

Consumer Belief and Purchase Intention Towards the Green Marketing: Literature Review

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Abstract

In today's business world there is a large number of environmental and social problem arises. Marketer and consumers are focusing the environmental friendly products. Most of the companies change their entire business process for making environment friendly products. Companies are adopt the green marketing and producing environmental friendly product in less harmful to the environment. In this study fully concentrate on previous literature reviews among the consumer belief and their purchase intention toward the green marketing. To study focus on aware of the environment awareness to the consumers and factors that influenced to buying green marketing products. It has become a challenge to keep the customers as well as consumers increase and even keep our natural environment safe and that is the major need of the time. Consumers are also aware of the environmental issues like; global warming and the impact of environmental pollution. Green marketing is an occurrence which has developed particular important in the contemporary market and has emerged as an important concept in India as in other parts of the developing and developed world, and is seen as an important approach of facilitating sustainable development.

Keywords: Green marketing, Consumer belief, purchase intention

I. INTRODUCTION

Green marketing is the marketing of products that are designed to be environmentally safe. Thus green marketing incorporates a wide variety of activities, including product modification, changes to the operation process, packaging changes, as well as revising advertising. Yet defining green marketing is not a simple task where several meanings cross and oppose each other; an example of this will be the survival of varying social, environmental and retail definitions attached to this term. Other similar terms used are Environmental Marketing and Ecological Marketing. Thus "Green Marketing" refers to comprehensive marketing concept wherein the production, marketing consumption and disposal of products and services happen in a manner that is fewer harmful to the environment with increasing awareness about the implications of global warming, non-biodegradable solid waste, harmful impact of pollutants etc., both marketers and consumers are becoming increasingly sensitive to the need for swap in to green products and services. While the move to "green" may appear to be costly in the short term, it will definitely prove to be crucial and beneficial, cost-wise too, in the long run.

Green marketing has not lived up to the faith and dreams of many managers and activists. Although public opinion polls consistently show that consumers would favor to choose a green product over one that is less sociable to the environment when all the other things are the same, those "other things" are hardly ever equivalent in the minds of consumers. How then, should companies handle the dilemmas allied with green marketing? They must always keep in mind that consumers are improbable to compromise on traditional product attributes, such as expediency, availability, price, quality and performance. It's even more important to understand, however, that there is no single green-marketing approach that is right for each company. It is suggested that companies should pursue one of four strategies, depending on market and competitive conditions, from the relatively inert and silent "lean green" approach to the more hostile and visible "farthest green" approach - with "suspicious green" and "shaded green" in between. Managers who understand these strategies and the fundamental reasoning behind them will be better prepared to help their companies benefit from an environmentally friendly approach to marketing.

II. OBJECTIVES OF THE STUDY

As companies today are integrating suitable green strategies into their marketing activities in order to attain a competitive advantage in the soaked markets, there arises a need to know whether the consumer purchasing decision are influenced by the green marketing practices undertaken by the companies. Moreover, there arises a need to know the challenges faced by companies.

- To study the consumer awareness about green marketing
- To study the consumer belief and purchase intention towards green marketing

III. LITERATURE REVIEW

Prothero, A. (1998) introduces several papers are discussed in the July 1998 issues of 'Journal of Marketing Management' focusing on green marketing. This includes; a quote of the need to review existing literature on green marketing, an empirical study of United States and Australian marketing managers, a account of what a green alliance look like in practice in Great Britain, ecotourism of green marketing. Kilbourne, W.E. (1998) discusses the failure of green marketing to move beyond the limitations of the prevailing pattern. The author identifies areas that must be examined for their consequence in the marketing or environment relationship, namely economic, political and technological proportions of the cultural case of reference.

Prothero, A. & Fitchett, J.A. (2000) argues that greater ecological illumination can be secured through capitalism by using the uniqueness of commodity culture to further progress environmental goals. Marketing not only has the possible to contribute to the formation of more sustainable forms of society but, as a principle agent in the operation and explosion of commodity discussion, also has a considerable responsibility to do so. Oyewole, P. (2001). In his paper presents a theoretical link among green marketing, environmental justice, and industrial environmental science. It argues for greater awareness of environmental fairness in the practice for green marketing. A research agenda is finally suggested to determine consumers' awareness of environmental fairness, and their readiness to bear the costs associated with it. Alsmadi (2007) investigates the environmental behaviour of Jordanian consumers, reveals a high level of environmental beliefs. Unfortunately, this positive tendency and preferred in the "green" products does not seem to have any effect on the final decision, visibly because these consumers have a stronger reliance in the traditional products and a little confidence in the Green statements. The above obstacles are more strengthened by the lack of environmental ethics by a set of enterprises and the existence of a large scale of prices for the same product, many of which include an impulsive estimate of environmental responsibility. Derek W. Thompson (2009) suggests that those consumers exposure the strongest preferences for environmentally certified forest products were more willing to pay a high cost for certified products, more likely to display environmentally cognizant behaviour, and more likely to identify that green consumer purchases effectively benefit the environment. These characteristics were most common among females and those familiar with the concept of environmental certification. Green products according to Mishra & Sharma (2010) are products which are initially grown with natural ingredients containing recycled contents and non-toxic chemicals which do not pollute the environment, as they are recyclable, reusable and biodegradable. Thus enhances their credibility vis-a-vis their counterparts.

Vernekar and Wadhwa (2011) defining the green consumer as a person "who adopts environmentally-friendly behaviours, and/or who purchases green products over the standard alternatives". Rahbar and Wahid (2011, p. 80) defining the green marketing tools as including eco-label, eco-brand and environmental advertisement. The two first essentials have importance in the consumers' behavior towards green products. However due to the information that as we are non-Swedish natives and as they want a sample composed of Swedish and non-Swedish (such as international students) most of them are possible to not identify a green brand or eco-label as well as the product could be dissimilar from that used in their home country. Reason for what we did not take into account exact eco-brands in their study.

IV. GREEN MARKETING: CONSUMER BELIEF – BEHAVIOR

A. Consumer Belief towards the Environment:

Environmental perspective is known because the judgment a personal has towards the protection and promotion of the surroundings. Conflicting results are printed with regards to the link that presently exists between perspective towards the surroundings and therefore the resultant behavior (Kotchen and Reiling, 2000). There has been different inquiry that has terminated that the link is moderate at the best (Davis, 1995). Inexperienced selling depends on the consumer's perspective towards the surroundings. If there's no sturdy demand for such a shift in shopper perspective, businesses won't place within the additional effort to maneuver towards introducing inexperienced product and services. Supported these proof 3 completely different aspects are come across in terms of distinguishing the link between environmental perspective and behavior:

- Need for more detailed studies identifying the relationship between belief and intention.
- Need to identify other variables which have a mediating result on both these attributes.

B. Perceived Seriousness of Environmental Problems

There are varieties of studies that have restricted the subject of perceived seriousness of environmental issues. In line with (Dunlap, 1994), most of those studies targeting deciding the themes read of the matter, its seriousness and the way is differs from the various cultures. The studies found that a number of the foremost common issues were air quality, sewerage treatment and water quality. Folks living within the Asian nations were found to be additional involved with such issues in comparison to their counterparts from different Western nations. One reason for this can be that the Asian community tends to understand their native communities during a negative manner than their Western or European counterparts (Dunlap, 1994).

In recent times plenty of attention has been paid to the impact that mass media has on the audience's perceived seriousness of environmental hazards. Associate degree example of 1 such study is that the analysis done by Moser and Uzzell (2003). Therein study, the authors declared that the audiences are influenced by the manner the mass media interprets the pollution levels. A study on perception of environmental risks by (Bord and O'Connor, 1997) discovered that ladies were additional perceptible to the risks concerned in heating and different connected unsafe wastes in comparison to the males. The study additionally found

that ladies were more disquieted concerning the varied negative impacts that heating might wear their health on their family's health. Businesses have begun to perceive consumer's perspective towards environmental issues and have thus begun to offer 'Green' products/services that offer an alternate to shoppers. Inexperienced selling is completed by businesses to extend awareness levels and to indicate that individuals disquieted concerning the atmosphere will do one thing to resolve a number of the problems.

V. GREEN PURCHASE INTENTION

"Green purchase intentions", refers to Netemeyer et al. (2005) to outline it as "the chance that a shopper would get a specific product ensuing from his or her environmental needs". Lu et al. (2010) indicate that client trust absolutely affects client purchase intentions

Akehurst et al (2012) re-examined the determinants of ecologically acutely aware shopper Behavior (ECCB) through building shopper profiles (socio-demographic and psychographic components). The study conjointly explored regarding the determinant of effective inexperienced purchase behavior (GPB) through analyzing ECCB and inexperienced Purchase Intention (GPI) from preceding studies. For this purpose researchers conducted an internet survey and complete that psychographic variables area unit a lot of vital in characterizing ECCB than demographic ones, and there is a positive relation between ECCB and GPI. Conjointly ECCB has a lot of impact on GPB than GPI.

Chen & river (2012) developed a framework to seem at the consequences of inexperienced perceived worth and inexperienced perceived risk on inexperienced purchase intention still on realize the role of inexperienced trust on these aforesaid variables. The study showed a positive influence of inexperienced perceived worth on inexperienced trust and inexperienced purchase intention whereas inexperienced perceived risk have a negative influence on each of them. Moreover, study showed that inexperienced perceived intention and its antecedents inexperienced perceived worth and inexperienced perceived risk area unit partly influenced by inexperienced trust. That complete that resources ought to be endowed in increasing the inexperienced perceived worth and minimizing inexperienced perceived risk which will result in higher trust and inexperienced purchase intention?

Rahbar & Wahid (2011) investigated the consequences of inexperienced promoting tools (eco labels, eco brand, environmental promotional material and trust in eco label and eco brand) on actual shopper purchase behavior. Findings of the study showed that trust in eco label and eco whole area unit considerably connected. Whereas the relation between information on eco labels and the result on shopper purchase behavior are not an essential. Moreover, environmental promotional material, another dimension of inexperienced promoting wasn't found to be vital. Akehurst et al (2012) studied the impact of socio demographic and psychographic variables on ecological acutely aware customers. The study completes with psychographic variables as a lot of convincing towards poignant the behavior.

VI. CONCLUSION

Green marketing continues to be in its infancy in India and additional analysis must be undertaken on totally different aspects of inexperienced selling to explore its potential to the most doable extent. Once corporations adopt inexperienced selling activities, they must make sure that the economic side of selling isn't neglected. Thorough understanding of the implications of inexperienced selling activities should be undertaken by the businesses therefore on make sure that they deliver the goods competitive advantage within the markets.

The companies should detain mind that the shoppers area unit considerably involved regarding the environmental problems cropping up within the country and that they area unit considerably willing to pay a premium worth for the green merchandise, if these eco-friendly merchandise offer an additional price to the shoppers. corporations will command a better worth if they'll enhance the product's performance and provide additional product price by providing better visual charm, higher functions, improved performance, higher style, or higher style. Thus, corporations should try and find these opportunities and should cash in of them.

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