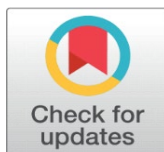
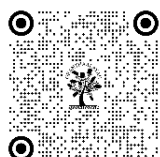


THE IMPACT OF GREEN MARKETING ON CONSUMER BEHAVIOR: A STUDY OF PURCHASE PATTERNS IN PERSONAL CARE AND COSMETIC PRODUCTS IN UTTAR PRADESH, INDIA

Pravendra Dixit¹, Prof. P. B. Singh²

¹ Research Scholar Department of Business Administration M.J.P.R.U. Bareilly

² Professor Department of Business Administration M.J.P.R.U. Bareilly



Corresponding Author

Pravendra Dixit,

DOI

[10.29121/shodhkosh.v5.i7.2024.1909](https://doi.org/10.29121/shodhkosh.v5.i7.2024.1909)

Funding: This research received no specific grant from any funding agency in the public, commercial, or not-for-profit sectors.

Copyright: © 2024 The Author(s). This work is licensed under a [Creative Commons Attribution 4.0 International License](https://creativecommons.org/licenses/by/4.0/).

With the license CC-BY, authors retain the copyright, allowing anyone to download, reuse, re-print, modify, distribute, and/or copy their contribution. The work must be properly attributed to its author.



ABSTRACT

The importance of green and eco-friendly marketing has increased in India as our country is facing environmental problems caused by increased pollution due to industrial growth and development. To avoid environmental pollution, companies have defined green marketing as a good marketing philosophy. In recent decades, researchers have observed a significant change in consumer behavior from choosing products based on their physical attributes such as size, color, taste or aroma to other important attributes such as environment and health.

Today, consumer perception and attitudes have changed from gray products to green products. Their awareness of ecological marketing influences their purchasing behavior. Thus, companies have begun to utilize environmentally friendly marketing strategies and techniques by introducing more environmentally friendly products. Increased consumer awareness of the environmental crisis has forced marketers to adopt a green marketing strategy. The present study is an attempt to analyze the effect of consumer awareness of green and ecological marketing on purchasing behavior towards personal care and cosmetic products in Uttar Pradesh.

The purpose of this study is to explore the potential of green marketing in the cosmetics industry, which caters to the needs of everyone from newborns to teenagers. This industry produces a wide range of products that ensure beauty and youth. A study conducted on a sample of 500 consumers living in Uttar Pradesh. Basic information was collected from the sample respondents using a structured questionnaire. The results of the study show that consumer awareness of green marketing has a significant impact on consumer purchasing behavior.

Keywords: Green Marketing, Consumer Perception, Environmental Labeling, Environmental Label, Environmentally Sustainable Advocacy, Green Washing

1. INTRODUCTION

Green marketing initiatives have grown in importance in recent years as India faces environmental pressures due to increased industrial development. Companies are forced to adopt green marketing strategies and techniques to solve the country's environmental problems. Today, most companies have taken responsibility for environmental protection because they realize that with a green marketing strategy, they can reduce environmental pollution and at the same time increase their profits (Banerjee et al, 2003). Green marketing is considered an effective marketing philosophy to preserve and save limited natural resources. By implementing green marketing strategies and adopting green products, companies can enjoy less packaging waste and increase the energy efficiency of production. Consumers' growing awareness of environmental protection has forced companies to include ecological strategies in their operations. This increased consumer awareness of environmental issues affects consumer perceptions and purchasing behavior.

How to cite this article (APA): Dixit, P, and Singh, P.B. (2024). The Impact of Green Marketing on Consumer Behavior: A Study of Purchase Patterns in Personal Care and Cosmetic Products in Uttar Pradesh, India. *ShodhKosh: Journal of Visual and Performing Arts*, 5(7), 56–63. doi: 10.29121/shodhkosh.v5.i7.2024.1909

et al (1997) reported that consumers' knowledge of environmental issues determines their green consumer behavior. With ecological marketing, manufacturers can achieve a significant level of environmental improvement by reducing the use of toxic elements in production, recycling products and minimizing the environmental impact of their products. A company is said to be green when it tries to minimize waste in its daily operations. Environmentally friendly marketing is seen as an opportunity for a company to achieve its goals by being more ethical and socially responsible (Keller, 1987). The introduction of environmentally friendly products allows the company to take advantage of consumers' willingness to buy such products. Consumers prefer an ecological product for many reasons, such as ensuring safety, protecting natural resources and the moral and ethical values of society. Consumers are willing to buy more expensive ecological products because they see it as a payment for nature protection (De Pelsmacker et al., 2009). Thus, this study is an attempt to investigate the impact of consumers' awareness of green marketing on consumer perceptions.

According to Du Plessis and Rousseau (1999), "consumer behavior is the pattern of consumer behavior that precedes, determines, and follows the decision-making process to obtain products, ideas or services that satisfy needs." When making a purchase decision, the consumer chooses not only the brand, but also the quantity of the goods to be purchased. Basically it's about making the best choice out of the available options. It is an attempt to minimize negative emotions to maximize the ability to justify the decision.

The need for the study

Environmental protection has become an important issue in today's business world. Human needs are unlimited, but the means to fulfill these unlimited human needs are limited. Thus, companies should develop alternative methods to meet the unlimited needs of humans. Going green is considered an effective business strategy to efficiently use these limited resources. Consumers' purchase intentions play an important role in the adoption of environmentally friendly marketing strategies and techniques (Rahbar and Wahid, 2011). Therefore, the research is important from the point of view of business life, culture and ethical context.

Green Marketing

Polonsky (2011) defined green marketing as the efforts of companies to design, promote and distribute products in a way that has the least negative impact on natural resources. Green marketing is thus a sustainable marketing strategy that encourages companies to design, manufacture and distribute environmentally friendly products.

Consumer perception

Consumer perception can be defined as the mental and emotional state of the consumer when he wants to buy a product or service (Engel, 1961). Simply put, consumer perception is the impression and awareness of a company and its products and services.

Eco-labeling

Eco-labeling can be defined as the use of environmentally friendly labels so that customers can choose environmentally friendly products (Rex and Baumann, 2007). Therefore, it is considered an important green marketing tool to get consumers to make green purchasing decisions.

Eco- Brand name

eco-product name is a product name, symbol or design that helps consumers distinguish green products from non-green products (Rahbar and Wahid, 2011). The green brand is an important marketing tool that encourages consumers to change their purchasing perception towards environmentally friendly products.

Green advertising and purchasing Green product

A good presentation offers the consumer an opportunity to meet ecological companies. The purpose of the presentation policy is to create an image of an "environmentally friendly company" in the eyes of consumers and to provide consumers with environmental messages about the product. Advertising campaigns, sales promotion, public relations and other marketing tools are used to achieve this goal. This requires both internal and external communication (Uydaci, 2002: 128). Shrum et al (1993) conducted a study with 3690 people. According to this study, for women, both green purchase

variables are positively related to the belief that the ad is offensive and the tendency to change channels during the ad, suggesting that women who buy green are more skeptical of the ad than women who do not. buy it . In contrast, men's skepticism towards advertising does not seem to be related to their green purchasing behavior (Shrum et al. 1995: 71). H4: There is a significant and positive relationship between green sales promotion and green product purchase behavior.

Green washing

Green washing can be defined as misrepresentation by companies with the purpose of deceiving consumers about the environmental benefits of the company's products or services. Misrepresentation of a company's environmental efforts leads to consumer confusion about the environmental claims of many products (Newell et al, 1998). Green washing can have a negative impact on consumer perceptions and behavior.

2. LITERATURE OF REVIEW

According to Cherian and Jacob (2012), green or environmentally friendly marketing is an effective marketing strategy to achieve a sustainable and competitive advantage. To implement green marketing strategies and policies, companies must advise retailers and consumers about the green transition. Companies should realize their environmental responsibility and encourage consumers to change from traditional purchasing behavior to green purchasing by marketing environmentally friendly products (Bhat and Vasanthakumar 1993). Green marketing includes all marketing policies and strategies applied by companies in the production and distribution of products and services in a way that promotes the conservation of natural resources. (Polonsky and Rosenberger, 2001). Bleda and Valente (2009) suggested that it is useful for business enterprises to evaluate the factors that determine the green buying behavior of consumers and the consumer's opinion of green marketing.

Arndt, Baringer, and Johnson (2010) provided ample evidence that global warming is occurring. Acknowledging the fact that the planet is warming leads to the very important question, what is causing global warming? Several lines of empirical evidence show a clear human fingerprint on climate change. In their opinion, the increased concentration of carbon dioxide is, in addition to several other factors, the biggest contributor to climate warming and humans.

Increase in greenhouse gases caused by human activities such as factories, cars, burning wood, etc. can negatively affect precipitation patterns, leading to drier conditions with more dust and smoke, affecting both regional and global water cycles and agricultural production ,(Discll, 2008).

According to Jacquelyn A. Ottman (2011), marketers have realized that consumers' growing concern for the environment stems from the fear that the planet is losing its ability to support human life. In this scenario, green marketing has been a boon to marketers because it can prevent further environmental degradation without hindering the growth of the industry. And best of all, it can be safely used as a strategy to differentiate one product from the products of competitors, thus giving the opportunity to also get a nice profit margin.

Polonsky, Michael Jay. (1994) define green marketing as "any activity designed to create and facilitate an exchange designed to satisfy the needs or wants of people in such a way that those needs and wants are met with minimal negative impact on the natural environment."

Growing awareness and increasing concern for health and the environment are gradually changing consumption habits towards environmentally friendly products. Marketers claim that eco-friendly products have as little harmful impact on the environment as possible. Research shows that the demand for organic products is growing against cheap, convenient and apparently more effective chemical or traditional products,(Kumar D.2011) "

Organic Cosmetics Market" (2008) reports that consumers started using organic cosmetics because they realized that organic cosmetics offer them better health treatments.

Alsmadi (2007) study showed a high level of environmental awareness by studying the environmental behavior of Jordanian consumers. However, this positive attitude towards "green" products is not always reflected in consumer behavior. The researcher says that the cause of this attitude - a behavioral deficit - is nothing more than a stronger belief

of consumers in traditional products and a relatively low trust in green claims. The problem is further aggravated by the fact that many companies lack environmental awareness and the associated excessive costs of green products. Many other researchers agree.

3. OBJECTIVES OF THE STUDY

The Objective of this Study are:

1. To assess the level of consumer awareness of green and ecological marketing in Uttar Pradesh, India.
2. To analyze the impact of consumer awareness of green and ecological marketing on purchasing behavior related to personal care and cosmetics in Uttar Pradesh.
3. To identify the factors that influence the perceptions and attitudes of consumers towards green products .

Hypothesis

Based on the review of literature the following Hypotheses were developed:

1. There is a significant level of consumer awareness regarding green and ecological marketing in Uttar Pradesh, India.
2. Consumer awareness of green and ecological marketing significantly influences purchasing behavior related to personal care and cosmetics in Uttar Pradesh.
3. There are significant factors that influence the perceptions and attitudes of consumers towards green products.

4. METHODOLOGY

Data was collected from 500 people living in Uttar Pradesh regarding personal care and cosmetics products. A convenience sampling technique was used to select the respondents. Information related to green marketing awareness and consumer perceptions was collected using a structured questionnaire.

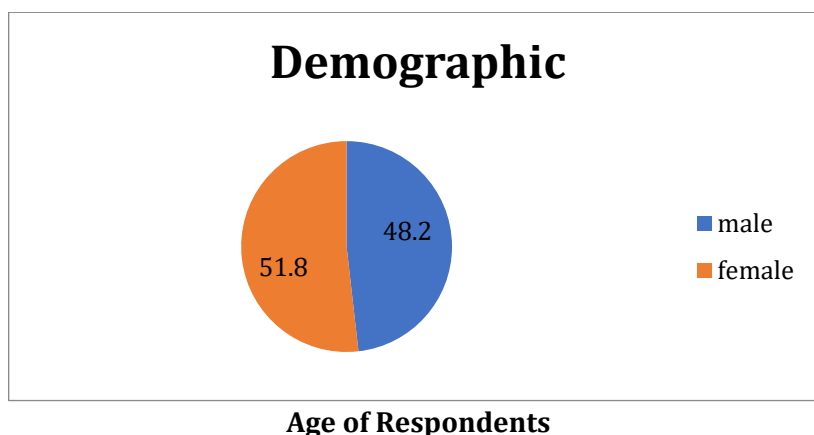
Table 1. Reliability Statistics

Cranach's Alpha	No. Of Items
0.87	10

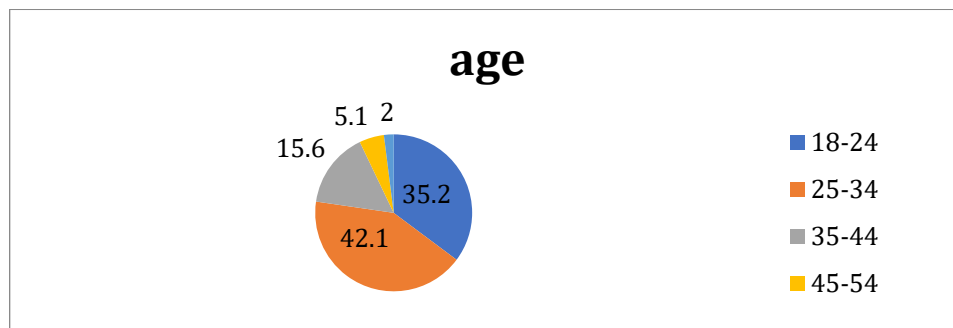
The value of Cranach's Alpha 0.87, indicates good internal consistency. The items measuring consumer awareness are reliable and consistently measure the construct.

Demographic Variables

CATEGORY	PERCENTAGE (%)	COUNT
GENDER		
M	48.2	241
F	51.8	254

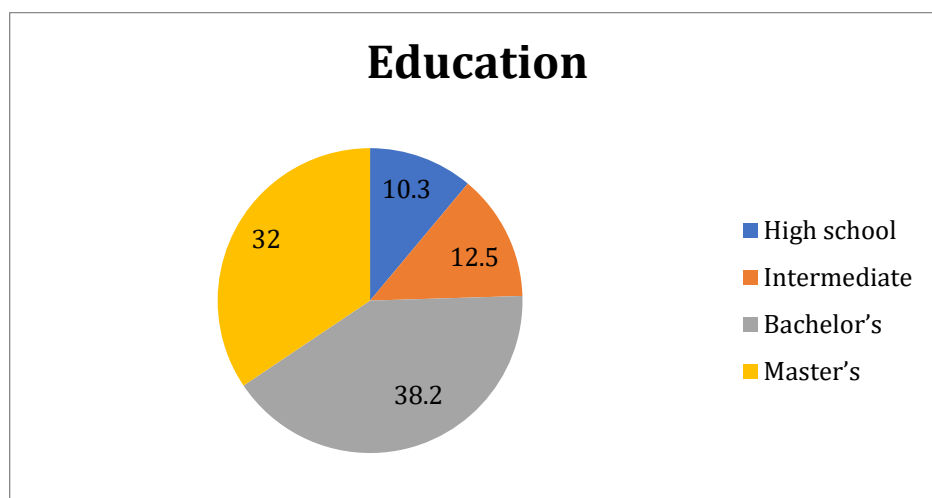


AGE	PERCENTAGE	COUNT
18-24	35.2	176
25-34	42.1	211
35-44	15.6	78
45-54	5.1	26
55 & Above	2.0	10



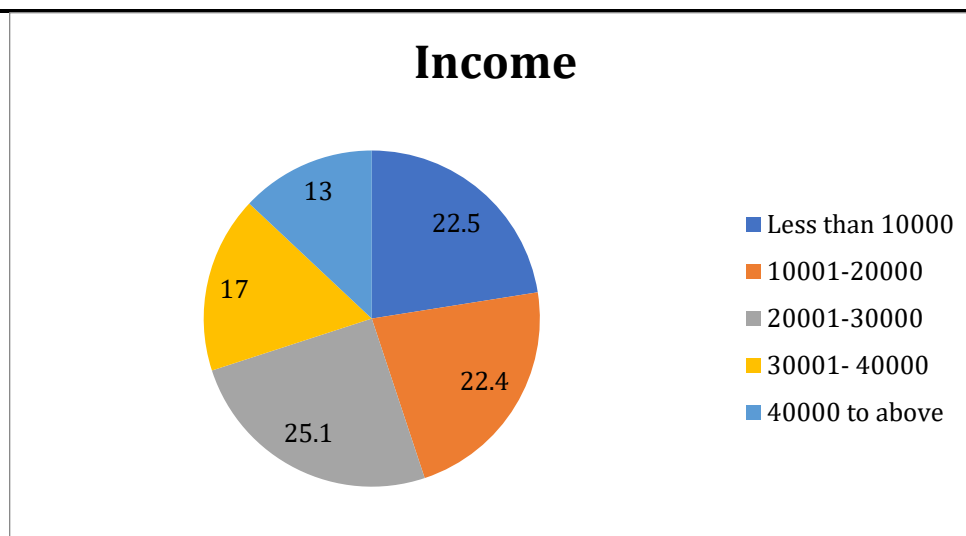
Educational Background

EDUCATION	PERCENTAGE	COUNT
High school	10.3	52
Intermediate	12.5	63
Bachelor's	38.2	191
Master's	32.0	160
Doctorate's	7.0	35



Income of the consumer

INCOME	PERCENTAGE	COUNT
Less than 10000	22.5	113
10001-20000	22.4	112
20001-30000	25.1	126
30001- 40000	17	85
40000 to above	13	65



Measurement Model

The reliability and validity of the measurement model were assessed using PLS modeling. The constructs included attitude, subjective norm, perceived behavioral control, altruistic motivation, egoistic motivation, and purchase intention.

Descriptive Statistics

The descriptive statistics for the main constructs are summarized below:

CONSTRUCT	MEAN	STANDARD DEVIATION
Consumer Awareness	3.82	0.87
Purchasing Behavior	3.68	0.92
Attitudes	3.74	0.85
Motivation	3.90	0.80
Purchase Intention	3.85	0.86

Hypothesis Testing

The hypotheses were tested using PLS-SEM, and the results are summarized below:

Hypothesis Testing Results

Hypothesis	Path Coefficient	t-value	p-value	Supported
H1: : Consumer Awareness of Green Marketing	0.52	9.12	<0.001	Yes
H2: Purchasing Behavior	0.45	8.45	<0.001	Yes
H3: Perceptions & Attitude	0.48	8.78	<0.001	Yes

Hypothesis 1: There is a significant level of consumer awareness regarding green and ecological marketing in Uttar Pradesh, India.

This assumption suggests that consumers in Uttar Pradesh are aware of green and environmental marketing concepts and practices. This includes knowing the right terms, being able to identify green products and being exposed to green marketing practices. Descriptive statistics show a mean of 3.82 (SD = 0.87) for consumer awareness, indicating a high degree of awareness among consumers. A path coefficient of 0.52 and a significant t-value of 9.12 ($p < 0.001$) support

the hypothesis that consumer awareness of green marketing is important. This shows that green marketing campaigns and campaigns will reach the target group..

Hypothesis 2: Consumer awareness of green and ecological marketing significantly influences purchasing behavior related to personal care and cosmetics in Uttar Pradesh.

This hypothesis suggests that awareness of green and environmental marketing will affect consumer purchasing behavior, especially for personal care products and cosmetics. This means that savvy consumers are more likely to buy natural products. The mean score for purchasing behavior was 3.68 (SD = 0.92), indicating that knowledge influences purchasing decisions. The path coefficient 0.45 and t-value 8.45 ($p < 0.001$) show a significant positive relationship between consumer awareness and purchasing behavior. Consumers who are more aware of green marketing are more likely to purchase green personal care and cosmetic products, indicating that awareness programs are effective in changing consumer behavior..

Hypothesis 3: There are significant factors that influence the perceptions and attitudes of consumers towards green products.

This hypothesis suggests that there are many factors that shape consumers' perceptions and attitudes toward green products. These factors may include quality, health benefits, environmental concerns, social impact and certification from environmental organizations. The attitude towards green products had a mean score of 3.74 (SD = 0.85), which is relatively high. The path coefficient for perceptions and attitudes is 0.48 with a t-value of 8.78 ($p < 0.001$), indicating a significant impact of these factors on consumer attitudes. The data shows that consumers perceive green products as high quality, beneficial to health and the environment. Social media and displays play a role in creating these views, which in turn influence purchasing decisions.

5. CONCLUSION

The findings of this study strongly support the three hypotheses and demonstrate the significant impact of green marketing on consumer behavior in Uttar Pradesh. First, it was found that consumers have a high level of awareness of green and environmental marketing practices in the region. This knowledge is not only superficial, but has a real impact on purchasing decisions related to personal care and beauty (cosmetic) products.

In addition, this study shows that this increased awareness is an important area in shaping consumer behavior. Consumers in Uttar Pradesh are more likely to consider green marketing messages when making purchasing decisions for personal care and cosmetics. This move reflects the growing demand for products that are marketed as environmentally friendly or sustainable.

In addition, this study also identifies some critical factors that influence consumer perception and attitude toward green products. Among these, the nature of the quality of the products, the health benefits associated with them, and the impact on the environment are very important. Consumers are more likely to choose green products when they believe that these products are beneficial not only for them but also for the environment.

This overview shows the effectiveness of green marketing programs in the region. This study shows that increasing consumer awareness and properly addressing the factors that influence perception - such as attention to quality, health and environmental benefits - can be increase acceptance of natural products. As consumers become more aware and conscious, the demand for green products in Uttar Pradesh continues to increase, indicating a general shift towards sustainable patterns.

CONFLICT OF INTERESTS

None

ACKNOWLEDGMENTS

None

REFERENCES

- Alsmadi, S. (2007). Green marketing and the concern over the environment: Measuring environmental consciousness of Jordanian consumers. "Journal of Promotion Management, 13 (3-4).
- Arndt, D. S., Baringer, M. O., & Johnson, M. R. (Eds.). (2010). State of the climate in 2009. "Bulletin of the American Meteorological Society, 91 (7), S1-S224.
- Du Plessis, P., & Rousseau, G. (1999). As quoted by Alet C Erasmus, Elizabeth Bosh off, and G. G. Rousseau. Consumer decision-making models within the discipline of consumer science: A critical approach. "Journal of Family Ecology and Consumer Sciences, 29, 82.
- Levy, H. II, Shindell, D. T., Gilliland, A., Schwarzkopf, M. D., & Horowitz, L. W. (2008). Climate projections based on emissions scenarios for long-lived and short-lived radiatively active gases and aerosols. U.S. Climate Change Science Program Synthesis and Assessment Product 3.2. Department of Commerce, NOAA National Climatic Data Center. Retrieved from <http://www.climate-science.gov/Library/sap/sap2/final-report/sap3-2-final-report-all.pdf> February 9, 2012.
- Polonsky, M. J. (1994). An introduction to green marketing. "Electronic Green Journal, 1"(2). UCLA Library, UC Los Angeles. Retrieved from
- Ecocert. (2003). Was the very first certification body to develop standards for "natural and organic cosmetics". Retrieved from www.ecocert.com on September 18, 2011.
- Keville, K., & Green, M. (1995). A history of fragrance. Retrieved from <http://www.healthy.net/library/books/aromatherapy/history.htm> on October 18, 2011.
- Cohen, M. (1999). Cosmetics and perfumes, Egypt, 10,000 BCE. Retrieved from http://www.smith.edu/hsc/museum/ancient_inventions/hsc01b.htm on October 18, 2011.
- Organic cosmetic market. (2008). Retrieved from <http://www.beautytipshub.com/organic-cosmetics/organic-cosmetic-market.html> on July 6, 2011.
- Chopra, S. Lakshmi. (2007). Turning over a new leaf. "Indian Management, 64", April 2007.
- Wikipedia. (n.d.). "Green marketing". Retrieved from http://en.wikipedia.org/wiki/Green_marketing
- Ottman, J. A., Stafford, E. R., & Hartman, C. L. (2006). Avoiding green marketing myopia. "Environment, 48"(5), 22-36.
- Ottman, J. A., & Miller, E. S. (1999). "Green marketing: Opportunities for innovation". New York: McGraw-Hill.
- Peattie, K. (1995). "Environmental marketing management". London: Pitman.
- Peattie, K. (1999). Rethinking marketing. In M. Charter & M. J. Polonsky (Eds.), "Greener marketing" (2nd ed., pp. 57-70). Sheffield: Greenleaf Publishing.
- Phillips, L. E. (1999). Green attitudes. "American Demographics, 21"(5), 46-47.
- Polonsky, M. J. (1995). Cleaning up environmental marketing claims: A practical checklist. In M. J. Polonsky & A. T. Mintu-Wimsatt (Eds.), "Environmental marketing" (pp. 199-223). Binghamton, NY: Haworth Press.

WEBSITES

1. www.epa.qld.gov.au/sustainable_industries
2. www.greenmarketing.net/stratergic.html
3. www.wmin.ac.uk/marketing/research/marketing/greenmix.html