



GREEN BRANDING AND ITS IMPACT ON BUYING BEHAVIOR: AN EMPIRICAL STUDY

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Abstract:

It is the goal of the study to discover why consumers are reluctant to purchase environmentally friendly goods despite their knowledge of the dangers of poisonous and chemically based items. Based on this finding, the researchers in this study investigated the purchase habits of Indian consumers when it comes to environmentally friendly products. The study's major objectives are to quantify consumer purchasing behavior toward green goods, to establish where consumers acquire knowledge about green products, and to examine the influence of educational qualification and degree of satisfaction on the purchase of green products.. The expert group discussion and the pilot research method were used to finalize the questionnaire. A total of 10 strata were surveyed for this research, and the sample size was selected proportionally from each stratum. Analyses of data's dependability and validity were carried out. An internal consistency coefficient alpha ranging from 0.62 to 0.90 was reported in the research, showing strong dependability. It was examined using SPSS and statistical methods including the Henry Garrett Ranking processes and the Chi-Square test. Majority consumers are aware that using plastic bags hurts both the environment and their health, according to the results of a survey. Auto and vehicle carbon emissions have a substantial environmental effect. Newspapers and television provide consumers with product knowledge, and respondents' educational backgrounds had little bearing on their enthusiasm for green items. E-vehicle manufactures should be given extra incentives or duty-free shopping, and consumers should be educated about the need of not using plastic bags with a micron rating of more than 40.

Keywords: Consumer purchasing habits, green branding, environmental knowledge, and attitudes

Introduction



Firms are under resource constraints but client needs and desires are continually rising. As a result, companies are looking for ways to make the most efficient use of their resources while minimizing waste. Environmental concerns are weighing heavily on the minds of consumers. There is little doubt that people are becoming more environmentally conscious, and this is manifesting itself in a variety of ways. As a consequence of this data, green branding has emerged, with a focus on environmentally and socially responsible goods and services. This is a great time for companies to capitalize on the return of traditional green or organic goods in the present market, as well as for society as a whole. The availability of green goods is a major concern for customers, thus companies ensure that green products are accessible in the same way as conventional products.

Countries are prioritizing environmental conservation as a consequence of the global effect of environmental instability. Climate change is a hot subject in the business sector, as well as in the design, planning, and execution of government policy. The global economy and people's well-being are in grave danger because of the effects of climate change. Due to hydrocarbons being burned without restraint, greenhouse gases were released into the atmosphere at an unsustainable rate. Governing bodies all across the globe are worried about climate change and striving to repair the damage that has already been done in order to assure a better future and a healthier tomorrow. In addition to enhancing competitiveness, sustainable manufacturing practices may help stabilize the labor market and foster the growth of new businesses. Re-engineering and encouraging new goods for the world's new generation of consumers are only some of the benefits of a green business. New goods and services may now be developed in response to a revolutionary demand on the worldwide market.

Literature Review

Individuals directly participating in the purchase, use and disposal of economic items and services (including the decision-making processes that precede and decide these actions) are referred to as consumers by Engel et al. (1986). Environmentally concerned customers who are also socially conscious utilize their buying power to strive to change the world. The green consumer might be referred to as an ethical consumer due to their focus on morality while making purchases. (Moisander 2007; Newholm & Shaw 2007).



According to Chang and Li (2005), introducing a new product or shop means "informing customers of its existence." As new markets open up, even well-known goods are usually compelled to do publicity campaigns to increase their profile. The Saturn Motor Company is a well-known American automaker. As recently as 1997, very few Japanese people had heard of the firm.

Aoyagi Usui looked at how people's values and purchasing habits compared to those of green consumers (2001). According to the research, the direct reasons of green consumer behavior differ depending on economic and health considerations. Research found that elements that influence green consumer behavior vary in terms of values. Values were shown to have a significant role in deciding on these behaviors, and gender disparities were found. This research indicated that female consumers were more concerned about the environment than male customers.

Statement of the Problem

The study's purpose is to understand why consumers are reluctant to purchase environmentally friendly goods, even when they know they're putting their health, the environment, and animals at risk. Because of this finding, the following investigational issues have come to light.:

1. What are the core consumer perceptions on green products in Oman?
2. What are the factors that influence customers' decisions to buy green products?
3. What is the level of customer preference for green products?
4. What is the consumer's understanding of ecology, attitude toward green products, purchasing behaviour, and intention?
5. How happy are green consumers with their purchases or use of green products?

The following objectives were established to address the issues mentioned.

Objectives

The study's main goal is to look into Indian consumers' buying habits when it comes to green branding. The study's precise objectives are as follows:

1. Determine consumer knowledge and awareness of green branding.
2. To discover the sources of consumer knowledge and information on green branding.
3. Determine the demographical characteristics of consumers and their impact on green branding satisfaction levels.



Research methodology

Consumers in the research area were contacted by the investigator. This gave the researcher a better understanding of how individuals seek for, buy, and utilize green products. Customers' attitudes toward green branding were better understood by the study's findings. Seven retail shops selling green items were also visited by the researcher. In addition, the shops spoke about their own experiences in selling environmentally friendly products. An investigation on the availability of green products was aided by this information. To proceed with the green branding research and go ahead, the researcher needed an exploratory study to give her the confidence to do so. The questionnaire was subjected to a reliability test to verify its internal consistency, and the Cronbach's scores ranged from 0.62 to 0.90.

Table 1. Cronbach's alpha of various dimensions of Green products

Dimensions of green products	No.of items	Mean	S.D	Cronbach's Alpha
Green product purchasing factor	14	51.61	11.25	0.909
Ecological knowledge	4	15.49	2.89	0.742
Attitude	10	39.67	7.13	0.868
Purchase manner	6	18.42	3.55	0.620
Purchase intention	4	16.35	2.81	0.787
Level of satisfaction	13	44.86	9.10	0.871

A Cronbach's alpha of 0.909 is an excellent sign of questionnaire consistency in the part on variables affecting the purchasing of green goods, as shown in Table 1. It is important to note that the Cronbach's alpha for ecological knowledge is 0.742 and the Cronbach's alpha for the attitudes of respondents toward green goods is 0.868. Cronbach's alpha values for respondents' buying behavior and intention for green products are both 0.620 and 0.787. A coefficient alpha value of 0.871 indicates high reliability in the degree of satisfaction with green product consumption.

Analysis and Discussion



Source of green product knowledge and information

A wide range of internal and external sources of information has made customers aware of eco-friendly options. Customers won't purchase green items if they don't know what they're missing out on. The government or the producer thus has a great obligation to increase awareness about green goods from several perspectives, such as advantages, sustainability, hazards to humans, animals, and the natural environment, and environmental harms to these groups.

When people are compelled to learn about the advantages of green goods by advertising, public campaigns or any other methods, their behavior may change. From newspapers, magazines, television, the internet, radio and friends and family to public campaigns and product makers – consumers may learn about green goods in a number of ways. It is one of the study's objectives to identify the sources of green product information and expertise. to be aware of the many sources of information and to identify the most effective ones Henry Garrett's ranking approach was used to establish which source of information, which plays a key role in growing consumer awareness of green goods, ranks highest. Table 2 shows the results of the full study.

Table 2 The Henry Garrett ranking system was used to rank the sources of information.

S.No.	Source of information	Total Score	Mean Score	Rank
1	Newspaper	47194	65.37	I
2	Television	45491	63.01	II
3	Internet	40510	56.11	III
4	Magazines	39052	54.09	IV
5	Friends and relatives	34570	47.88	V
6	Radio	34400	47.66	VI
7	Public campaign	28205	39.07	VII
8	Product manufacturer	22660	31.39	VIII

Table 2 demonstrates that "Newspaper" is the most important source of information for buyers looking for knowledge about green goods, with a Garrett score of 47194 points. "Television" is in second place with 45491 Garrett Points. "Internet" ranks in third place with



Table 4 shows the results of a chi-square test performed to examine the relationship between educational attainment and satisfaction with green product consumption. There were two hypotheses (H0 and H1) in order to demonstrate the hypothesis' significance.

H0: There is no link between respondents' educational qualifications and their pleasure with green items.

H1: The respondents' educational qualifications and their pleasure with green products are related.

Table 4 Level of satisfaction and educational qualifications (Chi-square test)

Factor	Calculated Chi-square Value	Table Value	D.F	Remarks
Educational Qualification	35.900	15.507	8	Significant at 5% level

As seen in the table, the calculated chi-square value is smaller than the table value (15.507), which is statistically significant at the 5% level. As a consequence, the null hypothesis (Ho) is accepted and the alternative hypothesis (H1) is rejected. Respondents' degree of satisfaction with using green goods is not connected to their educational background, according to the hypothesis. A correlation between respondents' educational background and their enjoyment of green goods was found to be insignificant. Customers that care about the environment are more likely to react positively to environmental advertising that is relevant to their everyday life. The Henry Garrett ranking technique, which revealed that newspapers and television are essential sources of information for improving consumer awareness of green goods, supports this notion. The shopping habits of eco-conscious consumers will be influenced by their ability to educate themselves about environmental issues. Eco-friendly plastic bags, organic food, and paper goods are among the green products that customers are knowledgeable about and aware of, according to the study's results. Consumers who are aware of green items on the market and utilize them in their everyday lives corroborate this viewpoint. Consequently, the study's first assumption is validated experimentally and there is a strong correlation between environmental knowledge and awareness and green product purchasing.



Conclusion

Consumers have a low degree of knowledge about environmentally friendly products. E-vehicles and personal care products are among the least expensive commodities. Therefore, car manufacturers have a responsibility to help educate the public about electric vehicles and their uses. These E-vehicle producers may also benefit from government assistance in the form of education. They are in a position to provide further incentives and duty exemptions to these organizations. Using subsidies and other types of incentives may also help promote the usage of these technologies. Plastic bags that are thicker than 40 microns may be used to teach people about the hazards of using them. Reducing waste, recycling and using renewable energy sources may help..

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