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

Bushra Hameed
Research Scholar, Integral University, Lucknow

Dr Yasir Arafat Elahi
Assistant Professor, Integral University, Lucknow, IU /R&D/2021-MCN0001221

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.

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

Received: July 02, 2021 / Revised: August 22, 2021 / Accepted: September 05, 2021 / Published: September 20, 2021
About the authors: Bushra Hameed
Corresponding author- Dr Yasir Arafat Elahi
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 present study consists of 200 respondents. The detailed procedure of the sample is reported as under:

<table>
<thead>
<tr>
<th>Category</th>
<th>Male</th>
<th>Female</th>
</tr>
</thead>
<tbody>
<tr>
<td>Consumers</td>
<td>100</td>
<td>100</td>
</tr>
</tbody>
</table>

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:
1) Frequency distribution,
2) Percentage
3) Mean
4) Standard deviation
5) 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.

<table>
<thead>
<tr>
<th>Category</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>High awareness</td>
<td>60.00</td>
<td>30.00</td>
</tr>
<tr>
<td>Moderate awareness</td>
<td>50.00</td>
<td>25.00</td>
</tr>
<tr>
<td>Low awareness</td>
<td>90.00</td>
<td>45.00</td>
</tr>
<tr>
<td>Total</td>
<td>200</td>
<td>100</td>
</tr>
</tbody>
</table>

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.

<table>
<thead>
<tr>
<th>Category</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>TV</td>
<td>10</td>
<td>5.00</td>
</tr>
<tr>
<td>Internet</td>
<td>30</td>
<td>15.00</td>
</tr>
<tr>
<td>Social networking sites</td>
<td>60</td>
<td>30.00</td>
</tr>
<tr>
<td>People at point of purchase</td>
<td>40</td>
<td>20.00</td>
</tr>
<tr>
<td>Friends</td>
<td>50</td>
<td>25.00</td>
</tr>
<tr>
<td>Others</td>
<td>10</td>
<td>5.00</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Health habits</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Good quality and reliability</td>
<td>30.00</td>
<td>15.00</td>
</tr>
<tr>
<td>Promotional efforts</td>
<td>25.00</td>
<td>12.50</td>
</tr>
<tr>
<td>Brand Popularity</td>
<td>45.00</td>
<td>22.50</td>
</tr>
<tr>
<td>Doctors’/friends advice</td>
<td>30.00</td>
<td>15.00</td>
</tr>
<tr>
<td>Package and design of the product</td>
<td>25.00</td>
<td>12.50</td>
</tr>
<tr>
<td>Other</td>
<td>45.00</td>
<td>22.50</td>
</tr>
</tbody>
</table>

Interpretation: The results presented in the above analyzed table gives information about the 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)

<table>
<thead>
<tr>
<th>Variable</th>
<th>Male</th>
<th>N</th>
<th>Mean</th>
<th>Std. Deviation</th>
<th>Std. Error</th>
<th>‘t’ value</th>
<th>Female</th>
<th>N</th>
<th>Mean</th>
<th>Std. Deviation</th>
<th>Std. Error</th>
<th>‘t’ value</th>
</tr>
</thead>
<tbody>
<tr>
<td>It is important that the products I use do not harm the environment</td>
<td>Male</td>
<td>100</td>
<td>2.4400</td>
<td>1.18339</td>
<td>.118</td>
<td>.34</td>
<td>Female</td>
<td>1</td>
<td>2.5100</td>
<td>1.132</td>
<td>.113</td>
<td>.26</td>
</tr>
<tr>
<td>I would describe myself as environmentally responsible</td>
<td>Male</td>
<td>100</td>
<td>2.4400</td>
<td>1.18339</td>
<td>.118</td>
<td>.34</td>
<td>Female</td>
<td>1</td>
<td>2.5100</td>
<td>1.132</td>
<td>.113</td>
<td>.26</td>
</tr>
<tr>
<td>I am concerned about safeguarding the natural resources</td>
<td>Male</td>
<td>100</td>
<td>2.5000</td>
<td>1.17637</td>
<td>.117</td>
<td>.60</td>
<td>Female</td>
<td>1</td>
<td>2.5400</td>
<td>1.131</td>
<td>.113</td>
<td>.30</td>
</tr>
</tbody>
</table>

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.

**BIBLIOGRAPHY**


