments.
- Getting Investors: Sustainability has the potential to attract a lot of investors. Strong green marketing techniques may help businesses draw in more funding.
- Innovation Opportunities: By emphasising sustainable practices, product development and operational procedures can become more innovative.
- A positive environmental impact: Green marketing encourages the adoption of environmentally friendly products and methods, which helps to preserve the environment.
- Employee Satisfaction: Companies that prioritise sustainability often have improved employee morale and retention rates, since socially responsible organisations are more appealing to employees.

## **II. OBJECTIVES OF THE STUDY**

- To study the consumers' awareness and attitude towards eco-friendly products.
- To find out the factors influencing the consumers on purchase decisions.
- To find out the factors that create barriers to the purchase decisions of consumers.

## **III. METHODOLOGY**

The above data were collected primarily and secondarily based on the opinions of different people and the Google website.

### **Primary data**

Primary data were collected using Google Forms. Google form is circulated to the different people in that question, asking them about their view of green marketing. The data were collected from 30 participants.

### **Secondary data**

Secondary data were collected from published research papers, articles, and Google.

## **IV. LITERATURE REVIEW**

The study by Sujith T.S., published in July 2017, explores consumer attitudes towards eco-friendly products in Kerala. It finds that respondents are generally aware of environmental issues and value eco-friendly options, with strong agreement on related propositions. However, higher prices and perceived benefits hinder purchasing decisions. Key factors influencing purchases include product price, availability, and awareness. The study recommends enhancing consumer education and improving marketing strategies to promote green products. Overall, increasing awareness and reducing costs could lead to greater commitment to eco-friendly products, fostering a more sustainable marketplace.

The study by Dr. Shruti P. Maheshwari explores consumer attitudes towards eco-friendly products in Madhya Pradesh, India. It finds that consumers generally view green brands positively but lack sufficient awareness of these products. There is a notable gap between environmental beliefs and actual purchasing behaviour, suggesting that current marketing efforts are inadequate. Trust in established brands significantly influences consumer choices for green products. The research concludes that improving marketing strategies and enhancing consumer education are essential to raising awareness and increasing the sales of eco-friendly products in India, aligning consumer behaviour with environmental consciousness.

The study by Dr. Seema Laddha and Prof. Mayur Malviya investigates the influence of green marketing on consumer behaviour in India. Findings show that 128 respondents consider themselves environmentally responsible, with many willing to pay more for eco-friendly products. However, a lack of awareness about green products persists among consumers. The research underscores the importance for companies to adopt sustainable practices and effectively communicate the benefits of eco-friendly offerings. Ultimately, while green marketing presents significant opportunities, it requires a focus on product performance and consumer education to foster sustainable purchasing habits.

The research article explores the influence of green marketing on consumer behaviour towards eco-friendly cosmetic products in India. It finds that 66% of respondents prioritise product ingredients, while 24% focus on environmental impact, highlighting a strong preference for sustainability. Government policies are considered important by 40% of participants in promoting green products. The study emphasises the effectiveness of green marketing strategies in shaping consumer attitudes and purchasing decisions, ultimately driving market engagement. It aims to support the integration of sustainable practices in the cosmetic industry, responding to the increasing demand for environmentally responsible products.

Aysel Boztepe's study, "Green Marketing and Its Impact on Consumer Buying Behaviour," explores how green marketing influences consumer purchasing decisions. It finds that environmental awareness, product features, promotional activities, and pricing significantly affect green purchasing behaviors. As consumers become more conscious of their ecological impact, companies are adapting their marketing strategies to appeal to this awareness. The research highlights that while progress is being made in environmental initiatives, consumer sensitivity varies by region. Ultimately, the study emphasises the importance of green marketing in promoting sustainable consumer behaviours in an increasingly environmentally aware marketplace.

**V. DATA INTERPRETATION AND ANALYSIS**

Number of Responses of Different Age Groups

Sr. No.	Age Group	Percentage
1	Under 18	26.6%
2	18-21	53.3%
3	21-25	6.7%
4	25-35	6.7%
5	35-45	6.7%

In the above table, different age groups responses are collected. The majority response was collected by the 18-21 age group.

No of people who are familiar with the concept of green marketing

Sr. No.	Familiar with the concept	Percentage
1	Very familiar	26.7%
2	Somewhat familiar	33.3%
3	Not familiar	40%

In the above table, 26.7% of people are familiar with the concept of green marketing and 40% are not familiar with it.

Sources the consumer relies on for information about green products

Sr. No.	Sources	Percentage
1	Social media	53.5%
2	News articles	20%
3	Product packaging	33.3%
4	Environmental organisations	40%

In the above table, there are different sources the consumer relies on for information about green products.

Factors influencing the decision to buy green products

Sr. No.	Factors	Percentage
1	Price	40%
2	Brand reputation	26.7%
3	Environmental impact	53.3%
4	Certifications (e.g., organic, recyclable)	20%

In the above table, there are different factors that influence the decision to buy green products.

Types of green products consumers are often to purchase

Sr. No.	Types of Product	Percentage
1	Food and beverages	73.3%
2	Household items	26.7%
3	Clothing	6.7%
4	Personal care products	53.3%
5	Electronics	0%
6	Others	6.7%

In the above table, there are different types of green products consumers are often to purchase.

Factors motivate consumers to purchase green products.

Sr. No.	Factors	Percentage
1	Environmental concerns	60%
2	Health benefits	66.7%
3	Social responsibility	20%
4	Brand reputation	0%

5	Recommendations from friends/family	20%
6	Certifications (e.g., organic, fair trade)	0%

In the above table, there are factors that motivate consumers to purchase green products.

Barriers do consumers encounter when trying to purchase green products

Sr. No.	Barriers	Percentage
1	Higher price	40%
2	Limited availability	33.3%
3	Lack of information	26.7%
4	Perceived inconvenience	0%

In the above table, there are barriers that consumers encounter when trying to purchase green products.

Factors encourage consumers to overcome barriers to purchasing green products.

Sr. No.	Factors	Percentage
1	Lower prices	66.7%
2	More information about benefits	60%
3	Greater product variety	33.3%
4	Trustworthy certifications	26.7%
5	Recommendations from trusted sources	6.7%

In the above table, there are different factors that encourage people to overcome barriers to purchasing green products.

## VI. RESULTS

The survey elucidated respondents' perspectives regarding the necessity of green products. Some individuals indicated that reduced prices would increase their propensity to purchase green products. Others suggested that additional information about product benefits would influence their purchasing decisions, while some emphasised the significance of product variety and availability. Individuals' attitudes vary according to their cognitive processes, background, requirements, and knowledge. Age is also a factor influencing perceptions of green products

### Suggestion:

Price is a significant factor influencing the decision to purchase green products. If the price of green products or goods is reduced, the demand for or utilisation of these products may increase, potentially benefiting environmental preservation.

Providing consumers with relevant or related product information may also increase the demand for green products.

Offering a diverse range of products may similarly increase the demand for green products.

There is a lack of consumer trust due to sellers who do not provide accurate products or complete product information.

If sellers offer appropriate products and provide comprehensive product information, consumer trust may increase, potentially leading to increased purchases of green products.

Similar to price, product availability is also an important factor influencing the decision to purchase green products. An increase in product availability may also impact product demand.

#### VII. CONCLUSION

Green marketing is a business strategy that promotes environmentally friendly products and services, or those with a positive environmental impact. It is the marketing of products presumed to be environmentally safe. Green marketing encompasses a broad range of activities, including product modification, changes to the production process, sustainable packaging, and advertising modifications. This research indicates that some individuals are familiar with the concept of green marketing and are inclined to purchase green products, while others are not. Various factors influence consumers' motivation to purchase environmentally beneficial products from green markets. However, barriers also exist that create challenges for consumers purchasing eco- friendly products. There are factors that may help overcome barriers to purchasing green products.

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