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AN ANALYTICAL STUDY ON CONSUMER BEHAVIOR TOWARDS GREEN MARKETING PRACTICES IN LUCKNOW

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Abstract: The present study was carried to explore Consumer Behaviour towards Green Marketing Practices in Lucknow. The study was carried in context of descriptive research design. In context to same, 200 respondents were selected for the purpose of investigation. The required data was collected by using convenient sampling technique. A self-developed questionnaire was used for collecting the required data. The data was proceeded with the help of descriptive as well as comparative analysis. The results of the study indicate that there seems no significant difference in male and female consumers' attitude towards green marketing.

Keywords: Consumer Behaviour, Green Marketing Practices.

摘要：本研究旨在探讨勒克瑙消费者对绿色营销实践的行为。该研究是在描述性研究设计的背景下进行的。在此背景下，选择了 200 名受访者进行调查。通过使用方便的采样技术收集所需的数据。使用自行开发的问卷收集所需数据。数据是在描述性和比较性分析的帮助下进行的。研究结果表明，男性和女性消费者对绿色营销的态度似乎没有显著差异。

关键词：消费者行为，绿色营销实践。

INTRODUCTION:

In the contemporary environment, green marketing has acquired increased significance globally. Green advertising is considered to be an effective method for the promotion of products, services, and business ideas, as it is deeply linked with the preservation of the natural environment. For businesses operating under the current economic conditions, green product consumers are a major focus because they are considered to be a driving force for consumption. For the global economy, emerging trends involving green consumers, have created a new market opportunity. Since the 1980s, green marketing

and environmental marketing strategies have been a subject of major interest for scholars. Green marketing and related ideas have been growing since the early 1990s. The idea of marketing management covers the retention of consumers in the long term through better marketing performance. However, in the contemporary business world, the concept of sustainability is covered under the title of green marketing in the existing literature. The idea of green marketing covers social dimensions in initial research, leading to a limited focus on environmental resources and the environmental impacts of conventional marketing in this

context. Green marketing has been well defined under the theoretical assumption of a resource-based view. This idea was initially proposed for the development of three capabilities. These capabilities include the protection of the environment from pollution, the development of sustainable products, and the ability to conduct product stewardship processes. The environmental and ecological issues, connected with provision of services, apply qualitative criteria by commercial communication with customers. Quality of life, sustainability, well-being, social inclusion and cohesion of communities, general benefit, intergenerational transmission of values, these are only a few of the originally moral, but today already absolutely ordinary ethical criteria. The present-day marketing is trying to put the sum of ethical norms into brands which represent and symbolize quality, which they represent in their semantic meanings. Green marketing has become an important strategy in business since the international rise of environmental awareness among countries. With greater awareness rising among the public, especially with reference to the global warming and climate change phenomenon, people have become cautious with regards to their purchases, specifically towards the nature of purchased products. As environmental awareness is able to serve a clear purpose for green consumerism, consumer behaviour is able to show the applicative potential of green consumerism. This would underline the consumer buying behaviour for green products.

Review of the related literature: The investigator surveyed the number of the research studies in the relevant area. However, notable research studies are reported as under:

Mohammad, A. (2014) in his study on green marketing has identified that corporate people as well as consumers are giving more importance to the issue of green marketing. The corporates have accepted the green production as they have seen a positive interest of the customers with green products. Rao et al. (2011) suggests that if business offers environmental friendly products to consumers at reasonable prices with high quality, consumers will develop positive intentions to purchase them. Banerjee, (2003) in his study has identified that the overwhelming increase in the overall environmental consciousness among different classes of consumers has encouraged the companies to "go green" by presenting the concept of corporate environmentalism. Chang and Fong (2010) made a survey of the consumers who purchased environmentally friendly products in Taiwan and found that green product quality and green corporate image could bring greater customer satisfaction and customer loyalty. A study done by Chase and Smith (1992) revealed that 70% of the consumer purchase decisions were influenced by environmental protection message given in advertising and product labelling. Patra and Joshi (2009) revealed that the majority of respondents wanted individuals in the society to be socially responsible and take appropriate action to protect the environment. Gurau, C. & Ranchhod, A. (2005) in their study have identified the issues surrounding the marketing of ecological products in the international marketplace. Harrison (1993) is of the view that green marketing is the strategy that companies use to position the benefits of green products in such a way that it influences purchasing decisions of consumers.

Statement of the Problem: The statement of the research problem for the present study is reported as under:

“An analytical study on Consumer Behaviour Towards Green Marketing Practices in Lucknow” Objectives of the Study: The main objectives of this study are as under:

- 1) To explore the consumers’ awareness regarding green products and products.
- 2) To explore the consumers’ source of information towards green marketing.
- 3) To explore the consumers’ reason for purchasing green products.
- 4) To explore the male and female consumer behaviour towards green marketing.

Hypothesis: The statement of the hypothesis is reported as under:

- 1) There exists no significant difference between male and female respondents on their consumer behaviour towards green marketing.

Delimitation of the study: The study was delimited to 100 male and 100 female consumers. Besides, it is imperative to mention here, that this study was delimited to Lucknow district of Uttar Pradesh.

Methodology and procedure: The present study was carried with the help of descriptive research method.

Sample: The total sample for the presents study consists of 200 respondents. The detailed procedure of the sample is reported as under:

<u>Category</u>	<u>Male</u>	<u>Female</u>
Consumers	100	100

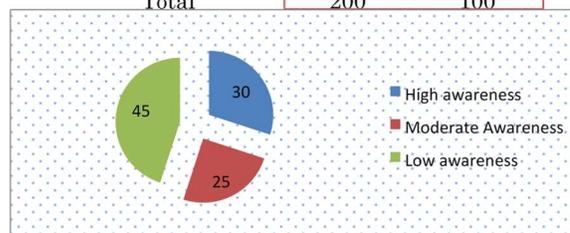
Total 200 Consumers

- Sampling Technique: The required data was collected with the help of convenient sampling technique.
- Sampling area: The required sample was selected from Lucknow district of Uttar Pradesh.
- Statistical treatment: The collected data was put to suitable statistical treatment by using:
 - a) Frequency distribution,
 - b) Percentage
 - c) Mean
 - d) Standard deviation
 - e) Independent ‘t’ test.

Analysis and Interpretation of the Data: The data has been analyzed with the help of descriptive and comparative analysis. The detailed analysis and interpretation is reported as under:

Table 1: Showing the frequency and percentage of respondents on their level of awareness towards green marketing.

<u>Category</u>	<u>Frequency</u>	<u>Percentage</u>
High awareness	60.00	30.00
Moderate Awareness	50.00	25.00
Low awareness	90.00	45.00
Total	200	100



Interpretation: The perusal of the above reported table (Please refer table, 1, Fig. 1) gives information about the level of awareness of respondents towards green marketing. The results reveal that 30% (F=60.00) were found with high awareness, 25.00% (F=50.00) were

found with moderate awareness and 45%(F=90.00) were found with low awareness towards green marketing.

Table 2: Showing the frequency and percentage of respondents on their source of information towards green marketing.

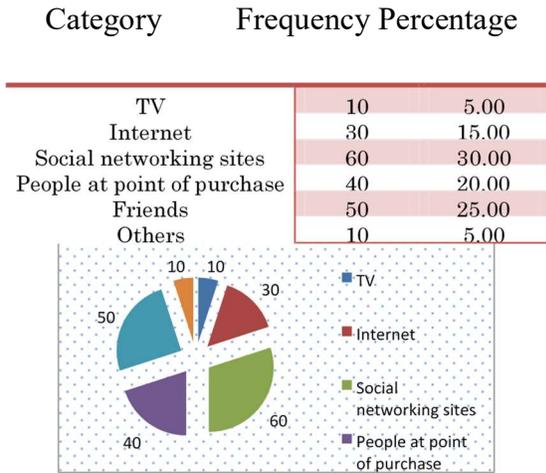
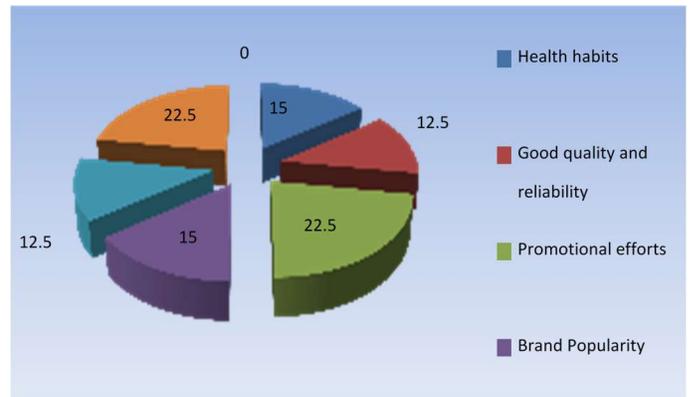


Fig. Showing the graphical representation on frequency and percentage of respondents on their source of information towards green marketing.

Interpretation: The perusal of the above reported table (Please refer table, 2, Fig. 2) gives information about the source of awareness of respondents towards green marketing. The obtained result reveals that 5.00% (F=10) respondents receive information from TV, 15.00% (F=30) receive information from internet, 30.00% (F=60) receive information from social networking sites, 20.00% (F=40) receive information from at the point of purchase, 25.00% (F=50) receive information from their friends, and 5.00% (F=10) receive information from any other sources.

Table 4: Showing the frequency and percentage of respondents on their reason for purchasing green products. Category

Health habits	Frequency	Percentage
Good quality and reliability	30.00	15.00
Promotional efforts	25.00	12.50
Brand Popularity	45.00	22.50
Doctors/friends advice	30.00	15.00
Package and design of the product	25.00	12.50
Other	45.00	22.50



Interpretation: The results presented in the above analyzed table gives information about the frequency and percentage wide distribution of respondents on their reason of purchasing in the field of green marketing. The results reveal that 15% (F=30.00) respondents use green marketing for the purpose of health habits. In pursuance of the same, 12.50% (F=25.00) respondents use green marketing for the purpose for observing good quality and reliability in products. In consonance with the same, it is found that 22.50% (F=45.00) avail for promotional efforts, 15.00% (F=30.00) avail because of having brand popularity, 12.50% (F=25) because of doctors' advice, 22.50% (F=45.00) use because of package and design of the product

Table 5: Showing the mean significant difference of respondents on their reasons for purchase of eco-friendly products. (N=100 each)

Mean Significant Difference on Independent 't' test						
	Variable	N	Mean	Std. Deviation	Std. Error	't' value
It is important that the products	Male	100	2.4400	.118	.118	0.42
	Female	100	2.5100	1.13258	.11326	
I use do not harm the environment	Male	100	2.4400	.118	.118	0.42
	Female	100	2.5100	1.13258	.11326	
I would describe myself as environmentally responsible	Male	100	2.4400	.118	.118	0.42
	Female	100	2.5100	1.13258	.11326	
I am concerned about safeguarding the natural resources	Male	100	2.5000	.118	.118	0.14
	Female	100	2.5700	1.13043	.11304	
	Male	100	2.5000	.117	.117	0.64
	Female	100	2.5000	1.17637	.11764	

of the environment	Female	100	2.5100	1.13258	.11326	0.12
	Male	100	2.4900	1.17632	.11763	
My purchase habits are influenced by my concern for the environment	Female	100	2.5100	1.13258	.11326	0.12
	Male	100	2.4900	1.17632	.11763	
I am willing to face the inconvenience of being eco-friendly	Female	100	2.5400	1.13191	.11319	0.30
	Male	100	2.4900	1.17632	.11763	
Overall green value						

The results reported in the above table (Please refer table 5,) gives information about the mean comparison of male and female investors on their behaviour towards green marketing. The obtained results indicate that there seems no significant difference between male and female respondents on their behaviour towards green marketing. On all the items no significant difference has been reported between male and female consumers. Thus investigator can infer

that impact of gender is significant on the level of independent test.

Suggestion of the study: The investigator explored the consumer behaviour towards green marketing. In context of the same, the researcher recommended the structuring of their products and their impact on the environment. In both research and business practices, green marketing is observed as an on-going phenomenon, as it is based on the sustainability of the environment. This study was carried out in the India to observe the impact of green marketing approaches and consumer beliefs and the behaviour of consumers towards the environment. Keeping in view, the investigator also highlighted the importance of green marketing for business. We propose that companies should consider the findings for the development of eco-friendly strategies and their impact on value creation in the contemporary business environment. The findings of the study also provide a meaningful path for policy makers who are responsible for the creation and development of marketing strategies. Previous research indicated several gaps in the literature of green marketing approaches and their impact on the behaviour of consumers. Most studies in this area were focused on the relationship between one or two factors of green marketing and consumer behaviour. Additionally, findings generally lacked empirical evidences. Here, the researcher in this paper, attempted to empirically assess the impact and significance of green marketing approaches on consumer behaviour towards the environment. Furthermore, the researcher incorporated four important factors in determining consumer behaviour towards the environment.

Computing interest: The investor declare no any conflict interest. .

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