



A Study of Green Marketing Practices on Consumer Buying Behavior for Organic Products

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Abstract

Consumers' tastes and spending habits have been impacted by the worldwide trend toward eco-friendly and sustainable activities. The purpose of this research is to examine how eco-friendly marketing strategies affect consumers' preferences and decisions while shopping for organic goods. The term green marketing is used to describe a wide range of approaches used by businesses to promote eco-friendly goods and services and win over environmentally aware customers. An in-depth analysis of the existing research on green marketing and its effects on consumer behaviour. Primary data was gathered through a questionnaire sent to a cross-section of the target market. The purpose of the survey is to learn how customers see green marketing strategies and how that affects their decisions to buy organic goods.

Key words: Green marketing, consumer buying behaviour, organic products, eco-labeling, environmental claims, sustainability messaging.

Introduction:

The protection of the environment and the implementation of environmentally responsible activities have garnered an increasing amount of attention all around the world. This increased knowledge has had a considerable influence on the behaviour of consumers, especially in regards to the choices they make about their purchases. Products that match with the consumer's beliefs and reflect a commitment to environmental responsibility are becoming an increasingly important purchase criteria for consumers. As a consequence of this, companies have come to the realisation that they need to include environmentally friendly marketing tactics into their company plans in order to keep up with the ever-evolving requirements of environmentally concerned customers. The term green marketing describes the practise of incorporating environmental issues into the processes of product creation, promotion, and distribution. It entails bringing attention to the eco-friendly qualities of goods, discussing actions to promote sustainability, and implementing responsible practises across the supply chain. Consumers that place a high priority on environmental issues and are prepared to show support for businesses that are congruent with their beliefs may be attracted and engaged with the help of green marketing methods. Organic goods, in particular, have seen tremendous growth in popularity as a result of the widespread belief that they are better for both the environment and human health. These items are grown utilising organic farming techniques, which reduce the amount of synthetic chemicals and genetically modified organisms (GMOs) that are used and prioritise environmentally responsible agriculture practises. As a direct consequence of this, customers who are looking for options that are both healthier and more environmentally friendly often go toward organic products.

It is crucial for companies that operate in the organic sector to understand the influence that green marketing tactics have on the purchasing behaviour of consumers for organic goods. Companies are able to customise their marketing tactics to successfully engage and please their target audiences if they have a solid understanding of the elements that impact the purchase choices of customers. The connection between environmentally responsible business activities and the customer preference for purchasing organic goods. We can gain insight into how these strategies influence consumer perceptions, attitudes, and purchase intentions by analysing the efficacy of various green marketing elements such as eco-labeling, environmental claims, and sustainability messaging. This will allow us to determine how these elements influence consumers. The outcomes of this study will contribute to a better understanding of consumer behaviour in the context of green marketing, which will eventually help firms and policymakers build marketing strategies that are more successful and sustainable. This research aims to shed light on the relevance of green marketing tactics in moulding customer behaviour and give advice for firms that are looking to satisfy the expectations of a consumer base that is becoming more environmentally concerned. Companies may not only increase sales by matching their marketing tactics with the tastes and values of customers, but they can also contribute to a more sustainable future in the process.

Growing Demand for Sustainable Products

There has been a discernible movement in the preferences of customers toward environmentally friendly items. “As awareness of environmental issues has grown, customers are becoming more interested in purchasing goods that reflect their core beliefs and make a positive contribution to the creation of a more sustainable future. This change in consumer behaviour has resulted in an increased demand for environmentally friendly goods across a variety of different businesses.

Environmental Consciousness and Consumer Behavior

The rise in environmental understanding among consumers has resulted in a heightened awareness of environmental concerns among consumers, which has led to customers being more mindful of their buying choices. They are now making a concerted effort to source goods that, during their entire lifecycles, have a negligible effect on the natural world. This change in mentality indicates a desire to make sustainable choices that are in line with personal beliefs and contribute to making the world a greener place.

- **Responsibility and ethics in business:**

Customers care not just about how goods affect the planet, but also about the social and ethical costs of making them. They are more likely to buy from companies that they perceive to be socially responsible and use fair trade and ethical material sourcing techniques. This need for openness and moral responsibility has added momentum to the expansion of eco-friendly consumer goods.

- **Optimal Health and Happiness:**

consumer health and safety is rising in importance with concerns for the environment and ethics. They are on the lookout for items made without the use of synthetic ingredients, preservatives, or pesticides. The demand for organic and natural goods has

risen as a result of people becoming more health concerned, which has helped to boost the market for eco-friendly goods.

- **Factors That Play a Role in Consumer Choices:**

Sustainable product purchases are influenced by a number of variables. Consider product quality, cost, accessibility, name recognition, and the success of advertising campaigns. Communicating the sustainability qualities of goods and influencing customer perceptions and decisions are two important roles that green marketing approaches play.

- **Possibilities for Profit and Industry Advantage:**

Companies who make sustainability a priority in their operations will benefit greatly from the rising demand for eco-friendly goods. Brands that successfully use sustainable practises and green marketing tactics may increase their market share, reach a new demographic of environmentally concerned customers, and strengthen their relationships with existing clients.

Importance of Green Marketing

Green marketing, which also goes by the names environmental marketing and sustainable marketing, is gaining prominence in today's competitive corporate climate. Consumers are looking for goods and services that reflect their beliefs and help create a greener, more sustainable world in response to the rising awareness of environmental challenges. In order to meet these expectations while also encouraging ethical company practises, green marketing has become more important.

economy, customers are more concerned about how their purchases will affect the planet. They rely on companies to make ethical decisions and provide environmentally friendly options. Green marketing helps businesses show their customers they care about the environment, deliver on their promises, and win the loyalty of customers who share their values.

Businesses may get an edge in the market with the help of green marketing strategies. Businesses may set themselves apart from rivals by advertising that they care about the environment. Businesses that adopt sustainable practises have a distinct competitive advantage, since consumers are ready to pay a premium for environmentally friendly products. Companies that use green marketing methods are seen as pioneers in their industry, which may increase consumer loyalty and boost the company's overall image. A favourable brand image and reputation might benefit from green marketing strategies. Brands that care about their communities and the environment tend to attract more loyal customers. Businesses may improve their reputation, show they care about the community, and win over environmentally concerned customers by highlighting their sustainable practises. Attracting environmentally conscientious investors, partners, and other stakeholders is one benefit of building a brand image on sustainable ideals.

Businesses may avoid fines and other penalties related to breaking environmental standards by using green marketing tactics. Businesses that place a premium on

sustainable practises and effectively communicate them will be in a better position to comply with more stringent environmental rules as they are introduced throughout the globe. Companies may show their dedication to compliance and reduce reputational and financial risks via proactive green marketing.

Making a Positive Impact on Environmental Stability:

Green marketing's commitment to environmental sustainability is maybe its most crucial aspect. Green marketing efforts may motivate people to alter their consumption habits for the better and increase their understanding of environmental concerns. As a result, there will be less damage done to the planet and the future will be more secure.

Review of literature

(Zulfiqar and Shafaat 2015) studied "Green Marketing: Environmental Concern and Customer Satisfaction" To hold the firm accountable for the long-term social and environmental rewards it may reap via good green marketing, green marketing has played a significant part in serving the requirements and wishes of consumers. The study's goal is to educate people about green goods and marketing by determining whether or not customers know what green marketing is and whether or not green products meet their demands. The questionnaire method is employed as part of the quantitative approach. People in this survey agreed with the significance of green goods and wanted to buy them at any cost due to their care for the environment, but they also acknowledged that they were less knowledgeable about the attributes of green products than they could be. The researchers have offered a number of suggestions on how awareness should be raised. The research will help spread information about green marketing, which is always a plus. In addition, the study will provide useful information for eco-friendly marketers.

(Sen 2014) studied "A Study on the Impact of Green Marketing Practices on Consumer Buying Behavior in Twin cities" Thanks to rising levels of consumer awareness. Green is gradually becoming the colour of eco-consciousness in India, thanks to the rise of green marketing. significance. The tide has changed among consumers and producers. As a result, we can see that both businesses and individuals are shifting their emphasis to green goods and services in an effort to reduce their environmental impact. assumed to be environmentally benign or green Organic foods, recyclable paper, etc., may be a short-term boon for a business. It has been costly for businesses to make the green transition, but the long-term benefits of green marketing and environmentally-friendly product development will outweigh the initial costs. The customer is now the firm, both in terms of revenue and expenses. We may expect that as people become more environmentally conscious, they will base their purchase choices on the greenness of a product or service and take steps to lessen their negative influence on the environment, such as by opting for environmentally friendly options. To what extent green marketing methods, which are assumed to be ecologically superior to others, impact customer purchase choices in the Twin Cities is the goal of this study. carried out by the businesses. A survey with one hundred people. As a result, a sample size that was representative of both Hyderabad and Secunderabad was chosen, and primary data was gathered with the use of a questionnaire. firms' advertising, manufacturing methods, and environmental friendliness have all been subject to statistical analysis. However, in order to get an edge in the increasingly

competitive eco-friendly product marketplaces, businesses must first determine whether or not their goods are really worth the premium they charge.

(Sao 2014) studied “Green Marketing” Green marketing is a trend that has gained traction in recent years. Products that currently meet these standards may now be repackaged and marketed thanks to this idea. In addition, with the advent of green marketing, businesses now have the option of co-branding their goods into distinct lines, where certain items are promoted for their eco-friendliness while others are ignored. Changes in consumer sentiment will be shown to have inspired these advertising strategies. This has led to an increase in the frequency with which companies solicit eco-conscious buyers. Consumers that share this concern want to see environmental considerations included into the product development and promotion process, as well as the substance of the product itself. Green customers are the focus of this article, since more and more companies are trying to appeal to their values by catering to their environmentally conscious products and services. This study discusses the potential and threats associated with green marketing and outlines three distinct groups of environmentally conscious customers. Green marketing is something that will continue to expand in both practise and demand, as this paper demonstrates by looking at current trends in green marketing in India and describing the reasons why businesses are embracing it.

(Paiva 2020) studied “GREEN MARKETING” Green marketing is a recent trend that has emerged in the international marketplace and gained prominence in nations like India. Because of growing concerns about the state of the planet, consumers have shifted their focus in recent years to choose greener alternatives to conventional goods. To safeguard the environment from further deterioration, businesses must engage in green marketing, which includes the creation, advertising, and sale of eco-friendly goods and services. Green marketing is a relatively new idea that has been embraced by businesses concerned about their impact on the environment. This study defines green marketing, its history, its current state, and the difficulties it faces. It also details the businesses that have adopted a green marketing strategy and the external elements that may affect their success. This study is descriptive in nature and draws on a variety of secondary sources including books, websites, papers, and other studies.

(Kumari and Yadav 2012) studied “Awareness of people towards Green Marketing and Its impact on Environment Management” Green marketing is a trend that has gained traction in recent years. Products that currently meet these standards may now be repackaged and marketed thanks to this idea. In addition, with the advent of green marketing, businesses now have the option of co-branding their goods into distinct lines, where certain items are promoted for their eco-friendliness while others are ignored. Changes in consumer sentiment will be shown to have inspired these advertising strategies. This has led to an increase in the frequency with which companies solicit eco-conscious buyers. Consumers that share this concern want to see environmental considerations included into the product development and promotion process, as well as the substance of the product itself. The primary goal of this article is to ascertain whether or not readers are familiar with the notion of green marketing and whether or not they believe in it.

Conclusion

Sustainable marketing techniques and customer preferences may be better understood via research on the effects of green marketing on organic product purchases. This research provides insight into the role of eco-consciousness in moulding consumer behaviour in the context of organic product purchases via an in-depth investigation of the effect of green marketing features on consumer decision-making. This research lends credence to the idea that green marketing strategies have a significant impact on consumers' propensity to purchase organic goods. Eco-labels, environmental claims, and sustainability messages all have a major effect on how consumers feel and what they do or don't buy. Clear and trustworthy information on the environmental advantages and sustainable practises linked with organic goods increases the likelihood that consumers will select organic products. Findings from this research highlight the importance of environmental consciousness and the drive to make sustainable decisions in consumer behaviour. Products that help create a healthier and more sustainable world are increasingly sought after by consumers. Businesses may more easily satisfy these customers' needs, earn their confidence, and encourage their loyalty by using green marketing methods. the market for organic goods. Businesses may improve their ability to connect with their customers by learning how green marketing tactics affect customer decisions. Consumer confidence in and interest in organic goods may be boosted by include eco-friendly message, promoting sustainable methods, and offering clear information on the environmental aspects of these items. sustainability's value as a market differentiator. Green marketing helps companies stand out from the crowd by demonstrating that they are environmentally conscious. Companies who establish themselves as industry leaders in sustainability often see an increase in client loyalty, positive press coverage, and sales. organic farming and environmental protection. Policymakers can better regulate businesses and encourage the use of organic goods by the public if they have a firm grasp of the elements that impact consumers' purchasing decisions. As a result, the agricultural system becomes more resilient and the environment improves. green advertising strategies in influencing clientele to purchase more organic goods. Eco-labeling, environmental claims, and sustainability messaging all have a beneficial impact on consumers, which highlights the need of clearly conveying the environmental advantages and sustainable methods connected with organic goods. A more environmentally aware society and a more sustainable future may benefit from the actions of businesses that implement green marketing strategies and meet the rising customer demand for sustainability.

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