

A STUDY OF CONSUMERS' GREEN CONSUMPTION PATTERNS*^{1*} Mr.Ashis Pahi, ² Prof.Sujata Sahoo**¹Asst. Professor, Dept. of MBA, NIT BBSR,**Asst. Professor, Dept. of MBA, KIMT, BBSR**1*ashis@thenalanda.com , sujata88@gmail.com***ABSTRACT:**

Companies that are promoting themselves as green businesses have begun to prosper. In order to prevent environmental damage, governments are giving environmental issues like global warming, pollution, and retracted captivating phases more attention. The world appears to be more environmentally conscious today than it did in the past, thus businesses should create and market environmentally friendly products. Due to growing customer awareness and concern, green marketing is becoming a common convincing strategy. As a result, a wide range of events are protected by green marketing strategies. It includes modifying the product, assembling calamities in the manufacturing process and packaging, as well as positively influencing promotion.

Keywords: Green marketing, Eco friendly, Ecological Marketing, Green products.

INTRODUCTION:

Lately, apprehensions have been raised by companies and customers apropos the ecological influence of goods. Consumers and producers have engaged their consideration to milieu-friendly products supposed to be environmentally friendly or green. Research is scarce in the extent of literature that particularly focuses on the factors and other drivers which lead a consumer towards the buying of green products. A diversity of research on green marketing is being carried out transversely the rondure; trivial intellectual investigation on buyer sensitivity and inclinations has been conducted in India. Industries must continuously appraise the modern and striking marketing inclinations. Marketing inclinations can be initiated by repeatedly investigating the variations in consumer behavior at the marketplaces. By recognizing the variations in buyer actions, industries can amend their contemporary to consumers. Nowadays consumers are extra anxious about eco-friendly dilapidation and the undesirable influence of their usages of products and services on the milieu. The motivating reason for the apprehension could be obvious climatical notions, global warming, and alarming pollution. It leads to advance a modest benefit and a robust consumer foundation. This study attempts to determine an analysis of environmentally friendly matters and recognizes the green principles of the customers, their consciousness about environmental matters, green creations, and exercises. Green marketing has expanded marvelous consideration worldwide because of ecological worsening which advances to global difficulties. Companies are progressing by using green presentation for numerous explanations such as social responsibility. The notion of green marketing demands businesses to trail green rituals when dispensing with patrons, dealers, traders, and workers. Research provided righteous understandings for sellers of eco-friendly goods and recommends the requirement for conniving the marketing communiqué operations endorsing green products owing to green value.

LITERATURE REVIEW:

The literature review reveals the following:

A sturdy disposition is revealed by consumers to indulge in ecologically cognizant products (Mendleson N, Polonsky M J, 1995). Jacquelyn Ottman, (1998) recommends that as of legislative position, all features of presentation together with novel product advancement and messages be combined with environmental deliberations. Davidson et al. (1985) initiated that the shoppers' approach is linked with the understanding and intimate knowledge they acquire. Nevertheless, variations originated amongst associations amid consumers' insolence and comportment.

Henion and Kinnear (1976) demarcated that green consumers are ecologically cognizant customers. Antil (1984) designated green consumerism to be a precise kind of socially conscious consumer comportment with emphasis on the fortification of the environment.

Green consumerism is designated as the arrangement “pro-social” user comportment “green marketing as consisting of all happenings intended to produce connections envisioned to mollify humanoid requirements, so that gratification of requirements transpires, with negligible damaging influence on the normal atmosphere.” **Mainieri et al. (1997)** initiated that truncated association amid consumers’ arrogances and eco-friendly comportment. The expectation of a person’s comportment is contingent on defiance of buyer. Consumers are significantly cognizant of eco-friendly goods; nevertheless, employing environmentally friendly promotion procedures to incorporate ventures is not effortless work (Juwaheer, 2005). Antonio et al (2009) recommended that in the outcome of eco-friendly awareness that has developed, studies on environmental consumerism will be the principal highlighting aim in the imminent indicating to recognizing the buyer mindsets, conducts, and purposes. **Mintel (1995)** instigated a momentous disruption between customers’ trepidation and encouraging eco-friendly procuring. It is established there are considerable barriers in the course of the diffusion of environmental anxiety with consumption panaches. Environmental marketing is recognized as a prospect by the corporations to achieve their intentions (**Shearer 1990**) stated that establishments have virtuous accountability to aid the civilization in universally convivial practice (**Davis 1992**).

RESEARCH OBJECTIVES:

This study makes an effort to explore consumer behavior being affected by such traditions of the marketers and to find whether or not the understanding of the advantages of using environmentally friendly products affects their product purchase decision.

- To recognize how Green marketing is professed by consumers.
- To analyze if Green/eco-friendly products affect consumers more positively towards their purchase incomparison to conventional products.
- To examine the components which lead a consumer towards the Green artifacts.

ATTRIBUTES THAT INFLUENCE THE CUSTOMER INFLUENCE TO PURCHASE GREEN PRODUCTS:

1. Receptiveness for Green Merchandises:

Nowadays, consumers are concerned about green marketing practices. Consumers are anxious regarding environmental dilapidation and the damaging influence of the usefulness of such products. The justification for this apprehension could be noticeable climatical alterations, global warming, and escalating pollution. Consequently, employing green marketing affords prospects for marketers to happen consumer opportunities and talk about their environmental apprehensions to expand ecologically-functional consumer base.

2. Consumer Insight regarding Green Products:

Associations with green assertions are anxious concerning the milieu. This recommends that consumers are not skeptical about the environmental entitlements of the corporations. Consumers’ design concerning environmentally friendly dilapidation was high ranking and might favor eco-friendly goods over traditional goods to safeguard the milieu. Marketers highlight novel green products and link profits to the consumers. This proposes that consumers are anxious about the grandeur of the environment.

3. Brand Connotation:

This has promotion suggestions in standings of the prerequisite of wide-ranging communiqué by the marketers to produce green brands and create awareness about this. This suggests that dealers should strive to accomplish the goal of eco-friendly goods obtainable to the customers for expenditure as businesses come up with an exposed inclination to purchase environmentally friendly products.

4. Consumers Realization:

The majority of consumers these days have a fondness for green products as compared to conformist goods. Consumers contemplate the hostile consequence of the business and ingesting on

the usual environment. The value of the green product distresses acquisition behavior. As consumers contemplate the hostile possessions of business and ingesting on the usual environment it can be alleged that succeeding green marketing exercises results in social benefit. The marketers partake to expansively marketplace and interconnect the accessibility of green goods to the consumers.

CONCLUSION:

More and more consumers are believing in the green prerogatives of the organizations. Marketers want to continually assess conspicuous marketing predispositions. Marketing predispositions can be fashioned by unremittingly researching the vicissitudes in consumer behavior in the marketplace. It is seen that younger consumers are additionally vigorous followers and consumers of eco-friendly products. The goods and publicity campaigns to be intended with a superior emphasis on the younger generation. The study boons significant argument and summaries the opportunities which advertisers can avail and concluded the empathy of shoppers' stance in the direction of green products.

LIMITATIONS:

A major limitation of this study is that only a theoretical analysis method of research is used. Future studies should embrace the usage of qualitative /quantitative analysis to get more robust findings.

References.

- Antil, J. H. (1984). Socially Responsible Consumers: Profile and Implications for Public Policy. *Journal of Macromarketing*, Fall, Vol. 4, No. 2, pp. 18-39.
- Antonio, C., Sergio, R., Francisco, M. J. (2009). Characteristics of Research on Green Marketing. *Business Strategy and the Environment*. Vol. 18, pp. 223-239.
- Crispell, D. (2001). Going Green(ish). *Public Perspective*, September/October 2001, pp. 28-30.
- Davidson, A. R., Yantis, S., Norwood, M., and Montano, D. E. (1985). Amount of Information about the Attitude Object and Attitude Behavior Consistency. *Journal of Personality and Social Psychology*, Vol. 49, No. 5, pp. 1184-1198. <http://dx.doi.org/10.1037/0022-3514.49.5.1184>
- Davis, Joel J. (1992). Ethics and Environmental Marketing. *Journal of Business Ethics*. Vol. 11, No. 2, pp. 81-87.
- Freeman, R. E., and Liedtka, J. (1991). Corporate Social Responsibility: A Critical Approach. *Business Horizons*. Vol. 34, No. 4, pp. 92-98.
- Henion, K. E., and Kinnear, T. C. (1976). Measuring the Effect of Ecological Information and Social Class on Selected Product Choice Criteria Importance Ratings, *Ecological Marketing*, Chicago: American Marketing Association, pp. 145-156.
- Juwaheer, T. D. (2005). Emerging Shades of Green Marketing Conscience Among the Population of a Small Island Economy-A Case Study on Mauritius. <http://irfer.pdf>.
- Keller, G. M. (1987) Industry and the Environment: Toward a New Philosophy. *Vital Speeches*. Vol. 54, No. 7, pp. 154-157.
- Mainiery, T., Barnett, E. G., Valdera, T. R., Unipan, J. B., and Oskamp, S. (1997). Green Buying: The Influence of Environmental Concern on Consumer Behavior. *Journal of Social Psychology*, Vol. 137, No. 2, pp. 189-204. <http://dx.doi.org/10.1080/00224549709595430>
- Mendleson, N., and Polonsky, M. J. (1995). Using Strategic Alliances to Develop Credible Green Marketing. *Journal of Consumer Marketing*. Vol. 12, No. 2, pp. 4 – 18
- Ottman, Jacquelyn. (1998). *Green Marketing: Opportunity for Innovation*. NTC Business Books, 2nd Edition.
- Polonsky, M. J. (1994). An Introduction to Green Marketing. *Electronic Green Journal*, Issue # 2 UCLA Library, UC Los Angeles. <http://escholarship.org/uc/item/49n325b7>.
- Porter, M. E., and Claas van der Linde. (1995). Green and Competitive: Ending the Stalemate. *Harvard Business Review*, September-October (1995), pp. 119-134.