

Factors Influencing Green Purchase Behavior: Exploring Environmental Awareness, Materialism, and the Risks of Greenwashing.

Ratnesh Srivastava

Research Scholar, Faculty of Commerce & Management, Kalinga University

Abstract

Even though environmental problems touch everything people do, there has been a huge rise in the recent rise in global awareness of environmental issues. A recent study indicated that 82% of British According to Dembkowski and HanmerLloyd (1994), individuals thought the environment was an immediate and serious concern. Another survey found that 69% of the general population thought that Pollution and other environmental harm are affecting their daily lives (Worcester, 1993). The rise in environmental awareness has greatly impacted consumer behavior and as society becomes more concerned about how corporations use and consume the natural environment, have started to act differently in order to meet society's "new" needs. Some businesses have already use methods like EMS (environmental management systems) and waste reduction, and have integrated diverse environmental concerns into all corporate everyday actions.

Some indication of this is the growth of periodicals like "Business Strategy and the" and "Greener Management International."

Their main goal is to share research through "Environment" and "Greener Management International" on the business's green marketing and social issues. "Green Marketing" and "Environmental Marketing" are major themes of conversation and controversy. Press all around the world. Numerous countries globally have endeavored to control green marketing. (Polonsky 1994a).

Key Words

Environmental awareness, consumer behavior, the natural environment, society, periodicals, regulation.

Introduction

Green marketing is becoming more popular and is a relatively young field of study. There is not a single universal definition of green marketing; instead, the term tends to change according to the researcher's perspective around the globe. Dahlstorm (2011) and Ottman (2011) have defined Green Marketing as the process of combining environmental issues into marketing areas like manufacturing, Packaging, promotion, distribution, and logistics, as well as marketing communications.

Green marketing is about figuring out what customers want and then meeting those demands, in a useful and long-lasting way (Peattie, 1995). For this study, the chosen definition says that green marketing may also be a way to get people to buy things. The advantages of eco-friendly products to affect their buying habits (Harrison, 1993). Green marketing helps businesses stand out from the crowd, which in turn concentrates on people who care about the environment and are willing to buy green products (Chan, 2004). It from many sources, it can be determined that green marketing generally connects the communication between companies who care about the environment and their customers, in turn making their bond stronger. According to Elkington (1994), a green customer is someone who is indulgent. In utilizing things that are good for the environment, such those that are made in a green way and techniques of production and those that are against animal cruelty, and so forth. This green Consumers are pushing businesses to stand out by being green and this created a new market sector that helped the economy of several countries.

Over the world (Juwaheer et al., 2012). Empirical studies have identified concerns pertaining to sustainability, knowledge of environmental problems, and green brands are gaining a focus. Point in both wealthy and developing countries, with the government becoming more aware and the general populace. Researchers have looked into green shopping behavior and people's attitudes were changed, and it was recognized that green marketing was becoming more popular. It became more important in poorer countries (Khare, 2014). In the realm of emerging nations, research found that green eating was getting more common and that different things that factors that affect green consumption include being aware of and knowledgeable about green products, as well as trust.

In eco-labels and brands, customers care about the environment getting worse, In addition to altruistic attitudes, customers exhibited more social integration and had a cosmopolitan view and a positive view of green products (Mosafa, 2009, Rahbar) and Wahid, 2011, and Juwaheer et al., 2012. India was evaluated as a somewhat nascent segment. It requires more investigation into green marketing compared to other emerging countries (Khare, 2014). As more individuals care about the environment, green marketing is getting more popular. Environmental problems and have made the choice to spend their money in a way that is better for the earth.

Green marketing includes a lot of different things, including making green products. Product, using packaging that is good for the environment, doing business in a way that is good for the environment, and so on. This kind of advertising costs more, but it's also lucrative because there is a lot of demand. Products made in North America People think that things created in America cost a lot more than things made in other nations like cheap labor. For some people, the environmental advantage is worth the cost difference. A lot of people think that certain businesses only sign up for green marketing to get more customers because this eco-friendly move will help them generate money. Some companies, however, they focus on doing their business in a way that doesn't hurt the environment because Owners believe like they have a duty to protect and keep the natural resources from being used up even while they meet the requirements and wants of customers.

Companies and Green Marketing

In the corporate sector, there are big changes that need to be made in order to activate the relevance to the environment and society. The 21st century's business code of ethics being green in the 21st century is. Companies' fundamental goal is to make money, yet in Companies whose only goal is to make money find it very hard to do sustainability. Companies need to remember their responsibilities to the environment and the community just like they do for customers, employees, and shareholders. The weather is changing.

The leaders of the next generation will have to deal with social and environmental concerns making decisions that are successful and include everyone. In light of these decisions, the primary focus of the corporate community should be on the principle of conservation. The environment rather than enhancing the businesses profits (Boztepe, 2012). In order to Green

marketing may help businesses make more money, which is a direct benefit for the firm itself benefit society by encouraging both discussion and action on business method that is good for the environment. The firms have a good chance of improving their attitude if they participated in environmentally friendly business activity.

They have to check the goods in a way that fits their eco-friendly claims acceptable standards to get eco-labels that are certified. They focus on ecologically sensitive consumers (Fact Sheet-Green marketing, n.d.).

Ways to Market Green

In addition to making products that are good for the environment, company owners may do a lot of other things as part of their attempts to sell in a green way.

Business owners can do the following to do the duty:

- Printing marketing brochures on recyclable paper using eco-friendly inks
- Having a program for recycling and ways to get rid of trash that are good for the environment
- Using packaging that is good for the environment
- Using smart ways to pack and send things
- Using energy sources that are good for the environment
- Doing things to lessen the harm to the environment

It is evident that prior study has failed to elucidate the reasons for a good. The consumer's positive attitude does not lead to a green purchase (Gupta and Ogden, 2009). Additionally, there has been no thorough examination of the extensive array of variables and their impact on eco-friendly buying (Memery et al., 2005). The writers did not locate any review research addressing attitude-behavior discrepancies within the consumer context green purchasing behavior, even if empirical research has focused on different aspects of Green consumption was discovered. The current discrepancy between attitudes and behaviors and an absence of sufficient explanation thereof, together with a lack of a review addressing this problem, encouraged the authors to examine existing pertinent literature on attitude-behavior discrepancy on customers' environmentally friendly buying habits. Also, harm to the environment (pollution, loss of resources, etc.) and as a result, more focus on

It is now necessary to find the aspects that affect companies' ability to make sustainable products and affecting customers' green buying habits, which gives them more reasons to the current study. A study of current empirical research would facilitate the identification are various variables inspiring or inhibiting the green buying behavior of customers.

Materialism

Materialism has been linked to the culture of consumption. The society that takes the culture of consumerism sees consumers as a goal and their choices as a means to an end become the primary attribute (Smith, 1998). Materialism has been defined in many way, One interpretation of materialism is as a psychological trait (Belk, 1983); another perspective is that Materialism is conceived as the value one places on acquisition and use of material goods (Inglehart 1981; Richins and Dawson 1992). The consumption of material commodities (Inglehart 1981; Richins and Dawson 1992). Person who is materialistic would appreciate the purchase and ownership of various things (Larsen et al., 1999) and possesses an innate desire to purchase anything (Belk, 1984). Then, post-materialism shows itself. Which makes sustainability and quality of life a top priority. The idea of post materialism is connected to green consumerism. Both men and women are extremely likely toward consumerism (Gauntlett, 2002)

Materialism and Eco-Friendly Marketing

Marketers focus on materialization, which means selling a product even if it doesn't meet environmental standards criterion or not. Marketers take advantage of people's minds since green consumption is the norm and the interest of individuals who buy or use it to want to shout it out and strive to make an impression (Ottman, 2006). There is no product that has no effect on the environment. First and foremost, the focus should be on clean and healthy environmental friendly product. This would lead marketing to support eco-friendly and conservation-minded government. The green marketing to be real and without question, it must meet some customer value goal.

The product must meet the standard health requirements and be effective and cost-efficient and safety standards; it should be good for the environment in how it works, not simply in how it looks. The sensation of being decent and beneficial for the environment; there should be green

symbols and status (green labeling); and most importantly, it should be easy to buy and eating the same (Ottman, 2006).

Marketers use misunderstanding strategies to sell their products. For example, if a little, unimportant detail that makes a product green gets greater attention. To everyone when looking at the buying habits of materialistic people, it is for all means and purposes. Marketers plan their strategies based on the fact that people are likely to buy green and environmentally friendly products (Prothero, A., 1990)

Objective of the Research

1. To assess the extent of consumer awareness and understanding of green marketing concepts and practices.
2. To evaluate consumers' willingness to pay a premium for environmentally friendly or eco-labeled products.
3. To examine consumer knowledge and perceptions regarding eco-friendly or green products.
4. To analyze the relationship between consumers' education and income levels and their environmental consciousness or preference for green products.

Hypothesis:

- Null Hypothesis (H_{01}): People do not have awareness or knowledge of green marketing.
- Alternative Hypothesis (H_{11}): People have awareness or knowledge of green marketing.
- Null Hypothesis (H_{02}): People are not willing to pay more for environmentally friendly products.
- Alternative Hypothesis (H_{12}): People are willing to pay more for environmentally friendly products.

Finding & Conclusion

We need to keep a close eye on marketers that try to "green catalog" their product and encourage environmentally friendly individuals to be more materialistic. The main point should focus on making the product useful to customers instead than making it seem good.

That's not really too green. Consumers need to know about recognition of a green product's legitimacy. People need to be more aware when they buy things like these things. The problem is that those who care about money might not pay attention to identifying a thing as their materialistic goal surpasses their awareness and generates discomfort. There has been a lot of discussion about ethical purchasing, but finding and the examination of green materialism has lately garnered interest in consumer behavior study (Maniates, M., 2002). The state must actively participate in the preservation of the Environmental standards have become widely used in marketing because of its dishonesty.

We need to see if the marketing with the cloak of sustainability can be monitored by the right people & policy. The focus should be on making the environmental externalities part of the business. There

There should be rules to encourage fair marketing. The marketer should be responsible for paying for rehabilitation of the environment if they have used dishonest methods. There should be steps taken done to prevent green marketing myopia, which is when marketers put too much stress on the environment. Factor that hurts the real contentment of customers (Ottman, 2006). Marketers have to obey the rules and morals. Products must be dematerialized. Their Marketing communication needs to be more reliable and believable. It is necessary to absorb the marketers for any lies or misunderstanding to get people to buy the product where the overall effect is the same as that of a product without a green label.

Future research possibilities

This study is a first effort to connect green consumption with green marketing orientation. The research on green consumption is restricted within the Indian environment. Future empirical research may be conducted on the effects of myopic responses to seemingly green marketing. More research can examine the strength of the correlation between materialism and green marketing.

Reference:

Ajzen, I. & Fishbein, M. (1980), *Understanding Attitudes and Anticipating Social Behavior*, Prentice-Hall, Englewood Cliffs, NJ.

K. Alston & J. Prince Roberts (1999), "Partners in new product development: SC Johnson and the Alliance for Environmental Innovation, *Corporate Environmental Strategy*, 6(2), pp. 110–28.

Russell W. Belk "Worldly Possessions: Issues and Criticisms" in *Advances in Consumer Research*, Vol. 10, ed. Richard P. Bagozzi and Alice M. Tybout, Ann Arbor, MI: 514–519, Association for Consumer Research.

Russell W. Belk (1984), "Three Scales to Measure Constructs Related to Materialism: Reliability, Validity, and Relationships as Measures of Happiness," in *Advances in Volume of Consumer Research* 11, ed. Thomas Kinnear, Provo, UT: Association for Consumer Research, pages 292 to 297.

Darnovsky, M. (1996) *the green challenge to consumer culture: The movement, the marketers and the environmental imagination*. Doctoral dissertation, University of Santa Cruz, California.

Gauntlett, D. (2002) *an introduction to media, gender, and identity*. London, England: Routledge

Harper, G.C., and Makatouni, A (2002) *how people think about organic food production concerns the wellbeing of farm animals*. *British Food Journal*, Vol. 104, pp. 287–299

Higgins, M. & M. Tadajewski (2002) "Anticorporate Protest as Consumer Spectacle," *Management Decision* 40(4): 363–371.

Hoyer, W., and MacInnis, D. (2004). *Consumer behavior* (3rd ed.). Houghton, Boston, MA Mifflin Company.

Irvine, Sandy, (1989) "Beyond Green Consumerism," the first in a series of public Friends of the Earth started a series of discussion papers. Reprinted in the book *Green Business: Hope or a trick?* New Society Publishers, 1991

Maniates, M. (2002) In pursuit of resistance to consumption: The voluntary simplicity movement. In T. Princen, M. Maniates, and K. Conca (Eds.), *facing consumption* (pp. 199-236). The MIT Press is located in Cambridge, Massachusetts.

Mukerji, Chandra (1983), *From Graven Images: Patterns of Modern Materialism*, New Columbia University Press, New York.

Ottman, J. A., Stafford, E. R., & C. L. Hartman (2006). Steer clear of green marketing myopia: Ways to make environmentally friendly items more appealing to customers 48, 22–36 for the environment.

Prothero, A. (1990). Green Consumerism and the Societal Marketing Concept: Marketing Plans for the 1990s. *Journal of Marketing Management*, 6(2), 87–103.

Richins, Marsha, and Scott Dawson (1992), "A Consumer Values Orientation for Materialism and its Measurement: Scale Development and Validation," *Journal of Consumer Research*, 19, (December), 303–316

Toby M. Smith (1998), *The Myth of Green Marketing: Tending Our Goat at the Edge of Apocalypse*: University of Toronto Press, London