

Green Marketing and Consumer Buying Behaviour of Baby Care Products

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Abstract

Baby care products are the products that are used for baby care. A lot of baby products come under the umbrella of baby care. Consumer behavior is the process by which people engage in, think about, and decide to buy, want to buy, use or consume goods and services. The product information, celebrity impact and plant-based materials admired the customers into green marketing than other variables. It is found that the product information and likeability of green marketing admiring customers and influenced to purchase the green marketing baby care products.

Keywords: Green Marketing, Consumer buying behaviour, Plant based material

INTRODUCTION

A green consumer is someone who avoids the use of any product that has been manufactured using a large amount of non-renewable energy and is likely to cause damage to the environment or the living organism during manufacturing processing or involves testing on other living beings including animals and plants (Eriksson, 2004).

The obvious assumption of green marketing is that potential consumers will view a product or service's "greenness" as a benefit and base their buying decision accordingly. The not-so-obvious assumption of green marketing is that consumers will be willing to pay more for green products than they would for a less-green

comparable alternative product - an assumption that, in my opinion, has not been proven conclusively. While green marketing is growing greatly as increasing numbers of consumers are willing to back their environmental consciences with their rupees, it can be dangerous. The public tends to be sceptical of green claims to begin with and companies can seriously damage their brands and their sales if a green claim is discovered to be false or contradicted by a company's other products or practices. Presenting a product or service as green when it's not is called green washing.

Affordability is one of the main reasons which direct consumers to go for green products. In a survey study in India, Maniktala and Jauhari

(2007) found that 67% of the consumers belonging to high-income classes responded that they prefer green products, while 65% of upper middle-income, 59% of middle-income, and 48% of low-income responded the same. The lower number of consumers showing their preferences for green products implies that green products usually are not within reach of the low-income class.

Environmental problem has led to the shift in the way of consumer go about their life. There is a dynamic change in the attitudes of the masses towards green life style agenda. People are carving to reduce their impact on the environment. There is not a complete shift in the green trend of marketing to cater the need of the dynamic society. Slow shift of green awareness among the consumer has brought the change in pivot attitude and trying to gain an edge in competitive market by exploiting the potential resources in green market sector. In the era of globalization it has been more competitive among the pivot society to meet up the dynamic demand of the society and consumer in a stabilized way and to try to meet boot the ends meet. In this research the researcher discussed about why the consumer are goes to Green products especially in baby care products and its impact on buying behaviour.

REVIEW OF LITERATURE

Syeda Shazia Bukhari (2011) Green Marketing and its impact on consumer behavior European Journal of Business and Management www.iiste.org ISSN 2222-1905. The aim of this study is to find out how consumer behaviour is influenced by Green Marketing by Companies. The research study took place in Udhampur district in Jammu & Kashmir, during the spring 2011. A questionnaire was designed in order to find out how people perceive Green marketing and how aware they are of the "environmental contribution" that is being made by the companies. The question we wanted to find a respond to where "Whether the purchasing behaviour of consumers is affected if companies go green?" The results from this illustrates that companies need to increase their communication with the customers on going green, and that attributes like price and quality

are more important than "environmental responsibility".

Joana Cristina Gamboia Fonseca (2015) The impact of green marketing practices on consumer buying decision. This study was based on the literature review and it was conducted a questionnaire to 250 customers. The analysis of the results show customers tend to be influenced by green marketing practices and are more motivated when aware of the environmental issues. However, customers are still not very clear about companies' intentions, when engaging into these approaches.

Basharat Ali (2018) Impact of green marketing on consumer buying behavior: The mediating role of environmental knowledge. The study has also analyzed the mediating effect of environmental knowledge in the relationship between green marketing practices and consumer buying behavior. The research used a quantitative approach and a structured survey questionnaire to collect data from 300 respondents. The study results revealed that green advertising and green branding has a significant positive relationship with consumer buying behavior while eco-labelling is not a significant predictor for this purpose. Moreover, environmental knowledge partially mediates the relationship between green marketing and consumer buying behavior. In this way, the current study has contributed to literature by analyzing the green marketing practices with and without the presence of environmental knowledge in Pakistan. The results of the research are helpful for marketers to emphasize more on green advertising being the strong predictor of consumer buying behaviour

Aysel (2016) Green Marketing and Its Impact on Consumer Buying Behaviour. European journal of Economic and political studies. 5(1). This study aims to give information about the effect of green marketing on customers purchasing behaviours. First of all, environment and environmental problems, one of the reason why the green marketing emerged, are mentioned, and then the concepts of green marketing and green consumer are explained. Then together with the hypothesis developed literature review

has been continued and studies conducted on this subject until now were mentioned. In the last section, moreover, questionnaire results conducted on 540 consumers in Istanbul are evaluated statistically. According to the results of the analysis, environmental awareness, green product features, green promotion activities and green price affect green purchasing behaviours of the consumers in positive way. Demographic characteristics have moderate effect on model.

S Sayeed Jabeen, M Kavitha (2019) A study on customer preferences on Green Marketing.. Research Gate. Green Marketing is a vital activity in the modern market and it has becoming a vital element in India as it is in the phase of transformation from developing to developed nation. In this research paper main emphasis significance of Green Marketing in developing countries, factor comparison with the actual trend and sustainable impact on the marketing procedure of the dynamic society. Customer satisfaction level and the industrial presence to make a move towards the dynamic changes is measured. Data has been collected from multiple sources of evidence in addition to book, journals, website data analysis and newspaper. It explores how to market the green marketing strategy in depth. The paper describes the current scenario highlight the Green Marketing challenges in Indian Market.

Kavitha M(2020) Journal of Xi'an University of Architecture &Technology. Effect of Green Marketing on customer loyalty. This study aims to find the strategies of Green marketing and its influence on customer loyalty. The researcher used anova table and frequency an analysis to find the result. It shows the findings that there is a positive association between green marketing strategies and customer loyalty. Customers are admired green marketing strategies and they are very loyal to the concern product.

INTEND OF THE STUDY

1. To find the Green Marketing factors admiring customers to purchase the baby care products
2. To analyse the influence of Green Marketing on consumer purchasing behaviour of baby care products

HYPOTHESES OF THE STUDY

1. There is no significant difference among the Green Marketing factors admiring customers to purchase the baby care products
2. There is no significant influence of Green Marketing on consumer purchasing behaviour of baby care products

ANALYSIS AND DISCUSSION

Baby care products are the products that are used for baby care. A lot of baby products come under the umbrella of baby care. Consumer behaviour is the process by which people engage in, think about, and decide to buy, want to buy, use or consume goods and services (Prasad &Jha, 2014). The word "buy" has two connotations: one is by necessity and the other is voluntary. There are certain general factors such as product information, pleasure motives, likeability, celebrity impact which have direct effect on the attitude of the parents to buy products for their children. The following table shows that factors admiring customers towards baby care products. The factor analysis like principle component methods is applied are seven variables of Green marketing and the following research are obtained.

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.913
Bartlett's Test of Sphericity	Approx. Chi-Square	7553.351
	df	21
	Sig.	.000

Source-computed data

From the above table is formed by the KMO measure the sampling adequacy is 0.913. Bartlett's test of sphericity with approximate chi-square value =7553.351 are statistically significant at 5%. This leads to verification of interrelationship among the variables in the following communalities scale.

	Initial	Extraction
Organic factors	1.000	.928
Plant based materials	1.000	.934

Eco friendly materials	1.000	.895
Pleasure Motives	1.000	.872
Likeability	1.000	.880
Celebrity Impact	1.000	.936
Product Information	1.000	.954
Extraction Method: Principal Component Analysis.		

Source-computed data

From the above table it is formed that the seven variables possess the variance ranging above 0.75. This indicates all the seven variables can be considered in the data reduction process.

The following total variance table indicates the total variance executed by these variables.

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	6.400	91.425	91.425	6.400	91.425	91.425
2	.258	3.689	95.114			
3	.118	1.681	96.795			
4	.072	1.034	97.829			
5	.063	.903	98.732			
6	.056	.800	99.532			
7	.033	.468	100.000			
Extraction Method: Principal Component Analysis.						

Source-computed data

From the above table it is formed that the 7 factors with cumulative variance 91.425%, which is statistically significant and gives the existence of 7 meaningful factors. The factors are enumerated as follows. The product information, celebrity impact and plant based materials admired the customers into Green marketing than other variables.

INFLUENCE OF GREEN MARKETING ON CONSUMER PURCHASING BEHAVIOUR OF BABY CARE PRODUCTS

The perceptual difference between Green Marketing factors towards consumer purchasing behaviour presented in the following anova table

		Sum of Squares	df	Mean Square	F	Sig.
Organic factors	Between Groups	798.030	42	19.001	174.221	.000
	Within Groups	57.584	528	.109		
	Total	855.615	570			
Plant based materials	Between Groups	876.781	42	20.876	168.498	.000
	Within Groups	65.415	528	.124		
	Total	942.196	570			
Eco friendly materials	Between Groups	814.022	42	19.381	228.546	.000
	Within Groups	44.776	528	.085		
	Total	858.799	570			
Pleasure Motives	Between Groups	634.685	42	15.112	299.485	.000
	Within Groups	26.642	528	.050		
	Total	661.327	570			
Likeability	Between Groups	1556.047	42	37.049	645.076	.000
	Within Groups	30.325	528	.057		
	Total	1586.371	570			
Celebrity	Between Groups	1004.963	42	23.928	301.156	.000

Impact	Within Groups	41.951	528	.079		
	Total	1046.914	570			
Product Information	Between Groups	837.509	42	19.941	453.723	.000
	Within Groups	23.205	528	.044		
	Total	860.715	570			

Source –Computed data

From the above table it is found that Organic factors (F=174.221, P=.000) Plant based materials(F=168.498P=.000), Eco friendly materials(F=228.546, P=.000), Pleasure Motives(F=299.485, P=.000) ,Likeability(F=645.076, P=.000) , Celebrity Impact (F=301.156, P=.000) , Product Information (F=453.723, P=.000) are statistically significant at 5% level. This leads to the mean comparison of Green marketing factors and consumer purchasing behaviour of baby care products. It is found that the product information and likeability of green marketing admiring customers and influenced to purchase the green marketing baby care products.

FINDINGS AND CONCLUSION

Environmental problem has led to the shift in the way of consumer go about their life. There is a dynamic change in the attitudes of the masses towards green life style agenda. People are carving to reduce their impact on the environment. There are certain factors such as product information, pleasure motives, likeability, celebrity impact, organic factors and eco - friendly materials which all are have the direct effect on the attitude of the parents to buy products for their children. The product information, celebrity impact and plant based materials admired the customers into Green marketing than other variables. It is found that the product information and likeability of green marketing admiring customers and influenced to purchase the green marketing baby care products.

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