

Mapping and Alignment of Environment Friendly Products with Market Morphology

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Abstract : In the present market scenario, the consumer due to its frequent changing dynamic nature has reenergized the market and become more energetic. The new technologies and market emerging trends act as a catalyst and give new direction to market and enhance various types (taste and preference) of consumerism. This type of consumerism boosts Indian economy and motivates market to become more vibrant. Digital commerce is the new modern economy. The consumer is no longer a passive observer, but rather a collaborator in a partnership that calls for constant, effective communication.

Today, almost all companies and organizations publish sustainability reports on a regular basis and take "sustainable development" elements into account when developing their product offers. To appeal to people who care about the environment, marketers portray their products as ecologically friendly. This process of promoting environmentally friendly items is known as "green marketing".

This paper focuses on how marketing strategies of environmentally friendly products differ with normal products. Also, how purchase intentions i.e. consumer's decision-making process differs.

Key Words: Sustainable development, Ecology, Green Marketing etc.

INTRODUCTION

The consumer has kept his position as King in the modern world of innovation and competition. For any organization, understanding the needs of the consumer and his buying habits is the only way to quickly carve off a blue ocean. We are currently dealing with enormous environmental challenges. Deforestation, rising global temperatures, and rising sea levels are a few examples. These elements all serve to increase consumer awareness of the value of choosing sustainable options. As a result, every business is developing items that are as eco-friendly and organic as they can be. Due to this growing trend, "Green Consumerism" has become a subset of consumer behaviour.

Consumer demand for goods and services that were produced in an environmentally responsible manner, including one that involves recycling and protecting the planet's resources, is known as "green consumerism." In other words, green consumerism refers to the development, marketing, and advancement of the utilization or use of products and services based on their favourable effects on the environment. The foundation for green consumption has been formed by economic, social, and cultural forces. This is due to the fact that it is a social attitude and movement in the modern era that is specifically intended to encourage people to be more aware of the firms' production processes and to only buy or consume goods and services that do not hurt the environment. This is why green consumerism, which is mostly focused on the sustainable and pro-environmental behaviour of consumers, has produced a balance between consumer behaviour and organization's profit aims.

Green Consumers: The term "sustainability" has developed through time from a trendy buzzword to a way of thinking that has altered how people consume things. The abundance of environmental data that is already available unmistakably indicates the urgent need for collaborative action to minimize and lessen the harm that has already been caused. As a result, green customers are choosing products from a widening range of "green products." Green consumer behaviour' can be defined through the following characteristics:

- Ethical purchase choice, product use and post-use;
- Purchase and use of products with lower environmental impacts; and
- Use of organic products, made with low impact processes and can then easily be disposed of through recycling, biodegradability.

Consumers are more knowledgeable than ever, and they frequently create opinions and judgements based on the data provided to them through numerous signals from businesses. Indian marketers are beginning to understand the value of the green marketing idea. Even though there has been a wide range of academic research on green marketing undertaken globally, India has only seen minimal academic research on customer perception and preferences. Approx. 45% of consumers pay attention to the environmental footprint in their purchasing decisions. For your brand to achieve a broad market reach, customers not only need to be convinced by price and quality, but also by environmental awareness.

REVIEW OF SOME SELECTED LITERATURES

Kaur et al., (2022) according to the author different customers' intentions to make green purchases vary greatly depending on their income and level of education. Marketers are able to clearly identify their key areas of strength and the direction that their efforts

should be directed in their next projects. It is also noted that green products had the lowest impact on consumers' intentions to make green purchases while green advertising techniques had the highest impact.

Joshi & Nulkar (2022) according to the author, customers have a high level of environmental awareness. Although this awareness exists, there is a dearth of appropriate and trustworthy information flow between manufacturers and customers that does not materialize in green purchase behaviour. Consumer's willingness to pay extra for eco-labeled products is dependent on the product reliability and appeal. Hence eco labelled products stand a chance to be selected if they are appealing and reliable.

Ismail *et.al*, (2018) concluded that customer purchasing behaviour was significantly impacted by environmental awareness, however it was not significantly impacted by green branding or eco labelling. This outcome was brought about by consumers' ignorance of the motivations behind the incorporation of corporate green branding and environmental labelling into eco-friendly items.

Danish & Ishtiaq (2022) highlights that customers' perceptions of green brands are influenced by both green brand positioning and green brand understanding. Similarly, consumer views about green brands affect their propensity to make green purchases. Consumer perception of green brands may improve as a result of a well-executed green brand positioning plan. As a result, it would help in the creation and marketing of green brands for companies.

Wazir & Khan (2021) highlighted that green marketing tactics have a favourable effect on consumer beliefs and conduct. Customers are attempting to purchase convenience products and are becoming more environmentally conscious. The conclusion that was reached is consistent with earlier research on green marketing. Businesses make an effort to seek customers who share their environmental ideals.

Rustandi *et.al*, (2020) concluded that customers' attitudes about the intention to buy green products are positively and significantly impacted by the green marketing mix. The company provides services in the form of products, prices, locations, and promotions that are strong and pay attention to environmental aspects and are committed to protecting the environment. This will result in positive attitudes from various aspects (cognitive, affective, and behaviour) in the minds of customers.

Wayan *et.al*, (2020) indicated that inclinations to buy green items are somewhat influenced. Consumers may determine whether a skin care product is toxic-free, ecologically friendly, and possess a certification identifying it as such after they take these factors into account before making a purchase. As a result, prospective customers frequently research products in order to set expectations, prioritize them above competing goods, and recommend them to others.

Kanade & Harwani (2022) The findings have provided useful insights into the model of consumer behaviour. Numerous internal and external factors affect customer behaviour towards environmentally friendly non-durable products. The research's second finding was that because they are aware of the effects on the environment, younger generations have been exposed to and accepted the idea of green products.

OBJECTIVES OF THE STUDY

1. To determine the consumers intention to purchase an eco-friendly product.
2. To know the purchase intentions and awareness level of the consumers towards green products.

To serve the above said objectives, past research has been taken as a base and various research papers related to above said topic are reviewed. The relationship of dependent and independent variables are established and fulfilled the research question and objectives. These variables are mapped (one to one & one to many) and an emergence of strong relationship was observed.

RESEARCH METHODOLOGY

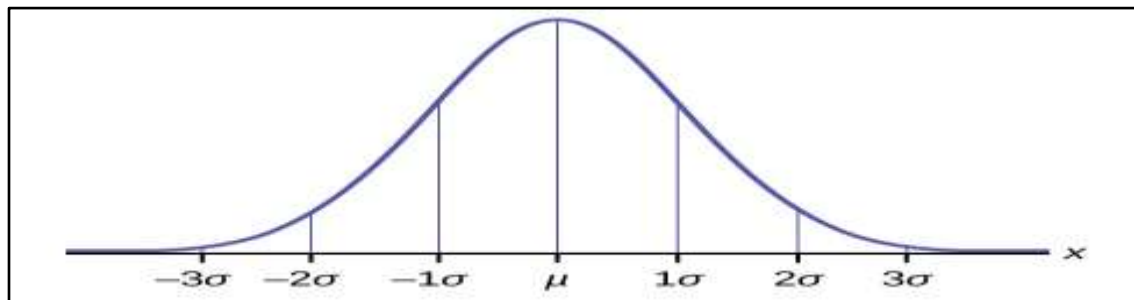
Now a days the purchase decision of consumers are driven majorly on high value & low value product and hence there is a uncertainty in sequence of their purchase trend. Due to this reason consumer behaviour has always been a challenging topic for most of stakeholders. Success of every business depends on the consumer and how consumers perceive the product is to be analysed for the success of any product. To position eco-friendly products in the market, marketers formulate green marketing strategies to highlight the presence of green products in their portfolio but communicating the right message in the challenge for marketers as justifying their product as true green is tough. Therefore, this research aims to identify consumers' purchase intention in line with marketing strategies of eco-friendly products.

OPPORTUNITY FOR THE STUDY (RESEARCH GAP)

Customers are more interested in sustainable and eco-friendly products. Therefore, several companies promote green-based products and practices in their business. Much research has been done on consumer behaviour towards eco-friendly products but what marketers are doing to communicate green attributes of products with customers is what needs to be explored. What are different marketing strategies to attract customers towards green products and how customers react to the marketing communication? Therefore, this study aims to highlight customer intentions towards eco-friendly products and their mapping with marketing strategies.

The present research is based on exploratory in nature, where previous research was considered as base to investigate the subject. The variables taken by 18 researches are correlated and the conclusion was compiled in discussion. The non-probability sampling was followed because every element has not an equal chance to come into a sample proportion.

Figure 1 – Normal Distribution for Sample Drawn



The qualitative data is found to be normal because all the previous research taken in to consideration was derived from normality. Since the number of dependent and independent variables has been identified from previous work done.

DISCUSSION

The growing processes of globalization and consumerism are posing significant threats to the environment. The environment has suffered because of fierce competition, industrialization, and a growth in goods and services. Consumer behavioural patterns have changed as a result of the increased deterioration. Consumers are more knowledgeable than ever, and they frequently create opinions and judgements based on the data provided to them through numerous signals from businesses. Indian marketers are beginning to understand the value of the green marketing idea. Even though there has been a wide range of academic research on green marketing undertaken globally, India has only seen minimal academic research on customer perception and preferences.

Customers are attempting to purchase convenience products and are becoming more environmentally conscious. Businesses make an effort to seek customers who share their environmental ideals. Firms offering green products face strong competition in the market and have to communicate with powerful messages about their differentiator to attract the audience towards their products. The customers who genuinely look for green products are considerably small in number but they are very proactive about saving the environment and are ready to pay a premium if the product is truly green and they even become a loyal customer.

Consumers were the primary target of promotions rather than distribution channels; however, these factors are less significant in driving sales than channel acceptance of green technologies. Firms believe that barriers to diffusion in the near future include the expenses of developing and promoting appealing green technologies.

According to additional research, the majority of consumers have expressed a strong desire to conserve the environment and concern about its deterioration. Business leaders should therefore hold workshops and seminars to inform clients about environmental protection and environmentally friendly products. There is a favourable link between customers' patterns of green product purchases and successful green marketing tactics. Indian consumers' awareness of green brands and their propensity to purchase green goods are influenced by their perception that such goods safeguard the environment. customers who have sufficient awareness of eco-labels did not significantly change their purchasing behaviour as a result of the eco-label.

Eco-friendly products are currently in demand and the demand will keep on increasing in future as the population is being educated on the importance of the environment. Customers today are attracted towards sustainable products which are developed with least or no harm to the environment. Therefore, marketers need to focus on communicating sustainable attributes of the product and design their marketing strategies to attract the customers who are sensitive about the environment. Trust is the most important factor which influences the purchase decision of a customer, trust can be gained through eco-labels and eco-brands.

FINDINGS AND SUGGESTIONS

1. Eco-friendly products are a niche market and the customer base for purchasing them is comparatively smaller currently, but as the awareness for the environment is growing this customer base will grow in the coming future.
2. Young generation is the largest advocate of eco-friendly products. They are of the mindset that sustainable products are to be purchased today to save the natural resources for tomorrow.
3. Trust is the most important variable when it comes to the purchase of eco-friendly products. The most important task of a marketer is to develop trust among the consumer about the claims regarding the green attributes of the product and trust is gained by eco-labels.
4. Eco-friendly products are offered at a premium price. Not every customer is ready to pay the premium but the ones who are proactive towards safeguarding the environment pays the premium and also becomes the loyal customer of the brand.
5. Purchase behaviour of customers can be driven by strong marketing communication. The message should be powerful enough to deliver the sustainable attributes of the product and also the values of the brand which makes it a green brand.
6. Eco-labelling is the most important step towards building a sustainable brand as it ensures the customer that the product is certified and can be trusted on whichever claims are mentioned on the product. Products with eco-label also promote customers to pay a premium for the product.
- 7.

CONCLUSION

By considering various literature review it is concluded that - With the increasing ecological disbalance saving environment has become the utmost agenda for the society, consumer is becoming more and more aware and conscious about saving the environment, this need of saving the environment has given rise to a new concept called “Green Marketing”, Green marketing is when brands position their product as sustainable and eco-friendly which are made with minimal loss to environment with increasing demand of green products it has become necessary to explore more on this topic.

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