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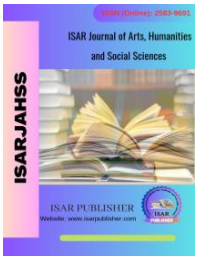

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A Study on Adoption of Green Marketing Products in Bangalore

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Abstract: Green innovation and intelligent production of manufacturing enterprises have become the general trend of sustainable development. However, because businesses do not communicate in ways that are consistent with the consumer's conceptual model of environmental problems, consumers frequently are ignorant of the environmental advantages. A survey was given to 105 individuals between the ages of 20 and 60. In an effort to comprehend the drivers and obstacles of green consumption and communication in Bangalore, a poll was performed among unrelated consumers. By examining consumer behavior, the research looks at the possibilities of ecological marketing. The goal of this study was to find green consumers based on their personal characteristics and comprehend how consumers generally felt about green goods. It's critical to emphasize how growing but underappreciated the ethical and ecological industry is. Study found that customers are ready pay price premium only to some extent only, so marketers should concentrate on pricing of the product.

Keywords: Green Marketing, Marketing, Environmental friendly, consumer behaviour.

Introduction

The disruption by Industry 5.0 will change existing nature of marketing in terms of customer experience, supply chain, procurement, product development, retail operations, etc. The market which predominantly flourishes with the help of customers in co-creation is going to have robot as bystander with the intervention of this Revolution 5.0 which will level up the existing customer experience. Marketing by its nature demands the cooperation at multiple levels and is becoming easier prey for the Industry 5.0 revolution as it's expected to create the cooperation between the humans and machines, product development, customer engagement and customer experience will undergo the transformation due to this industry revolution and also there are other areas in the marketing domain. One tactic for businesses offering their goods and services to help them accomplish their main business objectives is green marketing. (Papadas, K. Ket al, 2019). These kinds of tactics concentrate on developing viable environmental advantages. In order to satisfy their needs and achieve their goals, people, organizations, and environmental organisations use "green marketing," which is a smart marketing method that lessens the influence on the environment. (Chung, K. C, 2020).This gives green marketing a wide range of tasks that include displaying various products, developing new products, taking measures, going through the construction cycle, and advertising. Because of the rapid changes in the ecosystem, protecting Mother Earth is a major concern for environmentalists and for people in general. (Sharma, A. P. 2021).How to develop environmentally responsible marketing contact with a variety of platforms that are required for green marketing actions by different businesses is the greatest challenge for green marketing product firms.(Nandish, J et.al 2021).By evaluating characteristics like quality, price, labeling, longevity, and other factors, customers demand new eco-friendly green goods. In a similar vein, green product manufacturers are taking the initiative to meet consumer demand. (Tsai, P. H., et.al 2020). The way things are made, the packing, and the ads have all changed. The presence of various societal, environmental, and retail definitions connected to this word serves as an illustration of how difficult it is to define green marketing because so many meanings overlap and conflict with one another. Other similar terms used are **Environmental Marketing** and **Ecological Marketing**.

Environmentally Conscious Consumer Behaviour

Consumer activity known as "environmentally conscious consumer behaviour" (ECCB) is founded on a knowledge of the environmental effects connected with a good or service and a wish to lessen those effects. ECCB has grown significantly across a variety of marketplaces, according to numerous experts in the fields of buyer behaviour and market research. Case studies have shown how product designers and marketers have tapped into this optimistic mindset and successfully distinguished their products in terms of their "environmentally friendly" nature. The absence of a standardised meaning for the word "environmental consciousness" in the corpus of scholarly literature may be due to the term's emergence from political and common usage. Environmental awareness is the wish to preserve wildlife and plants, the readiness to examine the effects of economic activity, and the capacity to merge long- and short-term planning. There are many various reasons and factors that shape customer behavior, as demonstrated by study from a broad variety of academic fields, including economics, psychology, and sociology. The final buying choices

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and the justification for supporting what is considered to be "correct" ecologically will differ for each person. There is no one "better" solution that will please everyone's values and beliefs, despite the fact that people have varying degrees of need, values, and understanding regarding different resources and their purposes. Every generation's spending patterns change over time, but due to easier access to new technology, anxiety surrounding global events, and unsure prospects, shopper trends have changed. In order for businesses to appeal to these Environmentally Conscious Consumers, it is important to understand

· Who are environmentally conscious consumers?

· What are the factors influencing their purchasing decisions and behaviour.

· What are the buying habits and how they have changed?

Environmentally Conscious customer Behavior (ECCB) is portrayed in the suggested paradigm as a process involving the customer surroundings, conceptions, intermediaries, and results. The fundamental drivers of ECCB are intricate, and various theories of customer incentive account for them in different ways.

Review of Literature:

Chuung KT el (2020) Customers' examined sustainable purchasing patterns have an impact on the sustainability of society. Through the use of stress cognitive theory, a study demonstrates the advantages of green hotel management in preserving the environment and establishing a green marketing-oriented strategy. Through the use of green marketing in the hotel industry, customers and senior corporate social responsibility hotels have been found to be able to tangentially boost shopper allegiance to the brand of the hotel.

Tsai, P. H., et.al (2020) assessed the impact of company image on customer buying in green marketing. In green marketing, network relationships are influenced by the development indicators and sub-indicators that have been studied. According to a study, companies can increase the real-world results of their green marketing initiatives by encouraging environmentally conscious customers to make purchases.

Cui, L. et.al (2020) examined the problems with the green agri-food supply chain's collaboration against the backdrop of farmers' green cultivation and stores' green marketing. According to the study, a farmer and a merchant make up the two echelons of the green agri-food supply chain. A revenue-sharing agreement was set up that takes into consideration the costs of the farmer's green cultivation and the retailer's green marketing. The revenue-sharing agreement is found to be advantageous for raising the level of greening as well as for boosting agricultural and merchant profits in the agri-food industry.

Objectives of the study:

The purpose of the current research was to determine how people felt about ecological goods and their potential applications in the future. The research was governed by the ensuing goals.

1. To assess the consumer awareness toward green marketing.
2. To assess the consumers concern and their level of involvement in adapting green products.

Scope of the study:

Although the study reflects consumer awareness, adaptability, and concern for green marketing in the Bangalore area, due to the study's small sample size, the results may not be a true representation and cannot be generalized, but they will provide a better opportunity for future research and may have a wide range of applications in the future.

Methodology:

Primary data from the various Bangalore consumers was gathered in order to research the green marketing and its effects on consumers. A random sample of 105 individuals from Bangalore were chosen for this study. An analysis was done after a result was obtained and was organized, tallied, and organised methodically. The results were examined using the next statistical methods.

- Percentage test.
- Cross tabulation.

Research design:

A poll with 105 people was performed to gather primary data. A organised poll was created for this purpose, and respondents to it were questioned about their opinions on green marketing as well as their degree of knowledge and approval. The current research was carried out in Bangalore. Secondary data was gathered from marketing publications, websites, books, mags, and the internet. Extra care was taken to extract information only from credible resources.

Data Analysis: Demographics Profile of the Respondents: Gender

Table 2: Table showing Gender of the respondents

	Frequency	Percentage
Male	71.0	67.6
Female	34.0	32.4
Total	105	100

Inference: There were more male participants in the survey compare to females respondents. This difference is because most of the women were not interested to co-operate during the Survey.

Age (in years)

Table 3: Table showing age of the respondents

AGE	Frequency	Percentage
Below 20 years	0	0
20 – 30 years	55	52.38
30- 45 years	41	39.04
Above 45 years	9	8.57
total	105	100

Analysis: Of the total respondents 52.38 % respondents were between the age of 20 and 30 years, 39.04 % of respondents were in the range of 30 to 45 years and 8.57% were above 45 years of age, and there is no respondents below the age of 20 years.

Inference: It was found that young people were showing more interest and cooperation in filling the questionnaire when compared to elder respondents.

Income level of respondents

Table 4: Table showing Income level of Respondents

Income level(per month)	Frequency	Percentage
Up to Rs 15000 PM	18	17.14
From Rs 15000-25000 PM	45	42.85
From Rs 25000-40000 PM	30	28.57
Above Rs 40000 PM	12	11.42
Total	105	100

Analysis: Among the total respondents 17.14 % of the respondents were having an monthly income of less than 15 thousand rupees, 42.85% of respondents had an monthly income between 15 thousand and 25 thousand rupees and 28.57 % respondents had income in the range of 25 thousand to 40 thousand and 11.42% respondents had income of above 40 thousand per month.

Inference: Most of the consumers or respondents (nearly 60 percent) income level is within Rs 25000 per month, this section includes young customers, students etc.

Educational qualification

Table 5: Table showing Educational qualification of respondents

Qualification	frequency	percentage
Up to 10th	0	0
Up to 12th	14	13
Graduation	40	38
Post graduation & others	51	49
Total	105	100

Analysis: Graph shows that 49 % of the respondents were Post Graduates this includes students who are studying masters, 38 % had completed only graduation and only 13% of the respondents have education up to 12th class and there is no respondent with 10th class qualification.

Inference: Respondents with higher education level are most familiar and aware about the topic i.e green marketing. And this is a good sign that majority of the respondents are well educated and education is gaining importance.

Table 6: Table showing Green products are according to respondents

Particulars	Frequency	Percentage
Recycled product	30	28.57
Biodegradable	51	48.57
Low carbon and other toxins emitting product	24	22.85
Products that are produced in an eco friendly way	39	37.14
Organic products	21	20
Others	3	2.85

Analysis: The graph shows that 48.57% of respondents think green products are Biodegradable in nature and 37.14 % said green products are products produced in an eco-friendly way and 28.57 % of respondents said green products are made from recycled or reused material and 22.85% respondents think green products or eco-friendly products are those which release less or no toxic chemicals. 20 % of respondents feel that green products are fruits and vegetables produced in an organic way and their products. 2.85 % of respondents answer others.

Table 7: Table showing Motivating Factors for making a buying decision

Particulars	Frequency	Percentage
Quality & worth of a product	36	34.28
Product design & appearance	6	5.71
Brand name	13	12.38
Convenience	20	19.04
Advertising & promotional offers	10	9.52
Innovative product/ service	7	6.66
Environmental friendly nature	11	10.47
Others	2	1.90

Analysis: Among the various motivating factors responsible for making a buying decision, 'Quality & worth' of the product is motivating factor for 34.28 % of the respondents. After Quality and worth followed by Convenience was considered by 19.04 % respondents, 12.38% of the respondents said they would be motivated to buy by brand name of the product, 10.47 % of the respondents said they would be motivated to buy environmental friendly nature of the product. 9.52 % of the respondents were motivated by advertising and promotional offers of the product. 6.66 % of the respondents are motivated by the innovative product or service and 5.71 % of the respondents are motivated by product design and appearance. And 1.9 % of the respondents are motivated by other factors.

Table 8: Table showing how customers came to know about Green marketing/ product

Particulars	Frequency	Percentage
News papers	35	50.72
TV	13	18.84
Friends & family members	12	17.39
Shop keepers	2	2.89
Products labels (green label)	3	4.34
Others	4	5.79

Analysis: The graph clearly shows that 50.72 % of respondents received information on Green products from newspapers followed by 18.84 % came to know through TV & 17.39 % of respondents came to know through Friends & family members. 4.34% of respondents said they came to know about eco-friendly products through product labels. And only 2.89 % said they get information about green products through shop keepers. 5.79% of the respondents got information through other sources like internet etc.

Table 9: Table showing product categories consumers willing to buy

Particulars	**Frequency**	**Percent**
Groceries	35	33.33
Electronics & appliances	20	19.05
Eatables (fruits & vegetables and ready to eat foods & drinks	48	45.71
Automobile	24	22.86
Others	5	4.76
total	105	100

Analysis: About 45.71 % of the respondents are willing to buy green products relating to eatables followed by about 33.33% of the respondents willing to buy groceries. And about 22.86 % of customers are interested in buying green products related to automobiles followed by electronics & appliances with 19.05 percent of respondents. And about 4.76 % of respondents would go for other products like personal care etc.

Findings:

To measure customer sensitivity to ecological marketing Consumers are very open to environmental problems and want to participate in order to change the world for the best. As much as 65.71 % of all the respondents knew or at least had some knowledge about eco- friendly or environment friendly or Green Products. 65.71 % of all respondents say they are aware of Green Products whereas 34.28 % are not. Gender is influential as there is a differential concern between women and men. 67.60% of men are aware of green products compared to 61.76 % of women. Consumers perception about the green product like about 48.6 % of the respondents perceive as the biodegradable product, and about 37.1 % of the respondents said that green products are the products that are produced in an ecofriendly way i.e. which have no ill effect on environment. Some customers (about 28.6%) perceive the green products as the recycled products which products produced from reusing the waste product. Around 22.9 % percent of the respondents perceive it as products which produce low carbon and other toxins emitting products followed 20% of the consumers perceive it as organic products which means products are produced by using environmental friendly products and not the chemicals. And in this way most of consumers aware about green products or ecofriendly products.

To determine the degree of customer worry and their interest in adopting ecological goods: More consumers are definitely going to buy green products whenever they have a choice. This is willingness to seen almost a same level in both the genders. Among genders, there was no much difference found between male and female likeliness to buy green products and 92% of the respondents prefer to buy green products when prices are same for green products and other products, where as only 8% of respondents were not. 90% of the respondents are ready to pay extra for green products where as the remaining only 10% were not. and these 90% respondents who are willing to purchase green products by paying premium price, about 54% of the respondents are ready to pay price premium of about 5% and 25% of the respondents would pay up to 10% premium, and 18% of respondents would pay up to 2% premium. And only 3% of the respondents are ready to pay more than 10% .and these figures or outcome clearly indicates that customers are ready pay price premium only to some extent only, so marketers should concentrate on pricing of the product.

Conclusion:

The results define the current state of the ecological and ethical industry. The goal of this study was to find green consumers based on their personal characteristics and comprehend how consumers generally felt about green goods. The social and ecological industry is growing, despite the fact that it is still underappreciated, and this needs to be emphasised. There shouldn't be any more experts who are unsure about the viability of this industry. Every industry should be conscious of the strong demand from consumers for companies to contribute to society's well-being. In order to meet this need, corporate social responsibility seems to be essential, and any contemporary marketing plan should be built on ethical behaviour. Practitioners are under pressure to follow the environmental path due to the real setting of environmental concern.

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