



E-ISSN: 2708-4523
P-ISSN: 2708-4515
AJMC 2024; 5(1): 389-393
© 2024 AJMC
www.allcommercejournal.com
Received: 12-02-2024
Accepted: 25-03-2024

Dr. Mahesha V
Assistant Professor and
Research Supervisor,
Department of Commerce,
KSOU, Mysuru, Karnataka,
India

Rekha KM
Research Scholar, Department
of Commerce, KSOU, Mysuru,
Karnataka, India

Corresponding Author:
Dr. Mahesha V
Assistant Professor and
Research Supervisor,
Department of Commerce,
KSOU, Mysuru, Karnataka,
India

Examining the impact of green branding on consumer behavior: A study on awareness, purchasing patterns, and gender-specific awareness in the FMCG sector in Bengaluru

Dr. Mahesha V and Rekha KM

DOI: <https://doi.org/10.22271/27084515.2024.v5.i1e.284>

Abstract

The goal of the current study is to examine the eco-brand factors that impact consumers' decisions to buy environmentally friendly Fast-Moving Consumer Goods (FMCG). There is a noticeable rise in demand for eco-friendly items as environmental issues and sustainability become more and more important to society. This study explores several eco-brand attributes that are important in persuading customers to select green FMCG items over conventional alternatives, such as familiarity with eco-brands, their ability to improve quality of life, and so on. Surveys and interviews will be used to gather information to better understand the preferences and motives of the consumer base. The study's conclusions will help explain how eco-branding influences customers' decisions to purchase sustainable fast-moving consumer goods and have important ramifications for marketers and decision-makers. The current study looks at the eco-brand as a motivator for using green products using a structured questionnaire. Descriptive statistics, such as mean and standard deviation, are used in the prediction analysis.

Keywords: Eco-brand, fast moving consumer goods, environmental issues

Introduction

Globally, the most talked-about subjects are environmental challenges. Right now, it's trendy to say "Save the world, not shave the planet". Environmental challenges are becoming more and more important in both daily life and business (Gupta, 2013) ^[7]. The likelihood of common threats like greenhouse gasses, ozone layer depletion, global warming, and limitation of natural resources, and every other individual on the road is familiar with so forth. The world is aware that all of these threats are connected to manufacturing in some way. Successful marketing involves spotting these trends and putting goods and services in a position that appeals to consumers globally as well as to specific markets (Maheshwari, 2014) ^[8].

Philip Kotler (2011) ^[9] concluded that companies need to significantly change their R&D, production, financial, and marketing strategies to achieve sustainability. Nevertheless, in addition to sustainability, many issues need to be resolved, such as altered air composition, Reduction in ozone levels, decline in soil quality contributing to desert expansion, and Escalating nitrogen and sulfur dioxide emissions. Thankfully, green marketing is a relatively new idea that is thought to be more ecologically friendly than others.

Review of literature

In order to ascertain the research gap, the study has undertaken the extensive review of literature in the area. For the purpose of the review a few relevant articles have been reviewed which are presented as follows:

M Padmaja Vani (2022) ^[3], The objective of author is to investigate Bangalore consumers' perceptions of and preferences for green products and marketing strategies. A total of 100 respondents provided the data. The respondents were chosen using a convenient sampling procedure. Primary data was gathered from the sample respondents using a standardized questionnaire. The statistical results indicated a robust correlation among marketing tactics, product attributes, consumer perception, and green values. According to the study, consumer purchasing behavior is significantly influenced by their level of awareness of green marketing.

Chandni Seth, Nimish Gupta (2020) ^[1] Using a sample of 300 customer survey responses with PCA and FA algorithms, this study seeks to identify the variables that support green marketing and sustainable development in India. The importance of the green marketing revolution increases in nations like India, where high rates of manufacturing and consumption of goods result in increased waste generation from electronics and industry. Certain aspects that support green marketing initiatives and sustainable growth in our nation have been discovered.

Dileep Kumar M (2013) ^[2] According to researcher Green marketing is simply a strategy for branding marketing messages to appeal to consumers' desire to select goods and services that are better for the environment in order to increase market share. The present study posits that, although a firm may have less opportunity to impact consumer purchasing behavior, it may still be able to increase the brand value of its product to consumers through green marketing. 389 clients in the Malaysian regions of Kuala Lumpur and Penang participated in this survey. To get at its conclusions, the study used statistical methods including regression and correlation. The results show a strong correlation between the consumers' view of the brands and their purchasing behavior and the companies' green marketing strategies. The research sheds light on how changing consumer purchasing behavior is.

Roger a Kerin *et al.* (2007) ^[10]. There are various sorts of green marketing. It results from chances for product development that originate from its "Pollution Prevention Pays" initiative as well as consumer surveys. Employee suggestions on ways to recycle items and lessen pollution are sought out by this program.

Charles W Lamb (2004) ^[11] outlined how-Green marketing has grown to be a crucial strategy for businesses to advance a well-known cause, awareness, and allegiance. Marketing professionals can demonstrate their concern for the environment and society at large by presenting their brands as ecologically sound

Research Gap

Due to prevailing statutory laws and a shift in consumer preferences around the world, several Indian enterprises have begun marketing themselves as green organizations. Based on a review of the literature, it is obvious that few studies on green marketing have been conducted in India. Again, research on consumer attitudes toward green products is critical. In this juncture the present titled "The Impact of Green Branding on Consumer Behavior: A Study on Awareness, Purchasing Patterns, and Gender-specific awareness in the FMCG Sector" is undertaken since no study was done in the selected area.

Statement of the problem

The study clearly reveals that it is becoming more difficult to overlook the damage the people are causing to the environment. Every one need to take a step back and reconsider our lifestyle because our voracious consumption is shortening the planet's resource supply. The consumers need to adopt eco-friendly lifestyle changes as part of a cultural revolution. All customers and businesses are now accountable to what was once a movement.

As entrepreneurs, one should have a responsibility to consider how our operations impact the state of the earth.

Eco-branding will proliferate and become into a common marketing tactic if consumers assess the brand, learn about eco-friendly methods, and make improvements.

The majority of consumer's associate "going green" or environmentally friendly brand construction with businesses that use eco-friendly branding techniques. As a result, the term "eco branding" is ill-defined because most people are unaware of what constitutes an environmental brand and what it includes. Some might believe that environmental branding is just a ploy used by marketers to give the impression that their company "cares." We like to view environmental branding in the opposite way, with green brands acting as the pioneers of a significant shift that will fundamentally alter society. Also which factor of eco-brand motivate them to purchase the green products

Need for the Study

Environmental sustainability is an issue that cannot be disregarded in the modern world, as environmental problems have grown to be major worldwide concerns. Customers made the decision to switch to healthier and environmentally safe products in order to attain environmental sustainability. In order to stay up with the environmental movement, many businesses began to develop environmentally friendly operations and made significant efforts to ensure that their products were recyclable, reusable, organic, 100% natural, etc. In addition, the elements that have contributed to the expansion of environmental marketing include consumer awareness and understanding, the desire to conserve the environment, and the idea that eco-friendly products are safe and healthy. Despite its widespread reputation, environmental marketing is entirely dependent on the purchasing behavior of its customers and customer sentiment on environmentally friendly products. Therefore, this study provides an insight to examine consumers' attitudes towards eco-brand specifically towards eco-friendly FMCG products.

Objectives

Present study is based on following objectives: To know the concept of green marketing and green branding to investigate the level of awareness of respondents about green FMCG products. To study the purchasing behavior of respondents towards the green branding. To analyses the awareness level with gender Specific and age specific towards eco-brand. 7. Hypothesis

Hypothesis 1

H₀: No Significant Impact of Eco-brand on consumers purchasing behavior of green FMCG Products.

H₁: There is a significant impact of Eco-brand on consumers purchasing behavior of green FMCG Products.

Hypothesis 2

H₀: There is No Significant relationship between gender specific awareness levels of eco-brand.

H₂: There is a significant relationship between gender specific awareness levels of eco-brand.

Scope of the study

The study intends to examine how green brand will impact the consumer for the purchase of green FMCG Products in Bengaluru, a metropolitan city in Karnataka. The respondent's category of the study will comply with

students, academic staff, office workers, homemakers, business persons, and managers of several companies with much exposure to the FMCG category.

Research methodology

The current study will use a mixed methods approach, integrating methods for gathering both quantitative and qualitative data. A structured survey will be conducted with a varied group of consumers to get quantitative information about the brand impacting their buying habits and evaluate the significance of major motivators that affect buying choices. To find patterns and relationships amongst the many brand influencing consumer choices, statistical tools will be used to analyze the quantitative data collected from the surveys. The use of descriptive statistics like mean, standard deviation, and frequencies is planned. To comprehend consumers' underlying motivations and rationales for their preferences, a theme analysis of the qualitative interview data will be conducted. To make sure the results are applicable to the target groups, a sample of 100 Bangalore consumers was chosen. There is use of stratified sampling or random sampling methods. In addition, this study used non probabilistic judgmental sampling. Each factors of brand impact on consumers' likelihood to purchase Green FMCG products was measured using the respondents' ratings on a 5-point Likert scale. The study is carried out in Bangalore, Karnataka. The effect of Eco-Brand independent variable on the dependent variable, buying green FMCG Products, is investigated using multiple regression. For statistical analysis and data management, we utilize SPSS version 22.

Concept of green marketing and green branding

According to American Marketing Association (AMA), Green marketing is the marketing of products that are presumed to be environmentally safe. As a result, green marketing encompasses a wide range of actions, such as altering the product, the packaging, and the advertising. Therefore, the term "green marketing" refers to a comprehensive marketing approach in which products and services are produced, marketed, consumed, and disposed of in a way that has the least negative impact on the environment. Most customers have come to understand that their actions have an immediate effect on the environment over time. An increasing body of research suggests that consumers are switching from traditional to green items in an effort to protect the environment.

Green Business

A business that aims to achieve the triple bottom line and has few adverse effects on the local or global environment, community, society, or economy is known as a sustainable business, sometimes known as a green business. Sustainable companies frequently have human rights and environmental practices that are progressive. In general, a business is described as green if it matches the following four criteria.

- Every business decision it makes takes sustainability into account.
- It provides ecologically friendly goods and services to substitute the need for non-green goods and/or services.
- Compared to conventional competitors, it is more environmentally friendly.
- It has consistently committed to operating its operations in accordance with environmental ideals.

Any business that engages in eco-friendly or green initiatives to guarantee that all operations, output, and production processes suitably meet contemporary environmental problems while preserving profitability is considered sustainable. Stated differently, this type of business addresses current demands without jeopardizing the capacity of future generations to satisfy their own needs. It is the process of determining how to improve a company's product design to make the most of the existing environmental conditions and how effectively its products work with renewable resources.

Green Product

Green products are defined as those made using green technology and posing no risks to the environment. In order to preserve natural resources and achieve sustainable development, green technology and goods must be promoted.

Products that are considered green include those that are grown organically, recyclable, reusable, and biodegradable. Products made with natural components, products with recycled materials, nontoxic chemicals, products with permitted chemical composition, products that don't damage the environment or contaminate it, products that won't be put through animal testing, products with environmentally friendly packaging, such as refillable or reusable containers. In the business world, products that try to preserve the environment by using less energy and/or resources, cutting down on or doing away with the usage of hazardous materials, pollution, and waste are referred to as "green products" or "environmental products." Products that are greener and more sustainable must drastically boost the productivity of natural resources, adhere to cyclical and biological production models, promote dematerialization, and replenish and add to the planet's natural capital. There are now more commercial opportunities for clean energy, energy-efficient products, and other environmentally conscious inventions and products due to rising energy prices, worries about foreign oil dependency, and calls for energy conservation.

Green Branding

A green brand is a word, design, symbol, or identification that distinguishes a seller's products from those of their rivals. Businesses place a great deal of emphasis on branding because, at the product market level, brand equity improves communications and channel efficacy while lowering brand price sensitivity. Certain luggage companies are actively cultivating a reputation for producing items that perform better than their competitors in terms of environmental considerations. The Body Shop brand, for instance, places a strong emphasis on using natural products to enhance natural beauty while working toward sustainability. Appealing to the environment or sustainability can help a company stand out from the competitors. Companies with a clear brand identity have a far higher chance of producing brand value. Examined from a customer, corporate, and financial perspective is a brand's value, described as brand equity. When evaluating a company's brand equity, customer based variables take into account the allure of a certain product beyond its inherent qualities. Corporate-based brand equity is the added value that a company receives from the usage of its brand name, a

value that would not be derived from an identical, unbranded product. Brand equity with a financial foundation

is the value the brand adds to the financial market.

Table 1: The level of awareness of respondents about green marketing

Particulars	N	Mean	Std. Deviation	Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Std. Error
Are You aware FMCG					
Green Products	100	1.380	.4878	-1.784	.478
Valid N (List wise)	100				

Source: Primary Data

The provided Table presents descriptive statistics for respondents' awareness of Fast-Moving Consumer Goods (FMCG) green products. The mean awareness score is 1.380, with a standard deviation of 0.4878 and a kurtosis of 1.784 (standard error: 0.478). The valid sample size for the analysis is 100 respondents.

The low mean awareness score of 1.380 indicates a relatively low level of awareness among the respondents regarding FMCG green products. This may suggest that the majority of the sample is not well-informed or knowledgeable about environmentally friendly products within the fast-moving consumer goods category. The standard deviation of 0.4878 suggests limited variability in awareness scores among respondents, indicating a somewhat consistent lack of awareness across the sample.

The negative kurtosis of 1.784 implies that the distribution of awareness scores is less peaked than a normal distribution. In practical terms, this means that there are

fewer extreme values, and the scores are more dispersed. The negative skewness suggests that there may be a group of respondents with even lower awareness scores than the mean, contributing to the distribution's elongation.

In critical analysis, the findings suggest a need for increased efforts in promoting awareness of FMCG green products among the target audience. The low mean awareness score indicates a potential gap in communication or marketing strategies related to environmentally friendly products in the FMCG sector. Addressing this gap could involve implementing targeted awareness campaigns, education initiatives, or improving visibility of green products within the consumer market. Additionally, understanding the factors contributing to the observed low awareness, such as lack of information or ineffective communication channels, will be crucial for developing strategies to enhance awareness and promote sustainable consumption behaviours.

Table 2: The purchasing behavior of respondents towards the green branding

SL. No	Particulars	N	Mean	Std. Deviation	Kurtosis	
		Statistic	Statistic	Statistic	Statistic	Std. Error
1	I am familiar with green brands	100	4.290	.8910	.550	.478
2	Eco-brands adds to the quality of life	100	4.160	.8613	.735	.478
3	Eco-brand products adds to my social status	100	4.010	.9374	-.189	.478
4	The design of the eco-brands packing really appealing	100	3.990	.9587	-.287	.478
5	Eco-brands are durable.	100	4.060	.9931	1.014	.478
6	Eco-brand have good design	100	3.940	.9301	-.298	.478
7	I am loyal to eco-brand	100	4.130	1.0016	.629	.478
8	I am loyal to eco-brand irrespective e of increase in Price	100	3.900	1.0000	-.247	.478
9	Eco-brand products should not compromise with the quality	100	4.260	.8947	.997	.478

Source: Primary Data

The analysis of respondents' perceptions towards eco-brands reveals an overall positive sentiment, with a notable mean score of 4.290 for familiarity, indicating a high level of awareness and recognition of environmentally friendly brands. This positive trend extends to various aspects, such as the belief that eco-brands contribute to the quality of life (mean: 4.160) and the perception of eco-brands as durable (mean: 4.060). However, the findings also unveil areas of concern, particularly in the realm of design, where a mean of 3.990 suggests a moderately positive perception but with considerable variability. Similarly, the perception of eco-brands contributing to social status (mean: 4.010) and the design of eco-brands (mean: 3.940) exhibit varying

opinions, indicating that green branding efforts should concentrate on enhancing aesthetic appeal and social recognition to create a more uniform positive response.

From the above the overall outlook is optimistic; the analysis underscores the need for strategic interventions in specific areas to fortify the positive image of eco-brands. Addressing the variability and mixed opinions surrounding design and social status is crucial, with an emphasis on creating a more consistent and universally positive perception. Strengthening key themes, such as durability, quality, and loyalty, will further bolster green branding efforts, contributing to a more robust and sustainable position for eco-brands in the market.

Table 3: Gender specific* awareness level of green brand

Gender	Strongly disagree	Disagree	Neutral	Agree	Strongly agree	Total
Male	1	1	5	8	33	48
Female	0	0	15	16	21	52
Total	1	1	20	24	54	100

Chi-Square Tests

	Gender	Value	DF	Asymp. Sig. (2 sided)
Male	Pearson Chi-Square	52.357 ^b	12	.000
	Likelihood Ratio	12.679	12	.393
	Linear-by-Linear Association			
Female	Pearson Chi-Square	4.163 ^c	4	.384
	Likelihood Ratio	4.380	4	.357
	Linear-by-Linear Association			
Total	Pearson Chi-Square	50.834 ^a	12	.000
	Likelihood Ratio	10.943	12	.534
	Linear-by-Linear Association	2.100	1	.147
		N of Valid Cases	100	
a. 17 cells (85.0%) have expected count less than 5. The minimum expected count is .01.				
b. 17 cells (85.0%) have expected count less than 5. The minimum expected count is .02.				
c. 6 cells (66.7%) have expected count less than 5. The minimum expected count is .26.				

Source: Primary, Male

Pearson Chi-Square: The value is 52.357 with 12 degree of freedom (DF), and the p-value is (Asymptotic significance). Since p-value is less than the commonly used significance level of .005, the null hypothesis is rejected this means there is a significant relationship association between gender and awareness level of eco-brand by male respondents.

Female

Pearson Chi-Square: The value is 4.163 with 4 degree of freedom (DF), and the p-value is .384 (asymptotic significance). Since p-value is greater than the commonly used significance level of .005, the null hypothesis is accepted. This means there is no significant relationship association between gender and awareness level of eco-brand by male respondents.

Conclusion

In conclusion, green branding represents a powerful tool for businesses to align their values with environmental sustainability while appealing to increase eco-conscious consumers. By implementing green marketing initiatives companies can enhance their brand reputation and loyalty which in turn attract environmentally conscious customers. Green branding not only benefits the environment but also contributes to long-term business success by fostering customer loyalty and that became the differentiation strategy in the competitive market place. In the mean while irrespective of gender, the customers value environmental sustainability, there may be variations in their acceptance and level of engagement with green brands. Research suggests that male may be more accepting of green brands when compared to women in certain contexts. This acceptance could stem from factors such as perceived product performance, convenience, and alignment with personal values. However, it's important for brands to recognize that women often play a significant role in household purchasing decisions and may have a stronger influence on family consumption patterns. Therefore, effective marketing strategies should consider the unique preferences and motivations for female consumers to maximize engagement and adoption of green brands across diverse audience segments in the competitive market environment.

Reference

- Seth C, Gupta N. Green Marketing: Sustainable Business Growth International Journal of Recent Technology and Engineering (IJRTE) ISSN: 2277-3878 (Online). 2020;8(5).
- DileepKumar M. Does green marketing works with consumers; c2013. <https://www.researchgate.net/publication/259293088>,
- Padmaja Vani M. A study on consumer perception towards green marketing with reference to Bengaluru, Journal of Positive School Psychology. 2022;6(3):7391-7400.
- Dr. Manimala Customer's perception towards green marketing <https://www.slideshare.net/DMANIMALA/customer-perception-on-green-marketing>
- Bhatia M, Jain A. Green Marketing: A study on consumer perception and preferences in India; c2013. <https://escholarship.org/content/qt5mc39217/qt5mc39217.pdf>
- <http://www.ehu.es/hartmann/greenbrandpositioningmip05.pdf>
- Butler SZ, Hollen SM, Cao L, Cui Y, Gupta JA, Gutiérrez HR, *et al.* Progress, challenges, and opportunities in two-dimensional materials beyond graphene. ACS Nano. 2013 Apr 23;7(4):2898-926.
- Sharma D, Maheshwari D, Philip G, Rana R, Bhatia S, Singh M, *et al.* Formulation and optimization of polymeric nanoparticles for intranasal delivery of clonazepam using Box-Behnken design *in vitro* and *in vivo* evaluation. BioMed Research International; c2014 Jul 14;2014.
- Lee NR, Kotler P. Social marketing: Influencing behaviors for good. SAGE publications; c2011 Oct 20.
- Howard DJ, Shu SB, Kerin RA. Reference price and scarcity appeals and the use of multiple influence strategies in retail newspaper advertising. Social Influence. 2007 Mar 1;2(1):18-28.
- Lamb CW, Joseph. F. Hair, McDaniel. Marketing 7e. Thomson South-Western; c2004.