

An Investigative Study on the Role of Green Marketing and Its Influence on Indian Consumer's Purchasing Behavior

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ABSTRACT

The modern-day consumers are becoming more conversant and concerned about the environment. This awareness and change in mind set of the consumers is reflecting in their decision-making process to purchase a product. This research paper aims to inspect why consumers are willing to choose various green product and services over the orthodox products which are existing in the market from decades. The paper highlights Indian consumers' preferences and perception towards various green products and practices with the help of a structured questionnaire. The sampling method used for this research study to analyse and interpret the sample data is convenience sampling and random sampling methods as green marketing is a critical area of research study and is based on explanatory research. A total of 86 consumers' mindset and perception has been recorded and studied using multiple regression technique. The effect of the product on environment has been the most important direct variable based on which the consumers takes their decision. The data taken for this research is a pure form of qualitative categorical data which represents the characteristics and purchasing behavior of the consumers. Thus, the main purpose of this paper is to throw light on the importance of green marketing in the changing preferences of the Indian consumers.

Key Words: Green consumerism, Green purchasing, Consumer preference & behavior, Environmental knowledge.

INTRODUCTION

In 1994, the Environmental Protection Agency (EPA) drafted a paper on environmentally preferable purchasing and started to host public and stakeholders meeting to create awareness among the consumers about eco-label and environmental knowledge. This leads to the evolution of green consumerism and green purchasing. Consumerism plays a very important role in establishing the economic and individual well-being by the ways of both enhancing and diminishing it (Sergio Silva Braga Junior, 2014). Green consumerism is a situation through the virtue of which the consumers prefer to buy those products which are produced in such a way that it does not harm the natural environment. The consumers not only focus on buying a product but are also concerned about everything with respect to its production and the future impact of the product. Green consumerism is not only restricted to the demand of green products by the consumers but also expands to the response of Business enterprises in dealing with the environmental challenges faced by the world. Environment is considered to be the most important factor for growth of both the developed and the developing Nations. Every product has an environmental impact, whether big or small, Green consumerism and green purchasing aims to reduce this impact to the minimum level. Green consumerism is not only restricted to an individual consumer but it works like a

domino effect in which the sustainable purchasing and behavior of one consumer influences a lot of consumer which at last creates a big impact on the environment. America is considered to be the hub of green consumers as it marked a record high of 71% consumers who considers the environment before they shop (Agyeman, 2014). The only reason why consumers today are still lagging behind in choosing green products is lack of availability and awareness. The consumers who think about the environmental impact of any product are highly motivated to buy green products for which they are willing to pay 10-30 % extra as compared to the price of the substitute product.

According to Peattie (2000), the advancement of green marketing has three stages. First stage was termed as "Ecological" green marketing, and during this period all marketing activities were considered to help illuminate ecological challenges and provide with solutions for the same. Second stage was "environmental" green marketing and the focus moved on clean innovation that included designing of technologically innovative new products which dealt with pollution and waste issues. Third stage was "Sustainable" green marketing which came into origin in the late 1990s and early 2000.

Green marketing today has become a vital component of marketing research. Several academic research studies have investigated about the change in the consumers' preferences and perception. But a very few research study has been conducted in context to the Indian consumers, there still remains a gap in understanding the Indian consumers awareness towards the environmental factors and the efforts on their part to reduce the same.

Through this research study we attempt to profile and analyze the importance of green marketing and understand various factors that influence the Indian consumers purchasing decisions towards green products and practices. This

research study tries to examine how buyers' values, perspectives and attitudes as well as their exposure to influences and information shape their behavior and impression of product execution with a specific focus on the powerful role of marketing. And finally, the problem statement to be addressed is, "The role of Green Marketing in shaping the Indian consumers purchasing behavior".

To arrive at the objectives of the research study data has been collected from both primary and secondary sources like personal interviews, survey, journals, articles, books, magazines, online publications, published statistics etc.

BACKGROUND OF THE STUDY

(A S M Saifur Rahman, 2017) "Influence of Green Marketing on Consumer Behaviour: A Realistic Study on Bangladesh": The research claims that it is very important for the marketers to come up with new and innovative techniques of changing the consumers' perception. The data collected by the researcher specifies that the green products are highly priced which is true in maximum of the cases but this does not hold true when we talk about the herbal products which are also of the same importance and benefit as the other overly priced green products. Herbal products are very environment friendly and are very popular amongst the rural consumers but what happens when the same herbal product is being compared by some other product of the more or less the same environment benefit. Green marketing should be promoted and practised at large consumer base which will help in promoting the ecological benefits of the green products and motivate people for its consumption. Eco-labelling and packaging are considered to be the most important tool of green marketing as it conveys the eco-friendly features and information of the product. The researchers suggest that some International standards should be implemented so as to remove the doubts regarding the quality of product from the mind of consumers.

(Jaju, 2016) "A study of the Impact of Green Marketing on Consumer Purchasing Patterns and Decision Making in Telangana, India": The research talks about the impact of the intensity of green labelling and green branding on consumer behaviour. Through this, the researcher establishes a direct link between branding and consumer decision making process. It is also found that people usually tends to prefer the known brands more easily over the new or not so famous brands. The researcher believes that green consumerism is always impacted by the premium price charged on the green products which always increases the price of the products. Through the research, the research marked significant difference in the perception of urban consumers and rural consumers which tells that there is a major impact of social demographics on the consumer behaviour and purchasing decision. The research concludes that the consumers are very well concerned about the environment and the impact of certain products on environment but are disinclined towards purchasing green products.

(A study of consumer awareness for green marketing, 2016) The research marks that there is no significant relation between income, educational qualification and occupation of the consumers with regards to green marketing. The research identifies that the consumers who belong to service category are more aware about the green products and hence the maximum number of consumers who are buying green belongs to the service category. Similarly, the awareness levels are exceptionally high amongst the students. The researcher builds their work on two hypotheses which were consumers are aware about green marketing and consumers are willing to pay more for eco-friendly products. After conducting the research, the researchers got the results in favour of the first hypothesis and hence the first hypothesis of consumer awareness was accepted while the second hypothesis of consumers' willingness to pay more was rejected.

(Yatish Joshi, 2015) "Factors Affecting Green Purchase Behavior and Future Research Directions": The major reason of consumers shifting towards the environmentally responsible consumption is depletion of natural resources. There has been a radical increase in the number of organizations manufacturing environmentally friendly products. Despite the consumers' willingness to consume environmentally responsible products, the consumers are not able to translate this favorable attitude into actual buying because of inconsistent behavior. The researchers identified environmental concerns, product attributes, environmental knowledge and subjective norms as major drivers whereas high price, low availability and lack of consumer trust as major barriers towards the purchase of green products. The researchers also examined the ethical decision-making influence of the consumers on their purchasing pattern. The research concluded that many other variables such as the specific emotions of the consumer, store related attributes and advertising also plays a great role in consumer decision making process.

(Juniora, 2015) "The Effects of Environmental Concern on Purchase of Green products in Retail": The study demonstrates the strong relationship between environmental concern and the preference to purchase green product and focus of the same is on the attitude of the consumer. The results of the study exhibit the fact that opinion is on the correct route but suffers from great influence of external factors like political environment and thus end up destroying the future developments in the new research.

(Wong FuiYeng, 2015) "Green Marketing: A Study of Consumers' Buying Behavior in Relation to Green Products": The sustainable development framework is now being given a lot of emphasis by the manufacturing companies because of the increased demand of green products which are environmentally friendly. Green marketing is considered to be one of the

most important tools used by business organizations to increase profits. The marketing managers are undergoing training and development to become efficient in understanding and implementing green marketing. The consumers are attracted by the companies which are willing to invest more in greener lifestyles which eventually turns out to be of competitive advantage for companies. Green marketing is not only restricted to environment and its protection but has its own separate existence as a sophisticated marketing strategy. The sales representatives are especially trained to promote the green products by clearly delivering the message of environment protection because of the use of their product. It is very important for a company to identify the right place and right consumer to implement their green marketing strategy.

(Deepika, 2015) "An Empirical Study on Consumer buying Behavior Towards the Green Marketing": The researcher talks about green marketing by the virtue of business growth particularly in the contributing sectors of India. The research paper tries to evolve salient features of green marketing which can be used as tools to achieve standalone competencies in the long run. The research paper emphasizes on the importance of improving and standardizing advertising which can attract customers and lead to the growth and success of company as well as the economic sector. The research tells that how the stake-holders of any company can contribute in promoting green marketing which will lead to development of the company as well as the country. The research also talks about the impact of "SWATCH BHARAT" mission on the mind-set of consumers towards choosing green and environmentally friendly products. The researcher has in detail interpreted green marketing awareness, promotional strategies to promote awareness about green marketing, information regarding eco-friendly products, number of customers willing to pay on eco-friendly

product, reasons that make customers to pay more for the green products, reasons that make customers not to pay more for the green products and promotional strategies.

(Sergio Silva Braga Junior, 2014) "The Effects of Environmental Concern on Purchase of Green Products in Retail": It is not always that the purchasing decision taken by the consumer is the one which is desired by him. Often, it's the decision which is best suitable for the consumer at that point of time and reality. The consumers do not understand the importance of changing the consumption pattern and keeps their purchase list with respect to their past experiences. The consumers are seeking environmentally friendly and organic product but still a trend can be drawn which shows that the purchase is restricted because of price and consumption habit. The research concludes that the opinion of the consumer is on the correct path but the purchasing decision suffers because of the great influence of old purchase intent and attitude.

(Maheshwari, 2014) "Awareness of green marketing and its influence on buying behaviour of consumers: special reference to Madhya Pradesh, India": The study talks about an environmental value-action gap which refers to the gap between the consumers mind-set and its behaviours over being green. The research paper clearly states that a consumers' preference for green goods can be easily manipulated through marketing. The products which have been marketed with great efficiency and has been given more emphasis will be sold in greater quantity. As per the researcher, the performance of the product that whether the product will meet the expectations or not is the major barrier in consumers decision making process of purchasing green. As per the researcher, the number of consumers who are aware about global warming are very less in number and hence the Indian brands needs to put in a lot of efforts for raising consumer consciousness. The researcher believes that the Indian manufacturers have still not got the desired

market for selling green products and they have to put extra emphasis on green marketing as a part of marketing mix to break this vicious cycle.

(Agyeman, 2014) "Consumers' buying behavior towards green products: an Exploratory study": The research identified that despite consumers positive behaviour towards purchasing green products, the consumers final decision of making a purchase is still influenced by factors such as cost and durability. The investigator believes that a more in-depth investigation is necessary for further understanding the consumer. The result of these kind of detailed studies will provide useful insights to manufacturers about how to reach out the consumers and what makes people tick to purchase green. Green marketers have to design and implement their marketing strategies in such a way that prices are suitable and quality is taken care of so that the consumers are willing to purchase their product. The product of the marketer should perform competitively and they should always look to capture the market for its long-term growth. The research concluded by identifying the range of price levels which the consumers are willing to pay for purchasing green products in Indian districts which came out to be between Rs. 20-25 for non-perishable products with a minimum life of 3 months.

(Bhatia, 2013) "Green Marketing: A Study of Consumer Perception and Preferences in India": The marketing strategies with respect to green practices need to concentrate more on subject and message. Advertising appeals utilizing green products and practices are probably going to arouse emotions and result in influence. It is significant for business sectors to be in top of mind recall of consumers to increase maximum from their green brand positioning. Consistent and persistent communication from the organizations' side is required to make an impact and create a distinct green positioning. In this manner using green marketing by the organizations not only

provides an opportunity to meet customer desires and address their ecological concerns, yet in addition to increase an upper hand and a solid buyer base

(Saini, 2013) "Green marketing and its impact on consumer buying behaviour": The researcher believes that green marketing should never ignore the economic aspect of marketing. It is necessary for every marketer to understand the implications of green marketing. According to the researcher, if the marketer thinks that the consumer is not concerned about the environmental impacts of their products and will not be willing to pay premium for such eco-friendly products then they need to think again. Every marketer should first look for enhancing the product's performance, strengthening the customer's loyalty and then they should go for demanding higher price. Green marketing has lot of potential if explored and studied in a right way both for the consumers as well as the manufacturers.

(B.N., June 2013) "Green Marketing: It's Strategies for Sustainable Development": As per this research study, around 25% of the Indian consumers prefer environmentally friendly products over the traditional products and Indian industries are becoming more concern about their practices and strategies that effect the natural environment. In India, Green Marketing is still in its infancy stage and there is scope for lot of research to fully explore its potential. Even though the companies get enough competitive edge by adopting it but still it faces a lot of challenges in the country such as lack of consumer awareness, financial constraints, limited scientific knowledge and technological advancement, deceptive marketing, lack of stringent legal standards, etc.

(Ruth Rettie, 2012) "Normalizing green behaviors: A new approach to sustainability marketing": According to the researcher, consumers perception and concept of what is green and eco-friendly is generally consistent and correspond with the

prevailing ideas and beliefs on sustainability. This exhibit that consumer awareness about what products and practices are green or not green is vast and because of that consumers' perception to adopt green behaviour cannot just be ascribed to knowledge deficit. Further the study develops an approach to sustainability marketing that influences consumer purchasing behaviour by shaping consumer conceptions and perception of what is normal. In general, the paper suggests guidance for the targeting of social normalisation marketing strategies on the basis of demographic groups

(Sharma, 2010) "Green marketing in India: Emerging opportunities and challenges": Marketers likewise also have the responsibility to make the consumers to understand the necessity for and benefits of green products when compared with non-green ones. In green marketing, consumers are willing to pay more to keep up a cleaner and greener environment. Finally, buyers, industrial buyers and suppliers need to pressurize consequences to limit the negative effects on the environment-friendly. Green marketing showcases much more significance importance and relevance in developing nations like India.

RESEARCH GAP

Although various different research study has been carried out so far in the field of Green Marketing across the globe but little academic research has been conducted on consumer perception and preferences of Indian consumers. The main focus of this research study is to understand the factors which influence the buying decision of Indian consumers regarding purchase of green products. It intends to provide a brief review on consumers' level of awareness about environmental issues, green products and practices.

OBJECTIVES OF THE STUDY

Through this research study, we attempt to address the following objectives:

1. To understand the level of awareness of Indian consumers about green products and practices.
2. To investigate the various factors that influences the consumers' persuasion to buy green products.
3. To study the relationship between consumers attitude and perception towards green marketing.
4. To analyse consumers' willingness to pay high for green products.

NEED FOR THE STUDY

With the growing concern of consumers about environmental degradation and awareness about various negative impact of their uses of products and services on the natural environment, Green Marketing has evolved as one of the major fields of interest for the organizations that provides an opportunity to meet the expectations of consumers and address the various environmental concerns by gaining a competitive advantage in this dynamic environment. Because of government regulation and change in aspect of consumer preferences, many Indian companies have started marketing themselves as green enterprise. However, there is still the question about the awareness of green products and attitude of Indian consumers towards them. The study's objective is to understand the research question of what factors persuades the consumers to buy green products and services.

METHODOLOGY

The following text describes the various methodology, philosophy and logic that will be applied in the study to acquire necessary information and deduce conclusion about the various factors that influences consumer purchasing decision of green products and practices. The research also attempts to draw a relationship between consumers' attitude and perception towards green marketing. Thus, research methodology includes research design, data collection method, sampling size, method of

sampling, variable description and tools that will be used for data analysis.

RESEARCH DESIGN

This research study is a qualitative research study where both primary and secondary sources will be used to analyse and achieve the research objective. The research study is explanatory in nature as it will answer questions related to the area of Green Marketing like 'why' and 'how'. To be precise, we intend to address why Green marketing is evolving as an important field for marketers and how they influence the purchasing decision of the consumers. An inductive approach will be followed to carry forward the study.

DATA COLLECTION

For the purpose of this research study and in order to achieve the objectives of the study, data required will be collected and used from both primary and secondary sources.

- **PRIMARY SOURCE:** A well-structured Questionnaire will be used to collect the primary data. The questionnaire contains questions to measure consumer general awareness, marketing and branding issues etc. with the possible responses of strongly agree to strongly disagree. We also used five-point Likert scale technique to quantify the variables. A survey methodology will be chosen to collect qualitative data for this research study
- **SECONDARY SOURCE:** Secondary data will be collected from journals, articles, magazines, books, online publications and newspapers. Secondary data will contribute toward forming background information in order to constructively build the research study.

SAMPLING DESIGN

To reach the objective of the research study, a sample size of 86 Indian

consumers with an age range of 18-45 years were approached with a structured questionnaire. The sampling method used for this research study to analyse and interpret the sample data is convenience sampling and random sampling methods as green marketing is a critical area of research study and is based on explanatory research.

VARIABLE DESCRIPTION

The dependent and independent variable that will be used for the study are:

1. **INDEPENDENT VARIABLE:** The various green marketing strategies used by many Indian companies to market themselves as green organization and get a competitive edge in the market.
2. **DEPENDENT VARIABLE:** Consumer behaviour and attitude towards purchase of green products and practices as they are subjective in nature and differs from individual to individual.

TOOLS FOR DATA ANALYSIS

The data collected from all the sources in the research study was edited, coded and entered into the statistical software (Statistical Package for Social Sciences, SPSS version 20) for analysis. The study included Descriptive statistics (frequencies, percentages, means and standard deviation) to summarize the collected data. The study also adopted multiple linear regression, ANOVA and correlation analysis to establish the relationship between variables of interest. Hypothesis is also tested using the same statistical tools.

HYPOTHESIS

As corresponding to our research study on how consumer purchasing patterns are influenced by different green marketing strategies, we put forward the following hypothesis for our test:

Table 1 Hypothesis

S.No	H ₀ / Null Hypothesis	H ₁ / Alternative Hypothesis
1	Consumers have a negative perception towards green products	Consumers have a positive or neutral perception towards green products
2	Consumers are not willing to pay high for green products	Consumers are willing to pay high for green products
3	Green marketing strategies does not have a significant impact on the purchasing decision of consumer	Green marketing strategies does have a significant impact on the purchasing decision of consumer

ANALYSIS AND INTERPRETATION

The data collected in the research was edited, coded and entries were made into statistical software (Statistical Package for Social Sciences, SPSS version 20). This process includes decoding quantitative (nominal and ordinal data) into numerical codes.

Test of internal consistency of the Questionnaire:

Before analysing the data collected to address the research question and reach

objective of the study, we tried to analyse the internal consistency of the structured questionnaire prepared. The factors involving the environmental beliefs and values of consumers were measured using the Cronbach's alpha. The internal consistency is used to measure the correlation of responses between the different questions of the questionnaire. Cronbach's alpha (>0.7) is considered as a reliable technique to measure the internal consistency of questionnaires with multiple items.

Table 2 Cronbach Alpha Test

Variables	Cronbach's Alpha
I believe there is a lot that individual can do to improve the environment	.859
Plastic has become a lifestyle and it's impossible to avoid it	.618
I am ready to pay premium price for the products which are environmentally safe & Biodegradable (e.g. Shampoos, Lotions)	.787
I pay attention to eco-friendly advertising.	.836
I believe in the environment information on the product label	.503
I carry own bag to supermarkets	.693
Overall Questionnaire	.716

The Cronbach's alpha was calculated for all the factors and it was observed that the Cronbach's alpha for the overall questionnaire is 0.716 which is greater than 0.7, making the questionnaire reliable, although all the factors individually did not have Cronbach's alpha greater than 0.7.

DESCRIPTIVE STATISTICS

The analysis process includes various Descriptive statistical tools which consisted of frequencies, percentages, means and standard deviation to summarize the data and reach the objective of the study.

Table 3 Mean and Standard Deviation Test

STATEMENT	MEAN	STANDARD DEVIATION
I believe there is a lot that individual can do to improve the environment	4.31	0.936
Plastic has become a lifestyle and it is impossible to avoid it	3	1.127
I am ready to pay premium price for the products which are environmentally safe & Biodegradable (e.g. Shampoos, Lotions)	3.74	1.031
I pay attention to eco-friendly advertising	3.87	0.967
I believe in the environment information on the product label	3.51	1.182
I carry own bag to supermarkets	3.79	1.32
Overall Green Value	3.70	1.09

The overall green value of the consumers is recorded to be 3.70 for a total observation of 86 consumers which clearly signifies that the consumers are concerned towards the protection of environment. The

consumers are very positive towards the understanding of environment and firmly believe that individuals can do a lot to improve environment which is clearly justified by the mean value of 4.31 and a

standard deviation of .936. Another important observation made is that 80% of the consumers are willing to pay premium price for the products which are environmentally safe and biodegradable which helps us to meet our research objective of checking the consumer's willingness to pay for green products. A mean value of 3.87 and standard deviation

of .967 tells us that eco-friendly advertising plays a significant role in shaping the consumers mind-set over purchasing green as 83% of consumers pay attention towards green advertising. Thus, we reject the null hypothesis (H_1) which states that consumers have negative perception about green marketing.

Table 4 Frequency and Percentage Test for Influencing Factors

FACTORS THAT INFLUENCE THE PURCHASE	FREQUENCY	PERCENTAGE (%)
Advertisements using Green Themes	20	23.30%
Self-Explanatory Labels	26	30.20%
Educational Campaigns	26	30.20%
Certifications	14	16.30%
TOTAL	86	100.00%

As shown in Table 4, 30.20% of consumers indicated that their reason behind purchase of green products are Self-Explanatory labels and educational campaigns while 23.30% of consumers gets influenced by advertisement which use green themes to market their products. Only 16.30% of consumers get considers the

product certification while making their purchasing decision. This observation gives us a clear view that companies producing green products should focus more and more on their advertisement campaigns by working on green themes and self-explanatory labels.

Table 5 Frequency and Percentage Test for Reasons for Purchase

REASONS FOR BUYING A GREEN PRODUCT	FREQUENCY	PERCENTAGE (%)
Product features	25	29.10%
Packaging	2	2.30%
Environmental issues	53	61.60%
Promotional campaigns	6	7%
Total	86	100.00%

Table 5 depicts the factors that influence consumers to purchase a green product. Concern towards environmental issues indicates the highest frequency (53) of the respondents according to which almost 61.60% chose a green product because of environmental challenges. While 29.10% of the total sample under study are influenced to go for a green product because of the unique product features and benefits they provide. 7% of the respondents are influenced by the promotional campaigns done by organizations to grow awareness about their product. Only 2.30% of the total respondents consider product packaging while making their purchasing decision. Thus, we can interpret that customers today are well aware of their effect and negative impact of their use of product or services on

the environment and are taking necessary steps in their hand to minimize environmental issues and challenges. At last from our analysis we can say that consumers are willing to pay high prices for green product thus we accept the alternative hypothesis and reject null hypothesis (H_2).

INFERENCE STATISTICS

In this study, a multiple linear regression and Pearson correlation was also conducted to test the hypothesis of the research and to determine the joint relationship between independent and dependent variable. To measure the relationship between the variables under study, multiple linear regression model was used. In doing so, the regression model specified below was used:

$$y = \beta_0 + \beta_1x_1 + e_i$$

Where,

y = Dependent variable (consumer behaviour and attitude) which is measured by the results of the structured questionnaire prepared and circulated;

$\beta_0 - \beta_1$ = Model parameters or coefficients;

x_1 = Independent variable (green marketing strategies) like eco-labelling, waste management;

e_i = error term.

Influence of green marketing strategies on purchase of green products:

Regression Statistics:

Table 6 Regression Statistics

Multiple R	R Square	Adjusted R Square	Standard Error	Observations
0.06034638	0.00364169	0.08201972	0.99457845	86

Multiple R is the correlation coefficient which studies the relationship between the study variables. From the findings shown in the table, the value of correlation coefficient $R=0.060$ suggests that there is a moderate positive correlation between preference of green products and green values of the Indian consumers. Adjusted R square is the coefficient of determination which tells us the variation in the dependent variable due to changes in the independent variable. From above table, value of adjusted R square was 0.082 which indicates that there was variation of 8% on the consumer behaviour and attitude towards purchase preference of green products accounted due to green consumer values, green product awareness and perception regarding seriousness of green marketers on the purchase intention of green products. This implies that there are other factors also which influences the green

purchase behaviour and these factors remain to be explored in future research.

Standard error (e_i) is an absolute measure that displays the average distance that the data points fall from the regression line.

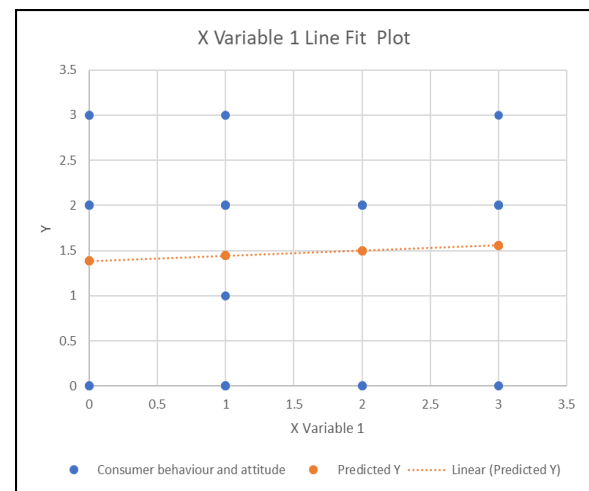


Figure 1 Regression Line Graph

ANOVA STATISTICS

Table 7 Anova Statistics

	df	SS	MS	F	Significance F
Regression	1	0.3037	0.3037	0.307019697	0.480986937
Residual	84	83.09165	0.989186		
Total	85	83.39535			

From the ANOVA statistics, it can be interpreted that the processed data, which is the population parameter, had a significance level of 0.480 which shows that

the data is ideal for making a conclusion on the population's parameter as the value of significance F (p-value of F) is less than 5%.

Table 8 T Stat and P-value Test

	Coefficients	Standard Error	t Stat	P-value
Intercept	1.38340336	0.182346	7.586706	.048611
X Variable 1	0.05856092	0.105688	0.554094	0.580986937

In the above Table.8, the T statistic value for the relation between consumer awareness and green marketing strategies comes out to be 7.586. This T statistic value of 7.586 signifies that the magnitude of awareness against the null hypothesis is large. This implies that the third null hypothesis which states that Green marketing strategies does not have a significant impact on the purchasing decision of consumer can be rejected and thus we accept the alternative hypothesis according to which Green marketing strategies do have a significant impact on the purchasing decision of consumer. Further the p value of the test is also less than .05 which enhances our evidences of rejecting the null hypothesis. In this way T stats and p-value are inextricably linked and we reject the null hypothesis.

DISCUSSION

The main objective of the study was to determine the impact of green marketing on consumer buying behaviour. To survive in today's competitive environment facing various environmental challenges and issue, green marketing strategies has become very crucial for every business with changing times. Marketing thus plays a very significant role in bringing consumer awareness about any product or services. The responses of our survey show that consumers are more likely to adopt environmental friendly brands over others but were not able to recall more than two green product brands. This throws light on the gap in marketing efforts put by the green marketers in persuading and influencing consumers to purchase their product. The study also supports that the performance of green products is significantly affected by consumers' environmental concerns and beliefs. From the study, we also established that the primary objective of consumers to buy green products was their awareness about the environmental issues prevailing in the country and being health conscious.

From the manufacturers' point of view, the frequency of repeat purchase of

green products is experienced to be low because of the cost associated with the product. It is a proven fact that green marketing plays a very significant role in promoting environmental conservation initiatives and social responsibility between the organization and the consumers. The study found that the role of green marketing in solving environmental problems is considered very crucial by the respondents. This was due to the initiative of manufacturing green products, green pricing and green promotion practices adopted by the companies. As per the result of the study, it was evident that the effectiveness of the eco-labelling strategy by the companies has a positive impact on the consumers' buying behaviour. Likewise, it was observed that environmental marketing had a negative impact on the ecological conduct of the consumers, comparative results was found in the environment concerns and beliefs of the buyers and its relationship to the environment conduct. Thus, study shows that consumers are concerned and aware about the environment, yet they are hesitant to purchase green products and practices. At last it's important that organizations going for green marketing and with the objective of developing new eco-friendly products should ensure that the product performs competitively.

LIMITATIONS

The research has been successful in proving useful insights about the impact of green marketing and consumers' perception in India, nonetheless, there are certain limitations of this research. First and foremost fundamental limitation of this study is the limited sample size used in this research. Another limitation is that the sample was concentrated on the student community for its maximum responses. Another drawback was in the form of rationalising the consumers as the response rate of the research study was around 80% but the remaining 20% of the non-respondents might have influenced the

insights of the research and hence adding to limitations. Limitations of this research also include lack in published concepts and theories of green marketing as it is a new area of research in emerging markets, particularly in India.

CONCLUSION

The study suggests that marketing like other functional areas of a business have a very significant role in contributing to environmental issues prevailing in the world today. Therefore, marketing as a field has a role to play in looking for solutions to the environmental problems. It is a proven fact that green products create less waste, use fewer raw materials and saves energy. The consumers also play a very important role in the drive for protecting the environment as the new generation consumers are concerned about the environment.

Companies which takes the first mover initiative enjoys the competitive advantage. Green based products are higher in quality in terms of energy saving, performance, convenience and safety as a reason of which they are also priced at a premium as compared to other products of the same category. The research further concludes that companies which are offering green products should not consider their products just as a unique product which presents new business opportunities and thus overpricing the product on the lines of it being a "green product". Overpricing the product does hurt the buying capacity of many consumers who are willing to go green on their purchase but are not able to do so because of price factor. Many Consumers are ready to pay premium price for the product which is subjective to the product features and other characteristics of the product but to reach the aim of being completely green which can only be done by reaching the mass, price should be controlled. Green products offer consumers with the benefits of healthier, more fulfilled lives and power to make the world a better place to live. To achieve the target of being

green, green marketing should be done at the right place on the right person, by the society and for the society. Thus, we conclude that green marketing in India is still in its initial stage, taking baby steps. There's still scope for a lot of research to be done on green marketing to fully explore its potential and advantages.

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