



Influence of Green Marketing on Consumer Buying Behaviour: A Study Conducted in Udham Singh Nagar of Uttarakhand

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Abstract: *Green marketing strategies have always been significant in the transformation of consumers' behaviour towards green products and services. Increasing awareness of environmental issues has led to the display of environmentally friendly buying behaviour. To accommodate the needs of environmentally conscious consumers, marketers across the globe are trying and developing environment-friendly products in various categories. It is true that the green marketing concept is trendy in various industries in different countries. The main objectives of this research were to know how demographic factors, environmental awareness, and eco-friendly activities influence the buying behaviour of consumers towards green marketing. A survey was conducted at Udham Singh Nagar District, Uttarakhand. The results reflect that consumer believed they are environmentally friendly and tend to prefer buying green products also if green features increase the price of the products. The major reason behind paying more for the green product is that the participants believed they are responsible for protecting the environment. The major source of getting awareness about green products is the internet and the majority of the participants prefer to buy green products from local shops and retail shops. These results do not imply that participants more frequently buy green products than regular products, but at least show that important consideration is given to green products before the actual purchase.*

Key Words: *Green Marketing, Consumer Behaviour, green Product, Consumérisme.*

1. INTRODUCTION:

Globalization has had a significant impact on our lives and is also an important topic for many environmental activists because as much as it is making our life easier and more comfortable, equally, it is harming our environment too. It has created some areas of concern such as the increase in global warming.

The demand for eco-friendly items has increased as consumers become more conscious of environmental challenges. Green product sales are more likely to increase if consumers have a positive attitude toward the environment. Consumer attitudes and buying intentions may alter as a result of ongoing environmental program knowledge.

People today are becoming more conscious of the growing environmental problems and the consequences of climate change. Many individuals are attempting to be more environmentally conscious in an effort to mitigate these effects, and sustainability is growing in popularity. As a result, businesses have begun promoting "green consumerism". In other words, "green" items are produced in a way that is socially and environmentally responsible. This is what is meant by the term "green consumption." The ecology and social quality of life have both suffered greatly as a result of industrial and technological advancement. The negative effects have resulted in resource depletion, climate change, contamination, etc., particularly in the environment. However, governments, businesses, and society have addressed these concerns.

Most companies are now trying to fulfill consumer demands in terms of making eco-friendly products also known as green products. Businesses have begun to change their conduct in an attempt to answer society's new worries due to the public concern for the environment. Some companies are bringing the consumers' demand into the market quickly while some are preparing to bring a concept such as environmental management systems and waste



minimization, operating environmental concerns into all aspects of their operation. According to **Mostafa (2007)**, green purchase behaviour refers to the conception of products that are benevolent or beneficial to the environment, recyclable or conservable, and sensitive or responsive to ecological concerns.

Green Marketing strategies are significant in the transformation of consumers' behavior toward green products and services. In order to develop brand identity and deliver brand value, Hartmann, Ibanez, and Sainz (2005) provide an illustration of the process of green brand positioning. (**Hartmann, Ibanez and Sainz, 2005**)

Green marketing is marketing whose products are believed to cause less harm to the environment than others or are supposed to be –eco-friendly products. Eco-friendly products are those which are safe for the environment such as LED and CFL bulbs, solar panels, energy star rating, refrigerators, AC, etc

According to the American Marketing Association: Green marketing is the marketing of products that are presumed to be environmentally safe.

With growing awareness of the effects of global warming, non-biodegradable solid waste, harmful effects of pollutants, etc., both marketers and consumers are becoming more sensitive to the need for a switch to green products and services. This term refers to a holistic marketing concept wherein the product, marketing consumption, and disposal of products and services happen in a manner that is less detrimental to the environment.

We are all aware of the finite nature of the earth's resources and the insatiable nature of human desires. Therefore, it is crucial for marketers to use resources wisely and without wasting them in order to accomplish the organization's goals. Globally, customers are becoming more and more interested in environmental conservation. Evidence from across the globe shows that people are worried about the environment and are changing their behavior as a result. As a result, green marketing has developed, indicating a growing demand for sustainable and socially responsible goods and services.

Green marketing has gained importance recently. As a result of increased media exposure, which in turn puts pressure on businesses to demonstrate environmentally responsible behaviour, green marketing has emerged as a dynamic area of marketing research. The adoption of product packaging and public presentation has helped green marketing develop over time. Over time, there has been a shift away from genuine efforts to improve sustainable marketing plans and act in an eco-responsible manner toward the use of environmental marketing practices as a result of genuine efforts to improve sustainable marketing plans as a result of legislation and pressure from environmental groups.

Understanding phenomena like Green Marketing is essential in the modern world. To positively impact society, it is necessary for everyone to comprehend the idea. Organizations in the modern business sector are always looking into the newest marketing techniques to better understand how consumers behave when making purchases. The corporation can readily match its products and services with the interests of the customer if it can accurately determine what the customer wants. Consumers were previously uninformed of the negative environmental repercussions associated with industrial production operations, but because of the widespread availability of the Internet, the market is now much better informed and aware. Now the market is far more aware of the harm that particular products or services may cause to the environment in the modern world. Public awareness of climate change, global warming, and rising pollution are the main components of this concern.

A green consumer: a green consumer is one who believes that he /she has some responsibilities towards the environment and prefers green products to others.

Green consumers are those who refrain from buying goods or using services that could affect or harm any living creature, harm the environment during their production, or entail unethical testing on living things (**Elkington, 1994**). Green marketing and green consumer growth are the highest opportunities for creativity that the industrial world might have ever witnessed. (**Cairncross, 1992**).

Green products and services are those that are created using environmentally friendly production practices and policies and are intended to hurt the environment neither significantly nor at all. For the preservation of nature, it is crucial to advertise and promote green products and services. Green products require comparatively less material and energy, and they reduce the number of hazardous materials, pollutants, and wastes exposed to humans and the environment over their entire life cycles, from manufacture to disposal. These requirements are met by a green service when offering a service.

There are various traits that distinguish green products. One has a high level of durability as long as there are no significant disposal issues. Low potential for exposure to harmful chemicals is another attribute. In addition to having minimum, recyclable packaging, green products are typically reusable, repairable, and manufacturable. Consumer-oriented green materials tend to be more concentrated and have fewer inert chemicals, making them easier to transport (a concentrated liquid laundry detergent compared to detergent in a granular formulation containing a lot of filler). The



sustainability of a product can be influenced by business and governmental practices and infrastructures. Green products and services are:

- Items or services produced using renewable resources
- Reusable, Recyclable, and Reduced
- Bio-degradable.
- Natural ingredients-based goods
- The use of safe substances
- Non-polluting goods, manufacturing methods, and raw materials
- eco-friendly

2. NEED OF THE STUDY:

An eco-friendly product is supposed to deplete the effects of its production and usage on the surroundings and the environment. A survey by Gallup Organisation in 2009, stated that 20% of the sample population thinks that buying Eco-Friendly products can reduce environmental problems at large (Eurobarometer, 2009).

The depletion of the environmental and natural factors encouraged awareness among the consumers which in turn motivated the organizations as well to perform research and development and application of eco-friendly policies in order to preserve the planet for the generations yet to be born.

The foremost objective of this research is to study the influence of Green Marketing on consumer buying behaviour: A study conducted in Udham Singh Nagar of Uttarakhand. Society today is much more aware of environmental well-being than ever before because of the free hand availability of the internet, so it was necessary to understand the population whether they are even aware of the company's efforts towards green marketing and if they recognize these efforts or not. Moving forward the research will try to find how demographic factors influence consumer buying behaviour toward green marketing.

The study aims to look at whether consumers prefer products made from green marketing practices over conventional products or not and if the consumers prefer green products, then what factors motivate them to do so?

3. REVIEW OF LITERATURE:

Consumers are not sufficiently exposed to green marketing strategies **Rizvi (2021)**. Although females and graduates were giving more preference to organic products and also shows that awareness of the green products market has gained momentum and people are very much aware of the impact of inorganic products **Usharani & Gopinath (2020)**. **Rehman et al (2017)** focused on how consumers felt about organizations that use eco-friendly methods and how it affected consumers' purchasing behaviors. They also focus on the organization's eco-friendly actions in comparison to other conventional organizations and also try to find what motivates consumers to purchase eco-friendly goods and services. By focusing on the customer category that is inclined toward environmental conservation, the researcher discovered that there is much greater potential in the Bangladesh market. The study shows that current green marketing materials are insufficient to inform the general public. **Mahesh & Gomathi's (2016)** study on Rural consumers' purchasing habits for green products with particular reference to a few villages in Tirupur District which was conducted in five villages and concludes that the majority of respondents want to buy products that are both healthy and environmentally friendly, despite some challenges like high prices and limited availability. **Makhdoomi & Nazir (2016)** focused on Srinagar City and adapted a structured questionnaire from previous research revealing that a consumer's age, gender, income, or level of education has no impact on their purchasing behaviour or satisfaction with green products. Consumer buying habits are influenced by how satisfied they are with the goods. It has been discovered that teenage consumers are more environmentally conscious. To protect their environment, they are even prepared to pay more for green products. Users are willing to purchase green products not only because they care about the environment but also because they think they may be a healthy choice for them. **Sao (2014)** study shows that in green marketing, consumers are willing to pay more to maintain a cleaner and green environment but **Agyeman (2014)** reported that consumers were not willing to spend more on eco-friendly products. **Maheshwari (2013)** found out that the market is not very aware of green marketing communications for eco-friendly products or services. They also suggested more intense utilization of Green marketing practices to promote sales of environmentally sustainable goods and services. they also found that the Indian Consumer market has more potential to be exploited, There are people who are in favor of eco-friendly goods and services and they can be motivated to buy sustainable goods and services by using proper marketing communications. **Kumari & Yadav (2012)** work on the awareness of people towards Green Marketing and Its Impact on environmental management, it reveals that educated people in society are even ready to pay more for environmental safety as to some extent it has become a status symbol also people are aware of



environmental problems and they are willing to contribute in environmental safety. **Ingavale & Gaikwad (2011)** claims that in today's society, environmental concerns have a significant impact on how businesses operate. The deteriorating environment and nature are a source of worry and concern for the governments of numerous nations. To be environmentally sustainable, organizations must implement environmentally friendly practices. Green marketing is a strategy for promoting the green practices of goods and services in order to increase sales. The products or services that are claimed to be green should either be environmentally sustainable or should be produced and delivered by following eco-friendly practices. In today's market, Green is the new trend that is being followed by consumers. Environmental Awareness is rising in the population which is making Green Marketing practices good for the company's image as well. According to **Mostafa (2007)**, green purchase behaviour refers to the conception of products that are benevolent or beneficial to the environment, recyclable or conservable, and sensitive or responsive to ecological concerns.

3. OBJECTIVES OF THE STUDY:

1. To study how demographic factors influence consumer buying behavior towards green marketing.
2. To know how the environmental awareness of consumers influences buying behavior decisions towards green marketing.
3. To identify what kind of eco-friendly activities, influence consumer buying behavior towards green marketing.

4. RESEARCH HYPOTHESIS:

- H01: There is no significant difference between age and consumer buying behavior towards green marketing.
- H02: There is no significant difference between gender and consumer buying behavior towards green marketing.
- H03: There is no significant difference between occupation and consumer buying behavior towards green marketing.
- H04: There is no significant difference between education and consumer buying behavior towards green marketing.

5. METHODOLOGY:

This study is based on primary and secondary data. The primary data was gathered with the help of a questionnaire adapted from previous research, administered online using Google Forms and secondary data was collected through Journals, Articles, Books, Reports, Websites, etc. The questionnaire is adopted from Nazida, S. (2019) *Consumer Buying Behaviour and Green Marketing: Influence of Green Marketing on Buying Behaviour: Consumer Insights*, JAMK University of Applied Sciences.

The total sample size taken for this study was 150 respondents consisting of 62 females and 88 males living in the Udham Singh Nagar District, Uttarakhand by using a non-random sampling method (Convenient sampling technique).

The responses are analyzed and interpreted using frequency tables, pie charts, One-way ANOVA, and T-tests wherever these are required for the achievement of research objectives and hypotheses. The survey was mainly divided into five sections. The first part had 4 questions that were trying to discover the demography of the respondents. The second part tried to understand the consumers toward environmentally friendly products by asking 3 questions. The third part took into environmental awareness of consumers towards green products and had a table of 5 questions. The fourth part of the survey consists of 3 questions related to the importance of green marketing and the last section of the questionnaire consists of 5 questions that are related to the influence of Green marketing.

6. RESULTS AND DISCUSSIONS:

Part 1: Demography

Table: 1

Factors	Options	Frequency	Percent
Age Group	Under18	9	6%
	18-24	35	23.30%
	25-34	47	31.30%
	35-44	30	20%
	45 and above	29	19.30%
Gender	Female	62	41.30%
	Male	88	58.70%



Occupation	Student	50	33.30%
	Employed	67	44.70%
	Unemployed	10	6.70%
	Housewife	21	14%
	Retired	2	1.30%
Education	Basic education	14	9.30%
	Secondary education	21	14%
	Higher education	27	18%
	Bachelor's Degree	37	24.70%
	Master's Degree	46	30.70%
	Others	4	2.70%
	Illiterate	1	0.70%

Source. Primary data

Table: 1 show that respondents from 25-34 years old accounted for the most significant proportion 31.3% of all respondents. There were 88 males, out of 150 respondents and accounting for 58.7% of the entire sample. 62 females participated in this survey which accounts for 41.3% of the entire sample. People with five different types of occupations responded to this survey. The employed section accounted for the highest percentage record holding about 44.7% of the survey response, followed by the students holding about 33.3% of the survey. The major proportion i.e. 30.7% of the sample was with a Master's degree, followed by participants holding a bachelor's degree accounting for about 24.7%.

Part 2: Level of environmentally friendly consumers

Table: 2 Environment friendly

Options	Frequency	Percent
Yes	67	44.7%
No	33	22%
A little	41	27.3%
I don't know	9	6%

Source. Primary data

According to table 2, 67 respondents out of 150 which is about 44.7% believed that they are environment friendly while 27.3% of respondents believed that they were a little environment-friendly.

Table 3: Environment-friendly activities

Options	Frequency	Percent
Recycling	34	22.7%
Conserve water and energy	42	28%
Drive less, walk more	36	24%
I don't consider myself to be environmentally friendly	26	17.3%
Others	12	8%

Source. Primary data

According to table 3, conserving water and energy was the highest choice of the respondents with 28% while the second choice was to drive less, and walk more with 24% being responded.

Table 4: Awareness of 'Green Products' or 'Eco-friendly products

	Frequency	Percent
Yes	70	47%
No	30	20%
A little	50	33%

Source. Primary data



According to table 4, 47% of respondents were aware of ‘green products’ or ‘eco-friendly products’ that were followed by 33% who knew a little about ‘green products’ or ‘eco-friendly products’ while 20% of respondents were not aware of ‘green products’ or ‘eco-friendly products’.

Part3: Environmental awareness

Table 5: Source of awareness about ‘green products’ or ‘eco-friendly products’

	Frequency	Percent
TV	27	18%
Magazines	16	10.7%
Newspaper	21	14%
Internet	36	24%
Friends/Relatives	26	17.3%
Seminars/Conferences	11	7.3%
Supermarket staffs	5	3.3%
Others	8	5.3%

Source. Primary data

As per table 5, we can see that the results almost consist of little differences that show that all the modes are helpful for gaining awareness. The highest percentage of respondents i.e., 24% were who gained awareness from the internet followed by 18% from TV, 17% from friends and relatives, 14% from newspapers, and 11% from magazines.

Table 6: Frequency to buy green products

	Frequency	Percent
Always	52	34.7%
Often	61	40.7%
Sometimes	33	22%
Never	4	2.7%

Source. Primary data

Table 6 displays that 40.7% of the respondents often buy green products followed by 34.7% of respondents who were always willing to buy green products.

Table 7: If green features increase the price of the product, are you willing to pay more?

	Frequency	Percent
Yes	51	34%
No	39	26%
A little	60	40%

Source. Primary data

According to table 7, it is clear that 40% of the respondent are willing to pay a little for green products. Around 34% were willing to pay more for green products while 26% were not willing to pay more for green products.

Table 8: Reason to pay for ‘Green Products’

Reason to pay more for ‘Green Products	Percent	Reason for not willing to pay more for green products	Percent
Enhances the quality of life	22.70%	Price is too high	41.30%
Environmental protection activity	28.70%	Green misconceptions	20.70%
Getting a high level of satisfaction	23.30%	Can’t see the benefits/doesn’t affect me	14%
Future concerns regarding climate change/ global warming	21.30%	Feel that green products do not make a genuine difference to the environment	12%
Potential increase in the product value/quality	4%	I am always ready to pay extra for environmentally friendly products	12%

Source. Primary data



This question was asked to know the major motivations behind consumers' willingness to pay more or not to pay more for green products. It was found that the majority of participants support environmental protection, which had a 28.7 % response rate, followed by the getting a high level of satisfaction with 23.3%. and the least opted for the potential increase in the product value/quality i.e., 4%.

The above data also shows that people don't want to pay more for green products i.e.41.3% just because of their high price. 20.7% of respondents don't prefer to purchase green products due to green misconceptions, and 14% of respondents believed that they can't see the benefits and that green products don't affect them. 12% of respondents feel that green products do not make a genuine difference to the environment.

Part 4: Location and importance of green marketing

Table 9: Preferred Places to Buy Green Products

Options	Frequency	Percent
Retail malls	56	37.3%
Local shops	57	38%
Internet	26	17.3%
Teleshopping	5	3.3%
Factory outlet	6	4%

Source. Primary data

Table 9 shows that 38% of respondents prefer to buy green products from local shops, 37.3% of them prefer from retail malls, but the very least respondents i.e. 4% prefer to buy from the factory outlet.

Table 10: Reasons for Green Marketing to be in the headline

	Frequency	Percentage
Companies are increasing their competitive edge	48	32%
Consumers are being aware of green products	76	50.7%
Company's attempt to address society's new concern	26	17.3%

Source. Primary data

According to Table 10, 50.7% of the respondents believed that green marketing is in the headlines today due to consumers being aware of green products, 32% of respondents believed that green marketing is in the headlines to increase a company's competitive edge while 17.3% of respondents believe that the company's try to attempt to address society's new concerns.

Table 11: Marketing element that strongly influences buying behavior for green products

	Frequency	Percentage
Product	54	36%
Place	29	19.3%
Promotion	27	18%
Price	7	4.7%
All the above	33	22%

Source. Primary data

As per the survey, 36% of respondents believed that the product was a strong marketing element that influenced buying behavior for green products, but 22% of respondents believed that all the elements have a strong influence over the buying behavior of the customer for green products, while 4.7% believed that price influence buying behavior for green products.

Part 5: Influence of Green Marketing

Table 12: Level of satisfaction regarding green products

	Frequency	Percentage
Very much satisfied	41	27.3%
Satisfied	53	35.3%



Neutral	38	25.3%
Dissatisfied	9	6%
Very much dissatisfied	9	6%

Source. Primary data

According to Table 12, 35.3% of respondents were satisfied with green products, and 27.3% were very satisfied with green products. In this study, 25.3% of respondents were neutral about the usage of green products while 6% equally were dissatisfied and very dissatisfied.

Table 13: Willingness to recommend green products to family, friends, and relatives

	Frequency	Percentage
Very much willing	56	37.3%
Willing	48	32%
Neutral	26	17.3%
Unwilling	9	6%
Very much unwilling	11	7.3%

Source. Primary data

Table 13 shows that the majority of the respondents such as 37.3% were very much willing to recommend green products to others, 32% were willing to recommend, 17.3% were neutral about this question 7.3% of respondents were very much unwilling to recommend green products and 6% were unwilling to recommend green products to family, friend, and relatives.

Table 14: Effective marketing strategies used to influence green products consumer

	Frequency	Percentage
Certifications	39	26%
Educational campaigns	59	39.3%
Self-exploratory labels	23	15.3%
Advertisements using green themes	29	19.3%

Source. Primary data

Table 14 shows that educational campaigns are a highly influential strategy that holds up to 39.3%, which was then followed by certifications up to 26%. Advertisements accounted for 19.3% while self-exploratory labels accounted for 15.3%.

Table 15: Non-User will consider using green products in the future

	Percentage
Not at all	17.3%
Intend to consider	23.3%
Consider but not in the immediate future	19.3%
Consider using sometimes	17.3%
Consider to use always	22.7%

Source. Primary data

As per Table 15, 23.3 % of non-users will intend to consider using green products, 22.7% consider using green products always, and 19.3% considered using it but not in the immediate future.

Table 16: Purchase from a company that practices non-environmentally friendly actions

	Frequency	Percentage
Yes	48	32%
No	48	32%
Would rather not but might	41	27.3%
No, I would switch to environmentally competitor	13	8.7%

Source. Primary data



As per table 16, 32% of the total respondents said yes they will continue to buy from such companies who were practicing non-environmentally friendly actions, and 32% said no that they will not buy products from such companies. 27.3% of respondents would rather not purchase but might while 8.7% of respondents said that they will switch to environmentally competitive products.

Hypothesis Testing

1) Null hypothesis H₀- There is no significant difference between age and consumer buying behavior towards green marketing.

Alternative hypothesis H₁. There is a significant difference between age and consumer buying behavior towards green marketing.

A one-way ANOVA was conducted to compare the effect of age groups on consumer buying behaviour toward green marketing for age under18, 18-24, 25-34, 35-44, and 45 or above.

ANOVA

Consumer behaviour

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	3.505	4	.876	1.314	.268
Within Groups	96.688	145	.667		
Total	100.193	149			

*0.05 level of significance

Source. Primary data

The above ANOVA table reveals that the ANOVA value (.268) for age with respect to consumer buying behaviour is insignificant at 0.05 level of significance, as the p-value of ANOVA is 0.268 at 0.05 level of significance. Therefore, the H₀ is accepted, and hence there is no significant difference between age and consumer buying behaviour towards green marketing i.e. age has no impact on buying behaviour of the consumer towards green marketing.

2) Null hypothesis H₀- There is no significant difference between gender and consumer buying behavior towards green marketing.

Alternative hypothesis H₁- There is a significant difference between gender and consumer buying behavior towards green marketing.

An independent sample t-test was conducted to compare gender and consumer buying behaviour for male and female respondents.

Independent Samples Test

	Levene's Test for Equality of Variances		t-test for Equality of Means						
	F	Sig.	T	Df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
								Lower	Upper
Consumer behaviour	.186	.667	.110	148	.912	.01503	.13642	-.25455	.28461
Equal variances assumed									
Equal variances not assumed			.108	123.809	.914	.01503	.13859	-.25927	.28933

*0.05 level of significance

Source. Primary data



The above table reveals that the ‘t’ value (0.667) of gender with respect to their consumer buying behaviour towards green marketing is insignificant at 0.05 level of significance, as the p-value is 0.667 at 0.05 level of significance. Therefore, the H₀₂ is accepted, and hence there is no significant difference between gender and consumer buying behaviour towards green marketing i.e. gender has no impact on consumer buying behaviour towards green marketing.

3) Null hypothesis H₀: There is no significant difference between occupation and consumer buying behavior towards green marketing.

Alternative hypothesis H₁- There is a significant difference between occupation and consumer buying behavior towards green marketing.

A one-way ANOVA was conducted to compare the effect of occupation on consumer buying behaviour towards green marketing.

ANOVA

Consumer_behaviour

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	1.476	4	.369	.542	.705
Within Groups	98.717	145	.681		
Total	100.193	149			

*0.05 level of significance

Source. Primary data

The above table reveals that ANOVA value (.705) of occupation with respect to consumer buying behaviour is insignificant at a 0.05 level of significance, as the p-value of ANOVA is 0.705 at a 0.05 level of significance. It may therefore the H₀₃ is accepted and hence there is no significant difference between occupation and consumer buying behaviour towards green marketing.

4) Null hypothesis H₀- There is no significant difference between education and consumer buying behavior towards green marketing.

Alternative hypothesis H₁- There is a significant difference between education and consumer buying behavior towards green marketing.

A one-way ANOVA was conducted to compare the effect of education level on consumer buying behaviour towards green marketing.

ANOVA

Consumer_behaviour

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	3.117	6	.520	.765	.598
Within Groups	97.076	143	.679		
Total	100.193	149			

*0.05 level of significance

Source. Primary data

The above table reveals that the ANOVA value (.598) of education with respect to consumer buying behaviour is insignificant at 0.05 level of significance, as the p-value of ANOVA is 0.598 at 0.05 level of significance. Therefore, the H₀₄ is accepted, and hence there is no significant difference between education and consumer buying behaviour toward green marketing.

7. SUGGESTIONS:

- Green marketing should not be considered as just another practice in the marketing world by the companies because of the changed motivation behind choosing this practice. The focus is on the social and environmental dimensions. Looking at the environmental changes occurring globally, green marketing should become a mandate rather than just another feature.



- The Internet is a major source but it accounted for only 24% so we can increase the frequency of advertisements on the internet so that more and more people will be aware of the importance of green marketing.
- There are less than 50% of respondents who are aware of green products, the rest are still unaware or have very little awareness about green products, to make them aware government can make more efforts like awareness programs through advertisements, seminars, workshops, etc.
- Most consumers prefer to buy green products from local shops and retail malls, so to increase sales of green products, there should be the availability of green products in the local shops and retail shops so that the consumer can easily buy these products.
- Majority of consumers don't prefer to buy green products due to high prices, so the government should take initiatives to lower the price of green products so that consumers can buy green products easily.
- Although the cost of green products is high reasons for the high prices should be noted as there is increased willingness by the consumers to pay more as they see the benefit of their money in terms of good quality. Modern consumers consider it their social responsibility to purchase green products.

8. CONCLUSION:

Green marketing is very crucial for the environment. For understanding consumer buying behaviour towards green marketing, many variables were investigated in order to understand their effect on green purchasing behavior such as consumer demographics, environmental awareness among participants, the importance of Green Marketing, the influence of green marketing tools, and so on.

The results reflect that the majority of people who participated in the research believed that they are environmentally friendly and tend to prefer buying green products if green features increase the price of the products. The major reason behind paying more for the green product is that the participants believed they were responsible for protecting the environment.

The major source of getting awareness about green products is the internet and the majority of the participants prefer to buy green products from local shops and retail shops. These results do not imply that participants more frequently buy green products than regular products, but at least show that important consideration is given to green products before the actual purchase. There is a real logic that environmental defense is extremely necessary. Consumers not only want to buy green products but are willing to pay more for them.

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